Community Engagement in School Restructuring
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Presentation Structure

- Overview
- Three Main Themes
- Questions
Overview
Overview: Approach

- Focus on Reflection and Learning
- Acknowledgement of Bigger Picture
- Thoughtful, Committed Individuals
- High Praise for District’s Vision
- No Dichotomies
Overview: Methodology

Three Main Areas

- School Closing: (Task Forces – Board Vote)
- Student Transition: (Board Vote – Year End)
- Wider Restructuring
Overview: Methodology

➢ Many Different Sources
  ▪ Community and School Board Meetings
  ▪ Interviews
  ▪ District Materials
  ▪ Articles
  ▪ Promising Practice Review
Overview: Main Themes

- Expectations of Value
- Internal Culture Change
- Honoring Community
Expectations of Value
Expectations of Value

- Importance of Intention
- Clear Definition
- Well-Managed Expectations
  - Clear Goals and Outcomes
  - How Input will Matter
  - Explicit about Implementation
Expectations of Value

- Value Derived: School Closings
  - Timing and Logistics of Community Meetings
  - Transportation Costs
  - Marshall and Grass Valley
  - Lakeview and Burckhalter
  - Data-driven Process
Expectations of Value

- **Community Input: School Closings**
  - Thoughtful Attendance
  - Demonstrated Listening
  - Less Transparent Feedback
  - Promising Practice

- **Community Input: Task Forces**
  - Less Visible Link
Expectations of Value

➢ Ideas Around Value
  ▪ High Symbolic Worth
  ▪ Less Visible Value to District
Internal Culture Change
Internal Culture Change

- Set a Clear, Compelling Vision
- Model Desired Behavior
- Engage in Transparent Reflection
  - Measures of Effort and Effect
  - Community Meeting Concerns
  - Specific Commitments
  - Aspirational Goals
Internal Culture Change

- Emphasize Departure from Past Culture
- Incorporate Ground-level Knowledge
- Consider Promising Practices
  - Communicating the Why
  - Change Champions
  - Anonymous Comment Box
Internal Culture Change

- Create Clear, Concise, Consistent Messages
  - Easily Recognizable Themes
  - Personal Example

- Create a Structured Communication Plan
  - Systematic School Site Support
  - Proactive Communication
Community is not homogenous and change is personal. As such, broad approaches need to be tailored to the unique needs of each community.
Recommendations
Suggested Supplements

- School Closings: What the District Learned
- The Marshall-Grass Valley Story
- Task Force Visions and School Closings
- Questions Answered / Progress Evaluated
- Message Mapping Tool
Questions

- What is missing?
- What do you see as the value to the District of community engagement?
- Whether and how political realities challenge this vision?