

Board Member: all (final compilation)

Policy Monitored: EL-3 – Treatment and Communication with Public, Parents and Students

The board has received and reviewed the superintendent’s report referenced above. Following the board’s review and discussions with the superintendent and his representatives, the board makes the following conclusions:

| <u>Ends Reports:</u> | <u>Executive Limitations Reports</u> |
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| <p>1. The board finds that the superintendent:</p> <ul style="list-style-type: none"> a. has achieved the goals established in the policy. b. is making reasonable progress towards achieving the goals. c. is making reasonable progress towards achieving the goals, but a greater degree of progress is expected in some areas.* d. is not making reasonable progress in achieving the goals established. * e. cannot be determined* | <p>1. The board finds that the superintendent:</p> <ul style="list-style-type: none"> a. is in compliance. b. is in compliance, except for items(s) noted.* c. is making reasonable progress toward compliance.* d. is not in compliance or is not making reasonable progress toward compliance.* e. cannot be determined* |
| <p><i>*see comments below (No. 3)</i></p> | |

2. Please note commendable progress over the last year.

- The superintendent performs well in many areas, but EL-3 is a standout. The volume and positive multi-venue communications with community stakeholders are staggering.
- Clear, consistent, and compassionate communication through major changes and initiatives, including the new schedule, bond, and school construction.
- Opening of Options High School.
- 1:1 technology rollout at Squalicum, Options and Kulshan.
- Implementation of new 4x8 schedule and bell times. Extensive efforts to ensure the community knew about the change in bell times for elementary and high school and the 8-period schedule for high school.
- Work on the interactive online menu is a great example of innovative technology.
- Many examples of initiatives and methods of how information has been shared with the community.
- Transitioning to a new server and growing social media engagement demonstrate continued work to provide reliable, effective district communication channels.
- BSD continues to interact with the community through the use of social media (Facebook, Twitter and – new since the report last year – Instagram) as well as through videos, the superintendent’s blog and newsletters.
- The board appreciates the blog, as it provides opportunity for the community and the board to see what others think and reflect on varying viewpoints.
- Dr. Baker has always been a good communicator with the public. Over the past year, commendable progress includes the 1:1 Technology Handbook and speaker events, such as the White Hatter presentation in 2017.

- The board is impressed with the website review for ADA compliance. It is important for the district website to be easily accessible for all members of the public.
 - Extensive use of stakeholder advisory and planning groups is noted.
 - It should not go unmentioned that the superintendent continued to perform at very high levels regarding communications within the community, even given the tragic loss of the executive director of communications this year and its significant impact on staff.
3. Please note areas for additional improvement.
- Continue work on reducing costs for our families that fall into the free/reduced category (primarily figuring out a way that the \$20 family pass includes attending football and soccer events).
 - Board meeting materials are not easy to locate on the website for an outsider (2.a. ii.)
4. Comments on the report itself.
- Good job; complete and thorough.
 - This was a detailed report, with excellent examples that are easy to understand and nice use of charts to show online engagement.
 - The use of the graphs was quite helpful in telling the story of how BSD is able to gauge how effectively we are communicating with our stakeholders (very impressive).
 - The board looks forward to hearing feedback from the analysis of the high school schedule and bell time survey.
 - The issues surrounding athletics, activities, arts and "asterisks" exemplify the ongoing need for the district to continue listening to stakeholders and to ask for continuous feedback, share responses with applicable administration and watch for unintended consequences or actions, especially if the results are not in line with the intent.
 - The board would like to see more examples tied to the outcomes of The Bellingham Promise.
5. Possible changes to the policy.
- n/a