



North Santiam School District

COMMUNITY ENGAGEMENT MEETING MINUTES

September 14, 2018

9:00 am

The Community Engagement Committee is a subcommittee of the North Santiam School District Board of Directors.

Committee Objective: In doing what is best for kids, the CE Committee will define and implement effective community engagement activities and strategies that will actively engage community members and parents within our schools in order to propel the District toward providing the best facilities and learning environments.

Committee Members: Andy Gardner, Tass Morrison, Garrett Trott, Dave Bolin, Mike Miller, Gary Rychard, Janine Moothart, Toni Silbernagel and Tonia Whisman

CALL TO ORDER

The Committee Chair called the meeting to order 9:05 am. Those present included Tass Morrison, Dave Bolin, Gary Rychard, Susy Saray, Mike Miller, Janine Moothart, Andy Gardner and Tonia Whisman

APPROVAL MEETING MINUTES

Motion that the committee approve the meeting minutes.

Motion Made By: Gary Rychard

Vote: unanimous

AGENDA

1. Goals/timeline for CE Committee for 2018/19

The committee asked for a list of all events/activities that either the Board, schools or the District engage in. They would also like to compile a list of opportunities for engagement with the greater community like the Rotary, Kiwanis, VFW, etc. Tonia will work to compile these lists with help from the building office staff and administrators. This will help guide the vision for a proposed timeline of events/efforts that the committee will focus on for 2018-19. It was also suggested that the District consider pursuing any opportunities that may exist to engage with county leadership in addition to city and state representatives.

2. Andy's communications goal strategies

Andy discussed briefly the launching of his weekly video bulletin to staff. It has been well received and seems to have encouraged more interaction between him and staff when he is out in the buildings. He shared a few ideas about future video topics and will be seeking monthly input from the committee.

Dave shared some analytics from the NSSD mobile app to indicate the usage so far of the teacher messaging system. The number of messages already sent has greatly increased from last year. He showed the committee the new electronic newsletter feature that is available to office staff and principals. He is working with the app provider to see if it can be made available to teachers. This will be a great tool for reaching parents but the District is still seeking venues for communicating with

members of the general public. It was suggested that the District work to provide a monthly submission to the *Our Town* publication. Janine and Andy will follow-up on the opportunities to do so and the costs involved.

3. Parent survey results communication plan

Andy indicated he and Janine would put together a draft report or possibly multiple drafts for different venues (Our Town, website, Facebook, etc.) and bring them to the next CE meeting for review.

4. Janine Moothart's new role

The District has contracted with Janine to provide cohesive and purposeful messaging about the District to parents, staff and the greater community. She is currently working an article about Stayton Elementary School and will be working with principals to create fliers for each campus that can be placed in various locations like real estate and insurance offices and the Chamber of Commerce. She is also reviewing all the District's websites for functionality and navigability.

5. Bus issues/communication

The bussing service during the start of the school year was less than optimal and both staff and parent trust in MidCo Bus Company was declining. MidCo hired a new manager for the Stayton location who is officially starting today (9/14). Andy indicated he plans to shoot his weekly video today from their location and will introduce the new manager to the staff. MidCo has agreed to send a letter to parents acknowledging the rough start and introducing the new manager.

Items for the next agenda:

- **City Council presentations**
- **Possible Chamber Greets hosting opportunity**
- **Parent Survey**
- **Goals/Timeline (with lists as noted in agenda #1 from today's meeting)**

Adjourn

The meeting was adjourned at 10:40.



North Santiam School District

COMMUNITY ENGAGEMENT MEETING MINUTES

October 4, 2018

8:00 am

CALL TO ORDER

The meeting was called to order at 8:00 am. Those present included Mike Miller, Andy Gardner, Tass Morrison, Janine Moothart, Susy Saray, Gary Rychard, Garrett Trott and Tonia Whisman.

APPROVAL MEETING MINUTES

Motion that the committee approve the meeting minutes.

Motion Made By: Mike Miller

Vote: unanimous

AGENDA

1. Janine Moothart's position

The Community Engagement Committee officially recognized Janine as a voting member of the committee. In addition, her role with the North Santiam SD was further clarified. Her focus will be to work as a consultant as the District seeks to improve efforts in providing cohesive and purposeful messaging to staff, parents and the greater community. She will advise on the development of written materials, provide feedback on the website and assist with creating a calendar that will establish a formula for regularly scheduled review and updates.

2. Website

Janine is assisting the District in reviewing the NSSD website for content, design and ease of navigation. The committee briefly reviewed the website and compared it to another district site that Janine felt did a good job of displaying the type of message that NSSD would like promote. The Committee felt it was important to add, "Serving Lyons-Mehama, Sublimity & Stayton" under the NSSD logo and that it would be beneficial to consider updating the apple to give it a fresh look.

Andy then shared a draft mission statement for the website that is being formulated to help guide all website contributors in a collaborative, cohesive and unified direction. He will continue to collaborate with Janine and the Technology Dept to finalize the statement.

