



September 6, 2018

Commack UFSD: Board of Education Meeting

Administrative Report

Tonight's
Administrative Report:
The First Day of School
&
Our Commitment to
"Communication"



Commack UFSD

Excellence in Education

The First Day of School

Wednesday, September 5, 2018



Students

Smiling, Excited, and Ready for the New School Year, and **Hot** but **Cooling** Off!



Staff

Refreshed, Energetic, and Ready for New Students and the New School Year!



Parents/Guardians

Looking Forward to Continuing a Wonderful Partnership in our Children's Education!



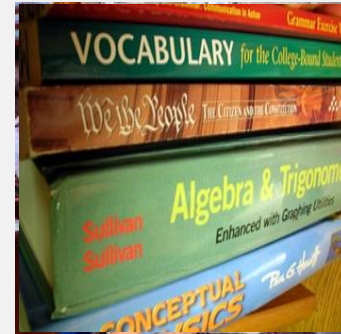
Food Service

All Reports Indicate a Successful First Day!



Transportation and Facilities

All Reports Indicate, Overall, a Great Start!



Supplies and Materials

All Supplies, Materials, Books, Technology, etc. are Operational and Ready!

(includes the transition to new, more secure student passwords – no longer student ID numbers)



Our Commitment to Communication

The Commack Union Free School District is committed to open and effective communication with students, parents, staff, and the community

-and-

endeavors to provide various opportunities for timely, relevant, and consistent communication that can reach all stakeholders.

As part of the Districts' ongoing efforts to ensure effective communication that is designed to engage all stakeholders, the District is **set to engage in a year-long communications planning process**, simultaneously, ENHANCING our communication protocols as we go.



Throughout the development of the District-Wide Communication Plan, the District Communication Facilitators are committed to:

Engaging in communication that puts students first, keeps parents informed, and supports enhanced safety and security;

engaging as many stakeholders as possible to gather the voice of the school-community;

