
20 Proven Tactics to Increase Community Engagement

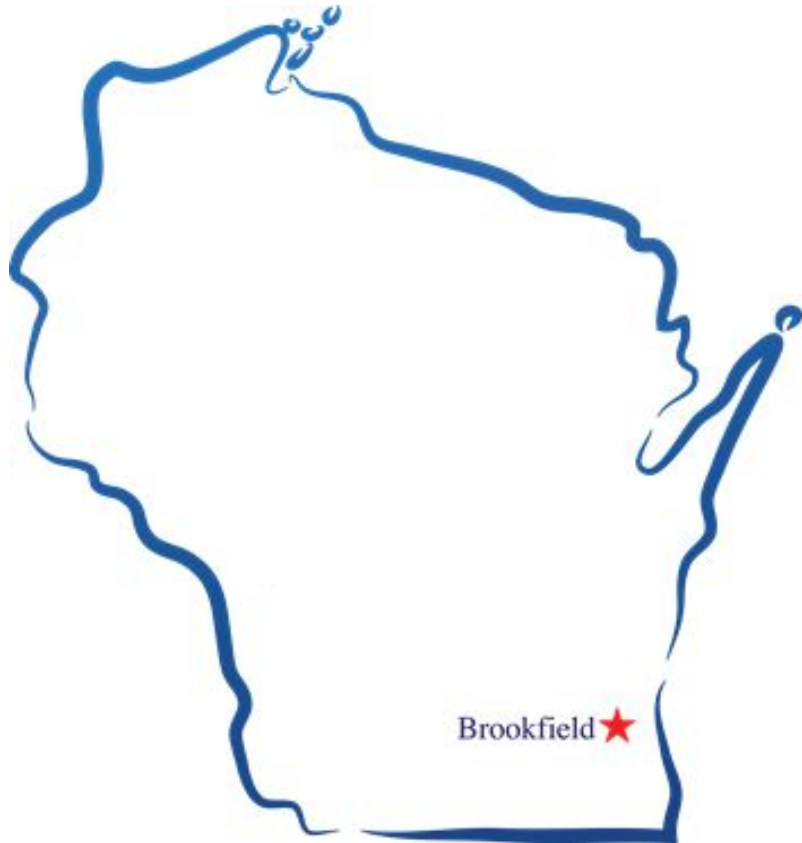


**+6 Bonus
Tactics!!**

A white starburst graphic with a black outline and a drop shadow, containing the text "+6 Bonus Tactics!!" in red.

