



The Power Of Integrated Solutions

**Engagement: Obtaining Community Permission
and Support for District Initiatives
Glen Ellyn School District 41**

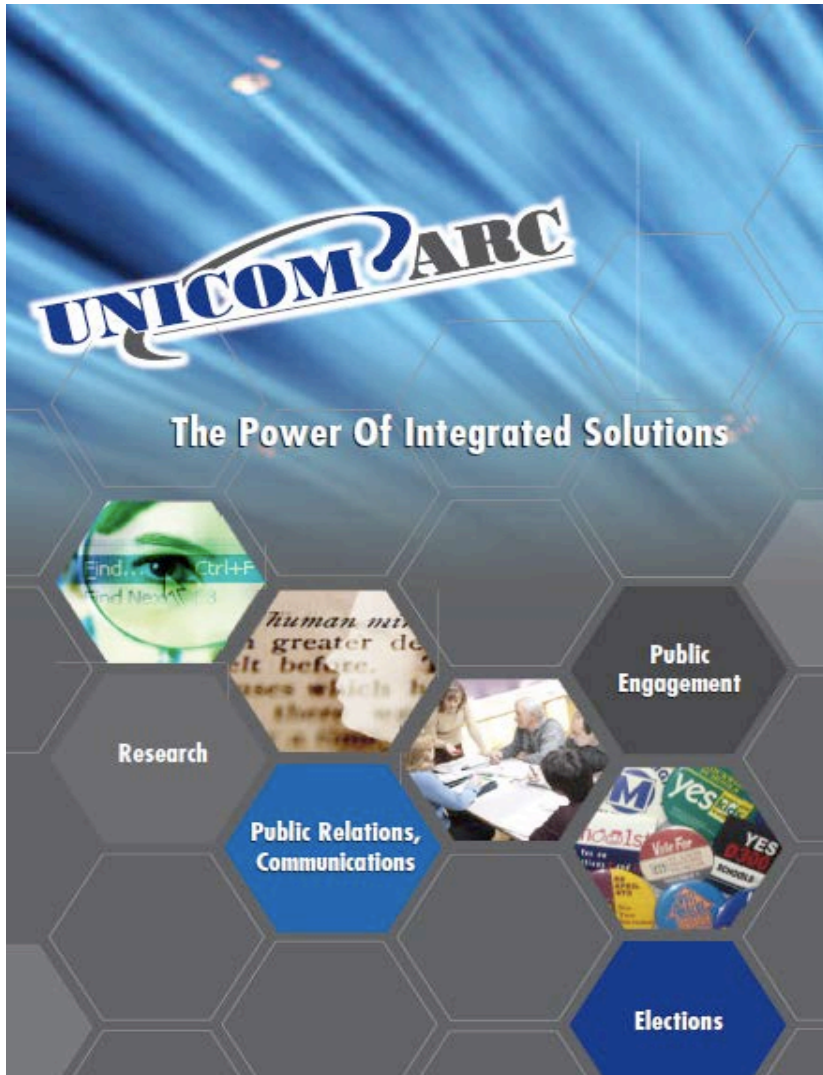
Res
Public Relations,
Communications

Elections

**Dr. Rod Wright
UNICOM•ARC
May 11, 2015**

UNICOM•ARC

Firm History + Qualifications



- 40+ years experience
- Over \$4 Billion of Successful Bond Programs
- 80%+ in school district elections
- Integrated approach: research, communications and engagement
- Experience with hundreds of school districts and community colleges throughout the country
- Team of professionals “connecting the dots”
- Pioneer in the development of community engagement programs for school districts
- Led by veteran school communicators
- Award winning communication

UNICOM•ARC

National Awards



- NSPRA Golden Achievement Award
Lincolnshire-Prairie View School
District 103
- NSPRA Gold Medallion Award
Parkway School District
- ASBJ Magna Award
Woodstock Community Unit School
District 200
- INSPRA Golden Achievement Award
Woodstock Community Unit School
District 200
- ASBJ Magna Award
Ritenour School District

Who Do We Trust/Edelman Annual Survey

THE NEW REALITY



- 1 in 5 think leaders will tell the truth
- Leaders must change approach to be more inclusive and seek more input
- Influence moving away from leaders to peers
- “A person like yourself” is twice as trusted as a CEO or government official

Community Engagement



Why?

- Public permission is needed for meaningful change
- Public won't support what it doesn't understand
- Public is resistant to top-down approaches
- Discovery is more powerful than persuasion
- It is a powerful communications tool
- Builds an army for implementation

COMMUNITY ENGAGEMENT WORKS

Discovery is more powerful than persuasion



Community Engagement



Key Outcomes

- Internal/External unity (Board/Staff/Parents/Community)
- Bulletproof plan (what and how)
- Committed volunteers
- Public permission for meaningful change