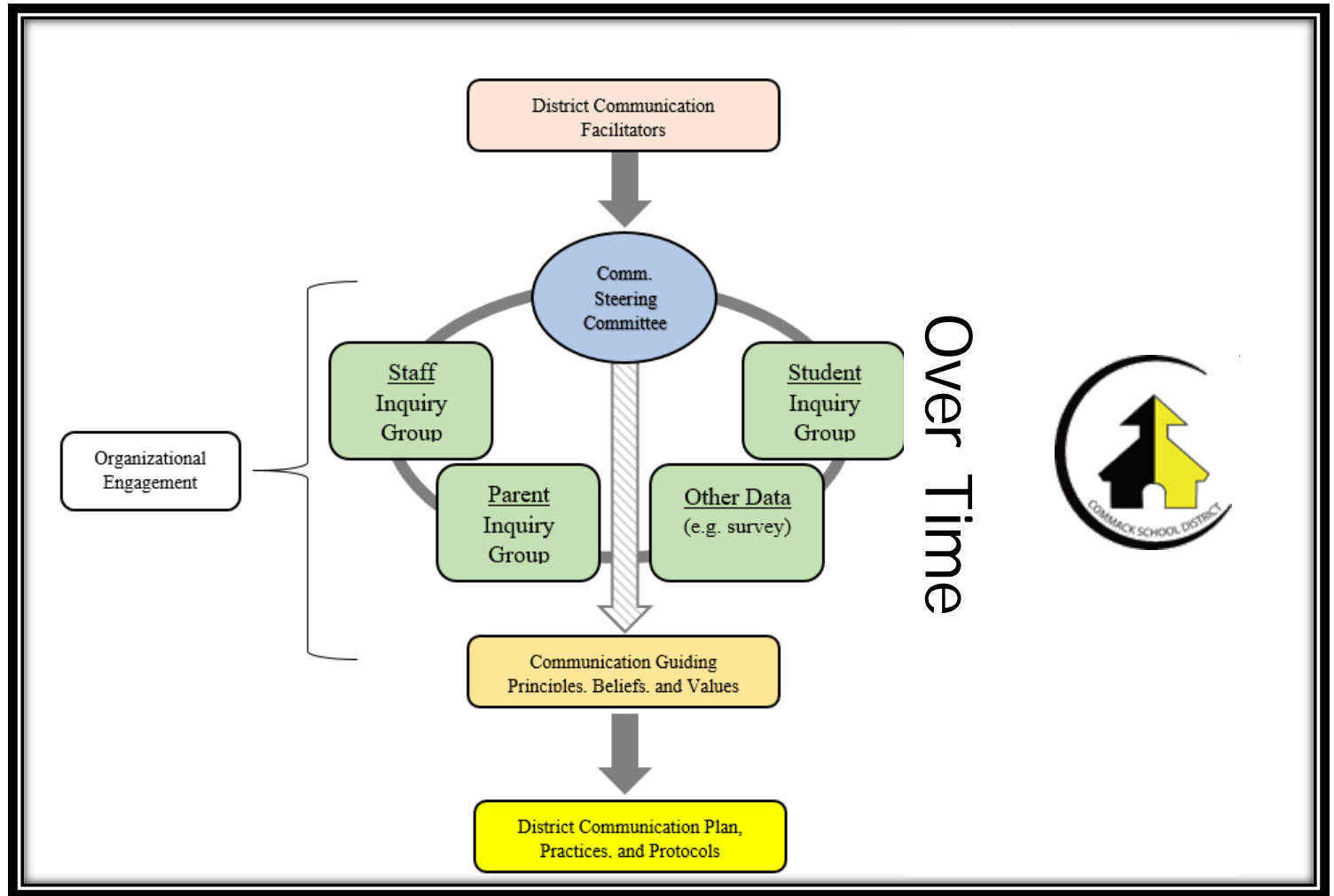
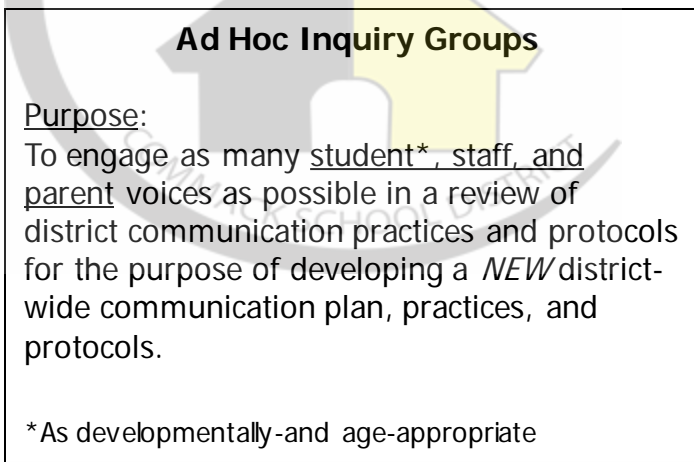
objectively reviewing the District's current communication practices;

developing a communications plan that is steeped in research and best-practice;

designing a communications plan that protects individual privacy and complies with State and Federal law as well as Board policy.

Our Commitments

A Commack Framework for Sustained, Effective, and Engaged (S.E.E.) Communication