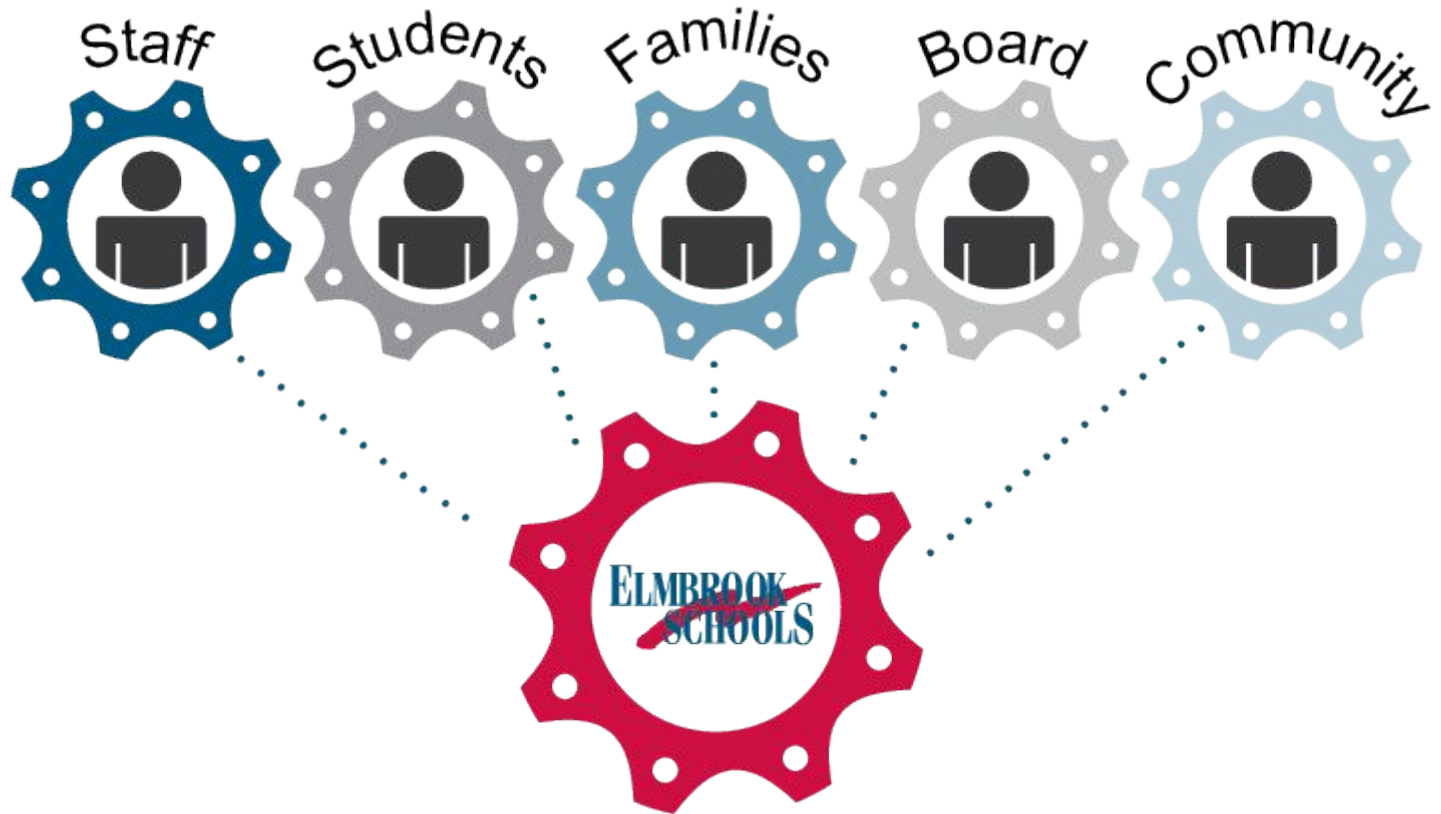
Dr. Mark Hansen, Superintendent
Kathryn Wilson, School Board President
Linda Boucher, School Board Member
Dr. Dana Monogue, Assistant Superintendent for Teaching and Learning
Chris Thompson, Chief Strategy Officer

