

MEMORANDUM

TO: Board of Directors
FROM: Dr. Greg Baker, Superintendent
DATE: Feb. , 2024
RE: Monitoring Report for EL- 3, Treatment and Communication with Public, Parents and Students

I certify that the following is accurate as of Feb 14, 2024. The reporting period is from Dec. 1, 2022, through Nov. 30, 2023.

Policy Type: Executive Limitation

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

"The superintendent shall not fail to ensure that non-employee stakeholders are

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Budget

During this reporting period, the total amount of the budget for the program was \$12,000.00. The budget was allocated as follows: \$5,000.00 for personnel, \$3,000.00 for materials, and \$4,000.00 for other expenses. The actual amount spent was \$12,000.00, which is equal to the budgeted amount. The budget was used for the following purposes: personnel, materials, and other expenses.

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These events were challenging for

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Both the Elementary 15 Educational Specifications Design Advisory Committee and Kulshan Middle School Field Ad Hoc Committee engaged with neighbors, staff, families and community members about their respective projects to help influence design and decisions.

During this reporting period, a call for applications was sent for the new Community Transitions Educational Specifications Design Advisory Committee. The committee's meetings started in December 2023.

Coming next year: we will share levy communications ahead of the February 2024 election.

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- x Announcement of the Climate Action Plan A Message from Superintendent Greg Baker (newsitemsandsocialmedia)

We want to highlight three activities

Café con Pan (Coffee and Bread) at all elementary schools

This activity is designed to engage Spanish speaking families with the school community at a time dedicated only to them. Because the activity is done completely in Spanish, when only those parents are invited, they feel comfortable and appreciate the effort by the school staff to engage them in a unique way.

The event begins with a warm welcome, with parents invited to enjoy coffee and sweet bread, which is a tradition from Latin America. At the same time, they mingle with other Spanish speaking parents and staff members. The principals are present to answer questions from the parents about the school and its programs. The biggest highlights are the guided tour of the school and the fun trivia game where they learn some

Graduations

For the class of 2023, we continued our post-COVID traditions of hosting graduation ceremonies at one location and providing online streaming access. For the third consecutive year, the district hosted all four high school graduation ceremonies at Civic Stadium in one day. The Community Transitions program graduation was held at Depot Market (JTTJ -0.004 Tc 0.004 Twt.2 (ity7a04 ())JTJ 0.002

Graduation Programs

New in 2023, Communications supported the creation of graduation programs to give each high school similar, consistent production and print values. Bellingham High School trifold program below shown as a sample.

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In addition to the typical piaddis-1 (t)-2 (f)-2 (he)4 ()TJ -0.004 Tak Tw [es-4 (p)-4 (i)-6 9 (to)Tj 0 Tc 0 i

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Internally,

Fall 2023: This edition included stories on the Roots of Empathy program, the announcement of our Climate Action Plan, fifth grade strings and a retired BPS educator collaborating on a book with current staff.

B) Mass messaging tools: Continued transition and launch ParentSquare

ParentSquare overview and background:

A family notification vendor workgroup convened in January 2021 and unanimously decided to transition the district's family notification tool to ParentSquare.

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majority of our community to become familiar with, and maximize the use of, customization tools available to each user in the platform. Though well regarded as an easy-to-learn tool, the comprehensive aspects of the new tool called for continued support and education for best use cases.

Our communications team assists staff and parents/guardians on a daily basis via phone and email with account settings and permissions to optimize usage.

Much of this support is resolved with expertise of our team, but we also routinely reach out to ParentSquare's support team to better understand the tool and suggest feature enhancements based on feedback from our community. For example, the communications technician specialist had 89 ticket conversations with ParentSquare support during the reporting period.

Our team has also orchestrated several group trainings during the back-school season, though fewer than the year prior based on needs of our school communities.

Expanded usage:

We continue to receive a positive response. ParentSquare released a communication tool in our community.

Here are a few examples: easy-to-use attendance notifications and excuse notes in language translation in two-way digital conversations with translators are not available and offering large-scale messaging to grades or classes along with one-to-one direct messaging all in one platform.

During the most recent reporting period, our team has supported numerous staff in creating custom staff and
By: [redacted] 4/10/2024 10:06:00 AM

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43,823 directmessages

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Compares July 1, 2022-July 1, 2023 (past year) and July 2023-February 2024 (current year)

C) Other publications shared with family and student stakeholders:

Family Handbook and Calendar 2023-24

This annual publication is mailed home before the start of the school year usually in early August, and includes important notifications and a full calendar highlighting student artistic talent. It is printed in English and Spanish.

