



# **Student Investment Account Task Force Communications**

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Dec. 10, 2019



# Background



# **Governor Brown's Community Planning and Engagement Guidance**

August 21, 2019

- **Promote Equitable Engagement:** Use an inclusive and representative process that brings forward the assets and needs of the communities you serve
- **Partner Up:** Connect with the community in meaningful ways through trusted groups and organizations, especially those that serve and support children, youth and families who are less often included
- **Mobilize and Empower Decision-Making:** Maintain and sustain these connections for an ongoing openness to new approaches and flexibility in meeting changing needs.
- **Keep Going!** Make a commitment over time to working together and building relationships toward the creation of collective solutions



# Task Force Created

**First meeting: Sept. 16**

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**Comprised of 42 community members and employees**

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**Representative of all communities served by SKPS**

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# Internal/External Communication Begins

Nov. 4-Dec. 9

## Internal Communications:

- 42,000 email newsletters distributed
- 157 click-throughs for more information
- 270 views of Sup. Perry's video overview
- Regular posting on employee intranet



# Internal/External Communication Begins

Nov. 4-Dec. 9

## External Communications:

- 180,000 English email newsletters distributed
- 12,000 Spanish email newsletters distributed
- 671 click-throughs for more information
- 83 views of video with Yadira Juarez & Sup. Perry
- 22,821 students invited to respond to survey



# Internal/External Communication Begins

Nov. 4-Dec. 9

## Direct mailings:

- 14,373 postcards to Latinx/Hispanic families and families of students learning English (Vietnamese, Russian, Swahili)
- 1,226 postcards to Native American community
- 1,032 postcards in English, Chuukese and Marshallese
- 6,014 postcards to families of students with disabilities
- 1,353 postcards to families of African-American or Black students



# Internal/External Communication Begins

Nov. 4-Dec. 9

## Phone calls:

- 1,000 families invited by Salem-Keizer Coalition for Equality
- 13,448 calls to Keizer residents
- 69,876 calls to Salem residents
- 1,324 calls to families of Native American students
- 36,808 calls to families of students learning English and families of Latinx/Hispanic students
- 3,080 calls to families of Pacific Islander students
- 3,680 calls to families of Black and African-American students
- 13,566 calls to families of students with disabilities





# Internal/External Communication Begins

Nov. 4-Dec. 9

## Website:

- 1,571 pageviews
- 3:34 minutes on page average, 37% above usual average time
- 646 clicks to the surveys



# **Internal/External Communication Begins**

Nov. 4-Dec. 9

## **Media Relations:**

- Two press releases
- Media coverage by KATU, Oregon Public Broadcasting, Salem Reporter and Statesman Journal



# Internal/External Communication Metrics

Nov. 4-Dec. 9

## Targeted Focus Groups:

- 273 people (LGBTQIA+ middle school students, students experiencing homelessness, etc.)

## Community Listening Sessions:

- 1,073 attendees



# Internal/External Communication Metrics

Nov. 4-Dec. 9

## Staff Prioritization Survey:

- 3,000 licensed and classified participants

## Surveys:

- 2,065 English responses to surveys
- 509 student responses to surveys
- 96 Spanish responses to surveys



# Next Steps – Draft Strategic Communications Plan

Jan-April

## Internal communications planning:

- Survey opportunity for staff to weigh in on task force recommendations
- Weekly updates included with employee newsletters
- Weekly updates to staff intranet
- Bi-weekly updates in SKPS Insider video newsletter
- Toolkits for school leaders to communicate updates with staff
- Special messages from Sup. Perry to coincide with key dates



# Next Steps – Draft Strategic Communications Plan

Jan-June

## External communications planning:

- Weekly updates included in external newsletters
- Website “stories”
- Weekly social media posts
- Toolkits for school leaders to communicate updates with families
- Toolkits for local legislators to communicate investments
- Press releases to coincide with final recommendations, Board updates, Superintendent’s Budget Message



# Next Steps – Draft Strategic Communications Plan

Jan-June

## External communications planning:

- Media opportunities to see the SIA in action
- Weekly social media posts
- Ongoing community feedback loop as grant moves forward
- 2020 community forums

# The Student Investment Account

Oregon

Process for determining priorities for SIA?



