

Red Oak Community School District
2011 North 8th Street
Red Oak, Iowa 51566
www.redoakschooldistrict.com

Special Board of Directors Meeting Work Session

Meeting Location: Sue Wagaman Board Room
Red Oak CSD Administrative Center
The Technology Building – Red Oak High School Campus

Wednesday, January 8, 2014 – 6:00 pm

- Work Session Agenda -

- 1.0 Call to Order – Board of Directors President Lee Fellers
- 2.0 Roll Call – Board of Directors Secretary Shirley Maxwell
- 3.0 Approval of the Agenda – President Lee Fellers
- 4.0 Communications – none anticipated
- 5.0 Consent Agenda – none
- 6.0 General Business for the Board of Directors
 - 6.1 Old Business
 - 6.1.1 District Facilities Planning and Community Communications – Presenters: Randy West, BLDD and Rod Wright, UNICOM
 - 6.2 New Business
 - 6.2.1 Consideration of a Services Contract with UNICOM and BLDD Architects
- 7.0 Reports – none anticipated
- 8.0 Next Board of Directors Meeting: Wednesday, January 16, 2014 – 6:00 pm
Sue Wagaman Board Room
Red Oak CSD Administrative Center
- 9.0 Adjournment

Item 6.1.1 District Facilities Planning and Community Communications

– Presenters: Randy West, BLDD and Rod Wright, UNICOM

BACKGROUND INFORMATION: At the December 16 Directors' meeting, Architect Randy West from BLDD introduced communications consultant Rod Wright of UNICOM, St Louis, Missouri. Rod specializes in community engagement programs and has worked in the past with BLDD on several projects. It was determined that more time was needed to consider the services of UNICOM and a special work session would be conducted. As a review, the PowerPoint presented by Rod Wright is included here.

Architect Randy West has provided a revised schedule of activities that could be considered by the Directors. Consulting services and leadership by UNICOM, if approved, would begin immediately. Both Randy West and Rod Wright are present this evening to discuss a working relationship and the proposed contract for services.

The first step this evening is to discuss the services of UNICOM and determine if the school district would benefit from their involvement. Architect Randy West may want to again review how past services with UNICOM have worked for his firm.

A proposed contract for services by UNICOM has been received and is under review by Attorney Rick Engel at publication time. It, along with Rick's comments, will be available this evening.

Please welcome Randy and Rod to this meeting and allow the necessary time to consider the district's next steps in planning for facility improvements.

SUGGESTED BOARD ACTION: (to be determined)



Red Oak 2014 Planning Process & Schedule

- January 8..... Board Discussion Unicom Proposal
Review Proposed Planning Schedule

- January 22..... Prioritization Meeting / Board / Facilitating Team

- February 12..... Review Concept Designs / Inman, Washington
Jr. High & Senior High Concepts & Budgets / Schedules

- March 5..... Finalize Concept Designs / Renderings & Budgets /
Schedules

- March 19..... Open House at Inman / Community Session #1

- April 2..... Open House at Washington / Community Session #2

- April 16..... Open House at Middle School / Community Session #3

- April 30..... Open House at High School / Community Session #4

- May 7..... Review Feedback to Board of Education / Develop Final
Recommendations

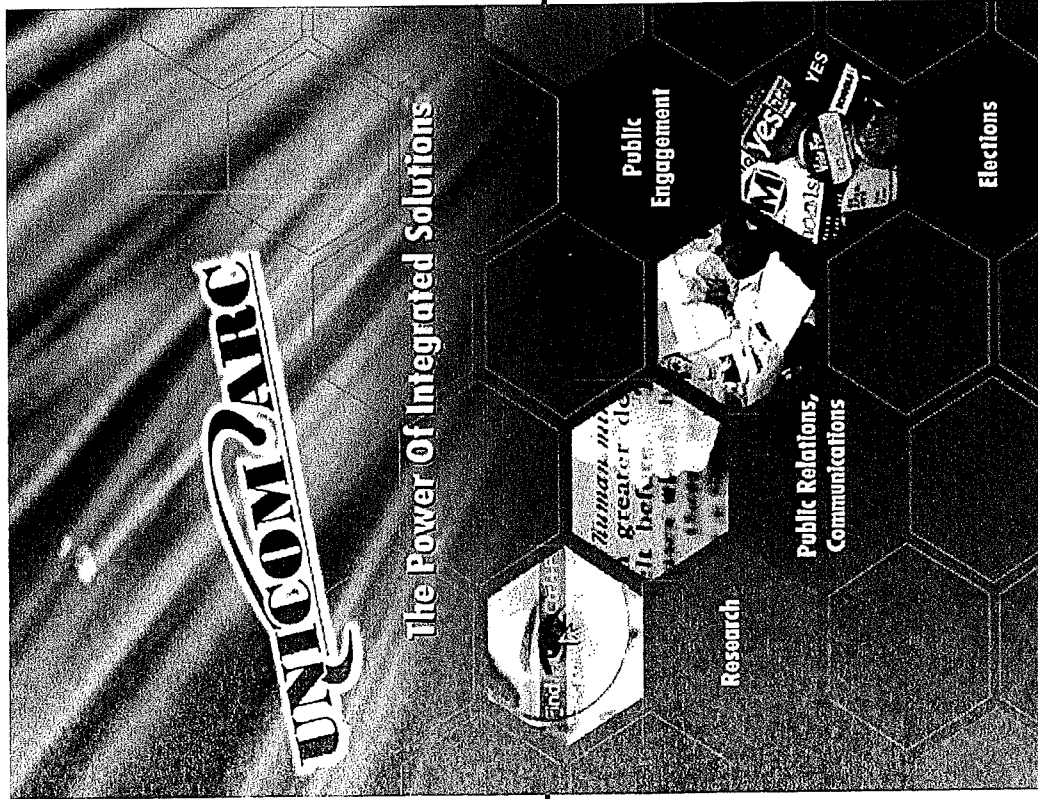
- July 25..... District Deadline to the County Commissioner of Elections /
Roll-out Plan to Community