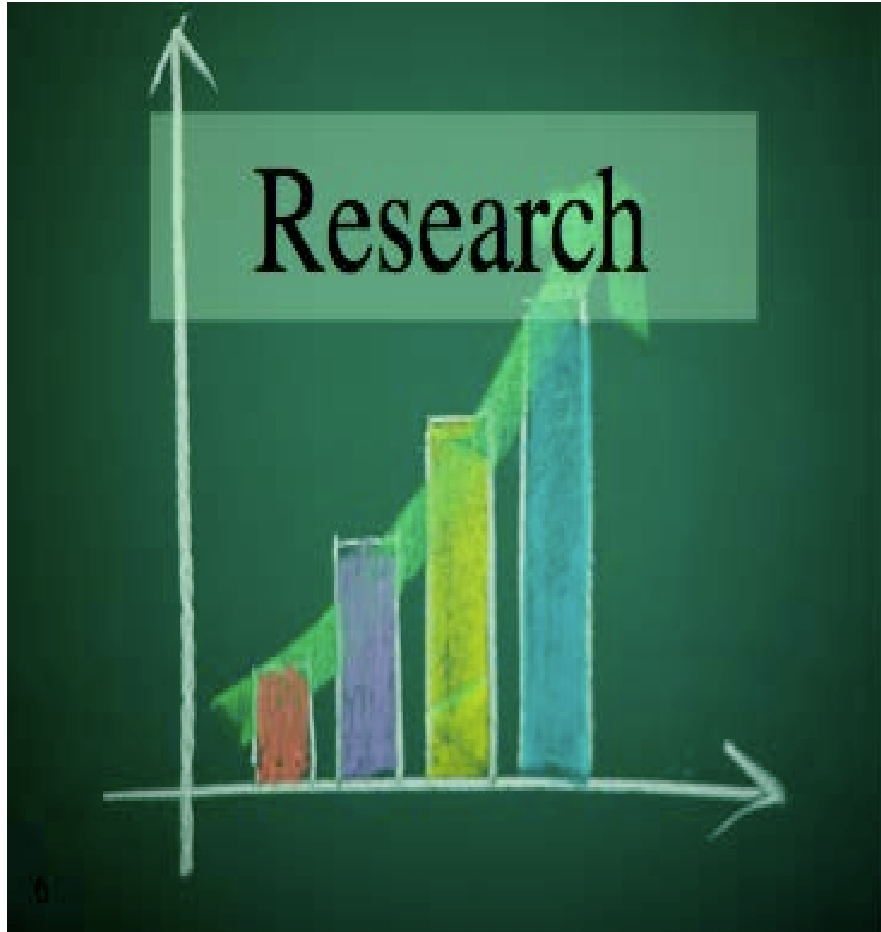
Community Engagement



Types of Input

- Public Opinion Research
- Active Involvement of Stakeholders

Community Engagement



Why Research?

- Intuition is often wrong
- Sources of information
- Community preferences and support levels/compare to engagement input
- Language matters
- Theme and message
- Fighting chance
- A plan for where we are/how do we get to where we want to go

Rain forest or jungle?



Public Opinion Research

Language matters!

- We have gone five years since the District had a tax increase. Unless this proposal passes, we will **sacrifice** all the recent progress that has been made in our schools.
(45.0% agree)
- In April 2000, we were told that the tax increase would last five years and that funds would be used to improve our schools. Both things have happened. We need to **continue** improving our schools and our community by supporting these proposals.
(67.8% agree)

Community Engagement



Best Practices

- Involves a large number of people
- Meaningful dialogue resulting in consensus
- Ongoing two-way communication

Community Engagement



Best Practices

- Internal acceptance and support
- Clear charge
- Coordination by Facilitating Team
- Citizen leadership
- More than the “usual suspects”
- An open process
- Comprehensive timeline/planning syllabus
- Data/Information driven

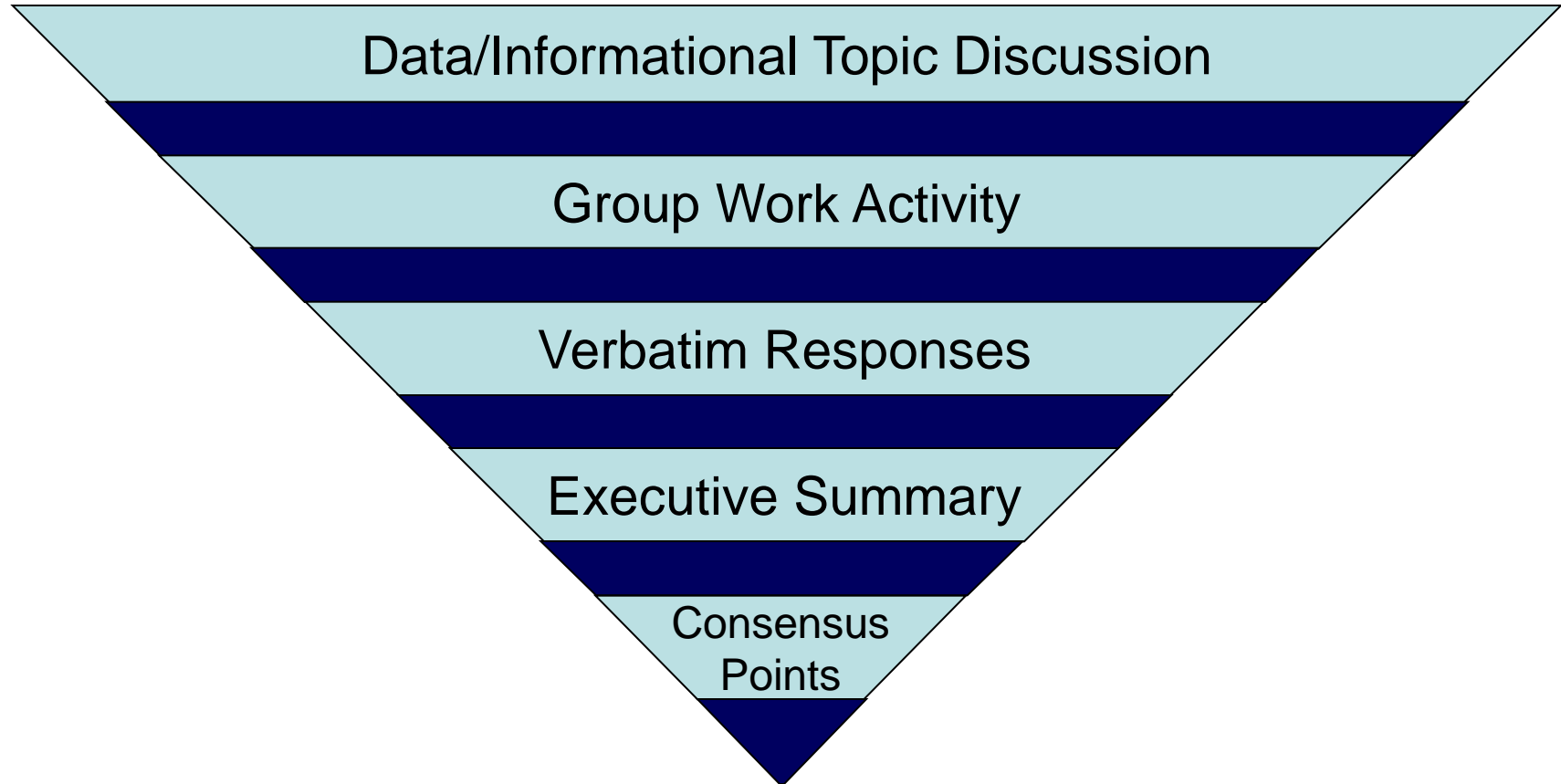
Community Engagement



Best Practices

- Well planned/organized sessions/events
 - workshops
 - open houses
- Small group work sessions and one-on-one activities
- Documentation (information and consensus points)

