



Communication and Community Engagement Plan 2018/19

— Erika Krehbiel —
Chief Communications Officer

Long-Range Plan - Strategic Priority 6

Community Engagement and Communication

We will deepen trust with the community members who live in the over 10,000 households within the District 41 boundaries through comprehensive and transparent communications. We will seek input from all District 41 stakeholders.

- The community is informed about District 41 practices, decisions and operations.
- Enhance the District's understanding on the various community perspectives on school district topics.
- Improve stakeholder and community pride in District 41

Presentation Overview

Current Activities

Highlights from 2017/18

Survey Results

Plans for 2018/19



Current District/Board Engagement Activities

District and School Websites

District Digest for District 41 Community (1x/week)

Connect 41 Print Newsletter to Community (2x/year)

Board Meeting Summary E-news to Community (after each regular meeting)

Live Stream Board Meetings (each regularly scheduled meeting)

41Focus E-newsletter for Staff (1x/month)

Social Media (facebook and twitter)

Community attending/participating in district and school committees

Donuts with Dr. Gordon and Student for a Day

Parent Camp

Highlights - 2017/18

Positive Media Coverage about District 41

- Story on the front page of the *Chicago Tribune* "Girls Read "A Book By Someone Like Them," May 2018

Special Events with the Community

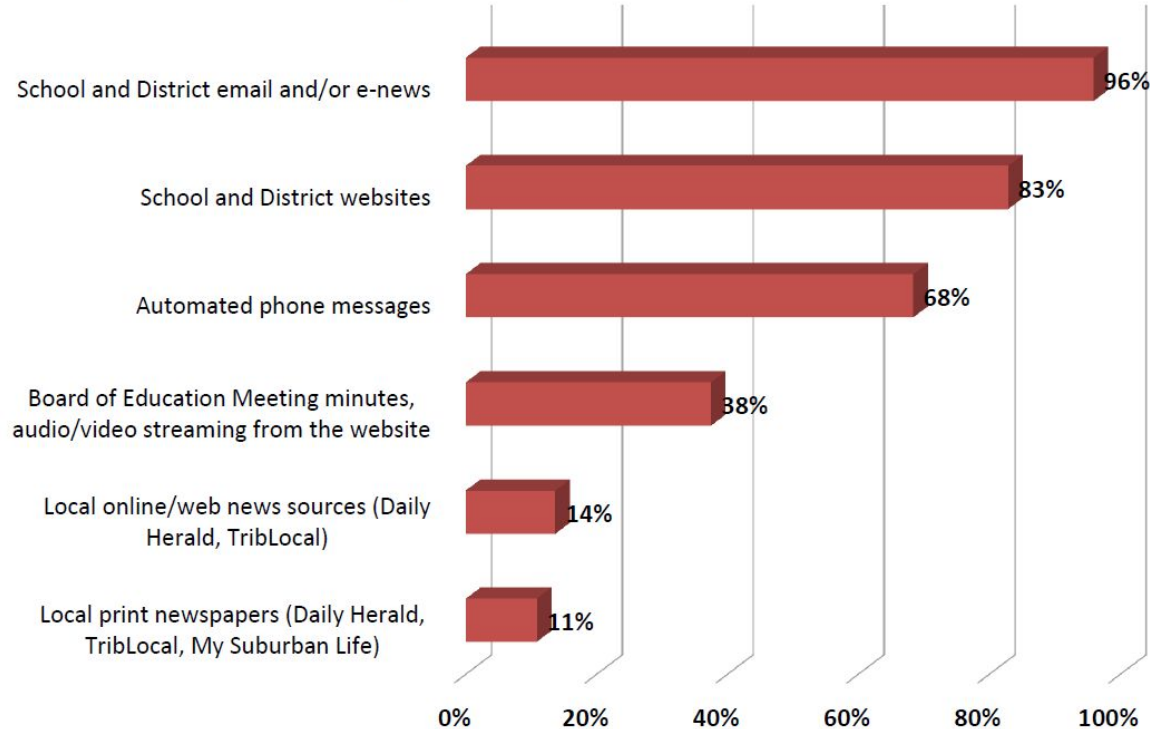
- Groundbreaking for referendum construction and media coverage

Engagement Opportunities

- Special Education Strategic Planning committee work and Listening Session for the community
- Increased social media engagement (by over 350 people on facebook and twitter)

Survey Results - How do parents want to engage?

**I rely on the following sources for
School/District information:**



Survey Results - How are we doing?

**How satisfied are you with the job District
41 is doing:**

Great (4), Good (3), Fair (2), Poor (1)

Item	% Great/Good	Average
Communicating with the public	88%	3.26
Maintaining an informative website	85%	3.18
Involving community members in decision making	70%	2.86

Plans for 2018/19

“Champions are champions not because they do anything extraordinary but because they do the ordinary things better than anyone else.” - Chuck Noll

Additional Plans for 2018/19

New email newsletter/announcements platform - Making email communications easier and consistent at the school and district levels

Ribbon Cutting and Open House for Churchill School - August 30

Topic-Based Listening Sessions - October and April

Coffee and Conversations with the Board at each school - September (Churchill), November (Franklin), January (Lincoln), March (Hadley), May (Forest Glen)

Social media engagement (add Instagram this year) - Review all policies

School Videos - Produce a video for each school "This is... Churchill, Hadley, etc." Highlighting the unique attributes of each school community.

LRP Year Two Roll Out - Communication in the schools and the community

Additional Safety/Emergency Training

Survey Schedule for 2018/19

5Essentials Annual Survey (staff, parents and 4-8 grade students) - Fall 2018

HumaneX Annual Survey (staff only) - Fall 2018

Special Education Annual Survey - Spring 2019

Dual Language Annual Survey - Spring 2019

Thank You