Draft Mission Statement

Our website will inspire confidence for its clear and simple organization. Our information will celebrate kids; content and photos/videos will share a people-focused, relational approach that celebrates staff, students and a diverse community. Where we can, we will show measurable outcomes with data and engage our stakeholders into continuous awareness of district celebrations, accomplishments and events.

3. District-wide community events

The Committee reviewed a list of events compiled by all the schools and district office that occur throughout the year and engage extended family members and the greater community. Tonia and Janine will work together to also compile a list of all the avenues schools and the District have to communicate these events and all other types of information to parents and the community.

Tass indicated she has asked Andy to make a presentation about the District at an upcoming monthly Stayton Rotary meeting. The Committee was also reminded about the forums planned for potential Stayton City Council members.

Tonia informed the Committee about the new feature being developed on the NSSD mobile app. It is called #WeAreNSSD and will be advertised as a “tip line” for app users to send in photos of great things they experience while attending District events. The tip line is currently experiencing a periodic error when some Android users try to take a new photo to send. The program will only allow them to use an existing photo from their gallery. Tonia has reported the problem to the app developer and is waiting for a response.

4. Brochure project

Janine shared a new concept for a printed brochure. Instead of creating a separate brochure for each campus, she suggests a multiple page “magazine” style pamphlet. Each school would have a separate page with more condensed, concise info and numerous prompts to refer to the website for more info. Having one brochure that can encompass all the District’s information can be a better experience for the reader and creates less pressure on businesses to give up large amounts of space for multiple brochures.

5. News media contacts

Janine completed the article about Stayton Elementary’s success with improving reading and math test scores and submitted it to Natalie Pate at the Statesman Journal. There was no official indication as of the meeting date, if it would be published. The article has been added to both the District and Stayton Elem homepages on the website. There are visual prompts to the public via signage on both 1st and 3rd streets.

Tass indicated that she recently had a “letter to the editor” published in the Statesman Journal regarding the Oregon gubernatorial candidates’ plans for investing in public education. The committee was reminded of the importance of regularly sending stories to Bill Poehler at the Statesman Journal and Mary Owens at Our Town to keep the public informed about NSSD. They agreed it would be beneficial to plan ahead based on known/scheduled activities and begin gathering information for articles. Once complete, these articles can then be shared with the printed newspapers but also venues like the Stayton Community Connections Facebook page, the Stayton Community Events website and digital newsletters to parents via the mobile app.

Possible story ideas included:

- Feed My Starving Children Mobile Pack event in November
- School Report Cards
- Graduation rate of ELL students
- Different pathways
- Veteran’s Lunch at ML (include topics or stories of things teachers are talking about in class?)

Tonia will create a post on Facebook that honors all current staff who have served or are currently serving in the military. Tass suggested there might be a way to honor these staff members at the November board meeting.

The meeting was adjourned at 9:30 am.



COMMUNITY ENGAGEMENT MEETING AGENDA
Santiam Meeting Room
November 1, 2018
8:00 am

The Community Engagement Committee is a subcommittee of the North Santiam School District Board of Directors.

Committee Objective: In doing what is best for kids, the CE Committee will define and implement effective community engagement activities and strategies that will actively engage community members and parents within our schools in order to propel the District toward providing the best facilities and learning environments.

Committee Members: Andy Gardner, Tass Morrison, Garrett Trott, Dave Bolin, Mike Miller, Gary Rychard, Janine Moothart, Toni Silbernagel and Tonia Whisman

CALL TO ORDER

APPROVAL MEETING MINUTES

Motion that the committee approve the minutes from the October 4, 2018 meeting.
Motion Made By: Janine Moothart
Vote: unanimous

AGENDA

1. District/State Report Cards: Andy

Andy reviewed the "at-a-glance" report card for the District. He noted that Sean Aker from WESD will make a brief presentation at the November board meeting regarding the new concerted efforts to improve student attendance across the region.. One of the new focuses will be identifying what percentage of students in each district miss more than 10% of the school year. He reviewed some of the key headings on the at-a-glance report cards and pointed out that there is a far amount of data that is not included. For example, they reflect attendance data only for grades K-2. In addition, he remarked that one of the six pieces of data on the report (graduation rate) is actually from the 2017 school year while the remainder is from the 2017-18 school year.

The committee discussed the process by which the District will share the report cards with staff and the public. Report cards will be added to websites with brief summaries from principals which should include plans to address scores that are below average.

2. Brochure Update: Janine

The committee reviewed the current version of the new brochure that Janine is working on and provided feedback. Suggestions included:

- use 2018-19 instead of Fall 2018
- make sure school photos display diverse student population
- consider including class sizes at each school
- include a comment to thank voters for approving the 2012 bond and consider combining all bond work on the back page under district info
- verify the school website addresses - they appear to vary from school to school
- need to make sure school webpages are updated and engaging so if the brochure refers people to the website, they will find the info they are looking for
- add brief info about the board

Janine also asked for input on which businesses she should approach to display the completed brochures.

3. Website Update: Janine

Janine reviewed some of the changes that have already been made (i.e. adding names of communities to each school page) and shared some plans for future revisions. She will begin meeting with schools to review their individual pages.

