IF... we believe that every child has equal promise and deserves equal opportunity,

THEN... we need to create a more equitable and inclusive world, starting with the children and families in the Bellevue School District. We need to work across organizations and sectors and come together to develop solutions to the barriers that are lifted up and work towards enduring systems change.

THIS IS WHEN... the sum total of efforts will become greater than the individual parts.
We believe informed, engaged parents and a supportive community are key to our success. Working together as collaborative partners, we can accomplish far more than we can alone.

Our commitment...
Families and community members are aware of and understand the work we are doing, the direction we are heading, know where to find support, and feel empowered to contribute.

We will continue to cultivate partnerships with families, members of the community, and community organizations to support our students.
2018 – 2023
STRATEGIC PLAN
FAMILY AND COMMUNITY COMMITMENTS

• Expand opportunities for parents, local organizations, and members of the community to learn and support our work together.

• Strengthen relationships with parents and families through deeper understanding of their perspectives and needs.

• Focus community partnerships on high-leverage, high-impact strategies.

• Improve two-way communication with families and community partners.

• Match resources and services in the community with identified student needs.
Communications

Build a system of communication tools and supports to provide the right information, in the right format, at the right time, combined with effective approaches to share the story of our district more broadly to build understanding and to incorporate community voice into our work.
## COMMUNICATIONS

### Annual Plan Deliverables

<table>
<thead>
<tr>
<th>Implementation Measures / Deliverables</th>
<th>Timeline</th>
<th>Status</th>
</tr>
</thead>
</table>
| **Streamlined website that is clear, concise, and accessible** | • Website Audit September 2018 – April 2019  
  • Website Revisions January 2019-June 2019  
  • Strategic Plan website development October 2018 – December 2018 | • Completed  
  • Ongoing  
  • Completed |
| **Communication guidelines and tools for principals, educators, and staff** | • Safety Communication Protocol – February 2019  
  • Internal communication tools and guidance – June 2019  
  • Culture of Service-informed communication guidance for leadership and staff – timeline TBD | • In Development  
  • In Development  
  • In Development |
| **Annual story calendar focused on highlighting the mission, vision, and priorities** | • Annual story calendar – March 2019 | • In Development |
| **Features Stories and Social Media posts linked to the Strategic Plan** | • Per Annual Story calendar | • In Development |
Making our website a destination for information

<table>
<thead>
<tr>
<th>Comparing August to March</th>
<th>2018-19</th>
<th>2017-18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique users</td>
<td>613K</td>
<td>385K</td>
</tr>
</tbody>
</table>

+59% more site traffic
Helping principals, educators, and staff get their message out.

BSD News & Events E-newsletter is now sent to all families:

• Over 26K recipients each month
• 50 percent open rate versus 16 percent industry average (Education and Training)
Increasingly telling our story

<table>
<thead>
<tr>
<th>Comparing August to March</th>
<th>2018-19</th>
<th>2017-18</th>
</tr>
</thead>
<tbody>
<tr>
<td>120 Posts Published</td>
<td>104 Posts Published</td>
<td></td>
</tr>
</tbody>
</table>

+15% more stories published
Creating relevant and engaging content on social media

<table>
<thead>
<tr>
<th>Comparing First Quarter</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>1M</td>
<td>627K</td>
</tr>
<tr>
<td>Engagements</td>
<td>20K</td>
<td>8K</td>
</tr>
<tr>
<td>Clicks</td>
<td>11K</td>
<td>5K</td>
</tr>
</tbody>
</table>

Definitions:

Impressions: the number of times a post from BSD is displayed.

Engagements: when people perform actions on BSD page. They may like a post, click on a link or comment on an image for example.