**Engagement: Obtaining Community Permission
and Support for District Initiatives
Red Oak Community Schools**

Rod Wright
UNICOM•ARC
December 16, 2013

UNICOM•ARC

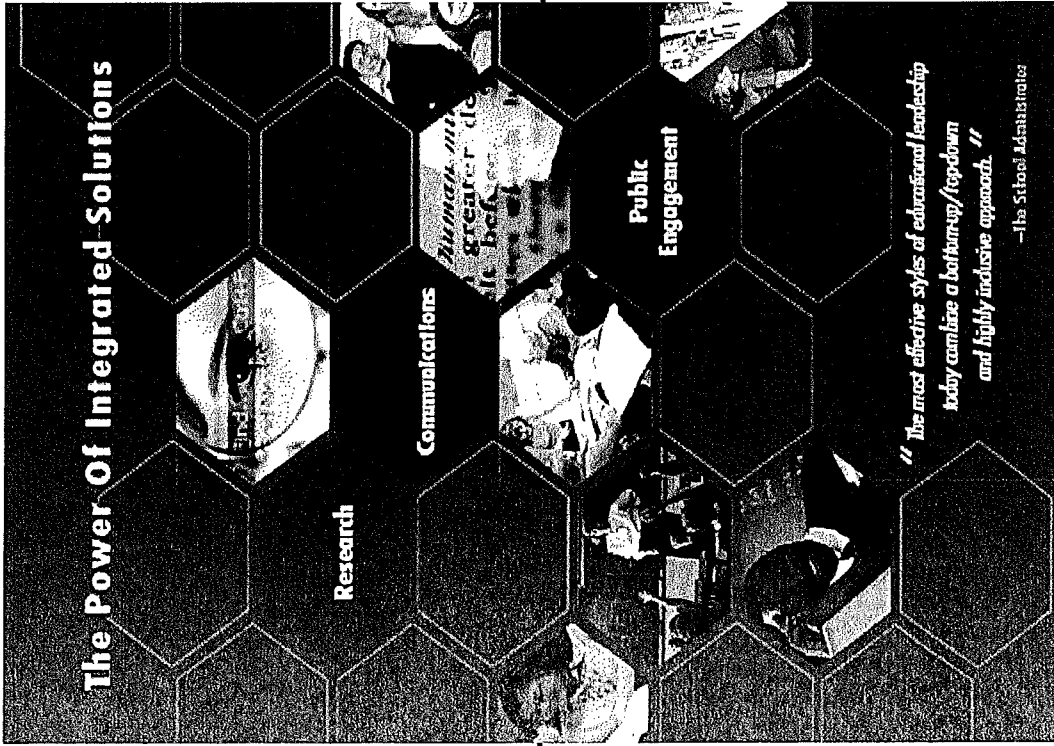
Firm History + Qualifications



- 40+ years experience
- Over \$4 Billion of Successful Bond Programs
- 80%+ in school district elections
- Integrated approach: research, communications and engagement
- Experience with hundreds of school districts and community colleges throughout the country
- Team of professionals “connecting the dots”
- Pioneer in the development of community engagement programs for school districts
- Led by veteran school communicators
- Award winning communication

UNICOM•ARC

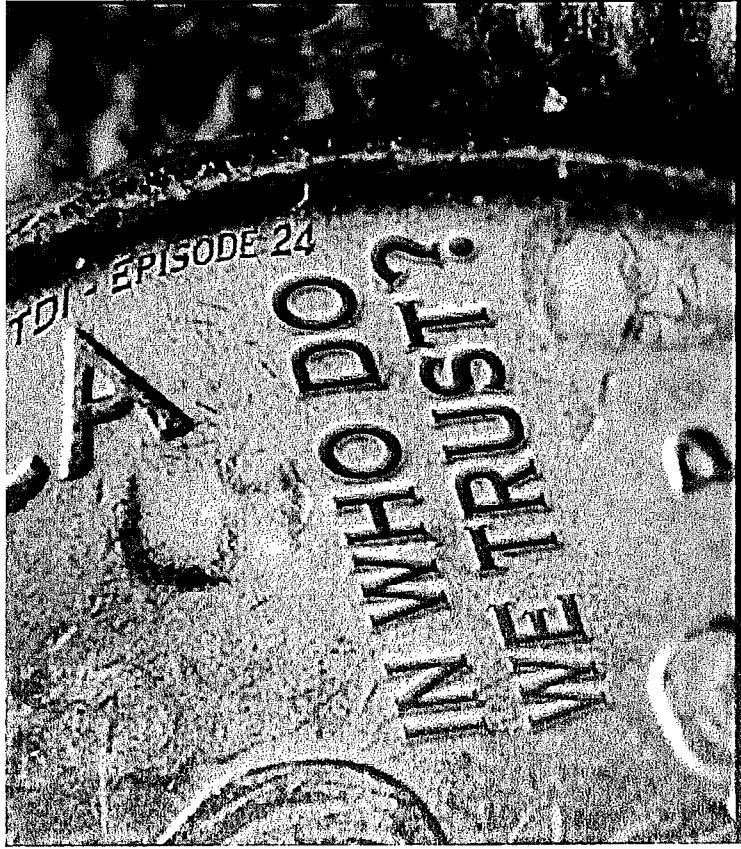
National Awards



- NSPRA Golden Achievement Award
Lincolnshire-Prairie View School
District 103
- NSPRA Gold Medallion Award
Parkway School District
- ASBJ Magna Award
Woodstock Community Unit School
District 200
- INSPRA Golden Achievement Award
Woodstock Community Unit School
District 200
- ASBJ Magna Award
Ritenour School District

Who Do We Trust/Edelman Annual Survey

THE NEW REALITY



- 1 in 5 think leaders will tell the truth
- Leaders must change approach to be more inclusive and seek more input
- Influence moving away from leaders to peers
- “A person like yourself” is twice as trusted as a CEO or government official

Community Engagement

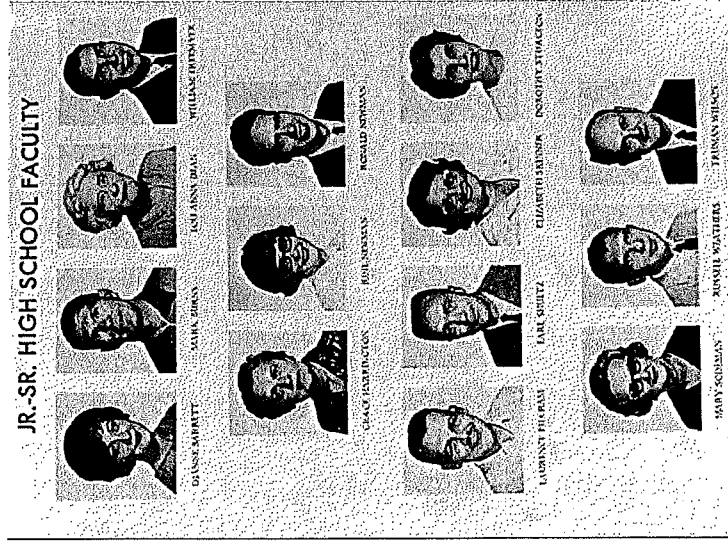


Why?