The committee noted that school events should continue to be sent to www.staytonevents.com and the Stayton/Sublimity Chamber calendar.

*Additional note-Dave needs to add Janine to the Board group on the mobile app so she will receive the Smore newsletters from schools.

4. Communication Videos

The videos continue to be well received by staff. There was a lot of positive feedback about the live reveal of the staff salute so we will continue to do that in various formats.

Items for the next agenda:

The meeting was adjourned at 9:45 am



North Santiam School District

COMMUNITY ENGAGEMENT MEETING AGENDA
Santiam Meeting Room
December 6, 2018 ~ 8:00 am

Committee Objective: In doing what is best for kids, the CE Committee will define and implement effective community engagement activities and strategies that will actively engage community members and parents within our schools in order to propel the District toward providing the best facilities and learning environments.

Committee Members: Andy Gardner, Tass Morrison, Garrett Trott, Dave Bolin, Mike Miller, Gary Rychard, Janine Moothart, Toni Silbernagel and Tonia Whisman

CALL TO ORDER

APPROVAL MEETING MINUTES

Motion that the committee approve the meeting minutes.
Motion Made By: Mike Miller
Vote: unanimous

AGENDA

1. Stayton Rotary Presentation

Andy will be giving a presentation to the Stayton Rotary on Dec 12. Possible topics discussed by the committee included: events occurring in schools so far this year, population growth/school capacities, the SBAC interim assessment pilot program, technology across the district, graduation/on-track to graduate data and the positive work culture along with staff retention rates. The committee suggested that he leave at least 10 minutes for questions from the audience.

2. City Council Presentations

The committee asked that this topic be added to the December NSSD board meeting agenda to allow enough time to discuss and prepare presentations for delivery during the February city council meetings in Stayton, Sublimity and Lyons. The suggestion was made to start with Andy's presentation to the Rotary and then add additional topics as suggested by board members.

The committee also discussed the upcoming discussion forum that the NSSD Board is hosting on January 9, 2019 for Rep. Sherrie Sprenger and Senator Fred Girod. Cascade SD and Santiam Canyon SD have already been invited. The committee suggested also inviting the Scio superintendent and school board as well.

3. Brochure/Website Update: Janine

The committee reviewed the latest version of the new brochure and provided input. Some key suggestions included the need to provide a brief explanation of AVID, highlight the mobile app and improve the composition and quality of some of the photos, including a new photo of the NSSD board.

Janine also noted that NSSD will have an advertising slide displayed over the next three months at the Star Cinema. This month is focusing on the CTE program at Stayton HS.

Work continues on updating and improving the websites across the district. Dave, Tonia and Janine will begin meeting monthly to review all the school pages. Dave is investigating the cost of upgrading the template the district is using to create a more modern look that better utilizes the space on the homepages.

4. Parent Survey

Andy will ask that principals reference their school's survey in their goal update reports to the board for the January meeting. Some of this information could be included in the city council presentations made by board members in February. The committee also discussed the idea of creating a communication video for the public that would discuss some of the key finds from the 2018 survey and the various ways administration has responded to the results. This could then lead into promoting the next survey that will be distributed in April 2019.

5. Fall sports achievements

The committee reviewed the final standings of all SHS teams for the fall sports season. Tonia shared that she pre-ordered customized pins for all sports that will now be available immediately at the end of each season. In the past, the pins often were not available on short notice for an assembly or team banquets because they would happen quickly after a season ended. The new pins have the SHS mascot and are customizable with a year so if a student earned multiple pins from the same sport, they can now be identifiable by year. The year signifiers can also be used for other pins like All-State and music/choir pins. The committee requested that they review criteria for sports awards at the next CE meeting

Items for the next agenda:

- **Student athlete award criteria**
- **City council presentation prep**
- **Andy's Rotary presentation recap**
- **SBAC interim assessment training video recap (12/13 filming date at Sublimity)**
- **Brochure/website update**

Adjourn: 9:45 am



North Santiam School District

COMMUNITY ENGAGEMENT MEETING MINUTES

Santiam Meeting Room

January 17, 2019 ~ 8:00 am

Committee Objective: In doing what is best for kids, the CE Committee will define and implement effective community engagement activities and strategies that will actively engage community members and parents within our schools in order to propel the District toward providing the best facilities and learning environments.

Committee Members: Andy Gardner, Tass Morrison, Garrett Trott, Dave Bolin, Mike Miller, Gary Rychard, Janine Moothart, Toni Silbernagel and Tonia Whisman

The meeting was called to order at 8:00 am with the following committee members present: Andy, Tass, Mike, Gary, Janine, Susy and Tonia.

APPROVAL MEETING MINUTES

Motion that the committee approve the meeting minutes as presented.