School District of Elmbrook Profile

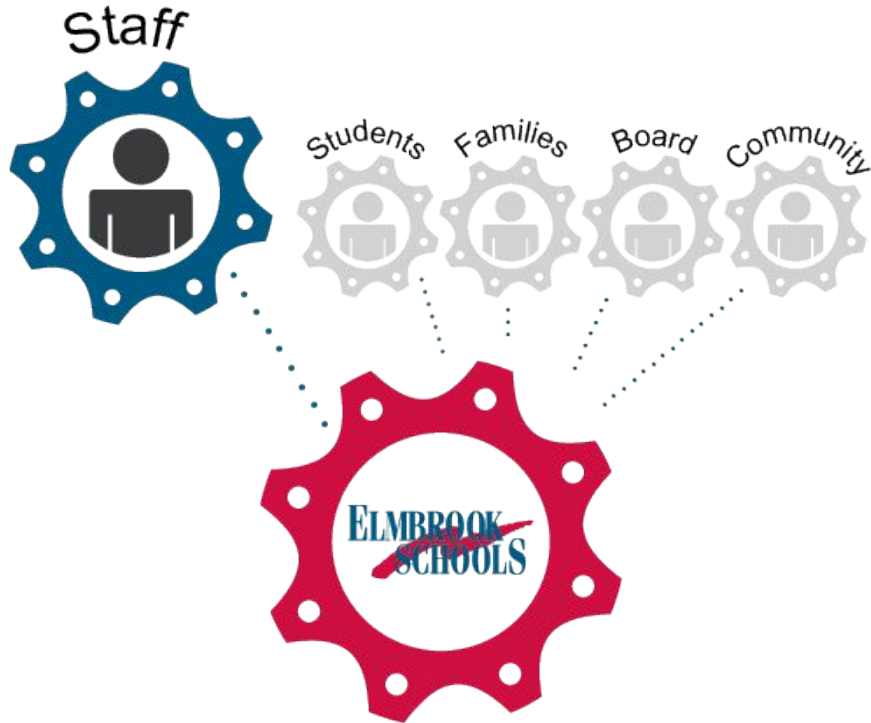


- Brookfield and Elm Grove Communities
- 7,200 students in grades KG-12
- High expectations, high achieving
- 9 schools including two high schools
- Competitive Marketplace - 78% of Market Share

Why Engage?



Staff Engagement



- Pulse on Climate and Culture
- Recognize Performance
- Refine or Influence Messaging
- Actively Promote and Reinforce Visibility

Coffee and Conversation

Superintendent and other senior leaders visit each of our schools twice each year to engage with staff for 30-minutes over coffee.

FASTFACTS

- Questions include: What is going well? What can we get better at? What ideas do you have for improvement?
- Summary of the conversation is emailed to all school staff within 24 hours

Customer Care Card

Evaluates Central Office Departments' ability to provide superior service to our internal customers.

FASTFACTS

- Semi-annual survey seeks 70% favorable response rate, action plan required for rate below 70%
- Survey distributed to staff most likely to interact with Central Office: school office staff, administrators, central office departments, food service and facility managers, and instructional coaches

Employee Onboarding & Offboarding Interviews

Formal process to collect feedback and information from new and departing employees.

FASTFACTS

- 30- and 90-Day Interviews conducted by Supervisor and recorded for Human Resources to analyze
- 90-Day check-in with new teachers by Superintendent
- Exit Interviews conducted by third-party with results reported annually
- Administrator onboarding plan

Engaged in Excellence Awards

An Oscar-like, red carpet employee recognition event held in May at our community's performing arts center.

FASTFACTS

- 350 Nominations for Awards in 14 Categories
- 4-6 Nominees in Each Category
- Also Honor Retirees and Years of Service
- 450 Attendees at Event that Reveals Award Winners
- Award-Winning Students Present Awards to Award-Winning Staff

All Staff Pep Rally

Start-of-the-year kickoff for all employees designed to be light, festive and motivational.

FASTFACTS

- Principals and school-based teams participate in fun, action-packed contests
- In 2017, four senior students gave “Words of Thanks” to 1,000 attendees
- This is the only time all district employees gather together in one place

Engagement Surveys

Annual student, family and staff engagement surveys lead to District and School analysis and inform climate and culture work in each school.

FASTFACTS

- Over 5,000 survey responses were collected in 2017
- 80% of all survey responses were favorable (agree, strongly agree)
- Schools often deploy short-cycle surveys to measure progress during the year

Employee Roundtables

Monthly, job-alike roundtable discussions with participants determining the topics for discussion.