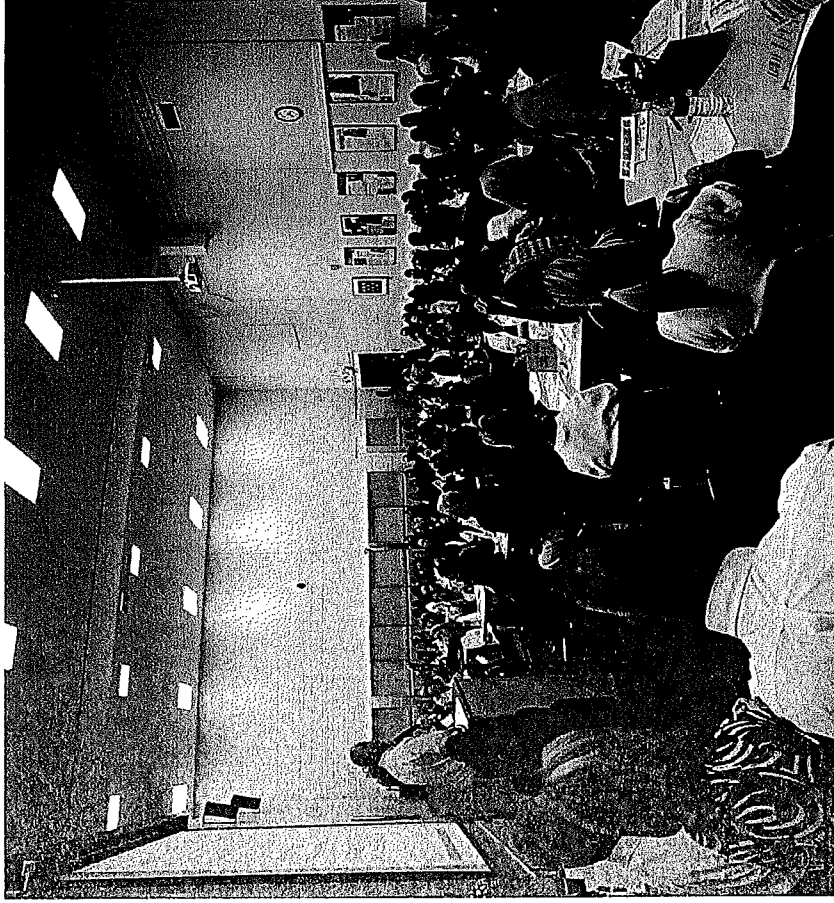
- Public permission is needed for meaningful change
- Public won't support what it doesn't understand
- Public is resistant to top-down approaches
- Discovery is more powerful than persuasion
- It is a powerful communications tool
- Builds an army for implementation

COMMUNITY ENGAGEMENT WORKS

Discovery is more powerful than persuasion



Community Engagement



Key Outcomes

- Internal/External unity (Board/Staff/Parents/C ommunity)
- Bulletproof plan (what and how)
- Committed volunteers
- Public permission for meaningful change

Community Engagement



Types of Input

- Public Opinion
- Research
- Active Involvement of Stakeholders

Rain forest or jungle?



Public Opinion Research

Language matters!

- We have gone five years since the District had a tax increase. Unless this proposal passes, we will **sacrifice** all the recent progress that has been made in our schools.
(45.0% agree)
- In April 2000, we were told that the tax increase would last five years and that funds would be used to improve our schools. Both things have happened. We need to **continue** improving our schools and our community by supporting these proposals.
(67.8% agree)

What we heard – the convergence of...

- Opinions and ideas expressed by PATH participants
- Results of public opinion survey conducted by Harper

Facilities and Technology

PATH Feedback

- Strong support for ensuring instructional technology is up-to-date
- Strong support for repairing and maintaining existing buildings before investing in new construction

Survey results

- 76.2 percent of respondents: College should place high priority on maintaining and repairing roofs, electrical service, plumbing and other facility needs in older buildings.

- 69.5 percent: College should place high priority on upgrading facilities to support state-of-the-art educational technologies.
- 85 percent agree that Harper must protect community's investment by maintaining quality of buildings.
- 78.8 percent agree Harper should commit resources to keep buildings in good condition.



Harper College

Community Engagement



Best Practices

- Involves a large number of people
- Meaningful dialogue resulting in consensus
- Ongoing two-way communication

Community Engagement



Best Practices

- Internal acceptance and support
- Clear charge
- Coordination by Facilitating Team
- Citizen leadership
- More than the “usual suspects”
- An open process
- Comprehensive timeline/planning syllabus
- Data/Information driven