Communications Plan Development:

8-Steps to a Strategic Plan

Establish communication mission and goals that align with guiding principles

Identify and segment target audiences

Engage as many stakeholders as possible to collect information and establish a baseline

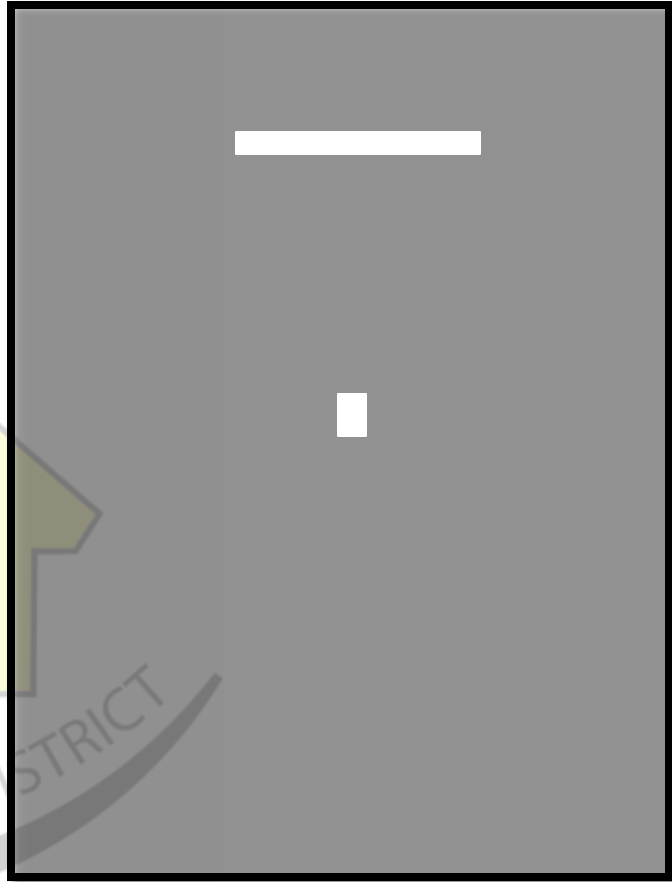
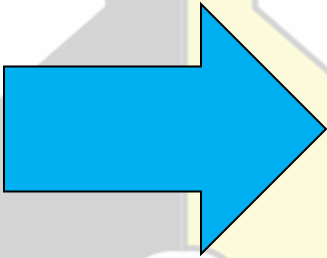
Research and understand today's communication channels

