



Wenatchee School District Board Workshop

**Minutes of Jan. 14, 2014 – 3:30 p.m. - 5:30 p.m.
John Newbery Elementary**

Board Members Present

Laura Jaecks, President
Walter Newman, VP
Jesús Hernández
Jennifer Talbot
Robert Scalby

Staff Present

Brian Flores, Superintendent
Cabinet

Laura Jaecks, Board President, opened the board workshop at 3:30 p.m., with the Pledge of Allegiance.

Laura Jaecks, Board President, asked for a motion to approve the consent agenda.

MOTION MADE: Jesús Hernández made the motion to approve the consent agenda.

SECONDED: By **Walter Newman**
PASSED UNANIMOUSLY

Consent Agenda included:

MINUTES: 12/10/13 Regular Board Meeting

PERSONNEL REPORT PREPARED BY: Lisa Turner, HR Director: 1/14/14 personnel report: on file

PAYROLL PREPARED BY: Tami Hubensack, Director of Payroll: December 2014: **\$5,297,948.08**

VOUCHERS & CONTRACTS PREPARED BY:

Karen Walters, Director of Accounting –
General Fund
Check numbers 566637 through 566774 totaling \$470,092.20

Capital Projects Fund

Check numbers 566775 through 566777 totaling \$22,326.30.

Associated Student Body Fund

Check number 566778 through 566797 totaling \$13,296.61

General Fund

Check numbers 566346 through 566591 totaling \$739,994.43

Capital Projects Fund

Check numbers 566592 through 566597 totaling \$103,3691.98.

Associated Student Body Fund

Check number 566598 through 5662636 totaling \$43,891.93

I. Consent Agenda

1) Minutes

2) Personnel Report

3) Vouchers/Payroll

4) Surplus Report

5) Contracts

SURPLUS REPORT PREPARED BY:

Karen Walters, Director of Accounting: 1/14/14 on file for review.

Date	New or Renewal or Revision	Agency	Purpose	Amount	Effective Dates	Staff Person Responsible for Contract	Approved by Les?	PO Required?
12/10/13	Renewal	Skillsource	To provide facility and educational services for students at the Downtown Learning Center.	\$20,000	2013-2014 School Year	Denise Watson I have read this contract and recommend it for board approval. Initials Date		No
				Budget Code				
				0200 27 7096 000				

II. School Presentation

Kevin Loomis, John Newbery Elementary Principal welcomed the board & took those present for the board meeting on a tour of Terry Goveia's 4th grade "GLAD Instructional" classroom. In the classroom Terry Goveia, Kathy Anderson and Cindy Valdez gave a 20 minute presentation. They demonstrated how the GLAD program operates. The board members were invited to ask questions. At the conclusion the board and others present thanked the instructors for the comprehensive presentation and for all their hard work and efforts in teaching our students the tools for success.

III. Board Workshop

Vision Focus: Diana Haglund, Wenatchee Learns Coordinator, led the presentation.

Strategy 2- Tap the power of the whole community

Wenatchee Learns

Report on the Partnership Center and how it is addressing the four key objectives under Strategy 2:

Tap the Power of our Whole Community

Diana Haglund, Wenatchee Learns

Additional Presenters:

Rufus Woods

Brian Flones

Shiloh Schauer

Jenny Rickel

Mike Wilson

Melissa Hernandez

Dennis Conger

The group presented the following in a powerpoint:

Strategy 2: Tap the Power of our Whole Community

Introduction

Rufus Woods

Education is an important asset in our community and something we should be proud of. In Wenatchee we have a unique opportunity to tap into the power of our community to make learning personal. By creating stronger connections between our citizens, businesses, parents and our schools can change the culture of learning community. The Wenatchee Learns initiative set out to create a common vision for the future of local learning. We learned that we need to develop a personalized approach to education, expand the role of "teacher" to include parents, and the community and that we need to use technology as a bridge to make these connections.