Session Documentation



Consensus Points Used in
Formation of Recommendations

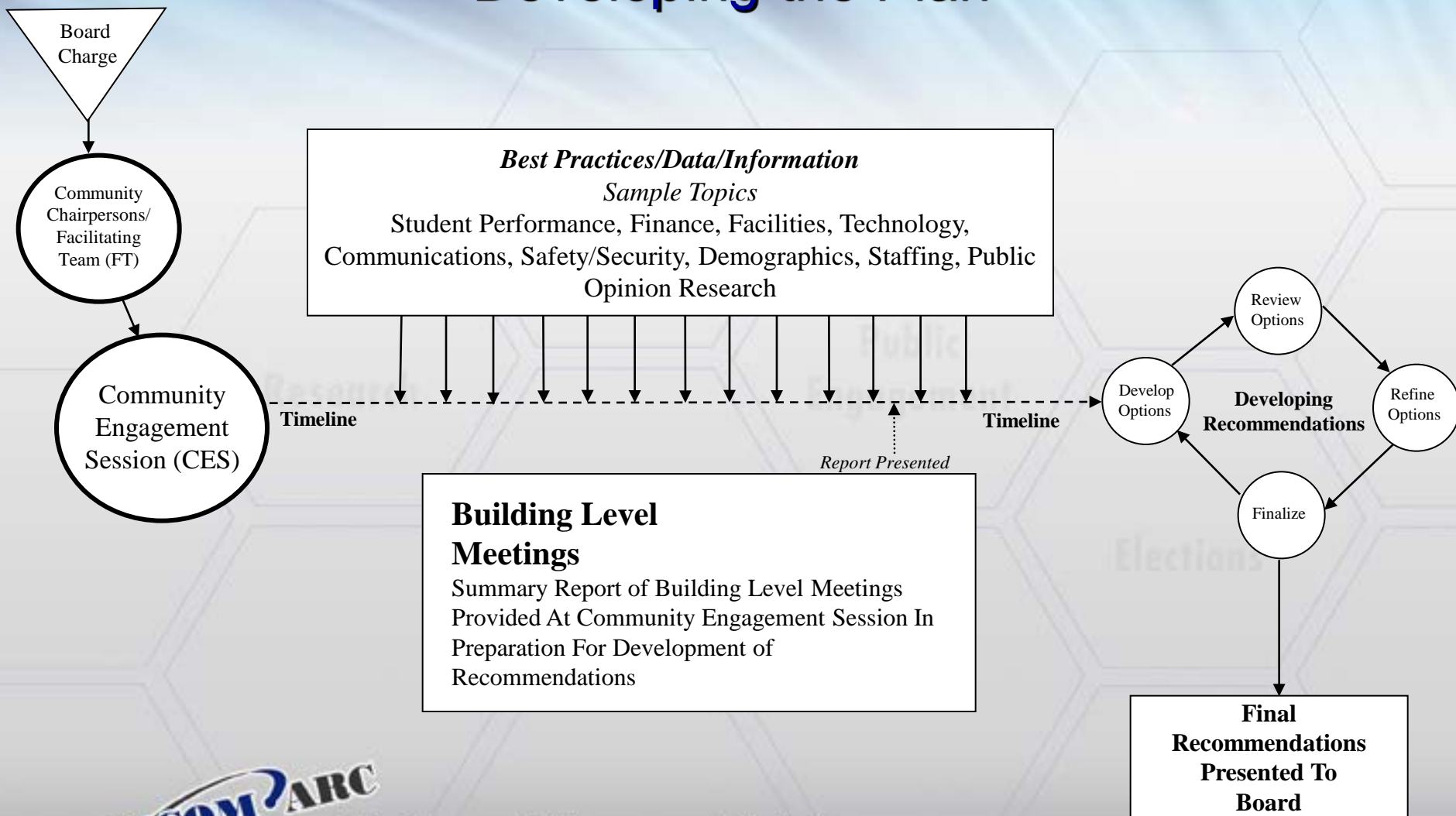
Community Engagement



Engagement Models

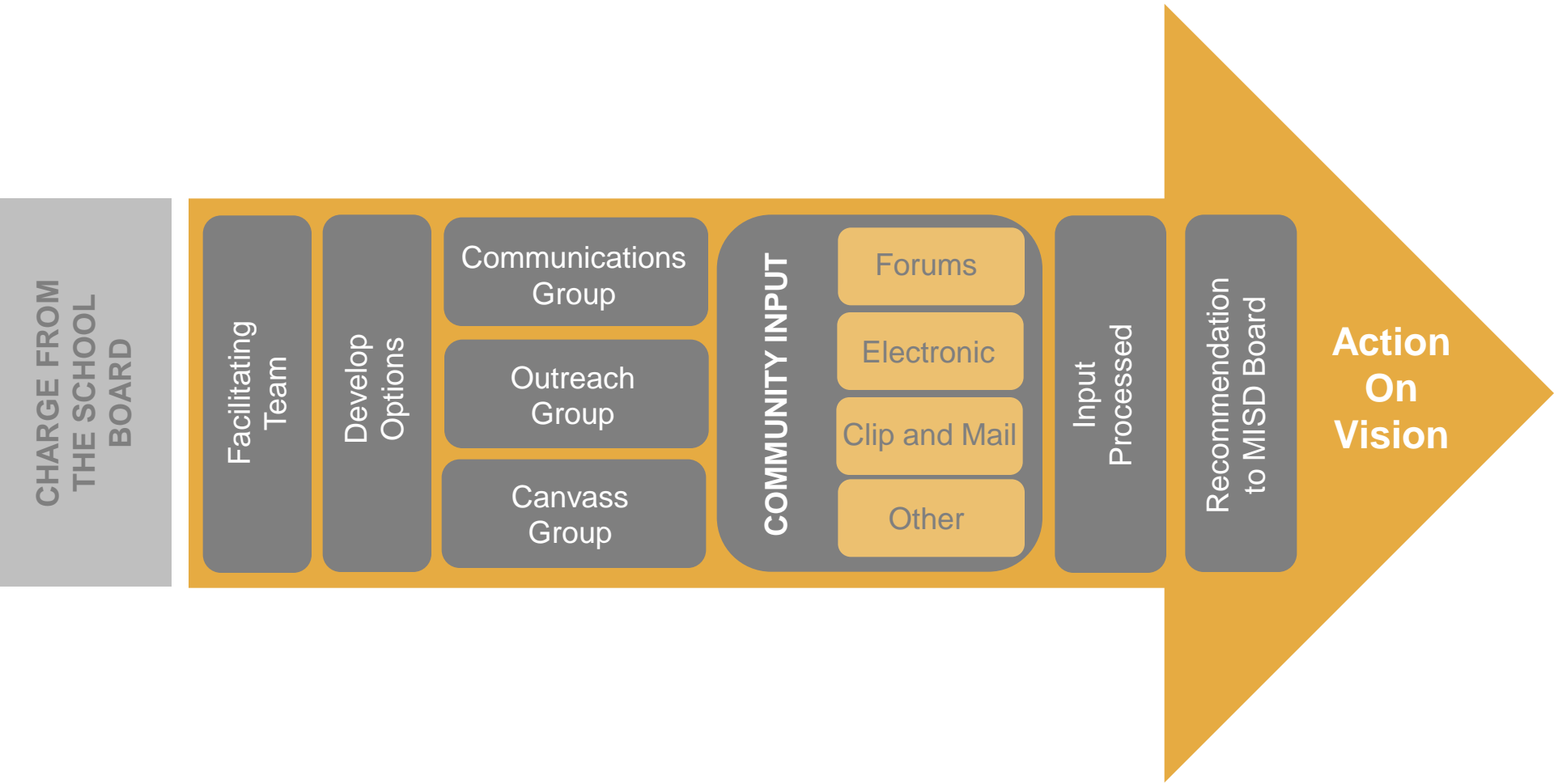
- Developing the plan
- Validating the plan