FASTFACTS

- Four Roundtable Groups: Teachers, Teaching Assistants, Custodian, & Special Category and Support Staff
- Sixty+ employees volunteer to participate each year
- District Office leader facilitates and reports out notes/minutes to Administrators and the Employee Group

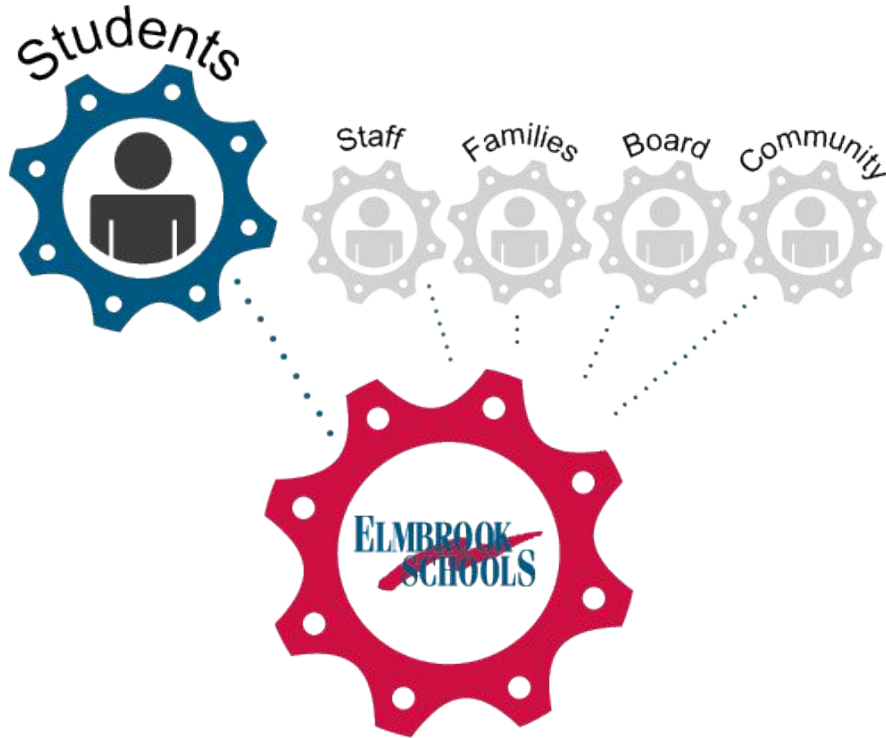
One-on-One's (O3's)

Coaching and development meetings with direct reports conducted regularly by all District leaders.

FASTFACTS

- Frequency ranges from weekly to monthly, depending on purpose
- Format is consistent with information sharing, reflection, needs, recognition of others and professional growth and development
- Typically last 30-45 minutes

Student Engagement with the District



- Recognize students and families
- Engage on topics that are timely and relevant
- Provide a voice for students to the School Board

District Leadership Visits Student Council

The School Board President and Superintendent annually engage each high school's student council for an open dialogue.

FASTFACTS

- Feedback received generates student discussion topics during the Board Meeting
- 2017 celebrations included academic rigor, co-curricular opportunities, high quality teaching staff and facilities, technology and programs.

Student Representatives at School Board Meetings

High School Student representatives attend a portion of each board meeting and engage with District Leadership and School Board Members.

FASTFACTS

- Each student council designates two or more representatives to attend board meetings
- Student representatives share celebrations and highlight upcoming events.
- Monthly, students are asked to engage on designated topics.