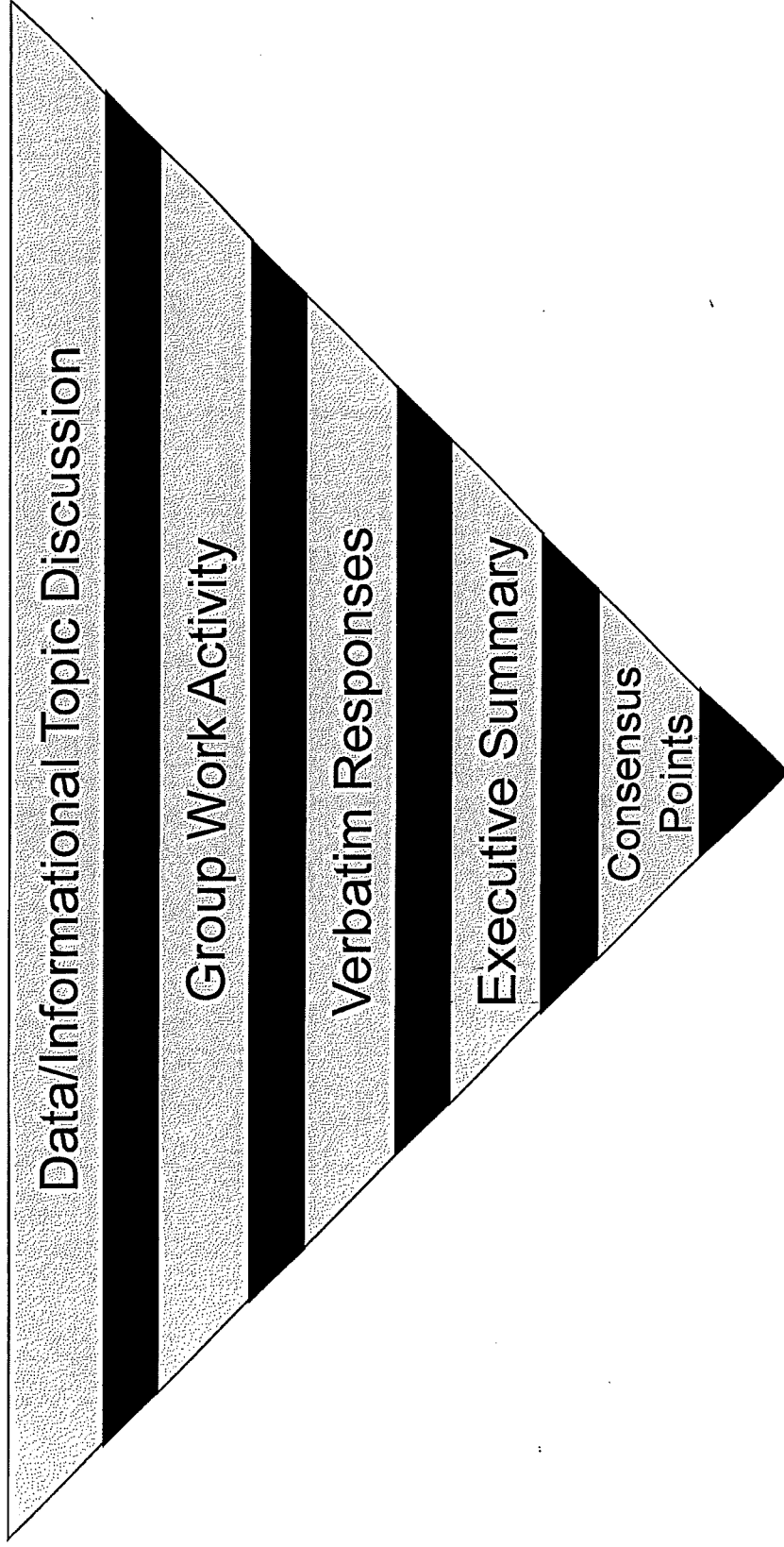
Community Engagement



Best Practices

- Well planned/organized sessions/events
 - workshops
 - open houses
- Small group work sessions and one-on-one activities
- Documentation (information and consensus points)

Session Documentation



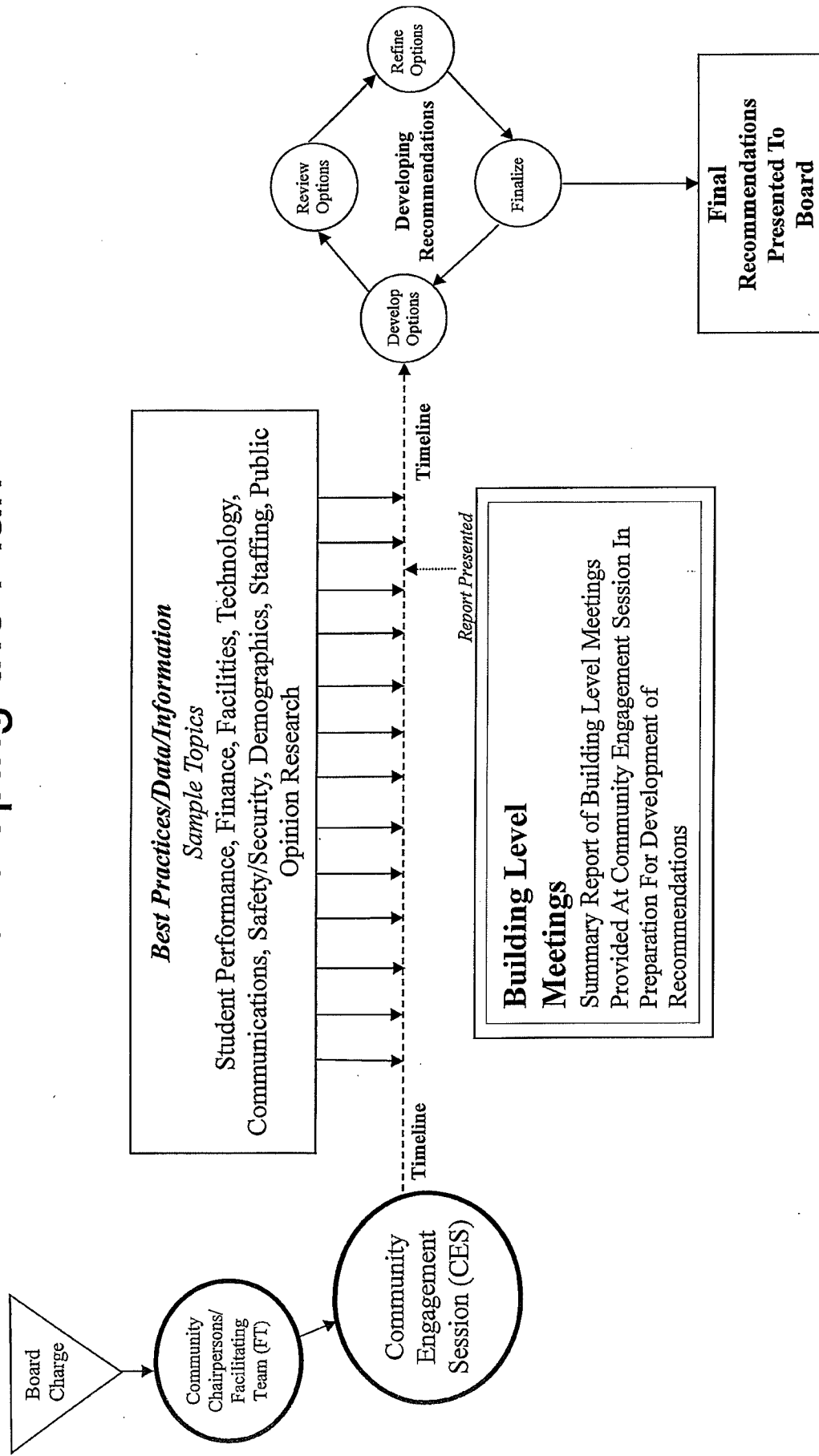
Consensus Points Used in
Formation of Recommendations