Motion Made By: Janine Moothart

Vote: unanimous

AGENDA

1. City Council Presentations

The committee reviewed the dates of the upcoming presentations to the Sublimity and Lyons city councils and discussed the following topics for each presentation:

Lyons: Feb 26 (Alisha Oliver & Andy to present)

- building capacity/projects provided by last bond for Mari-Linn/SHS, parent survey data
- **note that ML received the most money on a per student basis from the last bond

Sublimity: March 11 (Tass Morrison, Garrett Trott, Evan Smith)

- Seismic grant work, building capacity/projects provided by last bond for Sublimity/SHS, parent survey data

Stayton: postponed

2. Chamber Greeters, March 6 (8 am- 9 am)

The committee discussed the following ideas for the presentation in addition to the ideas already mentioned for the city council presentations:

- ask for a student from the construction class to give an update on the current house
- request that ASB President, Noah Oliver, give an update about SHS
- announce the Employability Score for Stayton HS students if it is available and possibly seek input from business owners regarding what info is included/what should be added

***Gary shared a dedication brochure from Stayton Elementary/Junior High. He will make copies and distribute at the February board meeting which will be at SES. He would also like Our Town to do a "then and now" story.*

3. Brochure/Website Update: Janine

- Janine shared the most recent version of the new brochure. The final project is anticipated to be completed in time for the Chamber Greeters event on March 6, 2019.

- Janine is going to work with staff to create a list of communication tools that are currently being utilized across the district (including all venues like print, social media, etc) She would like input from the committee in the February meeting.
- an article will appear in the next Our Town publication about the recent food drive at SHS/Skills USA contributions
- Dave Bolin, Tonia Whisman and Janine will begin meeting monthly to identify areas that need to be updated or reorganized on the website.

***Tass announced that a student at Stayton HS student, Nolan Large, has been nominated for the Stayton Booster Club Eagle Excellence award.*

4. Parent Survey

Andy proposed that the committee review the District Level questions of the parent survey at the February meeting to discuss any possible changes that may be needed to provide clarity or establish the opportunity to collect data around a possible future school bond.

5. Board sports teams acknowledgements

The committee reviewed the criteria for board acknowledgement of student athletes and agreed to leave them as is. The suggestion was made to ask the ASB representative to report about the Equestrian Team and Robotics Club at an upcoming board meeting.

Items for the next meeting agenda:

- **District communication tools**
- **SBAC video**

Adjourn: 9:15 am



COMMUNITY ENGAGEMENT MEETING MINUTES
Santiam Meeting Room
February 7, 2019 ~ 8:00 am

Committee Objective: In doing what is best for kids, the CE Committee will define and implement effective community engagement activities and strategies that will actively engage community members and parents within our schools in order to propel the District toward providing the best facilities and learning environments.

Committee Members: Andy Gardner, Tass Morrison, Garrett Trott, Dave Bolin, Mike Miller, Gary Rychard, Janine Moothart, Toni Silbernagel and Tonia Whisman

The meeting was called to order at 8:00 am with the following members present: Andy Gardner, Dave Bolin, Susy Saray, Tass Morrison, Janine Moothart, Gary Rychard and Tonia Whisman.

APPROVAL MEETING MINUTES

<p><i>Motion that the committee approve the meeting minutes.</i> Motion Made By: Gary Rychard Vote: unanimous</p>

AGENDA

1. City Council Presentations

The committee reviewed the suggestions made by principals at the January board meeting for presentation topics for the upcoming visits to the Lyons and Sublimity city council meetings. They added a few additional items to include the topics below. They also recommended having the principals and students involved in the presentations.

Lyons: Feb 26 ~ new Gardening Club, vision screenings, new light next to crosswalk, G & M Logging donation, Every Day Matters attendance pilot project, building capacity/projects provided by last bond, immunization exclusion rates, promote the play at SHS

Sublimity: March 11 ~ donations to St Francis Shelter, Seismic grant work, vision screenings, VFW essay contest, Every Day Matters pilot project, building capacity/projects provided by last bond, immunization exclusion rates

2. Chamber Greeters, March 6, 8 am-9 am

The committee then discussed presentation ideas for the Chamber Greeters event that the District will be hosting in the Santiam Room in March.

- The new District-wide brochure will be distributed and showcased.
- The ASB president is confirmed to speak as well as a student from the construction class.
- The new Employability Form that is being produced by SHS for students will be available to display. SHS would like to get input from business owners regarding the format and information included.
- Dave and/or Nicole Duncan will share a few things about the 2nd AVID showcase at Stayton Intermediate.
- Gary or Andy will give a brief description of the Every Day Matters pilot program and refer to the signs that are visible around the District.
- Time-permitting, the new SBAC (Smarter Balanced Assessment Consortium) video featuring NSSD staff will be shown

3. Communication Update: Janine

● **Website/Brochures**

The committee reviewed the latest version of the new pamphlet and recent updates to the website.

● **Communication Tools**

Tonia and Janine are working to put together a list of all communication outlets used to reach external stakeholders (print, social media, outside publications, etc)

- **Article ideas for Statesman Journal/Our Town**

The committee discussed story ideas to submit to the Statesman Journal/Stayton Mail and Our Town for possible publication.

