

February 2, 2017 Board of Education and Administrative Retreat & Planning Session  
School District of Sturgeon Bay

President Hauser called the Administrative Retreat and Planning Session to order at 8:15 AM at Crossroads Learning Center.

Present were Commissioners Hauser, Miller, Hougaard, Hooker, Holland, Chisholm, Jennerjohn, and Stephens. Excused was Alger. Also present were Superintendent Tjernagel and Business Manager Holtz, Special Ed Director Sanderson, as well as Principals Nickel, Smejkal and Smullen.

**Motion:** Stephens/Hougaard to adopt the agenda as presented. Motion carried unanimously.

Background

The Board of Education typically holds an annual retreat and planning session in winter, following the Annual Joint Education Convention in Milwaukee, typically in place of the learning session during the first week of February. Part of the session involves reports from the individuals who attended sessions at the convention. Other aspects have involved a financial update from the Business Manager, information from the Superintendent, and information from the Principals and Pupil Services Director who have attended about half of the day in the past. Additionally, the purpose is to set aside time to step back and retreat, if you will, as well as consider goals and priorities for future planning purposes.

2017 Agenda

This year, we took a different approach and the Board supported the administration in bringing in an outside facilitator, Drew Howick (Patina Solutions). An agenda was constructed to include items from past retreats that were appreciated, as well as include a more in-depth discussion utilizing different approaches or exercises to gather information about the four key priority areas of the Board as identified in the spring of 2016.

What follows is a brief description of the day based upon agenda items, followed by information gleaned from various activities and discussions about the key priority areas.

- State Convention Reports
- Mid-year Reports from the Principals & Pupil Services Director
- Financial Report from Business Manager
- Clarifying Priorities Exercises:

Answer three questions about the four priority areas identified by the Board of Education:

- (1) What are we about now . . . what are our current priorities?
- (2) What do we want to be about . . . what is possible for us?
- (3) If this preferred future is to be realized, how do we get there?

- Teaching and Learning
- Finance
- Facilities and Operations
- Community Engagement

- Drew also presented information about IAP2's Public Participation Spectrum and various approaches to community engagement.

[IAP2 Public Participation Spectrum Link](#)

- What is possible for us? What can we take away for future work group attention, learning sessions, and/or Board retreat and goals sessions?

2017 Highlights

A culminating activity asked participants to identify one item from each of the three areas and previous activities (two areas were combined in the interest of time) for district attention and a beginning point for work groups. The number of people who identified an item as their #1 choice for that area is indicated in [brackets].

Ideally, work groups would be comprised of a mixture of stakeholders, although we'd begin with Board members and administrators as a matter of practicality and to establish how we'd like to proceed. *Note: We referred to the make-up of the Compensation Committee as a positive and successful approach involving Board members, Administrators, and Faculty Members.*

**Finance & Facilities and Operations** *(two areas were combined in the interest of time)*

- Create comprehensive long-term plan for maintenance and capital projects [9]  
*Also referenced within the nine above . . .*  
*Incorporating aesthetic improvements to the buildings (2)*  
*Having a goal of a PreK-12 campus someday (1)*
- Creative funding sources for enhanced student programming [2]
- Consolidate buildings into one campus [2]

**Teaching and Learning**

- Incorporate and emphasize the "voice and choice" of all students [6]
- Develop more intentional partnerships with different businesses & Bring them into the school too [4]
- All staff better understand the whole educational experience & which improves instruction and advice the student receives [1]
- The Board to clarify and articulate core values and priorities, providing staff an opportunity to create and implement ways to achieve these. [1]
- A capstone requirement for seniors that incorporates academic learning with a real issue in the community [1]
- Develop a comprehensive community engagement plan
- Identify different ways to fund special projects
- Bring resources on-site for developing our professionals to advance specific issues. On-going support will sustain the learning to transform behaviors.

## Community Engagement

- State community engagement as a priority and goal for the district, a staff responsibility, and create an intentional community engagement plan (i.e. purpose) [7]  
Also referenced within the seven above . . .
  - Including student-created messages (1)
  - Engagement and/vs. public relations (1)

### *Community engagement continued*

- Hire staff to coordinate and focus community engagement & public relations [4.5]
- Create parent advisory groups at each level [1.5]
- Citizen advisory group with cross representation of the community
- Include staff/students/public in work groups
- Board and Admin discussion about how and when to engage the community and on what topics
- Do specific tasks for what the district or schools want
- Economy of scale ó the more stakeholders we can engage the more we can accomplish
- Leadership structure for PR/Engagement
- Multiple ways to communicate
- Research how other districts are communicating ó best practices
- Bring more community members into schools
- Staff/Student presentations in the community (Senior Center, YMCA, Rotary, etc.)
- Produce talking points (champions)
- Consider the IAP2 Spectrum strategy prior to Board action (see related worksheet as well)

### Additional Community Engagement Information

Activities for the day involved individuals, pairs/groups of 3, and large group tasks. Some were recorded on post-it notes, others were shared verbally, and others were recorded on large sheets of paper, for example. The Community Engagement activity resulted in two additional lists that all attendees wrote on and are recorded as follows.

### ***Community Engagement: Current reality/priorities:***

- District/School Facebook pages
- District community newsletter
- School parent newsletters
- State of the District address/presentation
- District website
- District radio appearances/programs
- Parent meetings
- School Messenger blasts
- No singular focus or plan
- CORE group at referendum time is effective

- Athletic/Arts programming
- Service learning
- Teacher/Admin community involvement
- Community trust is vital
- Good number of community volunteers in schools

***Community Engagement: What is possible?***

- 2-way communication
- Community conversations with key stakeholder groups including those who are not traditionally seen by some people as stakeholders
- More community newsletters (monthly? Simplified to key things they are most likely to read?)
- Parent surveys or some form of input
- More articles in local newspaper
- Open houses for the public that people are interested in attending ó curious, knowledgeable, excited
- Specific requests for engagement based on student interest (ex. chess club leader)
- Have everyone on the same page with common messages
- More encouragement for staff and coaches to post to Facebook & Twitter
- Student presentations for the public
- Change profile/cover photo quarterly on Facebook, etc.
- Student-of-the-Week posted by teachers
- Replace Open House with Ready, Set, Go and meeting with families
- 6<sup>th</sup> grade transition ó community event at the YMCA with potluck involving staff & families
- Create purposeful events ó STEM Night, Reading Night, Math Night (K-8)
- Encourage city officials to hold meetings at our schools
- Adopt-a-school with area businesses ó job shadows, internships, career skills, etc.
- Draw the community into our school ó literally and figuratively
- Promote existing opportunities to engage the community ó ex. school musical
- Educational opportunities for adults
- Maintain trust!
- Create Pride
- Staff biographies in newsletters
- Celebrate students who improve behavior (K-8)

**Motion:** Chisholm/Holland to adjourn at 4:15 PM. Motion carried unanimously.

Date: 2/15/2017

President's Signature: \_\_\_\_\_