Community Engagement



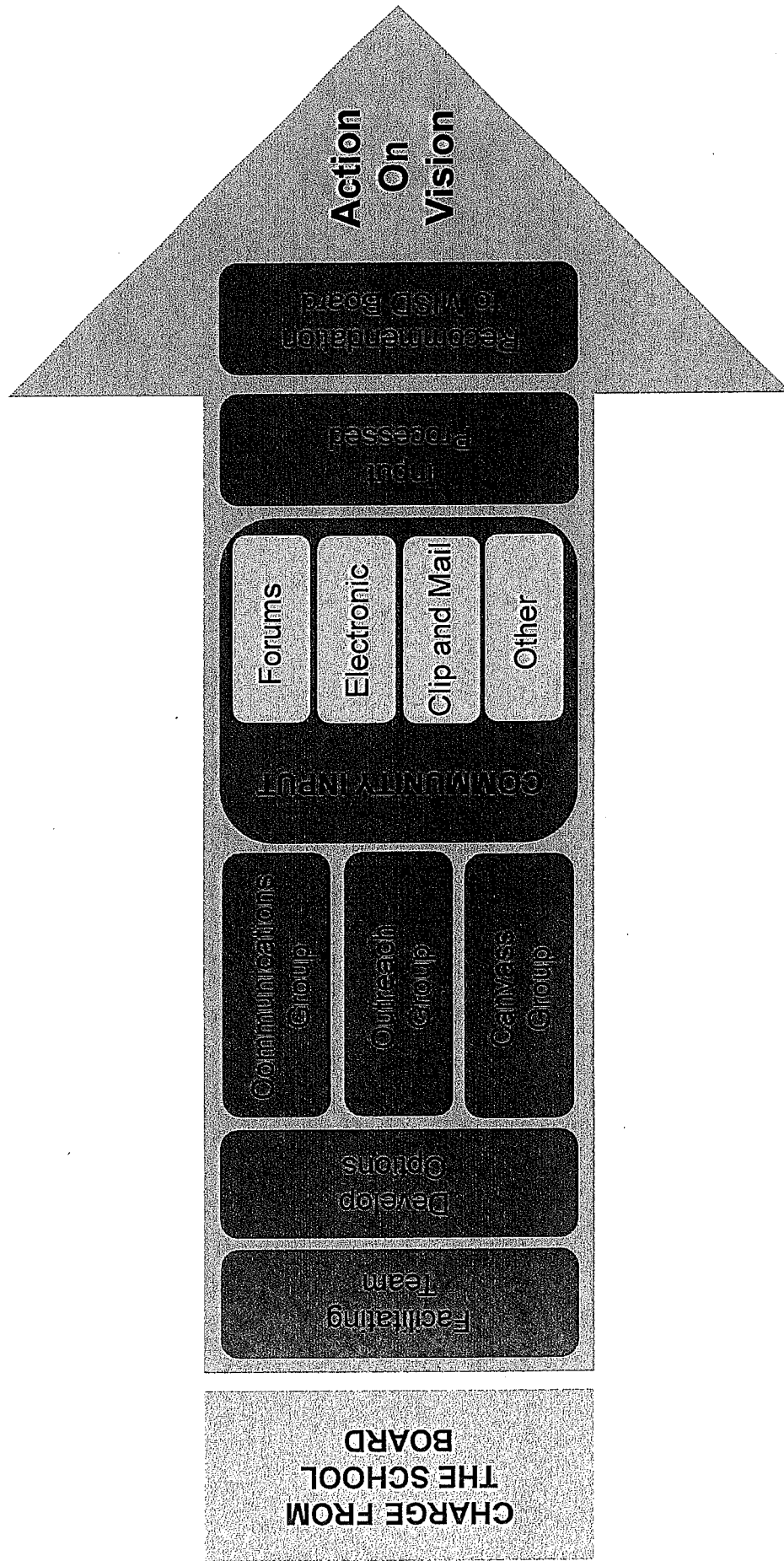
- ## Engagement Models
- Developing the plan
 - Validating the plan

Community Engagement: Developing the Plan



Community Engagement

Validation of Plan



Community Engagement

Rockwood School District



Rockwood School District Community Engagement Program [DRAFT]

ORGANIZATION PHASE

July/Aug.

CHARGE

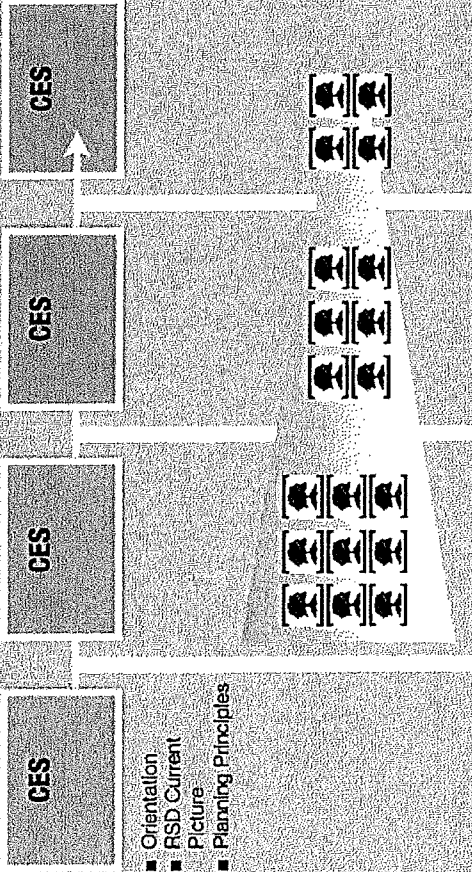
FACILITATING TEAM

- Develop charge statement
- Build Facilitating Team (FT)
- Draft scenarios (pictures) of the future Rockwood
- Conduct briefing sessions

PHASE I COMMUNITY ENGAGEMENT SESSIONS (CES) / WORKSHOPS

Sept./Oct./Nov.

- FT begins meeting to refine/customize program and continues to meet regularly to monitor and adjust the program for maximum effectiveness and efficiency
- Conduct community engagement sessions (workshops)
 - Present State of the District (current Picture)
 - Determine guiding principles for developing "Pictures of Rockwood"
- Review and writing of "Pictures" (start with probably 6-10)
- Continue process of reviewing/creating/refining pictures to arrive at 3-4



PHASE II FEEDBACK/INPUT

Nov./Dec.

TAKING THE "PICTURES" ON-THE-ROAD FOR FEEDBACK/INPUT

- Gathering Qualitative Data
 - Listening Bureau
 - Brochure
 - Audio
 - Website
 - School/District meetings and events
 - Community organizations
 - meetings and events
- Obtaining Quantitative Data
 - Conducting statistically accurate and valid public opinion research
 - Telephone survey of registered voters
 - Posting web-based survey on District website

PHASE III REPORTING

Dec./Jan. '13

REPORT DEVELOPMENT

- FT meets to review Summary of Findings from Phase II
- FT creates draft of Recommendations
- Conduct community workshop: CES Recommendations
- Recommendations to val/edit draft
- Finalize Report of Findings/Recommendations