There was also effort to locate young children for PromiseK. These children needed to be 4 by Sept. 1.

Additionally, for the first time in spring 2023, the seven school districts in Whatcom County put together a joint press release and produced countywide flyers listing all districts. This collaboration assisted families across the county in registering at their correct district. Some

Above: Instagram reminder graphic for the 2023 College Fair. Half-sheet flyers, web sliders and social media were designed, printed and posted for promotion.

Districtwide Block Party marketing and support

During this reporting period, Bellingham Public Schools hosted the ~~third~~ Annual Back-to-School Block Party. The communications team ~~once~~ again supported the event with promotional materials, social media promotion, flyers and on-site signage. The communications team was also on-site photographing the event

Family attendance and community partner tabling continues to increase year over year as families see this as a ver (as) Tj 0 Tc 0 Twt (JTJ 0 T207oJ -0.0J 0 T207oJ -0.0J 0 T207oJ -0.0J 0 T207oJ

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Developing strategic partnerships to help provide resources and opportunities to our students and families

The Family Engagement Team works to organize, contact, and implement the delivery of resources to hundreds of students and their families. Due to the amazing relationships that we have developed with so many community partners, our resources have continued to expand. Here are
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The Assistance League provided over \$70,000 in store cards for new clothing to more than 600
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Holiday support – we connected countless families to community partners over the years during
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families with the Community Toy Store, BP Cherry Point, Hillcrest Church, Love, Inc., the Port of Bellingham, the Sheriff's Department, Bellingham Police Department, and Windemere Real Estate to provide support to over 300 hundred families. The FE team worked with our partners to bring resources and joy to many students D Q G I D P L O L H V x x

Year-round support: Thanks to our partnerships with Windemere Real Estate, Muljat Real Estate, Brandon Real Estate, the YMCA, many faith-based organizations, Haggen, BP, Bright's Laundry, Sports Clip, and so many more, we have been able to connect and deliver resources to many students and their families in need.

f Photography

f Facebook

- o Multiple online training courses by ParentSquare, the district's mass notification platform.
 - o WSPRA professional development Teachers in the News: Why it Matters and How We can Help.
 - o WSPRA Virtual PD: How to Create Powerful Messages and an Ambassador for Your Organization, Brand or Program.
 - o Ed Lab Live: what to know about school funding and spending in Washington
 - o Washington Education Funding and School District Budget Challenges
 - o LinkedIn for Schools: The Impact of Social Media Storytelling on Recruiting & Retention
 - o 9 Tips for Finishing the Year Strong on Social Media
 - o Bi-weekly Northwest ESD meetings when available. An opportunity to share and learn from colleagues in our region.
- x The assistant director of communications attended several conferences and webinars related to public records
- o PRA University webinars in December 2022, June, July, August and September 2023 to support her continued proficiency as district records officer.
 - o Public Records training in Lynden on April 28, 2023 taught by Porter Foster Rorick law firm.
 - o The assistant director of communications attended a two-day Washington Public Records conference May 17 & 18, 2023.
- x The assistant director of communications attended a webinar entitled, "The Science of Writing for Busy Readers"
- x The executive director and communications specialist regularly attend the Northwest Educational Service District 189 Zoom meetings that are held for communications professionals once a month to share ideas, plans, new laws and/or crisis management.
- x The executive director of communications regularly attends regional public information officer meetings [(ofi (e) 3110528 on the 27th of Sept (T) 5463162 (T) off (2) 7 (u) 2102 0064 F (W) (T)]

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Jan 31, 2023 –13,418 pageview(first day of second semester)

Aug. 31, 2023 –11,889 pageview(first day of school year)

The top 5 most visited district webpages during this reporting period (excluding the homepage):

School Menus –160,446 pageviews

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Celebrating our staff –

Social media posts highlighting staff: Between Dec. 1, 2022 and Nov. 30, 2023, staff members were highlighted regularly in district social media on Facebook, Instagram, X formerly Twitter and LinkedIn. Here is a sampling of these posts, captions and photos:

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Roosevelt staff play in December 2022. Promise story and post in January 2023

Post highlighting the Central Kitchen and cafeterias with a visit from Chef Ann. 283 likes on Instagram (February 2023)

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Post highlighting retiree Margie Kimberley and her book translated by current staff Isabel Meaker and Cristina Manterola. (Post and Promise story October 2023)

Post highlighting the culinary arts classes and teachers in BPS (food pun alert!) Based on Promise story. 424 likes on Instagram (February 2023)

Several posts in this reporting period shared updates on the Sustainability Advisory Committee, the district's new Climate Action Plan (adopted Sept. 2023), and updates highlighting the important work of transportation,

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A post at the end of September highlighted our bus drivers, garnering 140 likes on Facebook and 455 likes on Instagram.