- Arts (drama/music/band) donation to SHS / new CNC machine for fabrication class
- Gardening Club at ML
- Seismic improvements at SUB
- “Now and then” story of SES using the dedication pamphlet of Stayton Elem/Junior High that Gary obtained from former teacher, Howard Bates.

4. Parent Survey

The 2018 parent survey was reviewed to try to identify any questions in the District-level section that may need to be added or revised in the 2019 survey. It will be again be distributed during the week of conferences (April 8-11).

Suggestions included:

- Moving #12 which asks for an A-F grade for the District as a whole into the school-specific question since there is already a 1-10 rating question in the District section
- Adding satisfaction ratings regarding ELL (English Language Learners) to the Stayton area school surveys to satisfy some OR Dept. of Education reporting requirements
- Adding a question regarding the importance of regular attendance to try to gauge opinions about absences (specifically pre-planned absences for vacations, hunting trips, “mother-daughter days”, etc)
- Adding a question that could potentially provide insight into public opinion about a future school bond
- Changing the answer options on #24 in the school-specific section (Does your student enjoy school?) from “yes/no/sometimes” to be formatted more similarly to the other answer options. This could potentially be changed to “most of the time/some of the time/none of the time/other”

An updated version will be brought back to the March CE meeting for additional review and input.

Items for the next agenda: survey

Adjourn: 10:00 am



North Santiam School District

COMMUNITY ENGAGEMENT MEETING MINUTES

Santiam Meeting Room

March 7, 2019 ~ 8:00 am

Committee Objective: In doing what is best for kids, the CE Committee will define and implement effective community engagement activities and strategies that will actively engage community members and parents within our schools in order to propel the District toward providing the best facilities and learning environments.

Committee Members: Andy Gardner, Tass Morrison, Garrett Trott, Dave Bolin, Mike Miller, Gary Rychard, Janine Moothart, Toni Silbernagel and Tonia Whisman

The meeting was called to order at 8:05 am with the following members present: Tass Morrison, Gary Rychard, Janine Moothart, Mike Miller, Susy Saray, and Andy Gardner. Dave Bolin attended remotely via phone.

APPROVAL MEETING MINUTES

Motion that the committee approve the meeting minutes.

Motion Made By: Gary Rychard

Vote: unanimous

AGENDA

1. City Council Presentations

Lyons: Feb 26 - Jeri did a great job representing Mari-Linn School. One suggestion that came from feedback from this presentation was there may be a need to provide a detailed report regarding the work done at Mari-Linn School as a result of the 2012 Bond. The amount spent per student may be especially helpful. The District may also want to inquire on opportunities to collaborate with the Lyons library in order to better communicate to the Lyons/Mehama communities about the school district. Janine will also see if the District can contribute articles to the Canyon Weekly.

Sublimity: March 11 -

The presentation is currently being updated to include slides about Sublimity School.

2. Chamber Greeters debrief

The presentation to the Greeters was well received. Business owners were excited to hear about the new Pathways Coordinator position as well as the Employability Score sheet that the high school has introduced this year.

3. Brochure/Website Update: Janine

The brochures have been completed and we've begun the process of distributing them to local businesses. Susy Saray is finalizing the Spanish version and it will be printed soon. It was suggested that there should be a "purpose statement" for the brochures so that staff and community members understand why the brochure was created and how it will be utilized. Janine will work with Andy to create one. She is also beginning to work on a template for individual school fliers that will be printed in-house. They will be single sheet tri-folds and will contain more detailed info regarding programs, academic performance and successes on each campus. The suggestion was made to also create a digital version that could be delivered electronically.

Tonia and Janine are continuing to create an written inventory of communication tools currently being used across the District. This list will be brought to the April CE meeting for committee input.

4. Parent Survey

Tonia made a few of the changes suggested in the last meeting to the district-level questions on the survey but is waiting for some additional feedback on the following:

- Attendance-waiting for feedback from Sean Aker from WESD
- ELL-need to consult with Dave Bolin
- A-F grade question will be moved from the district-level section to each school's section but the wording will need to be customized for each campus' grade levels. The question in its current format is appropriate for the high school (preparing students for college, careers and citizenship) but not for the younger grades. Tonia will put together a couple of choices for the wording and share them with committee members before the survey is finalized.

It was also recommended that District prepare an introductory message that can be sent out the week or two prior to the launching of the survey to try to increase awareness and improve participation levels at all schools.

5. Article ideas for Statesman Journal/Our Town

The following suggestions were made:

- New Pathways Coordinator position
- New HS Principal
- District Leaders and the various roles they fill outside of the District (AVID, COSA, OSBA, etc)
- The District has nominated two principals for Principal of the Year so if either or both are selected, stories will be warranted

6. Board Awards

The Committee was advised to come to the next monthly meeting with nominees for the Jack Adams, Santiam and/or Community Partnership Awards. (some suggestions that came from the initial discussion were Stayton Rotary, Lions Club, Keeping the Arts and Darren Shryock)

Items for the next agenda:

- **Communication Tools Inventory**

The meeting was adjourned at 9:30 am.