Discussion:

- Thank you from Mr. Woods for having the courage to embrace & engage the community – there is widespread support.
- We all need to be teachers – speaks to power
- Provide personal experience and share that experience
- Apple Leaf a wonderful example for the students to learn first hand experience
- Use technology as a bridge to better understanding, experience and learning to be successful
- Leadership is crucial: Chet Harum, Diana Haglund and Mike Wilson is a fantastic leadership team
- Power in WL connecting with the community

Strategic Vision

Brian Flones

Over 4,000 community responses helped us to create the vision, daily promise and purpose and four strategies

Vision: We envision a Wenatchee renowned for making education personal and a local culture that values learning and is committed to success for all.

Daily Promise: People First

Purpose: Preparing students with the knowledge and skills for life in the 21st Century

Strategy 1- Design the Personalized Learning System of the Future

Strategy 2- Tap into the Power of the Whole Community

Strategy 3- Use the Best Tools and Resources to Advance Learning

Strategy 4- Balance Change for all with Excellence for all.

Strategies 1 and 2 are connected through student career exploration and are the most visible.

How do we make this happen?

Discussion:

- Sixteen months to put this together and make it happen
- Took every element, dissected them and came up with the
 - Identity,
 - Direction and
 - Path – (what will it look like in the future)
- Community-wide survey results
- Strategic/Advisory Team = Vision
- Four Strategies to make education and learning personal
- A lot of change - it is hard work and difficult to change but worth it

Community Connection

Jenny Rickel (GWATA) & Shiloh Schauer (Under 30-35 group)

The findings of the Wenatchee Learns community listening phase and Wenatchee World 30 Under 35 study supported the need to create some sort of volunteer and business partnership center to enhance community connections. The center should serve as a liaison between the community and the Wenatchee School District and would be located outside of the district building. A community advisory group was formed to help the District make the center a reality.

Discussion:

- Guiding the Coalition
- People want to be involved
- Allows moving at self-speed
- Moving forward with the communication plan
- Inspire portion important
- Engage with communication software, getting the language right

Student Involvement

Mike Wilson

Student input and guidance has been at the core of Wenatchee Learns. People embrace what they create so their role in developing what personalized learning looks like is critical. Students continue to advise the Wenatchee Learns staff by serving on our advisory team.

Discussion:

- Student Roles
- WL Student Team
- Career Cruising
- Focus Groups
- WL Learning Coalition represented by student

Bringing It All Together

Diana Haglund

Center Stakeholders

- Students
- Parents
- Teachers
- Community member and businesses

Challenges

Transformation change is hard. In order to meet the needs of our stakeholders we have need to undergo a situational analysis to help us identify challenges and create strategies to overcome them.

Situational Analysis

- We conducted 1x1 interviews and surveys with district staff, students and teachers
- Inventoried volunteer opportunities and experiential learning activities
- Documented how volunteers are used and where they are needed
- Assessed the organizational climate and the ability to handle change

Findings

- o 300+ ways for volunteers to connect with our school
- o Need for tools and resources to help educators make connections
- o Excitements about the center
- o Frustration with volunteer application

Learning From Others

The 30 Under 35 group identified the Poudre School District Partnership Center in Ft. Collins, Colorado as an excellent model for the Wenatchee Learns center. We visited the following:

- Partnership center office
- Botz Middle School- Middle school teacher using center services for students
- Ft. Collins Chamber of Commerce
- CASE- Colorado Association in Support of Education Meeting

What we learned

- We need to serve all stakeholders not just students
- Internal communication and connection with superintendent is key
- Should not be seen as just another program
- Our small community is an advantage
- Online platform must be simple
- Our community driven approach is unique
- A connection with our business community is critical

SWOT Analysis

Diana Haglund

Building on the market research and internal listening we have developed a Strength, Weaknesses, Opportunities and Threats Analysis (SWOT)

Strengths: Community Support, District Support, Existing Volunteer Opportunities, Strong Media Relations

Weaknesses: Fragmented by building, Internal Communication, Little Community and District Employee Knowledge

Opportunities: Enhance and Create More Partnerships, Streamline and Simplify Volunteer Process, More Community Connections, Greater Student Career Exploration, Enhanced Parent Engagement

Threats: Internal Staff Resistance, Community Nay Sayers, Too Many Other Volunteer Organizations, Too Much Demand

Discussion:

- Challenges we're facing
- 300 ways for communication to connect with the schools
- Scouting Teams
- Utilize online plate-form

Question:

- Are the students finding passion in the technical fields/trade paths?
 - o It's discovery process by helping them to see a field they may not have thought of prior

- Career Cruising opens this door for those students
- Many issues into play: skill level, aptitude, learning styles, whether it is written for students, follow through to college courses, availability.
- How do we ignite that dream factor, passion?
- Do we have narrative for trade school written into the system?
- Do we have hands-on components making learning relevant?