Jan. 2013

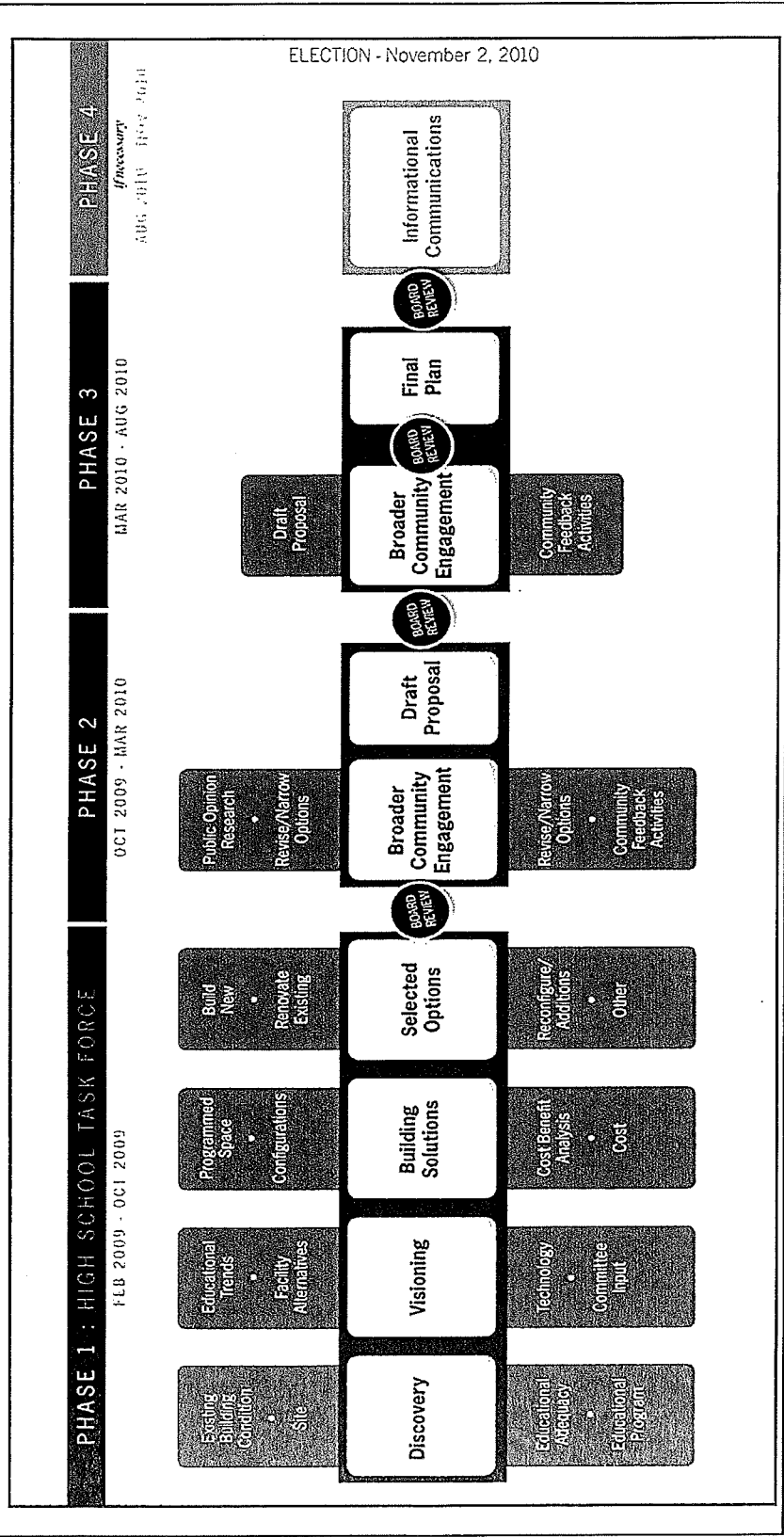
- Presentation of report of findings and recommendations to the BOE

EXTENSIVE COMMUNICATIONS OF PROJECT PROCESS AND PRODUCT

Community Engagement

Decatur Public Schools

Decatur Public School District 61 High School Planning Process

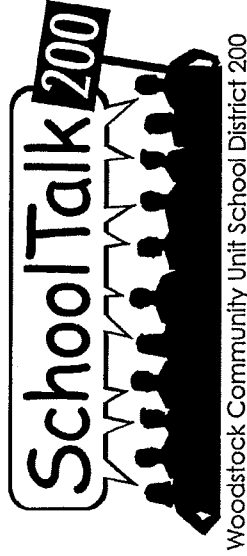
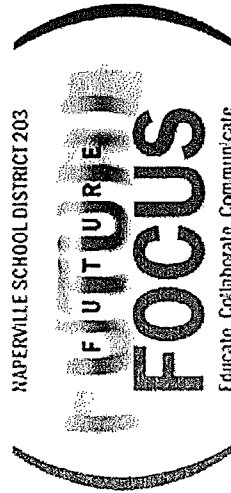
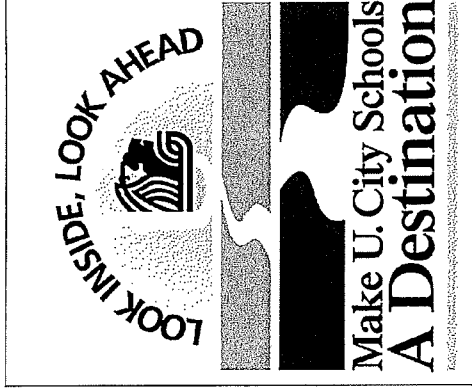
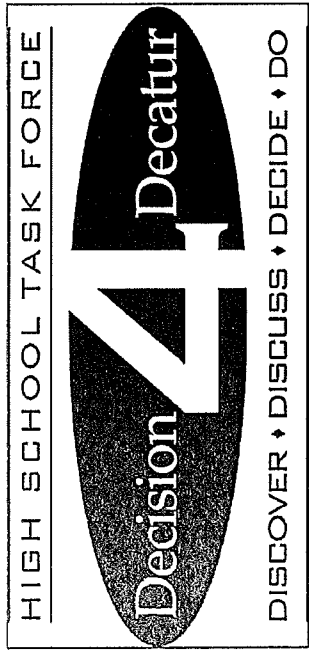


Community Engagement



- Communications
- Letter of Invitation
 - Community Outreach/Listeners' Bureau
 - Brochure
 - Press Releases
 - Mailings
 - Media (Print/Electronic/Social)
 - Internet/E-Mail
 - Video

COMMUNITY ENGAGEMENT COMMUNICATIONS: SAMPLE LOGOS



Community Engagement Communications: Brochures

COMMUNITY TALK

SchoolTalk 200

Woodstock Community Unit School District 200 Needs Your Voice!

You're invited...

...Elgin Community College
wants to hear your voice!