North Santiam School District

COMMUNITY ENGAGEMENT MEETING AGENDA
Santiam Meeting Room
April 4, 2019 ~ 8:00 am

Committee Objective: In doing what is best for kids, the CE Committee will define and implement effective community engagement activities and strategies that will actively engage community members and parents within our schools in order to propel the District toward providing the best facilities and learning environments.

Committee Chair: Tass Morrison

Committee Members: Andy Gardner, Garrett Trott, Dave Bolin, Mike Miller, Gary Rychard, Janine Moothart, Susy Saray, Toni Silbernagel and Tonia Whisman

The Committee Chair called the meeting to order at 8:15 am with the following members present: Dave Bolin, Andy Gardner, Mike Miller, Gary Rychard, Janine Moothart, Susy Saray and Tonia Whisman.

APPROVAL MEETING MINUTES

Motion that the committee approve the meeting minutes from the March 7, 2019 meeting.

Motion Made By: Mike Miller

Vote: unanimous

AGENDA

1. Brochure/Website Update: Janine

a. Brochure Purpose/Mission Statement

Janine shared excerpts from the Board and Supt. goals pertaining to communication and community engagement. She will take components from both and compose a draft purpose statement and bring it back to the CE Committee at the May meeting. Once it is finalized, Tass will share it with the full board at the next monthly meeting. It was suggested to have the cost (per student) for the brochures.

b. Website

Tonia, Dave and Janine have been meeting monthly to review the website to identify sections that need to be updated or streamlined. The Community Information section has been revised to include a brief overview of Stayton, Sublimity, Lyons and Mehama instead of just links to the applicable city websites. They will continue to work through all the schools to update each one. They will also be consulting with the District's website provider to preview new possible templates that will be more user friendly for staff to update and parents or the public to use on smaller devices like phones or tablets. If the decision is made to convert to a new template, it will most likely occur during the summer while usage and viewership is lower.

One suggestion regarding monthly school newsletters on school websites was to centralize the name or at least a portion of it so that it was consistent across all schools and easier for users to find. Also, principals should plan to update their "principal messages" more frequently than once a year (at the beginning) as it tends to happen now.

2. Parent Survey

The survey is nearly ready to be distributed out to parents via the app the following the week. It will be available in printed form in all the schools as well. Tonia reviewed the wording for the school grade question that is being moved from the District level to the school sections. The principals have all reviewed the new question as well as their respective school surveys.

The survey will remain open through April 19 and responses will be compiled and brought back to the CE Committee for the June meeting. The principals will use the results for their goal planning sessions in June. The final compilations will be shared with the Board in the June meeting.

3. Board Award

a. Possible nominees

Tonia requested nominees from school principals and office managers and received the following suggestions.

- Mike Proctor, SMS (Jack Adams Award) for his work in improving the climate and quality of teaching in his school to a level that such that it has been acknowledged by AVID representatives (asked to host multiple showcases).
- Wendy Nyquist, SHS (Jack Adams Award) for creating the weekend meal program called Weekend Eats for high school students who need support during the weekends. They are currently sending meals home consistently to at least 15 students every Friday.
- Shealon Cooper, SES (Jack Adams Award) for transforming the school's recess time and her work with the 3B store in addition to time spent after work hours to purchase items for needy students
- Darren Shryock, SHS for his continual efforts to improve the success of all sports programs at SHS
- Lyons Club (Community Partnership Award) – Mike Miller will write a brief recap of all the events/activities that the Lyons Club has sponsored.
- Stayton Rotary (Community Partnership Award)

b. Volunteer acknowledgement

The Committee agreed they would like to develop a way to honor school volunteers every year in a more public way. Committee members suggested creating an additional board award (i.e. Outstanding School Volunteer Award) for this purpose. The discussion then led to whether the awards should happen at the end of the school year or at the board meetings that occur at each school from Jan-May. Tonia will seek additional input from school staff and Tass will do the same with board members.

c. Communication Tools Inventory

The inventory list was distributed and the committee was asked to review it and provide feedback at the May meeting.

d. Article ideas for Statesman Journal/Our Town

Tonia shared that she is attempting to contact the leadership at the Statesman Journal to increase the number of articles about NSSD that are available on-line and to discuss a possible partnership with staff and students to provide regular articles for the Stayton Mail.

Items for the next agenda:

- **Communication Tools**
- **New website template options**
- **Board Awards**

The Committee Chair adjourned the meeting at 9:35 pm.



COMMUNITY ENGAGEMENT MEETING AGENDA
Santiam Meeting Room
May 5, 2019 ~ 8:30 am

Committee Objective: In doing what is best for kids, the CE Committee will define and implement effective community engagement activities and strategies that will actively engage community members and parents within our schools in order to propel the District toward providing the best facilities and learning environments.

Committee Chair: Tass Morrison

Committee Members: Andy Gardner, Garrett Trott, Dave Bolin, Mike Miller, Gary Rychard, Janine Moothart, Toni Silbernagel, Susy Saray and Tonia Whisman

The Committee Chair called the meeting to order at 8:35 am with the following members present: Andy Gardner, Dave Bolin, Mike Miller, Gary Rychard, Janine Moothart, Susy Saray and Tonia Whisman.