Community Engagement: Developing the Plan



Community Engagement

Validation of Plan

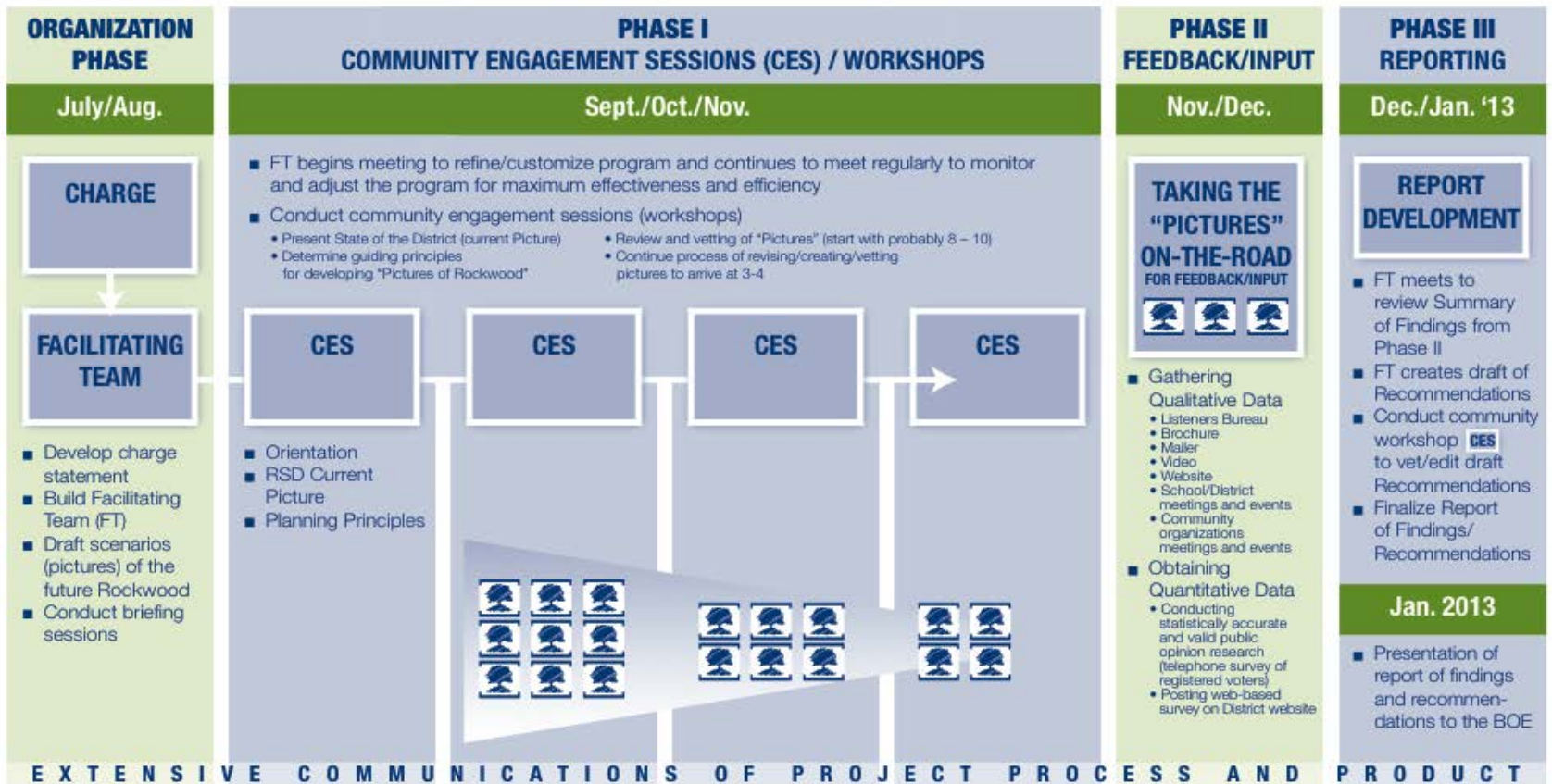


Community Engagement

Rockwood School District



Rockwood School District Community Engagement Program [DRAFT]