Clicks: the total number of clicks on a post, not including comments, likes and shares.
Family Engagement

To ensure families and community members are aware of and understand the work we are doing, the direction we are heading, know where to find support, and feel empowered to contribute, we will continue to cultivate partnerships with families, members of the community, and community organizations to support our students.
"Family engagement is individualized for each family to meet their or their child’s needs. It doesn’t mean everyone gets the same, instead they get what they need."
KEY Partners and Critical Contributors

- Parents and Families of BSD Students
- BSD Students
- BSD PTSA Council
- Bellevue Schools Foundation
- Parent Alliance for Black Scholars
- BSD Staff and School Board
- Eastside Pathways
Collecting Input on Family Engagement

**School Principals’ On-line Survey** – February
- An inventory of current family engagement activities in schools. **ALL**
  Twenty-nine principals participated.

**Family Engagement Visioning Forums** – March
- Three sessions developed for parents/families, school district staff and community partners, to provide input as we develop a framework for this movement. Eighty+ people participated and provided input on family engagement priorities and strategies for BSD.
Inventory of School Family Engagement Practices
- Establishing a baseline of family engagement practices currently implemented in elementary and secondary BSD schools

Welcoming environments (check all that apply)

- Taking Care of...
- Back to school...
- Curriculum night
- Volunteer...
- Heritage/multi...
- Kindergarten...

Academic Support (check all that apply)

- Parent/Teacher
- Student-led
- Family Math Night
- Family...
- Classroom...
- High School...
- Transition to...
- Other (please list)

Parent/Family Education (check all that apply)

- Parent/Family...
- Parenting...
- New Family...
- Welcome to...
- Transition to...
- Parent...

Shared decision-making (check all that apply)
Visioning Forums

Today's Headline...

The POTENTIAL IMPACT of family and community engagement on the school district’s vision is...

1. lay the groundwork for the vision by:
   - learning about their background including culture
2. setting goals for the child (parent driven)
3. setting goals for the family (parent driven)

The promise of value to the COMMUNITY is...

The promise of value to FAMILIES is...

Family and community engagement is...

We promise...

Visioning Forums
2019 Data Analysis: KEY Themes We Heard

- Tools & Resources
- Navigating the BSD System
- Diversity, Inclusion, Equity
- Communication
- Voice, Access, Input
A central warehouse of information—“how to” content and opportunities (e.g., parent university)
Navigating the BSD System

Newcomer orientation and services create welcoming environments and generate essential connections that set families up for success
Cultural barriers are identified and cultural accessibility, understanding, and celebration is prioritized.
Information is distributed and solicited regularly and consistently across the district, through multiple modalities, and in varying languages.
Families have access and information required to engage in decision-making and advocate for their student as well as others.
Quote From Family Member:

"Family Engagement is sometimes the key that is needed to open that door of communication to those families who are lost in the system and feel they have no voice on the matter, or maybe just don’t understand how to break down barriers due to hardships or culture."
2019 Vision Session Lines of Inquiry
(What We Asked)

• What makes Bellevue unique? Based on your experiences what are the unique needs of our community?

• How is BSD uniquely positioned to meet these needs?

• What is family and community engagement?

• What is the potential of family and community engagement to benefit students, families, and the community? What does the district need to do to turn this potential benefit into real benefit?

• How could family and community engagement help the school district achieve its vision?
What makes Bellevue unique? Based on your experiences what are the unique needs of our community?

“The needs of the community need to be collected in a better way and resources need to be better communicated.” – BSD Parent

• Support for newcomers
• Support to navigate the educational system
• Support to understand and celebrate cultural differences
• Accessible information
• Welcoming environments
• Basic needs: food, housing, healthcare, jobs, etc.
2019 Vision Session Lines of Inquiry
(Here’s What We Heard)

How is BSD uniquely positioned to meet these needs?

“We are uniquely positioned to meet these needs because the community values education.”

“We as a district have access to every kid, every day.”

• Make school and district services easy to navigate and universally accessible (language, etc.)
• Use technology to create a system that connects people with the partnerships and resources they need
• Maximize and leverage resources including community partnerships and BSD Foundation funding
2019 Vision Session Lines of Inquiry
(Here’s What We Heard)

What is family and community engagement?

“Schools and families working together for student success and well-being.”