**Community  
Input**



**Prioritize  
Needs**



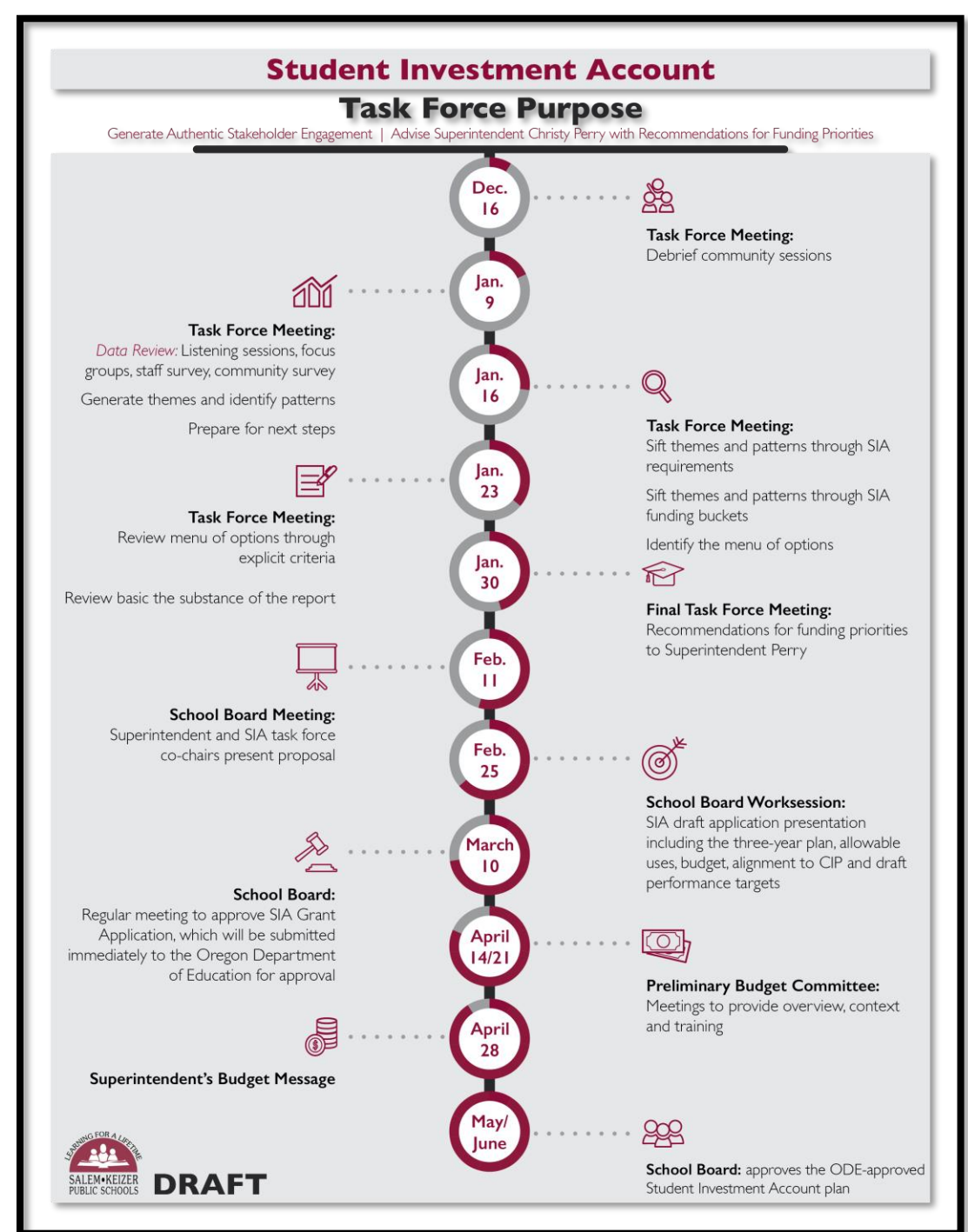
**Apply for  
SIA Funds**



**Put Plan  
into Action**



- SIA Task Force analyze/prioritize feedback
- SIA Task Force recommendations (Jan. 30)
- Funding proposal to School Board. (Feb. 11)
- Public input on proposal at School Board. (Feb. 11 & Feb. 25)
- Submit grant proposal to ODE. (early March)
- SIA funding in budget message. (April 28)
- Funding released. (July)





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**Thank you!**

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Our Students. Our Success.