Establish purpose and balance communications
(communicate about various topics such as safety, security, and student success while keeping it legal)

Promote the plan

Communicate in various forms

Review, evaluate, revise, and republish



This plan represents our commitment to communication by institutionalizing communication practices and protocols.

In many ways, this plan also formalizes many of the communication enhancements implemented during prior years (e.g. new district website, new teacher websites, and, *coming soon, a new mobile app.*

Our Next Steps

Steering Committee

- Solicit membership (to be completed by September 28)
- Convene Steering Committee (week of October 1)

Stakeholder Engagement

- Establish and engage Student, Parent, and Staff Inquiry Groups (First meeting to be held with each group by October 26)

Data Collection and Analysis

- Survey and questionnaire review and analysis by District Communication Facilitators
- Findings reviewed with the Steering Committee for feedback

Develop Communication Plan

- Plan developed by Communication Steering Committee with the support of District Communication Facilitators



To be presented at the December 2018 B.O.E. Meeting

Implementation and Promotion

- District Communication Facilitators and District Staff, including:
 - Administrators
 - Public Relations
 - Teachers and Staff

January 2, 2018
and Beyond:
Full Implementation,
monitoring, and
adjustments, as needed



SCHOOL BOARD Roles & Responsibilities





New York State
School Boards
Association



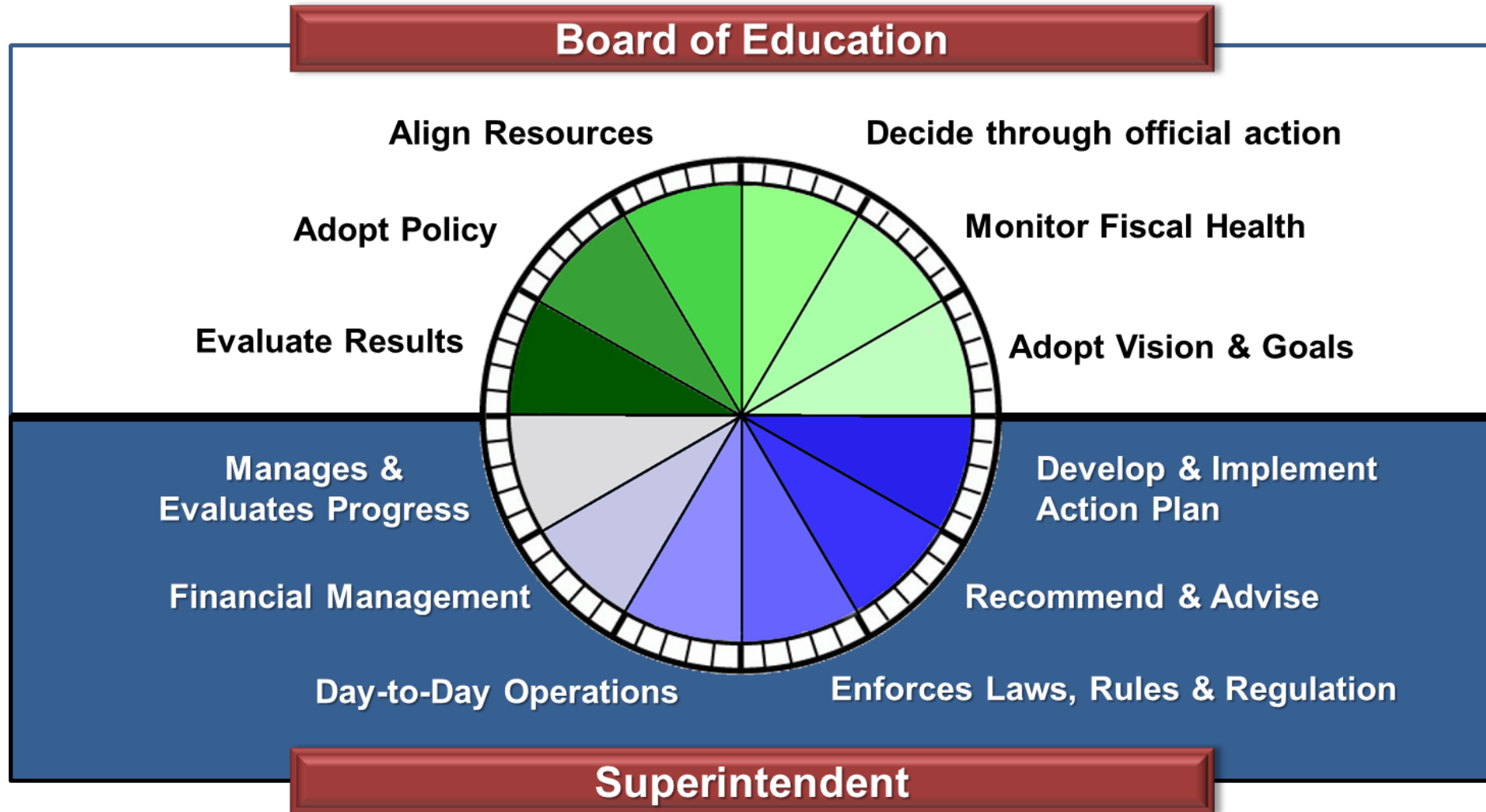
A SPECIAL THANK YOU to the
New York State School Boards
Association (NYSSBA) for
Content Background