Discussion followed about the many opportunities through CTE, WTSC and doors that are opening through WL efforts.

Action Plans

Diana Haglund

After conducting a situational analysis and learning from others we were able to create action plans.

- Center Office
- Services
- Career Readiness for a Working Washington Grant Funding
- Career Exploration
- Website
- Volunteer and Parent Engagement
- Marketing/Branding
- Foundation

This is a complex task with many moving pieces. Some are mutually exclusive and some are not.

Discussion:

- Grand Opening,
- Volunteer engagement
- Action Plans unravel puzzle pieces

Wenatchee Learns Office

Diana Haglund

The Wenatchee Learns Center will be physical place located in the downtown Wenatchee. The center will act as liaison between the community, business partners, parents, teachers and students.

2 S. Mission Street

Corner of Mission & Palouse Street
Formerly the Wenatchee Valley Chamber
25-Month Sub-lease from the Chamber

Property Attributes

- Centrally located in Wenatchee Downtown
- Convenient location on main arterial
- Excellent Corner Visibility from Street
- Visual Marketing Possibilities
- Private Office Space
- Training areas and conference room
- Minimal tenant improvements
- Location in downtown Wenatchee
- Easily accessible
- High level of visibility
- Privacy
- Act as a “storefront” for the District
- Affordable

Design & Function

We envision a welcoming space where we can provide service to volunteers, host trainings, and community and student meetings. The space should reflect professionalism, organization, innovation and collaboration in both design and function

Improvements/Equipment/Furnishings

- Tenant Improvements (paint and minor repairs)
- Furniture Procurement
- Equipment

Occupancy February 1, 2014

Volunteer Engagement

Melissa Hernandez

Volunteer Engagement is a core strategy for Wenatchee Learns. It builds organizational capacity through employee and volunteer collaboration and the development of high impact, meaningful volunteer opportunities that create greater influence and outcome for the District and community.

Why it's Important

Volunteer engagement is focused on matching the needs of the organization to the skills and talents that volunteers want to share. Volunteer engagement creates a win-win for our schools and the community

Choice and Flexibility

Flexibility and choice are integrated into all aspects of volunteer engagement. Today's volunteers want to be able to choose from a variety of opportunities and to have flexibility in what they do.

Facilitation and Training

The WLC will connect volunteers to the right assignment. We will screen volunteers based on the skills and talents the volunteers want to share and match that with the needs and priorities of our schools.

We will need to develop support, training and orientation resources in order to provide the best communication.

Parent Engagement

Melissa Hernandez

We know that student achievement is greatly influenced by parent and family engagement.

This is an area that we have not yet fully addressed.

Areas of Parent Involvement

- Parenting- Parent education and support programs
- Communicating- Effective school-to-home communication tools
- Volunteering- Recruit and organize help and support
- Learning at Home- Provide information and ideas on how to help children at home
- Decision Making- Include parents in decision-making group. (PTO/PTA, advisory groups and networks)

- **Collaboration with Community-** Identify and integrate resources from the community to strengthen school programs (health, social services, cultural, recreational etc.,)

Making it Happen

- Hire a Volunteer and Parent Coordinator
- Identify programs and area of need for parent engagement
- Align existing programs within the district and community
- Create accessible substantive parent and family engagement programs and services at all levels

Discussion:

- Volunteer capacity – Greater Influence
- Matching needs within the district
- Volunteers want to help on their terms
- Choices & Flexibility
 - Variety of opportunity meaningful
 - Training/facilitation/Matching
 - Interviewing and screening
 - Provide support
- Parent involvement – best recipe
 - Research over the years, PTA, not income or social status
 - Help parent create learning environment
 - Commitment with high responsibility and expectations
 - Become involved with them
 - Passport program
- Areas of Engagement
 - Parenting
 - Community
 - Volunteering
 - Learning at home
 - Collaboration with community
 - Inter-agencies come together to share resources

Engagement Barriers

Diana Haglund

Community engagement doesn't happen in a vacuum. There are many large issues that need to be addressed in order for engagement to be effective.

