#EngagementMatters

Presented by
Arkansas Department of Education
May 10, 2018

2018 ASBA/AAEA Joint Conference
What message needs to change in your district?

What is the story being told in your district?

"Students need learning materials but there are no funds available."  "Did you hear about the new iPads?"

"I don't understand why my child is doing math like this?"  "Our robotics team won regionals!"

"I was asked to serve on the handbook policy committee this year."

"Why are P/T Conferences limited to five minutes per teacher?"

"My child loves staying after school for STEAM club and running club."

"My kids can't stay for tutoring because there is no bus to bring them home."

"Why didn't the assistant principal get a chance to become principal?"

"I heard our district is helping their paraprofessionals become certified teachers."

"Why are P/T Conferences limited to five minutes per teacher?"

"I don't understand why my child is doing math like this?"  "Our robotics team won regionals!"

"I was asked to serve on the handbook policy committee this year."

"Why are P/T Conferences limited to five minutes per teacher?"
Take a Scroll.....
through your district/school social media

Sports
Academic Achievement
Teacher Recognition
Student Spotlights
“School Community”

Is your Vision/Mission clear to the public?
Our first Reading Round Up will be May 4 at SES, and parents can join in on the fun!! #RISEArkansas

Springdale School District
April 27 at 9:11am

During Autism Awareness Month, Sonora Middle School students and teachers sold t-shirts to raise money for Autism Involves Me, a Northwest Arkansas non-profit organization that helps families with autistic children. At Friday’s assembly the students presented a check for $1,500 to the organization. #THEChoice

Star City School District
April 25 at 8:10am

AP Biology students in the lab this morning studying osmosis.
#WhatevertItTakes
What an awesome blend of music and movement in PE class today with Coach O! Mrs. Launius will be leading this station on our Family Fitness Frenzy Field Day! #CEunited #CETribe #JoyfulLeaders
“You’re in charge of your story”

What will your title be?

Who is writing your story?

Why I love my school!
The story of “Your Town”

- What are you hearing about your school(s)?
- What are your families hearing?
- Who in your town controls the message?
Gap Analysis

Where You Are

Skills Needed to Get Where You’re going

Where You Need to Be

Action Plan
1. Fill in as we work through the systems.
2. Use this as a to-do list as you go back to your districts. What conversations need to happen?

**Current Reality Check Chart**

What conversations need to happen in …

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<th>Academics</th>
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<td>Human Capital</td>
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<td>Student Support</td>
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<td>Stakeholder Engagement</td>
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<td>District Operations</td>
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<tr>
<td>Facilities and Transportation</td>
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</tbody>
</table>
Let’s Talk About....

**Academics in your district.**

1. What is being said inside and outside of the district?
2. What is your district doing in this area that is exemplary and should be shared with stakeholders?
Your Story of Academics

Table Talk: Share your ah-ha moments

- What is being said about academics?
- How do you know your students are learning?
- What are the shining examples?
- What do you need to find out?
- Do the messages and shining examples align?
Let’s Talk About....

**Human Capital in your district.**

1. What is being said inside and outside of the district?
2. What is your district doing in this area that is exemplary and should be shared with stakeholders?
Your Story of Human Capital

Turn and Talk: Share your ah-ha moments

- How will you know you have the best educators?
- What are the shining examples?
- What do you need to find out?
- Do the messages and shining examples align?
Let’s Talk About....

Student Support in your district.

1. What is being said inside and outside of the district?
1. What is your district doing in this area that is exemplary and should be shared with stakeholders?
District Showcase: Share your stories!

- What is being said about supports for all students?
- Is equity an issue?
- What are the shining examples?
- What do you need to find out?
- Do the messages and shining examples align?
Let’s Talk About....

Stakeholder Engagement in your district.

1. What is being said inside and outside of the district?
1. What is your district doing in this area that is exemplary and should be shared with stakeholders?
Your Story of Family & Community Engagement?

Table Talk: Share your ah-ha moments

- What is being said about how your district engages families and communities?
- Are some families left out or unengaged?
- Is two-way communication common?
- What are the shining examples?
- What do you need to find out?
- Do the messages and shining examples align?
Let’s Talk About....

District Operations in your district.

1. What is being said inside and outside of the district?
1. What is your district doing in this area that is exemplary and should be shared with stakeholders?
Your Story of District Operations

Table Talk: Share your ah-ha moments

- What is being said in your community?
- What are the shining examples?
- What do you need to find out?
- Do the messages and shining examples align?
Let’s Talk About....

Facilities & Transportation in your district.

1. What is being said inside and outside of the district?
1. What is your district doing in this area that is exemplary and should be shared with stakeholders?
Your Story of Facilities and Transportation

Turn and Talk: Share your ah-ha moments

- What is being said in your community?
- What are the shining examples?
- What do you need to find out?
- Do the messages and shining examples align?
NEXT STEPS...

Go back and have a conversation!
Sooner than later...

Things to consider:
1. Who should be at the table?
   ○ Students, family members, community members, teachers, family engagement coordinators/facilitators, administrators, communications/social media....

2. What positive messages need to be communicated? How will you share them?

3. How do you work together, towards your vision, and write YOUR STORY?
“Don’t let others tell your story. Pick up a pen and write your own.”
Thank You!
We can’t wait to see how you “Write Your Stories!”
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