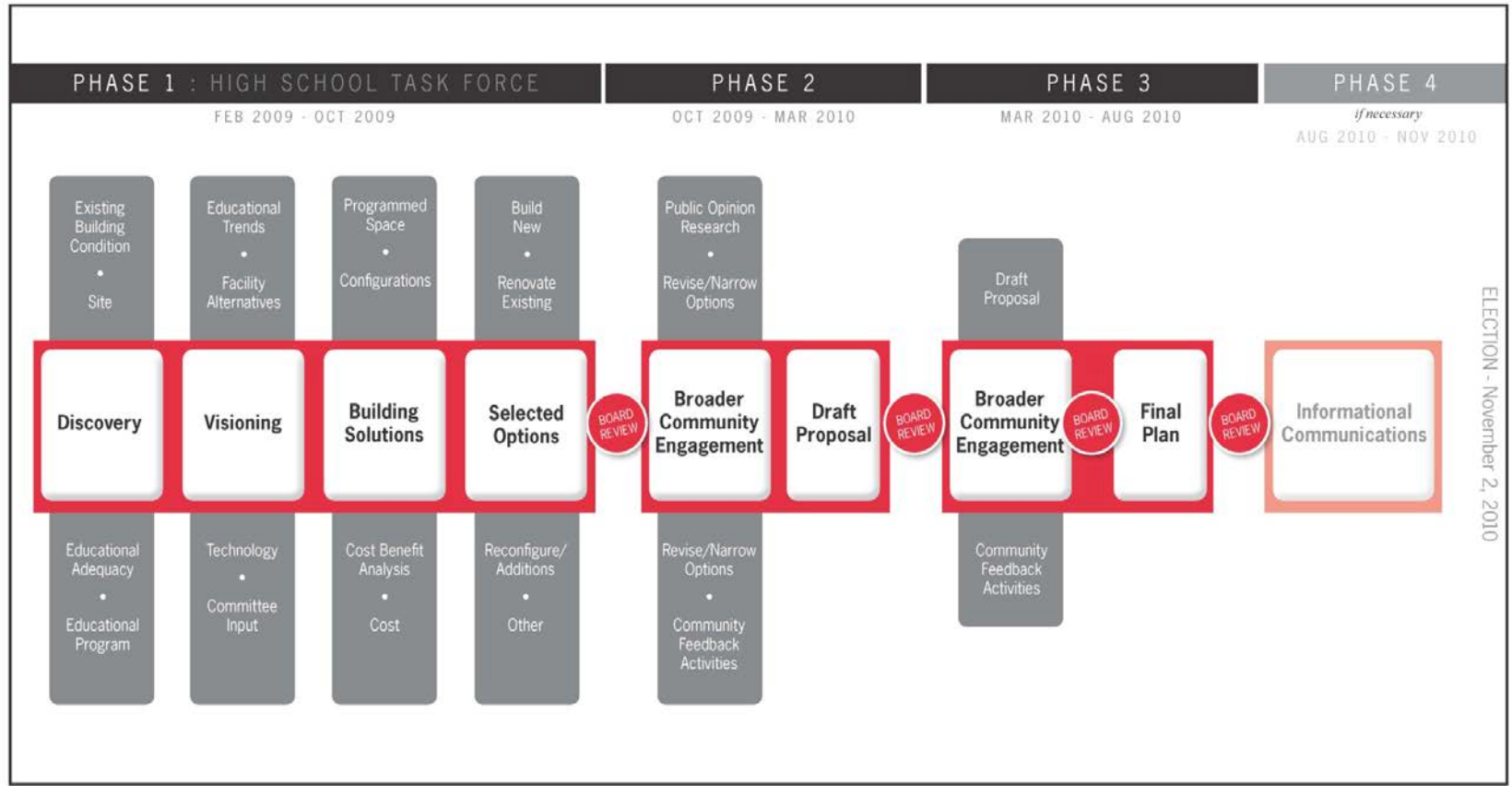


Community Engagement

Decatur Public Schools



Decatur Public School District 61 High School Planning Process



Engagement Meeting: Introduction



Engagement Meeting: Providing Information



Engagement Meeting: Providing Information



Engagement Meeting: Listening



Engagement Meeting: Testimonials



Engagement Meeting: Closing



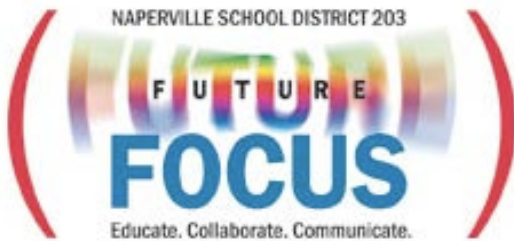
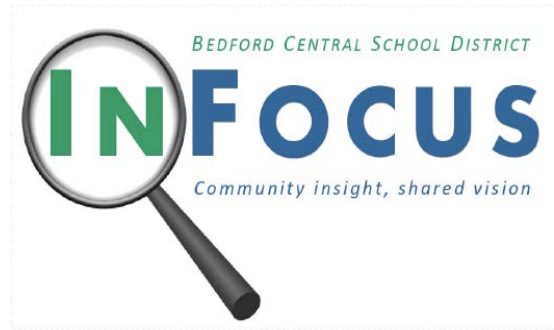
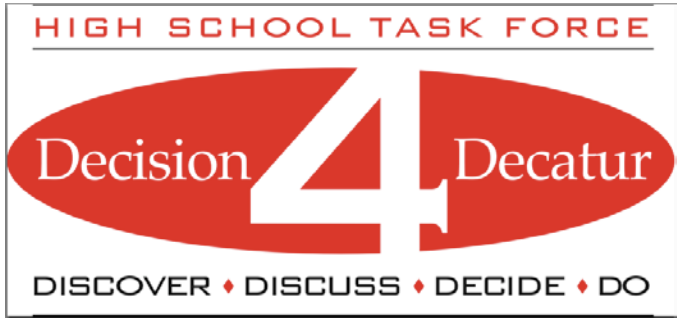
Community Engagement



Communications

- Letter of Invitation
- Community Outreach/Listeners' Bureau
- Brochure
- Press Releases
- Mailings
- Media (Print/Electronic/Social)
- Internet/E-Mail
- Video

COMMUNITY ENGAGEMENT COMMUNICATIONS: SAMPLE LOGOS



Community Engagement Communications: Brochures

Can We Talk?

Woodstock Community Unit School District 200 **Needs Your Voice!**

SchoolTalk 200

You're invited...

...Elgin Community College
wants to hear your voice!