Barriers

- There is much confusion over what our District policy and procedure is
- Various interpretations in our schools. Some are more extreme than others.
- For most schools background checks are required for all volunteers and visitors
- Volunteers must fill out a paper volunteer application at least 5 days in advance and undergo a WSP background check.
- We do not have a clear policy that defines the difference between volunteer and visitor
- Limited real time “whose in the building” Reporting

Community Perceptions

- It is difficult to volunteer in the Wenatchee School District
- Its just too much of a hassle
- There is no clear place to find volunteer opportunities
- Find it offensive that they have to undergo a background check to speak to a class
- My employer already does an extensive background check
- I'm treated like a criminal

Change Our Words. Change Our Work

Let's think differently about how we label people that come to our schools. We need clear definitions and a simple, safe process for qualifying visitors and volunteers. This change will require a change of District policy, procedure and culture

Volunteers = **Partners**

Visitors = **Guests**

What's the Difference?

GUESTS

- * Occasional Contact
- * Supervised at all times
- * Not Background Checked
- * Tracked

PARTNERS

- * Consistent Contact
- * Supervised/Unsupervised (dependent upon interaction)
- * Background Checked
- * Tracked
- * Asked for Feedback

Vetting Solutions

Mike Wilson

Our district currently uses a paper volunteer application that must be filled out 5 days prior to volunteering. The applicant is background checked through Washington State Patrol and is put into a database. This is time intensive and an unfriendly friendly process with many gaps. This is the biggest complaint our schools and community have raised. Converting the volunteer application to simple online form that connects to the Wenatchee Learns Volunteer Management System, background check and school sign in registry. We are investigating an online and ipad solution called Sign In that will allow for quick processing, enhanced safety, increased customer service and better tracking of volunteers and visitors

Services

Diana Haglund

Our services need to be clear and have shared meanings for our stakeholders.

- We are working to categorize the 300 opportunities so they align with the objectives in strategy 2
- We will create a menu of services for each stakeholder
- We will support the work that is already taking place in our schools (school-to-work, CTE etc.)
- Develops a pipeline and clear list of opportunities for the community
- Establish baselines and tracking mechanisms for improvement

Partner & Guest Activities

Career Consultants: Online Discussion Boards

Guest Presenters: Speaker, College and Career Recruiters

Mentors: 1x1 Encouragement/Skills Development, College Advice, Tutoring, Lunch Buddy

Trainer: Job Shadow host, Company Tours, Mock Interviews, Teacher Externship host, Work Based Learning for Special Needs, Internship Host

Service Learning Opportunities

Project Based Learning

General: Chaperone, Room Helper, Competition Judge, General Help

Career Readiness For a Working Washington

Dennis Conger

OSPI and ESD have teamed up to offer grants to 5 regions in the state that will focus on career exploration and its impact on graduation rates. The State is looking for successful program that can be replicated throughout the Washington State

This pilot project will focus on three common goals of the strategic plan:

- Career Exploration and a chosen career Pathway all for students.
- Partnerships that will engage the community in providing career education opportunities for students in many formats.
- Increased work-based learning opportunities for students

Pilot Locations: West Side High School, Wenatchee High School and SkillSource Learning Center

Pilot Programs

- Career Exploration System
- Culminating Project/ 5th Year Plan
- Wenatchee Learns Video Internships
- Wenatchee Learns Project Based Learning (PBL) Event
- Teacher Externships

Career Exploration and Volunteer Management Tool

- Career Cruising
- Online platform for student career exploration- Engage Module
- Online platform for community connection - Inspire Module
- System will help us manage volunteers and experiential learning opportunities for students

Career Cruising: Engage & Inspire

Diana Haglund

Career Cruising engages and inspires people of all ages to achieve their full potential in school, career and life. The system is based on the premise that everyone has a dream for his or her future. The mission is to inform those dreams and help bring them to life.

ccEngage

Features career development tools, assessments, planners, and resources that guide students to discover their potential, uncover their strengths and skills, and develop personalized plans for their future.

