#EngagementMattersAR: Recommendations for Stakeholder Engagement

Presented by
Arkansas Department of Education

ASBA
Fall Leadership Institute
October 26, 2018
Engagement Matters
All stakeholders engage in what matters for the success of the students.

Messaging Matters
Stakeholders, board members and districts are actively and appropriately messaging what matters most to them through various platforms.

Actions have Reactions
Actions can positively promote progress and perceptions.
Engagement Matters
Involvement vs Engagement

Partners

Educator-driven

Vi
The Arkansas Department of Education is **transforming** Arkansas to lead the nation in **student-focused education**.
The Arkansas Department of Education provides leadership, support, and service to schools, districts, and communities so every student graduates prepared for college, career, and community engagement.
Goals

**Goal 1**  
PREPARED GRADUATES  
Each student will meet or exceed educational milestones along pathways to graduate prepared for college, career, and community engagement.

**Goal 2**  
STUDENT GROWTH  
Each student will meet or exceed his/her expected individual growth annually.

**Goal 3**  
PERSONAL COMPETENCIES  
Each student will develop and apply personal competencies that promote learning and success in life.

**Goal 4**  
STUDENT SUCCESS  
Each student will be actively engaged in college, career preparation, military service, and/or competitive employment one year after graduation.

**Goal 5**  
CUSTOMER SERVICE  
The Arkansas Department of Education will build the capacity of each team member to provide efficient and effective customer service that benefits students, respects taxpayers, and serves all stakeholders.
Six Focus Areas Identified Under Act 930

- Academics
- Fiscal Operations
- Human Capital Management
- Student Support Services
- Communications Stakeholder Engagement
- Facilities

Communications Stakeholder Engagement
Messaging Matters
Take a Look.....
through your district/school social media

Sports
Academic Achievement
Teacher Recognition
Student Spotlights
“School Community”

Is your Vision/Mission clear to the public?
What story is being told in your district?

“My kids can’t stay for tutoring because there is no bus to bring them home.”

“Students need learning materials but there are no funds available.”

“Did you hear about the new Ipads?”

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

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

“I don’t understand why my child is doing math like this?”

“Our robotics team won regionals!”

“Why didn’t the assistant principal get a chance to become principal?”

“I heard our district is helping their paraprofs become certified teachers.”

“My child loves staying after school for STEAM club and running club.”
Current Reality Check Chart

Use this as a to-do list as you go back to your districts. What conversations need to happen?

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>Where you want to be</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Human Capital</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student Support</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stakeholder Engagement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>District Operations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facilities and Transportation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
To Agree or Disagree... that is the question
Stakeholder Conversations
Actions have Reactions

Lack of Actions have Reactions
1. What is being said inside and outside of the district?
2. What is the district doing in the following areas that is exemplary and should be shared with other stakeholders?

#EngagementmattersAR
Theory of Action for Student Success

IF...
the Arkansas Department of Education implements a comprehensive support and accountability system that measures many facets of student success and school quality that inform and sustain student learning.

THEN...
the ADE and LEA will engage in continuous cycles of inquiry and improvement by combining state and local information to identify and address the needs within their respective systems.

AND this will...
spark student learning; increase students' readiness for college, career, and community engagement; and close achievement gaps within and across schools.
School-Level Plans & District Support Plans

A.C.A. § 6-18-074
Would you like to stay informed and in touch with the Department?

http://www.arkansased.gov/
#EngagementmattersAR

The Arkansas Department of Education is preparing to release the 2018 Accountability at a Glance Report and the 2018 ESSA School Index report for all schools in Arkansas. These annual reports provide important information about each school, including test performance, graduation rate, school quality, and student success. Please read this Letter to Partners in Education from Commissioner Johnny Key: https://bit.ly/RCKynbc.

**Letter to Partners in Education from ADE Commissioner Johnny Key**

The ADE team is preparing to release the 2018 Accountability at a Glance Report and the 2018 ESSA School Index report for all schools in Arkansas. These annual reports provide important information about each school, including test performance, graduation rate, school quality, and student success. Please read this Letter to Partners in Education from Commissioner Johnny Key: https://bit.ly/RCKynbc.

**Congratulations**

2019 Arkansas Teacher of the Year
Stacey McAdoo
Little Rock School District

**John Ponder @isjPonder60 · Sep 7**
Love hearing about all of the great things happening with family and community engagement in Arkansas. Our state coalition is meeting today in Little Rock #EngagementmattersAR

**Pamela Smith @Pamela532970135 · Sep 7**
2/2 @isjPonder60 the work we are doing will impact students/families statewide. We are sharing input to be included in the state framework.
The Arkansas Department of Education is committed to providing leadership, support, and service to schools, districts, and communities. The department strives to administer agency programs and services with integrity, honesty, and transparency. In an effort to ensure open communication, ADE invites the public to receive notifications regarding timely information.

Sign up below to receive e-mail updates.

http://www.arkansased.gov/divisions/communications/stay-informed
Communications

http://www.arkansased.gov/divisions/communications
Commissioner’s Memos

http://adecm.arkansas.gov/Subscription.aspx
## Memo Information

**Memo Number**: COM-19-032  
**Memo Date**: 9/21/2018  
**Memo Type**: Informational  
**Unit**: Public School Accountability  
**Regulatory Authority**: Ark. Code Ann. §6-15-1701 through 6-15-1704, ESEA, Section 1112, 1116, 1117 as Amended by ESSA  
**Response Required**: NO  
**Attention**: Superintendents; Assistant Superintendent; Principals; Curriculum Coordinators; School Counselors; Parent Involvement Coordinators/Facilitators

## Primary Contact Information

**Name**: Kim Wright  
**Phone Number**: 501-537-9896  
**Email**: ode.engagementmatters@arkansas.gov

---

http://adecm.arkansas.gov/ViewApprovedMemo.aspx?Id=3767
Write down 1-3 take aways because…

Next Steps Matter
Actions have Reactions
Messaging Matters
Engagement Matters