ENCORE
Planning For The Next 60 Years

The Planning Process

The average age of a Pattonville school is 47 years (not including our newest school - Dorrwood Elementary). Due to the age and ongoing needs of Pattonville schools, the Pattonville School District updates its facilities master plan every four or five years. It's our tradition to involve parents, staff and community members in setting priorities at their local schools before bringing a final plan to the Board of Education for approval. Pattonville is now in the midst of developing a new plan for the future.

What we've done so far...

In November and December 2009, the district spent time gathering information needed to assemble a preliminary list of needs. District officials reviewed projects that had been identified in the 2005-2006 facilities plan that were not part of the 2006 bond issue due to higher priority needs at the time.

District facilities leaders also gathered input from school principals and each building's School Improvement Team, which are leadership teams made up of equal numbers of parents and staff members. They combined this information with suggestions made through a district committee focused on athletic and activity needs in order to come up with a preliminary facilities plan. The initial list of needs identified throughout our schools amounted to nearly \$70 million in costs. Pattonville staff members pared down the list of projects to around \$40 million of more immediate needs.

What's Next

The district is working with a facilitating team of parents, staff and community members to enable more members of the community to become informed about and provide input on Pattonville's facility needs. This team will advise and assist

PATTONVILLE Planning for Success Now and in the Future

Legacy

Planning for Facility Needs at Our Schools

For years, the Pattonville community has supported plans that addressed needs for crucial repairs, updates and improvements to its schools. The strength of Pattonville schools is one reason families move into our area and keep our communities strong. As our schools continue to age, the needs are ongoing. For this reason, Pattonville is assembling a new plan that will address immediate and future facility needs at all schools. Please take a look through this newsletter to find out more about the needs that have been identified to date and how you can provide your input and suggestions on the plan before it's approved by the Board of Education.

DISCOVER

DISCUSS

DECIDE

DO

HIGH SCHOOL TASK FORCE

Decision 4 Decatur

DISCOVER • DISCUSS • DECIDE • DO

Decatur Public Schools
Educating for Success

Community Engagement

Communications: Decatur Public Schools

FEEDBACK INPUT FORM
 Decatur Public Schools
 High School Task Force • Decision 4 Decatur

The Decatur Public Schools High School Task Force has developed four possible options to address our aging and obsolete high school facilities.

Option #1: Renovation
 Renovate our existing facilities to become two of the six high school campuses and build a new technical academy on a new site.

Option #2: New Construction
 Build one high school campus on a new site to help support growing academic requirements. The school would feature four wings, two to reflect the heritage of DPS. MacArthur, Eisenhower, Stephen Decatur and Lawrence. The Technical Academy would be built on a separate site in the District.

Option #3: Strengthen Decatur Community
 Renovate and expand Stephen Decatur Middle School to become a single high school campus and build a new Technical Academy on a separate site.

Option #4: The Working Classroom
 This option is labeled "The Working Classroom" because nothing will be done to significantly improve or change the academic environment for this century teaching and learning. Rather, this option focuses projects and costs for directly replacing failing systems and making required health and life safety upgrades. There are costs that would be incurred by the District to maintain facilities.

Please indicate the option you think would be best for our students and our Decatur community. Options 1, 2, and 3 are very similar in cost, but the cost should not be a significant factor in choosing a "preferred" option.

Why is this your "preferred" option?

What suggestions would you offer to strengthen the preferred option you have chosen?

If additional space is needed to answer the questions or provide other suggestions and ideas, please use the reverse side of this sheet.

Please use one of the following methods to submit your feedback information:

- Open House: Complete and leave the form at the feedback station provided at one of the Open House events.
- Mail: Feedback Form or your typed copy responding to the questions on the form to:
 - Decision 4 Decatur
 - c/o Decatur Public Schools
 - 101 West Cerro Gordo
 - Decatur, IL 62523
- Online: Complete the form online at www.dps1.org (click on the Decision 4 Decatur logo and follow the prompts)
- Email: Mail your responses to the questions on the form to Decision4Decatur@dps1.org
- Fax: Fax your completed form and comments to 217.424.3000
- Drop off: Drop off the feedback form at any of the DPS schools or the District Office between 8:00 a.m. - 8:30 p.m., Monday through Friday

If you would like a copy of printed information to your group or organization, please provide the following information:
 Name of organization _____
 Contact person _____
 Phone number _____
 Decatur Public Schools 101 West Cerro Gordo Decatur, IL 62523 41

WE NEED YOUR FEEDBACK

HIGH SCHOOL TASK FORCE
 Decision 4 Decatur
 DISCOVER • DISCUSS • DECIDE • DO

Phase 2 of the Decatur Public Schools High School Task Force initiative is underway. This broader communication program informs and educates parents and the community about the facility challenges we face. The Decision 4 Decatur process explains the options for improving District facilities and provides an opportunity for community members to offer opinion and input regarding the following options:

RENOVATE... NEW CONSTRUCTION

- Watch for information on Community Meetings
- Visit www.dps1.org
- Learn detailed information on the options created by the High School Task Force
- View an informational video
- Complete a feedback form

It is time to make some critical choices for Decatur Public Schools.
 It is time to make a Decision 4 Decatur.



HIGH SCHOOL TASK FORCE
 Decision 4 Decatur
 DISCOVER • DISCUSS • DECIDE • DO

I HAVE A QUESTION!

I would like to be contacted by a Decision 4 Decatur representative who can respond to this question:

It's time to make some critical choices for Decatur Public Schools. Decatur Public School District 61 has been an anchor for our community for generations. Our schools have given our kids the best education possible and DPS teachers and staff do the best they can with the resources they have available.

But while our students receive a good education for the available resources, we must make improvements in our maintenance staff has done an incredible job, our high school classrooms and buildings are simply not built for the curriculum needs of today...and tomorrow.

It's time to make a Decision 4 Decatur.

Are these the facilities that will move our school district forward?

- Outdated mechanical / ventilation systems.
- Safety and security continues to be a challenge.
- Electrical systems in our buildings are maxed out and cannot support the electricity needed to support today's technology, not to mention technology of the future.
- Aging plumbing causes occasional flooding in our buildings.
- Restroom facilities leak and some lack the bare necessities such as stall doors.
- Science labs remain unchanged since the buildings were constructed 50 years ago. Students can't conduct modern experiments because our facilities aren't equipped to perform them.
- Dirt-floor basements are being used to store play props and important records. Storage throughout the buildings is extremely limited.
- The fine arts facilities are falling apart.
- The bleachers are original to the building and very unstable - with no hand or safety rails.