APPROVAL MEETING MINUTES

Motion that the committee approve the meeting minutes.

Motion Made By: Gary Rychard

Vote: unanimous

AGENDA

1. Brochure/Website Update: Janine

a. Brochure Purpose/Mission Statement

The Spanish version is complete and is being distributed. The mission statement is complete and will be shared with the committee at the next meeting. Work has begun on brochures for each school.

b. Website

Dave, Janine and Tonia are reviewing new website templates that would provide a more updated and streamlined look. They will try to bring a couple of options to the committee in June.

2. Parent Survey

The committee reviewed the response numbers, which included:

SHS: 153

SIS/SMS: 77

SES: 80

SUB: 96

ML: 52

The committee stressed the importance of communicating the results to the public once all the data is compiled. Dave suggested creating an icon on the mobile app so that people can access the information easily there. It will also be available through a quick link on all websites. Schools may also chose to select one or two of the questions to feature on their brochures.

3. Board Award Nominations

a. Nominees

The committee discussed potential nominees and felt the Lions Club deserved the Community Partnership award this year for continuing to collaborate annually with the District to provide eye

screenings for students. In addition, they identified Mike Proctor as being deserving of the Jack Adams award. His leadership at SIS/SMS has changed the culture there and allowed the school to obtain a high level of success with the implementation of AVID. Possible future nominees for the Community Partnership included the Stayton Rotary, Kiwanis and the North Santiam Youth Athletics organization and Wendy Nyquist at SHS for the Weekend Eats program.

Motions-Community Partnership

Motion that Community Engagement Committee present the Stayton Lions Club with the NSSD Community Partnership Award.

Motion Made By: Gary Rychard

Vote: unanimous

Motions-Jack Adams Award

Motion that Community Engagement Committee present Michael Proctor with the NSSD Jack Adams Award.

Motion Made By: Gary Rychard

Vote: unanimous

b. Volunteer acknowledgement

The committee stressed the importance of establishing clear criteria for the award. There was also some discussion around the idea of having a banquet or some other type of recognition ceremony that is separate from a board meeting. Tass will communicate the desire of the committee to establish a volunteer recognition award and ask that a formal discussion be added to a future meeting agenda. The committee also acknowledged the importance of receiving input from building administrators.

4. Communication Tools Inventory

The committee reviewed the list of communication tools that allow the District to communicate with parents and, more specifically, the greater community. The Immaculate Conception Catholic Church of Stayton has offered to print information about the District (i.e. Kindergarten Round-up or Summer Meals) in their church bulletin. It was also suggested that District utilize the SIT (Service Integration Team) meetings as opportunities to make announcements and share information.

The committee noted it may be beneficial to focus new energy on regular articles for the Canyon Weekly since it is now owned by *Our Town* as well as regular articles for their monthly editions. In addition, they suggested Alan Kirby join the Stayton Rotary in his new role and attend the weekly luncheon to increase engagement with community stakeholders.

5. Article ideas for Statesman Journal/Our Town

The *Our Town* May edition published an article about Tass holding the office of president of the OSBA board. They also have plans to publish an article introducing Susanne as the new principal and Alan as the new CTE Coordinator.

Suggestions for topics for future articles were the North Santiam Youth Athletics organization, the *Weekend Eats* program at SHS, and the board awards that will be presented at the June meeting.

Items for the next agenda:

Adjourn

The Committee Chair adjourned the meeting at 9:30 am.



COMMUNITY ENGAGEMENT MEETING MINUTES
Santiam Meeting Room
June 10, 2019 ~ 8:00 am

Committee Objective: In doing what is best for kids, the CE Committee will define and implement effective community engagement activities and strategies that will actively engage community members and parents within our schools in order to propel the District toward providing the best facilities and learning environments.

Committee Chair: Tass Morrison

Committee Members: Andy Gardner, Garrett Trott, Dave Bolin, Mike Miller, Gary Rychard, Janine Moothart, Susy Saray, Toni Silbernagel and Tonia Whisman

CALL TO ORDER

The Committee Chair called the meeting to order at 8:10 am.

MEMBERS PRESENT

Those present included Tass Morrison, Andy Gardner, Dave Bolin, Janine Moothart, Susy Saray and Tonia Whisman.

APPROVAL MEETING MINUTES

Motion that the committee approve the May 2, 2019 meeting minutes.

Motion Made By: Andy Gardner

Vote: unanimous

AGENDA

- 1. Brochure/Website Update: Janine**
 - a. Brochure Purpose Statement**

Janine distributed a draft purpose statement for the district and school brochures.

The District recognizes and has developed goals to support providing the general public with access to up-to-date information about the schools, the communities served, results of recent bond levy improvements as well as other improvements made through grant acquisition and fundraising. The District is responsible for making sure that the public is informed regarding leadership, programming, goals and student/teacher accomplishments.

The Committee agreed that it captured the key point which is, the brochures align with the goals regarding communication and community engagement that exist at all levels within the school district (board of directors, district administration and building administration).