What is a School Board?



A corporate body that oversees a public school district's affairs, personnel, and properties.

Governance Domains



Roles of School Board Members



Exclusive Authority of School Boards



**Hire & Evaluate
the
Superintendent**



**Propose Annual
Budget to Voters**



Policy

Individual Board Member



Elected official but has no inherent power by reason of holding office

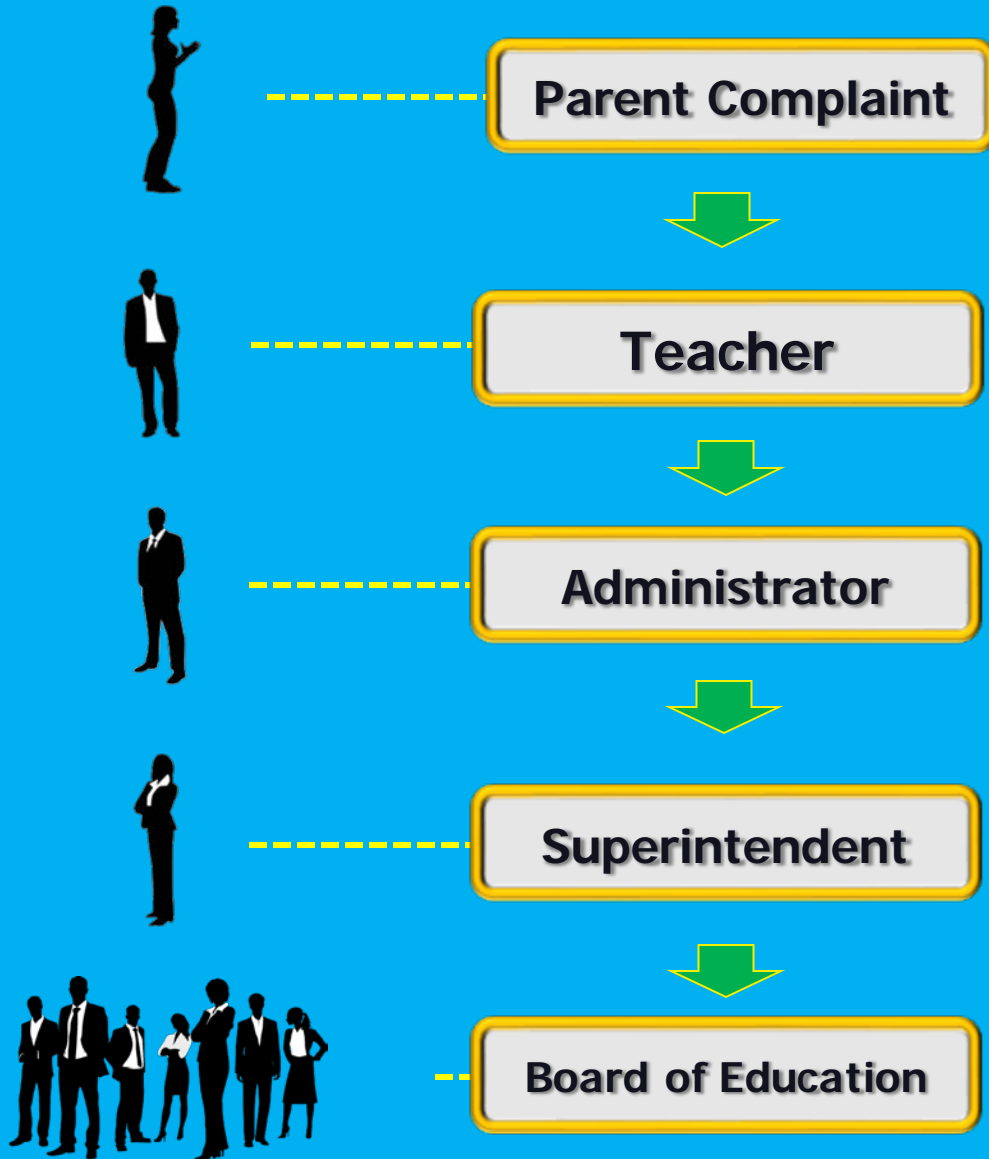
Has no greater power or authority than any other qualified voter in community