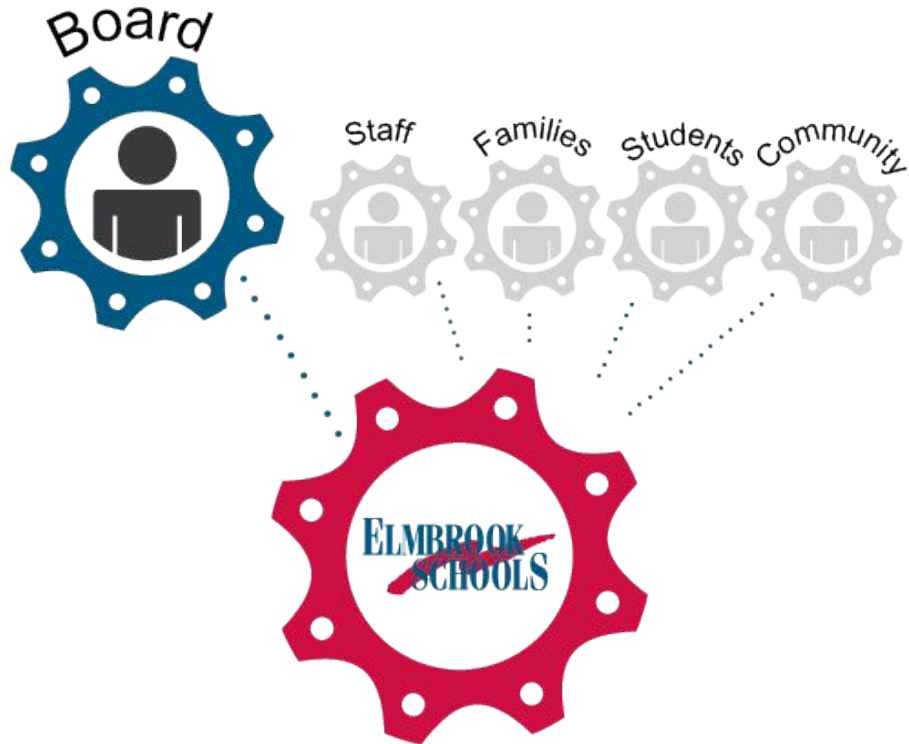
Celebration of Excellence

A standing Board Meeting agenda item that highlights and recognizes great things happening in our schools.

FASTFACTS

- Students, staff members, athletic and activity accomplishments, programs and community partners are recognized
- 10-20 minutes each board meeting is dedicated to the celebration of excellence
- Agenda item attracts many people to their first Board Meeting

Board Member Engagement



- Actively engage and support all candidates who choose to run for school board
- Develop existing Board Members regarding complex education topics

Support Prospective Board Members

All candidates that run for school board are profiled in a community mailing and are invited to participate in a forum hosted by an Elmbrook parent group.

FASTFACTS

- In 2017, six candidates pursued three open seats
- The board candidate forum is also recorded on video and available on the web
- The community mailing reaches 19,000 resident households and is sent before the primary (if necessary) or general election

Weekly Communication

Weekly communication sent via email from the Superintendent's office.

FASTFACTS

- Friday communication sent to Board Members and our four-member District leadership team includes governance topics, operation updates and sensitive information
- Friday e-mail brief is sent to all administrators, office staff and board members and includes general topics for development, board policy changes, and time sensitive notices and information.