ENCORE
Planning For The Next 60 Years

UNICOM 2ARC
UNION COUNTY AREA REGIONAL COMMUNITY DEVELOPMENT BOARD

PATTONVILLE Planning for Success Now and in the Future Legacy

The Planning Process
The mayor and city council have been working hard to ensure that the city is prepared for the future. The city is currently in the process of updating its comprehensive plan, which is a long-term blueprint for the city's future. The plan will address a wide range of issues, including transportation, housing, and economic development. The city is currently in the process of conducting a public hearing on the plan, and we encourage all citizens to participate in the process.



Planning for Facility Needs at Our Schools

Facility needs are a critical component of the planning process. The city is currently in the process of conducting a public hearing on the plan, and we encourage all citizens to participate in the process. The plan will address a wide range of issues, including transportation, housing, and economic development. The city is currently in the process of conducting a public hearing on the plan, and we encourage all citizens to participate in the process.

What's Next
The city is currently in the process of conducting a public hearing on the plan, and we encourage all citizens to participate in the process. The plan will address a wide range of issues, including transportation, housing, and economic development. The city is currently in the process of conducting a public hearing on the plan, and we encourage all citizens to participate in the process.

DISCOVER

DISCUSS

DECIDE

DO

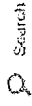
HIGH SCHOOL PARK CORP
Division 4
COMMUNITY DEVELOPMENT

Decatur Public Schools
Educating for Success

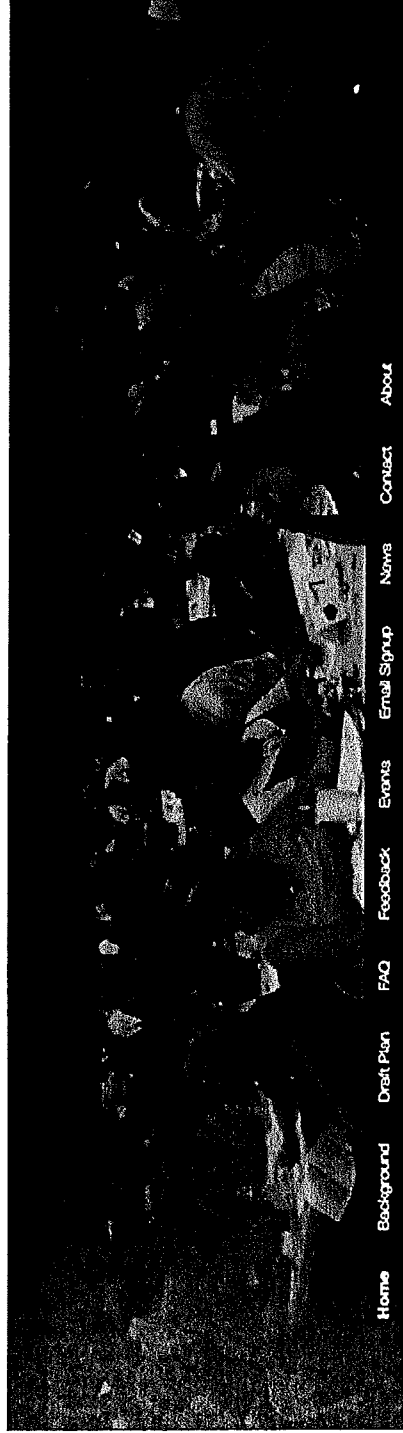
Community Engagement Communications: Website

PACT for SJSD

Planning A Course Together for the St. Joseph School District

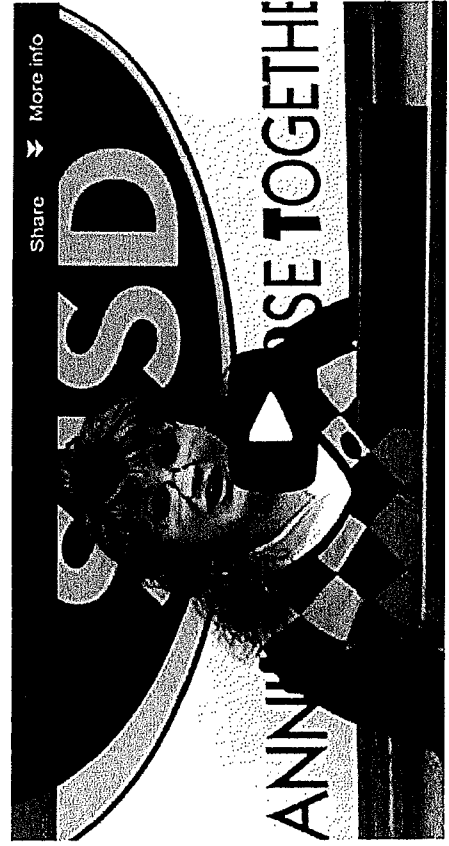


Search



- Home
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- News
- Contact
- About

Home



PLANNING A COURSE TOGETHER

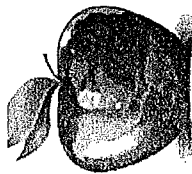
facebook

PACT For SJSD

it's all here



COMMUNITY ENGAGEMENT COMMUNICATIONS: WEBSITE



Welcome to the IOWA CITY COMMUNITY SCHOOL DISTRICT Child-Centered : Future-Focused

Links

- ▶ Educational Adequacy Results
- ▶ Enrollment Projections and Student Potential Analysis Spring 2013

Facilities Master Planning

This area of the website is intended to provide information related to the 2012-2013 Facilities Master Planning Project.

The site includes the board item related to approving the contract with BLDD, the original proposal and answers to questions posed by the RFP review committee, and schedules. Schedules have undergone several revisions, so the most recent version is posted along with the previous versions.

Information related to the Facilities Master Planning Steering Committee is also posted on this site.

YOUR FEEDBACK IS IMPORTANT!

Please share your feedback by attending community meetings, completing surveys, or email your thoughts and ideas to the Steering Committee. Send your emails to OneVision@IowaCitySchools.org and your feedback will be shared with the Steering Committee.