Collective Authority: Limited power is exercised by board through official action at a properly convened meeting in which a quorum of members are present



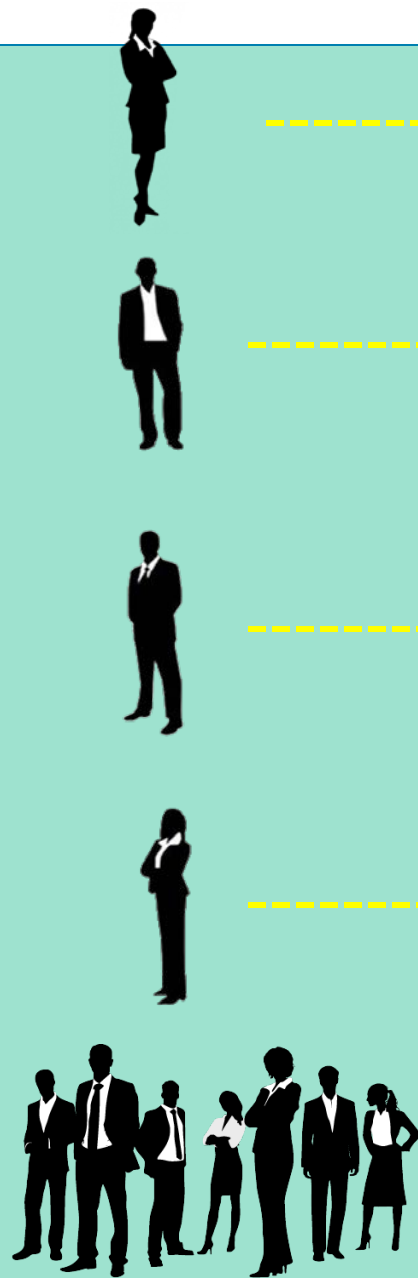


CHAIN OF COMMAND





**Internal
CHAIN OF COMMAND**



Staff



Supervisor



Administrator



Superintendent



Board of Education

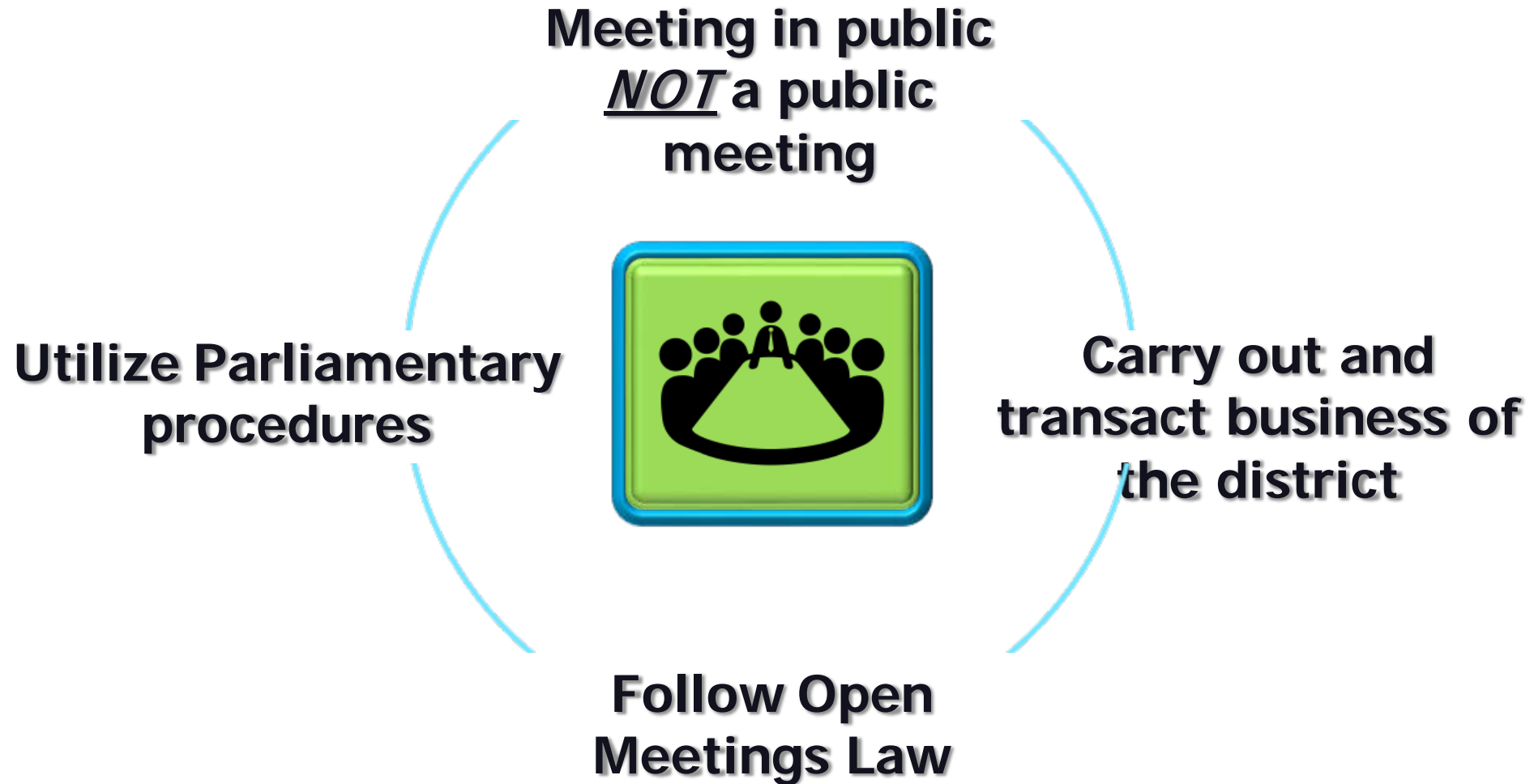


Board President

- Conduct meetings & maintain order
- No additional power but added responsibilities
- Sets agenda items with superintendent
- Team builder & mediator
- Communication bridge between board & superintendent
- Collective voice of the board in the media



School Board Meetings



Public Comment



School Board Meetings

EXECUTIVE SESSION

- Permitted for limited / specific reasons
- Portion of meeting not open to public



- Majority vote needed to enter
- Limited exceptions, no official action can take place
- Cannot disclose confidential information**

Superintendent



BOARD OF EDUCATION

SUPERINTENDENT

End Results

FOCUS

Means

1

SEQUENCE OF QUESTIONS & PROCESSES

2

What?
Why?
How much?
How well?

QUESTIONS TO BE ADDRESSED

How?
When?
Where?
By whom?

Mission
Goals
Policies
Linkages
Assurances
Standards

TOOLS

Strategies
Procedures
Regulations
Assignments
Documentation

Vote

METHODS

Recommend

FOUNDATION OF TRUST





Issue

What?
Why?

Direction

How?