- Assess Interests, Work Styles and Skills
- Career Match Maker Based on Assessment
- Career Exploration of Detailed Occupational Profiles
- College and Training Research and Comparison
- Financial Aid Resources and Scholarship Application Tools
- College and Training Application Manger
- Portfolio Creation
- Resume Builder
- Course Charting & Planning
- Integration with Student Information System Skyward
- Visibility and tracking for Counselor, Teachers and Parents

ccInspire

Brings career decision makers and local employers together to help individuals achieve their career goals and address the workforce development needs of our communities

Inspire Work Flow

1. Company/Volunteer Registration
2. Select Level of Involvement
3. Verification
4. Enter Company &/or contact info
5. Registration Complete

Discussion:

- Hire a volunteer coordinator
- The need to train staff how to use a volunteer
- Volunteer process needs to be consistent and streamlined
- The need to do a reference and run a background check on the individuals is still necessary
- Volunteer Policy and Procedures need to be practiced
- New Terminology:
 - Volunteers= Partners
 - Visitors= Guests
- Change culture, make it positive
- Online Partnership Applications

Website

Diana Haglund

Our website has been static and needs to be redesigned. Our site is now informative in nature and will also provide a service. Google sites will be the platform for now until the district agrees upon a new provider. The design will be simplistic in nature.

Redesign Phases

Planning

- Determine the purpose of the website
- Identify the audience(s)
- Research new website platform
- Meet with District Web Team to determine integration with WSD site
- Create a community advisory team
- Plan content and navigation pathways
- Identify needed graphics and multi media

Design

- Solidify theme, color pallet and fonts
- Agree on naming conventions
- Develop page templates
- Create portals for Career Cruising
- Migrate and create content
- Develop mobile site
- Embed analytics Launch
- Conduct pre-launch test of links and browsers
- Transfer URL to new platform
- Go live

Branding

Diana Haglund

We will need to develop a brand that reflects our promise, fundamental principles and personality. The following area are being defined:

- Name
- Logo
- Vision and Tag Line
- Identity Standards

What's Next?

Diana Haglund

There is still much work to be done. This first six months has been about learning and getting our tools and resources in place. There are areas several areas that will need to be addressed in the future.

- Tactical Marketing Plan
- Volunteer Recruitment Plan
- Training
- Parent Engagement Plan
- Foundation

Short Term Timelines: Wenatchee Learns is a marathon not a race

January- March

- Complete improvements on office space
- Complete Website
- Populate and test Career Cruising Systems
- Complete Tactical Marking Plan
- Hire Parent and Volunteer Coordinator

April-June

- Produce Collateral Materials
- Teacher Externship Event
- Experiential Learning Event
- Install Sign in System in Schools
- Develop Partner Orientation and Training Materials
- Begin Partner Recruitment

July- August

- Teacher Training
- Welcome Back Event
- Deploy Curriculum Road Map
- Official Launch of WL Connect Website – New Logo

September

- Soft Start
- First year will focus on systems testing and making adjustments

The board thanked Ms. Haglund and the other presenters for the update. They asked for additional frequent updates as the program grows. Ms. Haglund informed the board that at the grand opening she is going to invite Gov. Inslee and other state officials.

Communication: Dr. Newman shared a letter and a packet of materials from the Chelan/Douglas Co. Republican Women’s Legislative Committee. The materials opposed the state’s adoption of Common Core. The materials will be scanned and sent to all the board members and superintendent this week for their review.

V. Meeting Adjournment

MEETING ADJOURNED President Laura R. Jaecks adjourned the meeting at 5:34 p.m.

President

Superintendent

Date