“A process of involving, supporting, empowering, and educating…”

• Families feel affirmed, welcomed, engaged, connected, and heard
• Families are partners with schools in their child’s education
• The district has unique knowledge of family and community needs and targeted services that meet them
2019 Vision Session Lines of Inquiry
(Here’s What We Heard)

What is the potential of family and community engagement to benefit students?

“Students wouldn’t have to explain who they are, over and over.”
“Students would be understood for their experiences, challenges, and successes.”

• Create a welcoming culture and climate that is accessible and responsive to all
• Students feel listened to; that their voice is valued
• Students’ basic needs are met
• Student success is fueled by community connections and workforce networking opportunities
What is the potential of family and community engagement to benefit families?

“Families feel a sense of belonging and are integrated into the community.”

- A greater sense of school/district pride in the community makes families feel supported
- The bonds between family and schools are stronger
- Schools form authentic relationships with families that center around student success
- Families have more trust in their schools
2019 Vision Session: Today’s Headline

“Student and family needs exceed capacity of BSD supports”

“Parents and community want more”

“New focus on family engagement, BSD goes all in”
2019 Vision Session: Future Headline

“Bellevue, a community transformed by educational engagement”

“BSD helping all students thrive through the support of family and community engagement”

“BSD connects families to all the resources it provides”
2019 Vision Session: Next Steps

1. Seek additional input through surveying families and engaging the voices of family members not represented in visioning forums
2. Map our resources (on-going) — clarify and communicate existing resources, create new resources, discontinue antiquated or duplicative services
3. Determine how we work best — embedded in school, extension of schools, etc.
4. Define F.E. strategic priorities and scope
5. F.E. menu of services and defined area of focus
6. Family Engagement Implementation Plan finalized in May 2019, including budget impact
7. Implementation to begin school year 2019-2020
Quote From Family Member:

“Our Family Connection Center is where you feel welcome no matter where you’re from—a place where as a parent, I feel confident that I’ll find the support I need to help my child.”
Family Connections Centers

• Family Connections Centers are operating in 13 schools: 8 Elementary, 2 Middle, 3 High Schools, but serving ALL 29

• A new Center was opened in Newport Heights Elementary this school year

• In the 2017 – 2018 school year, Family Engagement Specialists served a total of 5,432 families providing food, clothing, baby items, school supplies for students, shoes, backpacks, weekend meals. In addition they provided referrals to health, mental health and other services.

• FCCs are supported by a network of over 20 community organization partners.
Bellevue High School FCC - Israel Perez
• Also serving: Newport High School

Interlake High School FCC - Marie Forbes
• Also serving: International School

Sammamish High School FCC - Rosy Mendoza
• Also serving: Big Picture

Odle Middle School FCC - Vanessa Sanchez
• Also serving: Woodridge, Chinook

Highland Middle School FCC - Liliana Benavides
• Also serving: Enatai

Ardmore Elementary FCC - Ligia Calvo
• Also serving: Wilburton

Enatai Elementary FCC - Liliana Benavides
• Also serving: Highland

Lake Hills Elementary FCC - Hortensia Nunez and Dawn Powers
• Also serving: Puesta, Tyee

Newport Heights Elementary FCC – Ana Lewis
• Also serving: Somerset

Phantom Lake Elementary FCC - Judy Hunsberger
• Also serving: Spiritridge, Tillicum
Family Engagement Specialist and **Additional Key Staff**