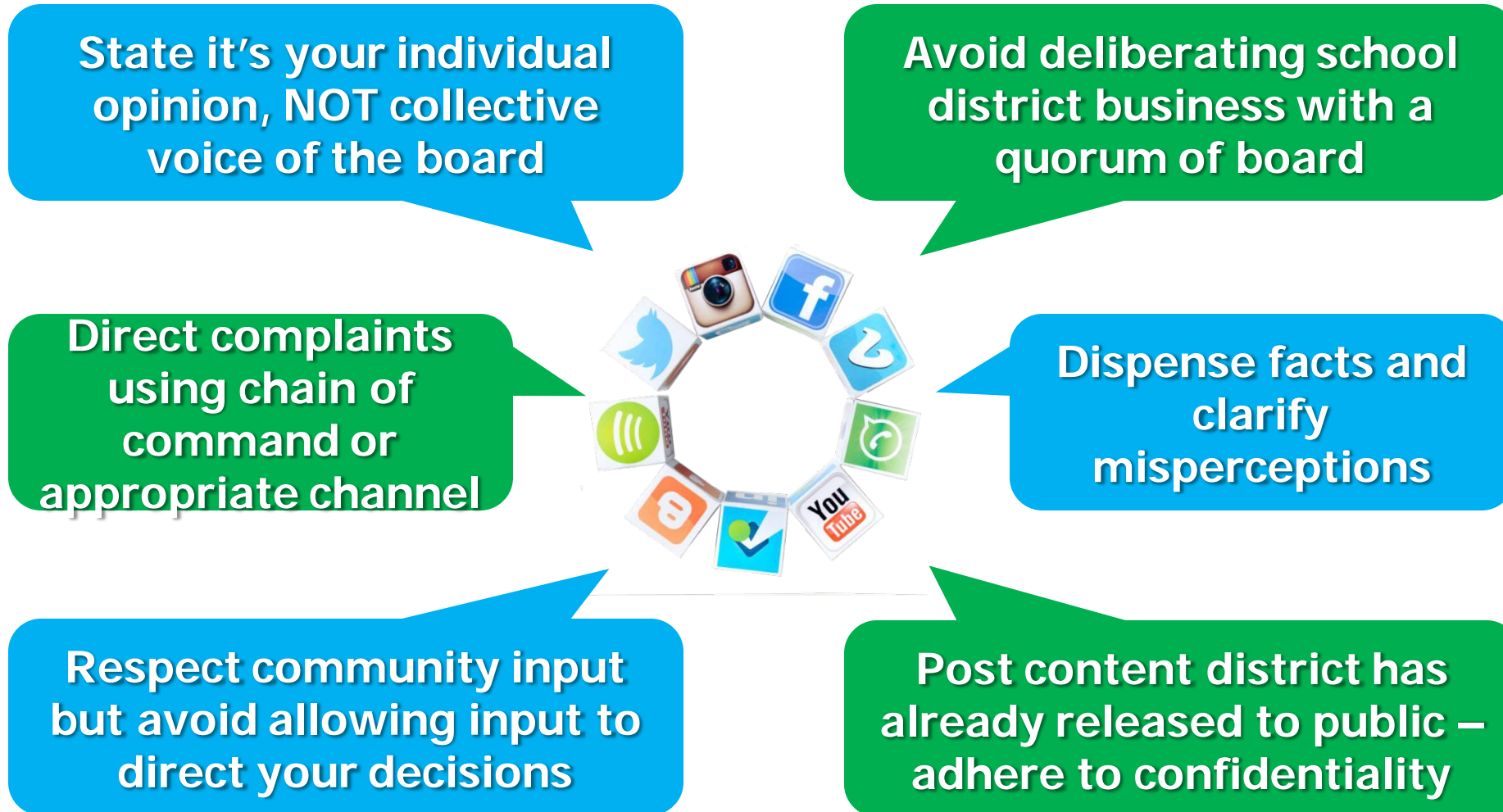
Recommendations

How much?
How well?

Approval

When?
Where?
By whom?

Social Media Best Practices



Social Media Best Practices

Adhere to code of ethics & delete vulgar or inappropriate postings

Avoid posts that indicate you have formed an opinion on a pending matter

Report any threatening, harassing or defamatory posts against district / employee

Model good social media behavior

Avoid engaging in debates or arguments with the community

Always think before you post





Any Questions?