

Glen Ellyn School District 41

Ignite passion. Inspire excellence. Imagine possibilities.



Abraham Lincoln Benjamin Franklin Churchill Forest Glen Hadley

Communications and Community Engagement Plan

— Erika Krehbiel —
August 1, 2016

Overview

What is Educational Public Relations?

Highlights from 2015/2016

Communication Survey Results

Summary of Plans for 2016/2017



What is Educational Public Relations?

The **National School Public Relations Association** professional definition is:

"Educational public relations is a planned and systematic management function to help improve the programs and services of an educational organization. It relies on a comprehensive two-way communications process involving both internal and external publics, with a goal of stimulating a better understanding of the role, objectives, accomplishments and needs of the organization. Educational public relations programs assist in interpreting public attitudes, identify and help shape policies and procedures in the public interest, and carry on involvement and information activities which earn public understanding and support."

Summary of 2015/2016

Goal

Deepen trust with community members and leaders who reside within the District 41 boundaries through comprehensive communications and meaningful connections.

Strategy

Create a blend of new digital and print communications and enhance opportunities for community engagement in the community.

- Enhance both digital and print communication opportunities
- Focus community engagement out in the community - more personal connections
- Celebrate points of pride and accomplishments by sharing stories about the District 41 community

Enhanced Digital and Print Communications

- Created a new website for the district and all of the schools
- Launched biannual Connect 41 sent to all households in district boundaries
- Launched new facilities calendar system
- Redesigned the Handbook
- Added text messaging



www.d41.org

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Home About D41 Calendars Schools Curriculum People School Board Finances Jobs

Student Handbook 2015-16

Parent Information
630-790-6400
793 N. Main Street
Glen Ellyn, IL 60137

Today at D41
Board of Education meeting & Public Hearing at CSO 7:15pm
Finance & Facilities Committee meeting at CSO 6:30pm

In the News
Wildcat Welcome at Hadley Thursday, August 14 (v espalfo)
Learn about and donate to our District 41 Partners
New Student Registration Continues! Important dates
Technology Listening Sessions to help shape next steps
Internet filter installation: Director of Student Services hired
See the latest update on D41 construction this summer
BOE vacancy filled: Communications Officer hired
Board of Education meeting highlights for 6/23/14
Hadley Physical Education clothes information
SIP Day Schedule for 2014-2015 and student attendance

Quicklinks
D41 Survey summary
PRESCHOOL SCREENING
(or TOUCCAS PRESCHOOL)
Bully-prevention information
D41 Transparency Project
D41 Fast Facts
FOIA requests
Health Office
History of District 41
Internet Safety
Moving To D41?
Odyssey system requirements
Student Handbook
Relevant websites

D41 Partners
music education
PEP
SUPPLIES 4 SUCCESS
National PTA
Illinois PTA

before

Translate District Home Choose School Site Manager My Account My PassKeys SEARCH

GLEN ELLYN SCHOOL DISTRICT 41
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HOME OUR DISTRICT SCHOOLS SCHOOL BOARD DEPARTMENTS LEARNING RESOURCES CAREERS

Contact Us
630-790-6400
793 N. Main Street
Glen Ellyn, IL 60137
Staff Email - School Info
SIGN UP FOR E-NEWS

Announcements
D41 Supply Lists
Lincoln

WELCOME NEWS CALENDARS QUICKLINKS D41 BACKPACK

Welcome to Glen Ellyn School District 41
District 41 is known for high academic achievement, a strong sense of community and active family involvement. We value what we have in common, learn from our differences and honor diversity in language, culture and ability. We serve about 3,500 children from Pre- Kindergarten through eighth grade in four elementary schools and one junior high.

We serve parts of Carol Stream, Glendale Heights, Glen Ellyn, Lombard, and

after

Increased Community Engagement Opportunities

- Formed Community Facilities Task Force (August 2015 - April 2016)
- Superintendent engagement included being Student for a Day in all schools, Donuts with Dr. Gordon, Supt. and Sandwiches, and open office hours
- School Perceptions parent and staff survey
- New parent programming - Parent Camp
- Coffee and Conversation with the Board of Education
- Internet safety programming for parents/students



Community Facilities Task Force



Celebrated Points of Pride

- Extensive media coverage featuring people and programs
- Relationships built with new local reporters
- Invited students and staff to Board of Education meetings to celebrate accomplishments across the district
- Engage and partner with community organizations

Telling Our Story





Students Celebrated
at a Board Meeting

How are we doing?

School Perceptions Data (Jan/Feb 2016):

Communication *Longitudinal Analysis*

Question	2015/16	2014	Difference
I have a good understanding of the long-range plan and goals of the District.	3.55	3.62	-0.07
There is good communication between the District administrators and staff.	3.5	3.5	0.00
I am kept informed about matters important to my work.	3.79	3.78	0.01
There is good communication between the building administrators and staff.	3.75	3.66	0.09
I know what is expected of me at work.	4.24	4.13	0.11
I receive feedback that helps me improve my performance.	3.74	3.63	0.11
School/department information is communicated effectively to me.	3.82	3.71	0.11
I feel comfortable sharing my ideas and opinions.	3.85	3.72	0.13
I receive credit and recognition when I do a good job.	3.55	3.4	0.15

Communication *Longitudinal Analysis*

How satisfied are you with the job District 41 is doing:	2015/16	2014	Difference
Maintaining an informative website	3.07	3.03	0.04
Communicating with the public	3.10	3.00	0.10
Involving community members in decision making	2.75	2.62	0.13

Long-Range Plan - Strategic Priority 6

Community Engagement and Communication: We will deepen trust with the community members who live in the over 10,000 households within the District 41 boundaries through comprehensive and transparent communications. We will seek input from all District 41 stakeholders.

1. The community is informed about District 41 practices, decisions and operations.
2. Enhance the District's understanding on the various community perspectives on school district topics.
3. Improve stakeholder and community pride in District 41.

Summary of Plan for 2016/2017

Goal - Reach more stakeholders with information and stories by communicating earlier and more often through a variety of mediums (Repeat the messages!)

Strategy/Action Steps - Continue enhancing opportunities to make connections with stakeholders both internally and externally.

- Enhance content to engage audiences through the use of more video
- Form a “Citizens Advisory Committee” for the district
- Enhance staff communications through a bi-weekly newsletter created for staff by staff
- Community specific survey to all 10,000 households in our boundaries
- Regular Board communication to community

Survey Timeline (Proposed)

2016/2017

- 5Essentials Parents and Staff (Fall)
- HUMANeX Staff Satisfaction Survey (Fall)
- School Perceptions Community Satisfaction Survey (Winter)
- Dual Language Parent Survey (Spring)
- Special Education Needs Assessment (Spring)

2017/2018

- School Perceptions - Parents and Staff Satisfaction Survey (Fall)
- HUMANeX Staff Satisfaction Survey (Fall)
- Dual Language Parent Survey (Spring)
- Special Education Needs Assessment (Spring)

2018/2019

- 5Essentials Parents and Staff (Fall)
- HUMANeX Staff Satisfaction Survey (Fall)
- School Perceptions Community Satisfaction Survey (Winter)
- Dual Language Parent Survey (Spring)
- Special Education Needs Assessment (Spring)

Thank You