Janine also shared feedback that the District received on the brochure from Alex Pulaski who is the Director of Communications for OSBA. His suggestions will be taken into consideration for the second edition of the brochure.

- b. Website**

A suggestion was made to create a formalized once-weekly process for the distribution of community fliers to students and parents in the District. It was proposed that one or two individuals involved with the student help desk produce a weekly "Smore" newsletter through the NSSD mobile app that includes links to all the active fliers which will continue to be posted on the website under the *Community* section. This would allow community members to receive fliers as well if they have

downloaded the app. Another suggestion was to use the 3rd party Vendor *Peachjar*. Dave will investigate the cost (may be as much as \$20 per flier) and Tonia will check with other local districts to see how they handle such requests. It can take a lot of time and energy on the part of school secretaries, teacher and volunteers to distribute the fliers and at times, secretaries are bombarded with requests to send information out electronically. Having a formalized, consistent process that takes much of the labor off the secretaries would be desirable.

In the last week of June, Dave, Tonia and Janine will meet to begin the process of choosing a new website template. Tentative plans are to have one of the helpdesk students who are being hired for the summer help with the migration and reorganization of the website (under the direction of Dave and Tonia).

2. Parent Survey

The school surveys have all been distributed to board members and building administration. The district-level questions from each school survey must be compiled to obtain an average score from all parents across the District. This work is being done and will be distributed. The next step will be to produce versions of each survey that do not contain comments that can be posted to the public on the school and district websites. The posting of the surveys should be accompanied by a message from administration as to how they intend to incorporate the results into measurable actions in the future. It was suggested that the surveys actually be one component of multiple data points that would combine to be a sort of “annual report” prepared by building administrators for parents and the greater community. Other sources could be the TELL survey, BEREC evaluations, SBAC scores, AVID evaluations/certifications and graduation data. This could then be configured to meet the annual reporting requirements for the school district for OR Dept of Ed.

For the 2019-20 survey, it was recommended that an ethnicity/race demographic be added in order to monitor if the district is receiving input that is representative of the parent population.

3. Board Awards

a. Board acknowledgment for student athletes.

Tonia will work to create a template for a card that includes a message from the board and a place for all of them to sign. This could then be used to hold a pin or included with whatever gift is presented to the student athletes so they are aware the board knows of their accomplishment. The committee would like to revisit options that would allow personal presentation of the awards to the athletes. This may include attending assemblies, team banquets or inviting the athletes to board meetings to be acknowledged. Tonia will arrange a meeting with the athletic director and ASB advisor at the high school to facilitate this conversation.

In addition, students and parents have inquired as to why only 1st-3rd placements at the state competition garner board acknowledgement when OSAA gives medals or trophies for up to 8th place (depending on the sport). The SHS athletic director was consulted and he felt it was appropriate for the board to acknowledge (and award) all winners who either received a trophy (i.e. basketball) or stood on the podium (i.e. track & field). The CE Committee agreed to accept the AD's recommendation to change the criteria.

Motion that the Community Engagement Committee change the criteria for board acknowledge for student athletes competing at the state championship to that which qualifies for podium placement (1-8) or the receipt of a trophy (1-6).

Motion Made By: Dave Bolin
Vote : unanimous

b. Volunteer acknowledgement

The CE Committee agreed that while recognition at the District level was important, it should not be a requirement that there be an automatic nominee from all schools every year. The

nominees should come from consistent, “above and beyond” volunteerism that warrants additional recognition that extends beyond the volunteer appreciation events that are already happening at the school level. Tonia will check with other local districts to see what they do to honor volunteers and also seek input from building administration and office staff and she will report back at the next CE Committee meeting.

4. SummerFest Planning

The annual SSOC SummerFest will be July 27th. The District will have a booth. The committee agreed the focus should be on promoting the mobile app in addition to the typical information that is available to parents and students (school supply lists, back to school events, school calendars, etc). The suggestion was made to investigate non-magnetic calendar options since many newer refrigerators are no longer magnetic. Tonia will request board volunteers at the June meeting to take turns hosting the NSSD booth and fill in empty spaces with DO staff and athletic/activity coaches from the high school.

5. Article ideas for Statesman Journal/Our Town

- a. Graduation statistics: completer rate, college credits earned and the cost savings for families, total number of scholarships earned, the record number of student athletes who signed with colleges and on-track data for freshman, sophomore and junior class co-horts.

Tonia or Janine will inquire about how to obtain a subscription to the Canyon Weekly so that it is delivered to the District Office.

Items for the next agenda:

Social Media Insights

It was suggested that a standing item be added to the agenda to review “insights” that are available on Facebook, the NSSD mobile app and the district websites that may indicate trends of viewership. This may include information such as the number of followers and highlights from the top posts from the previous month.

It was noted that the CE Committee typically does not meet during the month of July since many of the committee members are not scheduled to work during that time. The next scheduled meeting would be August 1st. Tonia will confirm with all committee members if everyone is available that day.

Adjourn

The Committee Chair adjourned the meeting at 10:00 am