Decatur Public Schools
 Educating for Success

Community Engagement

Communications: Website

PACT for SJSD

Planning A Course Together for the St. Joseph School District



Home



facebook



COMMUNITY ENGAGEMENT

COMMUNICATIONS: WEBSITE



Welcome to the
IOWA CITY COMMUNITY SCHOOL DISTRICT

Child-Centered : Future-Focused

Links

- ▶ Educational Adequacy Results
- ▶ Enrollment Projections and Student Potential Analysis Spring 2013

Facilities Master Planning



This area of the website is intended to provide information related to the 2012-2013 Facilities Master Planning project.

The site includes the board item related to approving the contract with BLDD, the original proposal and answers to questions posed by the RFP review committee, and schedules. Schedules have undergone several revisions, so the most recent version is posted along with the previous versions.

Information related to the Facilities Master Planning Steering Committee is also posted on this site.

YOUR FEEDBACK IS IMPORTANT!

Please share your feedback by attending community meetings, completing surveys, or email your thoughts and ideas to the Steering Committee. Send your emails to OneVision@iowacityschools.org and your feedback will be shared with the Steering Committee.

Calendar

- 04/30/13 Tue **[MOVED TO 5/6/13] Facilities Master Planning Steering Committee Meeting**
Starts at 5:00pm
- 05/11/13 Sat **Facilities Master Planning Workshop**
9:00am - 12:00pm
- 05/13/13 Mon **Facilities Master Planning Workshop**
9:00am - 12:00pm
- 05/14/13 Tue **Facilities Master Planning Workshop**
6:00pm - 9:00pm

[More Events...](#)

Contents

- ▶ Steering Committee
- ▶ 2012-11-28 Board Item
- ▶ Facilities Master Planning Flyer
- ▶ Original RFP Proposal
- ▶ Press Release 2013-02-25
- ▶ Press Release 2013-03-25
- ▶ Response to Questions from RFP Review Committee
- ▶ Revised Schedule version 2
- ▶ Revised Schedule version 3
- ▶ RFP Information
- ▶ Visioning Workshops

Community Engagement

Communications: Website



Community Engagement

Developing a Plan for the Future

[Home](#)[Facilitating Team](#)[Phase 1 Workshops](#)[Phase 2 Feedback](#)[Phase 3 Reporting](#)[CALENDAR](#) | [CONTACT US](#) | [ROCKWOOD WEBSITE](#)

You are here: [Rockwood Home](#) > [Picture Rockwood](#)

Picture Rockwood

Last July, the Rockwood School District launched Picture Rockwood, a community engagement process focused on developing a plan for the future of our schools. [Watch this video to learn more.](#)



Review the Pictures

Since September, more than 400 Rockwood community members have attended [workshops](#) to study the challenges facing the district and provide input on solutions. As a result of this input, two pictures, or scenarios that represent the potential future of Rockwood schools, have been developed. [Review the pictures.](#)

Share Your Feedback

We want to hear from you! After reviewing the pictures, you're invited to share your feedback. [Find out how to provide your input.](#)

Mark Your Calendar

During the next few weeks, the Picture Rockwood co-chairs will present the pictures selected by community engagement workshop participants. You're invited to join them at the final community workshop on Jan. 7 to share your feedback. [Get details.](#)

Upcoming Events

9/11/2012 7:00 PM	Workshop Session Series 1
9/13/2012 9:30 AM	Workshop Session Series 1
10/9/2012 7:00 PM	Workshop Session Series 2
10/11/2012 9:30 AM	Workshop Session Series 2
10/30/2012 7:00 PM	Workshop Session Series 3
11/1/2012 9:30 AM	Workshop Session Series 3
11/13/2012 7:00 PM	Workshop Session Series 4
11/15/2012 9:30 AM	Workshop Session Series 4
1/7/2013 9:30 AM	Workshop Session Series 5
1/7/2013 7:00 PM	Workshop Session Series 5

Frequently Asked Questions

Q: What is Picture Rockwood? [View Answer](#)

Q: Why is Rockwood conducting this community engagement process? [View Answer](#)

Q: How are the workshops structured? [View Answer](#)

[Sign In](#)

Community Engagement

Communications: Video Promotion/Social Media



PACT For SJSD PACT meetings resume on September 21 with an informative session on facilities. Dr. Franklin Hill, an internationally recognized leader in educational change and building design, is the guest presenter.

NEXT MEETING

Tuesday, Sept 21, 6:00 PM
Central High School nec.

...

[See More](#)



Meet PACT Presenter, Dr Frank Hill (9/21, 6 PM @ Central HS [HQ])

Length: 1:27

Community Engagement

Video Promotion



Community Engagement Media Coverage

District seeks master plan



By Alonzo Weston

Wednesday, September 22, 2010 at 12:02 a.m.