Celebrating legendary BPS volunteer Naaman Hinton during volunteer week

E) Digital Forms

Qualtrics

The onset of the COVID19 pandemic greatly expanded our use of Qualtrics and we continue to see its uses expanding during our most recent reporting period.

Though we have closed some projects that had purposes exclusive to health and safety protocols during the COVID19 era, the use of Qualtrics continues to expand.

All initial training and troubleshooting are provided by the communications technicians specialist.

Our uses for Qualtrics are close to endless, we continue to work to find operating and keep capacities to develop and maintain new projects in the system.

We continue to explore opportunities to empower other departments with "train the trainer" mode, to share capacities and empower continued use of the product.

The largest and most robust annual Qualtrics project continues to be our climate survey. The project has specific audience questions for staff, families and students. All data is connected to a summary dashboard that can be viewed by district and school leadership. During the reporting period, we had 5,188 total responses to climate surveys.

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Other examples of heavily used Qualtrics projects used on a recurring basis include: districtwide transfer requests, student athletics, activities and clubs interest survey, post-occupancy evaluation surveys for new buildings in our district and Promise Kindergarten applications.

Qualtrics is also supported by communications and used for many one-time surveys such as vaccine clinic scheduling, advisory committee and budget planning feedback.

Forms used during this reporting period included:

- x Family, student and staff climate surveys (5,199 responses)
- x Request for Student Attendance Area Transfer (4,591 responses since 2019)
- x Student Athletic Interest Survey (1,125 responses)
- x 2023-24 staff vaccine clinics (379 responses)
- x Bellingham High School Staff Vaccine Clinic (298 responses)
- x Operation School Bell Consent (254 responses)
- x Promise Awards nomination form 2023 (236 responses)
- x Post-occupancy evaluation (139 responses)

F) Digital Signage

External reader boards

The communications team continues to develop the use of external school reader board signs, funded by the 2018 bond.

Six signs were installed during the last reporting period, with one school reader board (Silver Beach Elementary) added during the current reporting period.

The signs provide a strong public presence to share messages such as school specific events and districtwide calendar reminders. Staff can add any combination of content slides (a single slide or as many as desired) that will rotate and play during the sign.

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Presently, our schools with readerboards are:

- x Alderwood Elementary School
- x Bellingham High School

TruDigital internal displays

TruDigital is a digital signage software used by a portion of our schools to share content within school buildings on TV displays. Content shared through the software is typically specific to internal student audiences.

The communications technician specialist supports training and troubleshooting requests for identified school staff tasked with updating their school displays. The communications team also supports the sharing and sizing of graphics for display, upon request, and can push content remotely to signs.

Across the district, 12 TruDigital display systems are active. TT-5 (u) (D) 4] Trequ uri

While professional press inquiries increased, requests from student reporters from our local college publications decreased during this reporting period. WWU is a valued community partner and communications work with collegiate journalists following the same protocol as the professional press.

Media relations by the numbers

- x Direct inquiries received in this reporting period: more than 100, an increase from around 73 in previous reporting period. This represents an average of 1.9 inquiries / week with some topics/issues bringing multiple inquiries from multiple outlets or requiring multiple follow-ups.
 - o Around 60 inquiries resulted in published stories and/or broadcast coverage
 - f Estimated staff time spent on published stories approx. 190 hours for responding, researching, providing statements, facilitating site visits, and/or participating in interviews.
 - o Around five inquiries resulted in unpublished stories (e.g., for a collegiate class)
 - f Staff time spent on unpublished stories approx. 6 hours spent responding, researching, providing statements, and/or participating in interviews.
 - o The balance of inquiries represented a variety of scenarios such as checking in on scanner activity or the validity of a community tip, a story that may have been dropped due to the editorial process, a publication, or a story that had to be postponed due to scheduling conflicts
 - f Staff time spent responding to these inquiries: approx. 28 hours.
- x This data does not include the increase in reporting on public events such as plays, concerts and prep sports, which are coordinated primarily through our high school coaches and athletics & activities coordinators, with support from our media liaison as needed

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During this reporting period, the board visited several schools, including Bellingham

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We continue to use The Bellingham Promise website and social media to share stories about The Bellingham Promise in action in our schools and community.

Collectively, our Promise web pages had 23,771 page views during the reporting period.

Below are the top five most viewed Promise stories for this reporting period:

1. AP Human Geography provides early access to college level rigor