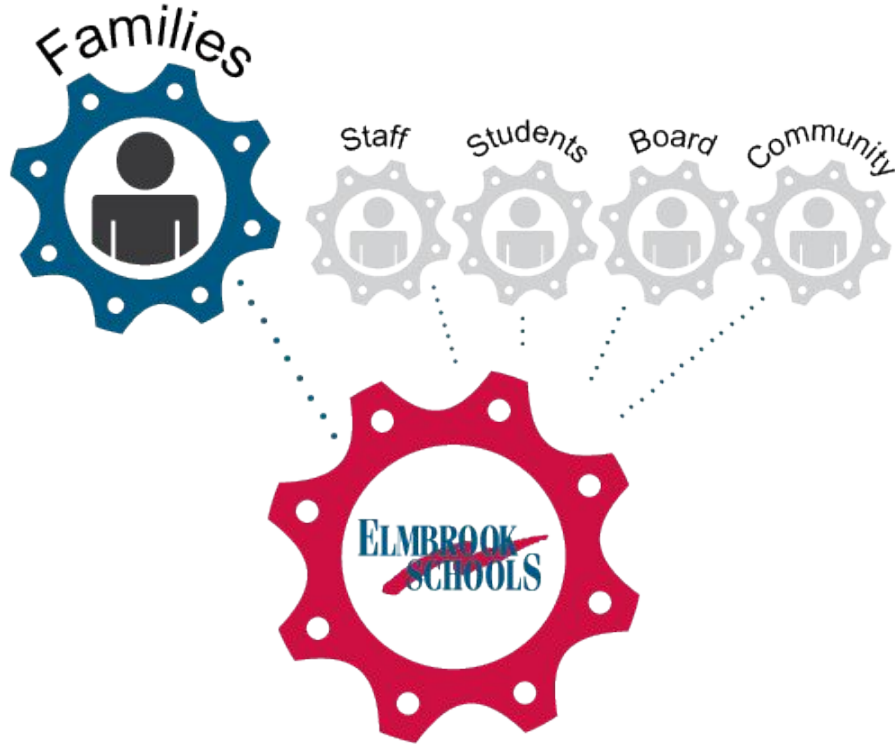
Board Work Sessions

Board member development sessions on timely and complex topics allow time for thought, reflection, dialogue, questions and input.

FASTFACTS

- Six, two-hour work sessions are scheduled for 2017-18
- Session topics include: District Enrollment, Budget & Strategy, and Teaching & Learning
- When possible, session agenda is co-planned by District and Board leadership

Family Engagement



- Leverage the power and interest of our families in important family topics
- Transparently provide updates
- Share talking points on key issues with intent they will filter into the district

District Engagement with Parent Groups

Provide support, guidance, and resources to several parent groups each year.

FASTFACTS

- The District has five parent groups, Parent Network (Connecting Families), Gifted and Talented, Special Education, Education Foundation and Parent Leadership Council (School PTO Leaders).
- Parent group attendance ranges between 10-25 at each meeting.
- Superintendent or designee gives a monthly update at many parent group meetings.

Course Feedback

Part of the District's Teacher evaluation process now includes the collection of feedback about a student's classroom experience.

FASTFACTS

- In 2017, the District deployed a significant update to the Teacher Evaluation process that was originally deployed in 2014.
- Feedback is used by the teacher for continuous improvement, but is not aggregated at the school or district level

FaceBrook

Community book clubs that promote cultural understanding or address family needs.

FASTFACTS

- Over 300 people including students, staff, parents and community members participated in book club conversations in 2017
- Book club conversations in 2017 included: Mindset, Most Likely to Succeed and The Collapse of Parenting

Weekly E-Newsletter

Students, staff, and families receive a weekly email celebrating recent news & forecasting upcoming announcements and calendar items.

FASTFACTS

- 15,000 people receive an email message each week
- The email messages are automatically generated, using information from our website
- Between 40% - 50% of messages delivered are opened