**Sherwood Forest Elementary FCC**
- Family Engagement Specialist - Grace Kuan
- Also serving: Jin Mei, Bennet

**Stevenson Elementary FCC**
- Family Engagement Specialist - Julie McIntyre
- Also serving: Eastgate

**Woodridge Elementary FCC** – Vanessa Sanchez
Also serving: Odle

**Equity and Engagement Staff, Project Management Team**

**Director of Equity and Strategic Engagement**
- Shomari Jones

**Family Engagement Supervisor**
- Adie Simmons

**Equity and Family Engagement Admin Support**
- Ramika Toms
- Kellie Robertson
<table>
<thead>
<tr>
<th></th>
<th>Implementation Measures / Deliverables</th>
<th>Timeline</th>
<th>Status</th>
</tr>
</thead>
</table>
| 1 | Collect input on the family engagement framework                                                                                                                                                                                     | *Conduct principal F.E. survey - Feb 2019  
*Engage with Key partners (PTSA Council, BSF, EP) to listen to concerns and suggestions around F.E. - Feb 2019  
*Conduct F.E. Visioning Sessions - Mar 2019                                                                                                                                 | *Complete  
*Complete  
*Complete                                                                                     |
| 2 | Completion of a district family engagement framework as the basis for the development of an implementation plan                                                                                                                   | *Build a ROUGH mock-up of all we've heard from stakeholders - Mar 2019  
*Vet framework with under-represented groups and well as district department heads, to ensure inclusion of multiple perspectives - April 2019                                                                 | *Complete  
*In Process                                                                                   |
| 3 | Completion of district family engagement implementation plan for the 2019-20 school year, including budget impact                                                                                                               | *Finalize plan based on input that provides a well-coordinated approach to F.E. - May 2019  
*Present to cabinet and school board's student instruction and family engagement committee - June 2019  
*Develop a communications and marketing plan - June 2019  
*Develop an implementation plan for year 1 of implementation - June 2019  
*Align web presence with our new vision and plan - June-July 2019                                                                 | *In Process  
*Coming Soon  
*Coming Soon  
*Coming Soon                                                                                   |
<table>
<thead>
<tr>
<th>Implementation Measures / Deliverables</th>
<th>Timeline</th>
<th>Status</th>
</tr>
</thead>
</table>
| Beginning of district-wide implementation of the family engagement plan based on approved framework. | *Design a schedule for training and professional development to staff around our new district-wide F.E. plan and initiative- June-July 2019  
*Create milestones and benchmarks to identify successful implementation in an individual school building - July-Aug 2019 | *Coming soon  
*Coming Soon |
| Assess effectiveness and alignment of current Family Connection Center (FCCs) structure | *Visit all sites and survey staff - Oct 2018-Jan 2019  
*Identify gaps in services based on current capacity - Jan 2019  
*Evaluate and propose expansion opportunity - Mar 2019 | *Complete  
*Complete |
• Family Satisfaction Survey
  ➢ Designed to measure a parent or family’s sense of belonging and sense of agency

• Individual Family Engagement Goals per School Building
  ➢ Concrete, achievable, and measurable goals that are aligned to the building’s SIP

• Cultural and Linguistic Responsiveness
  ➢ Supporting families to advocate for themselves while connecting them to information, supports, and resources essential to family partnerships
Community Development

Work collaboratively with Eastside Pathways, convener of over seventy partner organizations, to align support to address barriers to student success as identified by leadership, the strategic plan, and priorities.
## Annual Plan Deliverables for Community Development

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Timeline and Milestones</th>
<th>Completed To Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eastside Pathways strategic planning aligned with BSD priorities</td>
<td>• January through March 2019</td>
<td>January 2010 All-Partner orgs strategic priorities</td>
</tr>
<tr>
<td></td>
<td>• April, 2019</td>
<td>March 2019 All-Partner orgs and strategic alignment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>April 2-3, 2019 EP facilitated strategic planning</td>
</tr>
<tr>
<td></td>
<td></td>
<td>April forward Determine structures, targets, aligned strategies</td>
</tr>
<tr>
<td>Implementation of new online systems for volunteering and mentoring</td>
<td>New platforms September 2018&lt;br&gt;Revisions as needed through December 2018&lt;br&gt;Continue work building mentoring programs through June 2019</td>
<td>Live in September 2018&lt;br&gt;Changes made to address concerns voiced by patrons</td>
</tr>
<tr>
<td>Expanded mentoring program for students of color following BOOM and SHOUT events</td>
<td>• Recruit mentors November 2018 – January 2019&lt;br&gt;• Mentor-led, monthly gatherings at each secondary school January through June 2019</td>
<td>Working through changes, aligning efforts with strategic priorities&lt;br&gt;Note change: began with gatherings in central location to build pilot program; building out program to individual in 2019-2020</td>
</tr>
</tbody>
</table>
How do we work together differently?
Resource Mapping of Partner Organization Services

Partner Programs
How Do We Work Together Differently?

