

# Engaging the Community in 2023-24

## The challenge facing WPS isn't transparency, it's presentation.

- Woodland Public Schools is among the most transparent in Washington State, posting everything from budget documents to board meeting notes to the website where any interested community member can review them.
- In this era of information overload, many community members do not have the time or will to review detailed documents and rely on the perspectives of others.
- Unfortunately, there are individuals in every community who choose to believe what they perceive instead of spending the time reviewing data and documents to find the truth.

## What does the Woodland community want to know most?

- How is **Student Learning** and Student Performance improving?
- How is Woodland Public Schools being a **responsible fiscal steward** of taxpayer funds?
- What is Woodland Public Schools doing to **keep students and staff safe**?
- What safeguards are in place to **ensure students receive a non-biased education** free of controversial subject matter?

## Communication Tools:

### Visually Appealing and Informative District Report Cards

- **Established Metrics:** The board has established [metrics for student performance](#). The administrative team can utilize existing interim measures and explore new tools that can be used to regularly measure and demonstrate student performance as well as fiscal responsibilities – a “dashboard” for student and fiscal performance.
- **Create Visual Report Cards to Present Data:** Release report cards featuring summarizing charts and graphs on a quarterly (or more frequent) basis showing each school's (and perhaps each grade's) ongoing performance throughout the school year.
- **Transparency in Data:** In each report card, provide links to the website where interested community members can review the original data and documents used to develop the metrics referenced in each report card.
- **Distribute Report Cards:** Post the report cards to social media (Facebook, Instagram, Threads) and the district website. Cost-permitting, print and send the postcards to all community members directly via USPS.

### Engaging Informational Videos

- **Identify key points of concern from the community.** Identify issues of concern such as school safety, curriculum, facilities maintenance, budgetary spending, or student learning.

- **Create a concise and detailed answer to each concern.** Without jargon or over-complication, clearly address the concern and explain how the district is addressing the concern. Each explanation will be modified to become a script for a video.
- **Create engaging videos to respond to the concern in a way that captures the attention.** Using specific editing software, videos can be created that use a visual and narrative animated style to more clearly explain concepts that might be complicated if written out. Video Example: [Why are Prices HIGHER if Inflation is LOWER?? What is Disinflation vs Deflation?](https://www.youtube.com/watch?v=gDh0wNxoKJE) (<https://www.youtube.com/watch?v=gDh0wNxoKJE>)
- **Widely distribute the videos for community consumption.** These videos could easily be distributed on the district's website, through YouTube, and via social media platforms featuring video sharing including Facebook and Instagram.

### Targeted Feature Stories

- **Refine and focus the topics of feature stories.** In prior years, news stories were released weekly featuring the great things going on in Woodland Public Schools. While engaging and newsworthy, these stories were intended to provide community members with a look inside the schools to see what great things were going on both academically and in extracurricular activities.

These new targeted feature stories would specifically connect the topic of the story with a metric identified for the above report cards. For example, instead of simply presenting a story about an innovative activity taking place in a classroom, how that activity directly improved student learning would also be addressed potentially through the use of data metrics, charts, and graphs.

- **Identify community concerns.** Story topics will be intentionally selected in order to address specific concerns presented in the community such as school safety, curriculum, financial budgets, etc. In the past, feature stories were released when there was a newsworthy event. A potential solution is to reduce the frequency in order to enhance the targeted nature of a feature story – design the feature story topics with the main priority being to address a community concern.
- **Distribute the feature story.** In addition to distributing feature stories as they had been in the past via website, social media, e-newsletter, and media, the new targeted feature stories will also be pushed directly to families either using Skyward Family Access and/or TalkingPoints to ensure families receive the stories addressing potential concerns without having to seek them out.