Share

Comment

Print Friendly



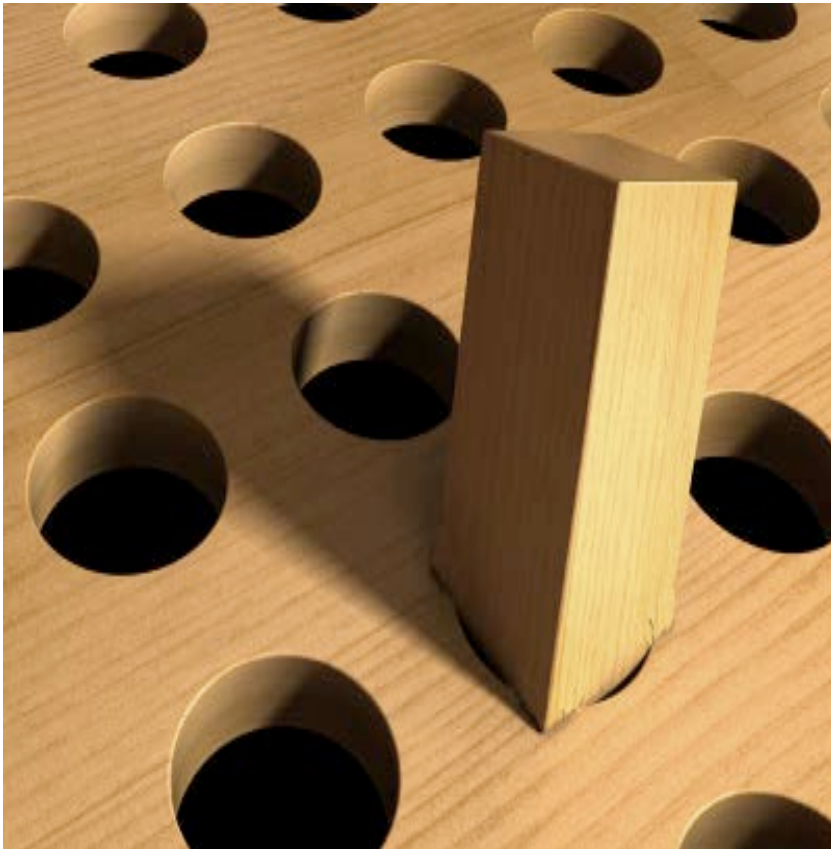
Video by News-Press 3 NOW

Public involvement

The PACT (Planning A Course Together for the St. Joseph School District) reported receiving \$48,875 in public donations so far.

The plan now is to have a master plan. That's the message Franklin Hill gave to the Central High School gymnasium crowd during Tuesday night's Planning A Course Together meeting for the St. Joseph School District.

Community Engagement



UNICOM•ARC Services

- Assist in developing charge statement
- Assist in identifying/enlisting community leadership
- Facilitate work of program chairs/community leadership
- Provide guidance to customize a program to achieve District goals
- Develop branding and communication vehicles for program

Community Engagement



UNICOM•ARC Services

- Attend/Coordinate Facilitating Team Meetings (FTM) and Community Engagement Sessions (CES)
- Provide guidance in development of information presentations for CES
- Summarize and document program proceedings/community feedback
- Develop report of final recommendations
- Assist District in communicating final recommendations to the community

Iowa City Community School District Letter

One of the most heart-warming meetings I' ve witnessed in years took place here last week. . . . If you weren' t among those 400-plus people there, you should have been because it was impressive. At our table, I sat between the mother of an elementary school student and a member of the district' s Facilities Master Planning Steering Committee. Across from me was a West High teacher, and next to her was a local political type. There were three or four others I didn' t know. At our table and throughout the room you could see the intense, productive discussions going on. I believe I could sense the overriding interest in arriving at a thoughtful consensus from among four facilities scenarios provided by the steering committee.

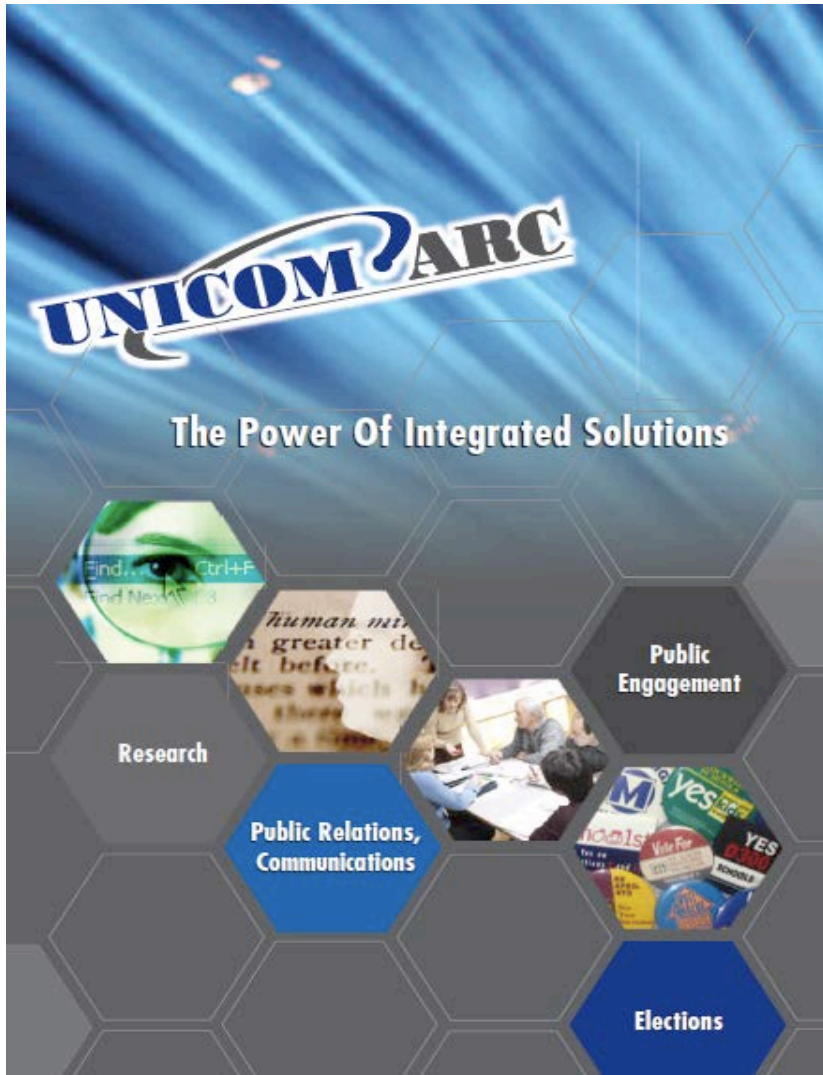
Iowa City Community School District Letter

I am writing to commend the Iowa City Community School Board and its steering committee for organizing a productive exercise in citizen participation. . . . The adults at the table where I sat engaged each other in a structured, meaningful and, yes, often openly partisan, debate over the four scenarios for addressing the need to plan for the future growth of the district student body. The evening was designed to build consensus, and it did. Instead of leaving feeling bruised by the general antipathy that had dominated earlier town hall-style meetings with their emphases on often emotional speeches from the mic, I left the hall that evening with a deeper and better understanding of people from across town. I felt like we were all actually working with each other and that I could respect their values in a new and simpler light.

CUSTOMIZED FOR YOUR DISTRICT



UNICOM•ARC: Questions



Presenters

- **Rod Wright** (President,
UNICOM•ARC

rwright@unicomarc.com, 314-535-4900)