<table>
<thead>
<tr>
<th>Then</th>
<th>Now</th>
</tr>
</thead>
<tbody>
<tr>
<td>King Co. 211 System: <em>Coordinated Entry for All</em></td>
<td>Partner Aligned: <em>Housing Challenges</em></td>
</tr>
<tr>
<td><em>Intake, County-wide waiting list, re-entry required every six months</em></td>
<td><em>Local solutions for local challenges; partners working together, one family at a time</em></td>
</tr>
</tbody>
</table>
Online Systems for Volunteering and Mentoring

- Online application and background check
- School accounts to confirm background checks
- Online platform to monitor all mentoring
<table>
<thead>
<tr>
<th>Previously</th>
<th>Now</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper and pencil application sent to central office</td>
<td>Online application</td>
</tr>
<tr>
<td>2-4 week process for approval</td>
<td>48 hour turn around</td>
</tr>
<tr>
<td>Individual notice by email or phone</td>
<td>Online notice directly to the patron</td>
</tr>
<tr>
<td>Hand entry into ASPEN and ACCESS</td>
<td>Information automatically stored in two web-based platforms</td>
</tr>
</tbody>
</table>
Elements of Effective Practice for Mentoring

- **Standard 1: Recruitment** – Recruitment of Mentors and Mentees with clear goals and expectations.

- **Standard 2: Screening** - Prospective mentor screening to ensure safety, commitment, and effectiveness.

- **Standard 3: Training** - Train Mentors to build effective and safe mentoring relationships.

- **Standard 4: Matching and Initiating** - Matching based on profiles and student preferences, and initiating the mentor-mentee relationship.

- **Standard 5: Monitoring and Support** - Monitor mentoring relationship, provide guidance, resources, and ongoing mentorship development for Mentors.

- **Standard 6: Closure** - Facilitate bringing the match to closure in a way that affirms the contributions of the Mentor and Mentee.
**How can a student dream of their future if they do not already see it in their present?**

<table>
<thead>
<tr>
<th>THEN</th>
<th>NOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students referred for academic and behavioral support</td>
<td>Student voice in the process; analyzing who gets referred and why; consider root cause of behavior</td>
</tr>
<tr>
<td>Looking to support/change student behavior</td>
<td>Build relationship first</td>
</tr>
<tr>
<td>Available adult paired with referred student</td>
<td>Consider best approach: group or 1:1?</td>
</tr>
<tr>
<td>Most often turned into tutoring</td>
<td>How best to insure: <strong>Affirm. Inspire. Thrive.</strong></td>
</tr>
</tbody>
</table>
How can a student dream of their future if they do not already see it in their present?

Students of Color have long asked schools to hire educators that look like them.

The BOOM and SHOUT Mentorship Experience carries forward the conference day experience where students spend time with Mentors of Color.
...the **positive energy** of the group helped me **speak up**

...the **reward** is that you meet new people and become part of a **new community**

...it further reminds me, I must **rise above** all this

...it pushes me to **love myself** and know where I came from and be aware

...the **brotherhood and support** within this group is overwhelming

...the most rewarding part of this experience is **feeling heard**

...feeling listened to and that you’re **not alone in the world**

...to make sure you **respect people’s experiences** and opinions and **have their back**

...**community is key**

...to make **strong connection** with an adult who will **answer your questions**
BOOM and SHOUT Mentorship Experience

- Relationship
- Social Emotional Support
- College and Career Advising
- Academic Success
- Identity Affirmation
2018 – 2023
STRATEGIC PLAN
FAMILY AND COMMUNITY COMMITMENTS

• Expand opportunities for parents, local organizations, and members of the community to learn and support our work together.

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• Improve two-way communication with families and community partners.

• Match resources and services in the community with identified student needs.
We will continue to cultivate partnerships with families, members of the community, and community organizations to support our students.


QUESTIONS?