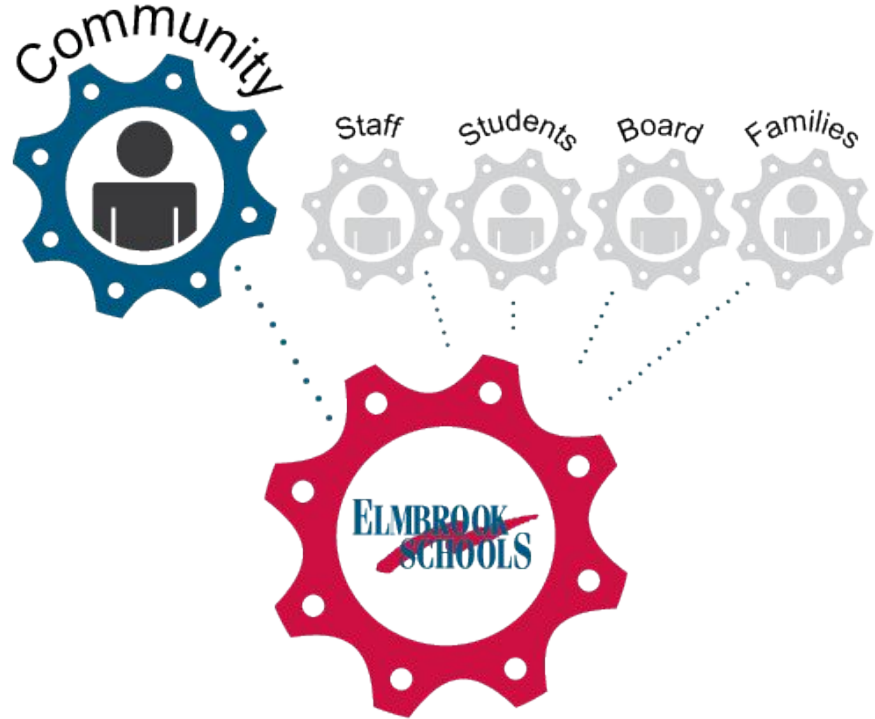
HeritageFest

A spring celebration of cultural diversity across the District.

FASTFACTS

- 400 people attended HeritageFest in 2017
- Students' families speak over 50 different languages in their homes
- The District's ethnic diversity has increased 5% in five years

Community Engagement



- Inform community of important news, events and celebrations
- Build relationships through regular opportunities for engagement
- Establish community presence

City Government Collaboration

Regular meetings with district leadership and City officials designed to share information and discuss ways to collaborate and share costs.

FASTFACTS

- District borrows from the City of Brookfield to meet short-term funding needs
- Partnered together to install a fiber network across the community
- Share real estate and enrollment projection data to inform future planning
- Co-facilitated the District's Emergency Response Planning Team

Engagement with Other Elected Officials

All engagement with federal and state government officials is tracked and reported quarterly to the Community and Legislative Board Committee.

FASTFACTS

- In 2016-17, 67 interactions with officials were recorded
- Interactions include email, phone call, visits to Madison, hearing testimony, hosted visits at our schools and other encounters at regional events

Community Organization Presentations

Superintendent or other District leaders present to various community groups each year.

FASTFACTS

- 2017 presentations include Kiwanis, Rotary, Chamber of Commerce and Education Foundation
- Each presentation includes an opportunity to engage with the District

Circle of Friends Luncheon

A community fundraising event hosted in the spring by the Elmbrook Education Foundation.

FASTFACTS

- 2017 event raised \$55,000
- Notable alumni are the Keynote Speakers
- Student innovation projects are on display
- Attendees include parents, community members, staff, alumni and friends of the District

District Publications

Community mailing of a District publication (LINK) and the annual report.

FASTFACTS

- Three publications were mailed in 2016-17; candidate profile (Feb), community newsletter (June), and the annual report (Dec)
- Mailing list is 19,000 households
- May be the only communication households receive about the District each year

Realtor Breakfast

Annual event to facilitate a two-way conversation about the real estate market, assess what homebuyers are looking for, and share district updates.

FASTFACTS

- 20-35 realtors attend this annual event
- The event location is held at a different school each year and includes a school tour
- The District's resident student market share has increased 4% in five years

Raising a Reader

Semi-annual event targeted towards families with children ages 0-5, providing literacy resources and strategies to support early reading.

FASTFACTS

- Facilitated by District's literacy specialists
- Designed to provide another touchpoint with families with pre-school age children
- Opened event to KG families in 2017 with greater turnout (30-40 people)

3

Tactics to keep doing

2

Tactics to consider adding

1

Question

Staff

- Coffee & Conversation
- Customer Care Card
- Onboarding Interviews
- [Engaged in Excellence Awards](#)
- [Staff Pep Rally](#)
- Engagement Surveys
- Roundtables
- One on One's (O3's)

Student

- [Board Representatives](#)
- Student Council Visits
- [Celebration of Excellence](#)

Board Member

- Weekly Communication
- Work Sessions
- [Prospective Member Support](#)

Family

- [Parent Groups](#)
- [FACEBrook](#)
- E-Newsletter
- [Heritagefest](#)
- Course Feedback

Community

- City Govt Collaboration
- Elected Official Engagement
- Community Presentations
- [Circle of Friends Luncheon](#)
- [District Publications](#)
- [Realtor Breakfast](#)
- [Raising a Reader](#)

Contact Us!



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