Contents

- ▶ Steering Committee
- ▶ 2012-11-28 Board Item
- ▶ Facilities Master Planning Flyer
- ▶ Original RFP Proposal
- ▶ Press Release 2013-02-25
- ▶ Press Release 2013-03-25
- ▶ Response to Questions from RFP Review Committee
- ▶ Revised Schedule version 2
- ▶ Revised Schedule version 3
- ▶ RFP Information
- ▶ Visioning Workshops

Calendar

- 04/30/13 Tue **MOVED TO 5/6/13!** Facilities Master Planning Steering Committee Meeting
Starts at 5:00pm
- 05/11/13 Sat Facilities Master Planning Workshop
9:00am - 12:00pm
- 05/13/13 Mon Facilities Master Planning Workshop
9:00am - 12:00pm
- 05/14/13 Tue Facilities Master Planning Workshop
6:00pm - 9:00pm

[More Events...](#)

Community Engagement

Communications: Video Promotion/Social Media



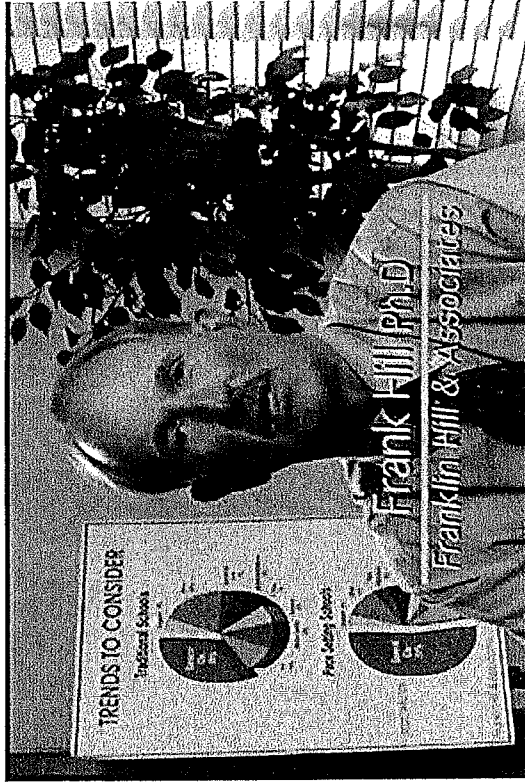
PACT For SJSU PACT meetings resume on September 21 with an informative session on facilities. Dr. Franklin Hill, an internationally recognized leader in educational change and building design, is the guest presenter.

NEXT MEETING

Tuesday, Sept 21, 6:00 PM
Central High School nec.

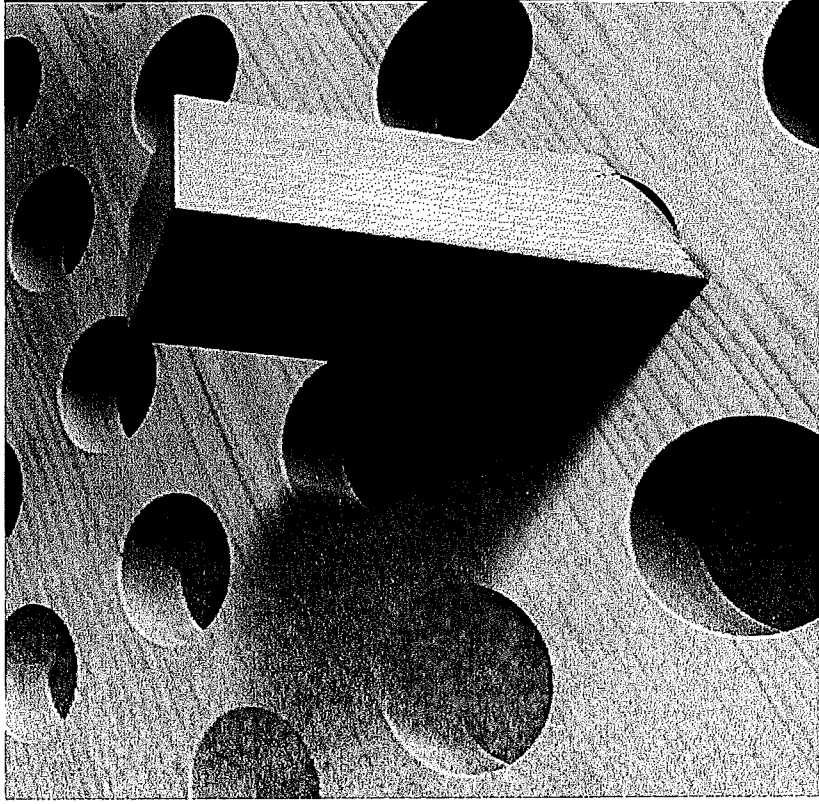
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[See More](#)



Meet PACT Presenter, Dr Frank Hill (9/21, 6 PM @ Central HS (HQ)
Length: 1:27

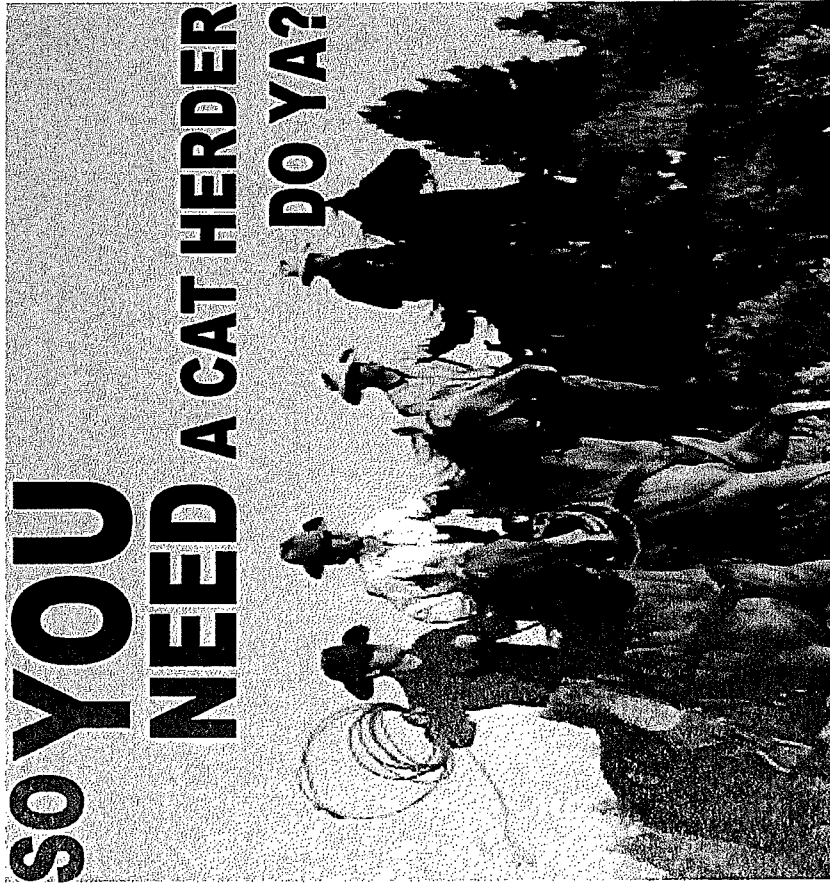
Community Engagement



UNICOM•ARC Services

- Assist in developing charge statement
- Assist in identifying/enlisting community leadership
- Facilitate work of program chairs/community leadership
- Provide guidance to customize a program to achieve District goals
- Develop branding and communication vehicles for program

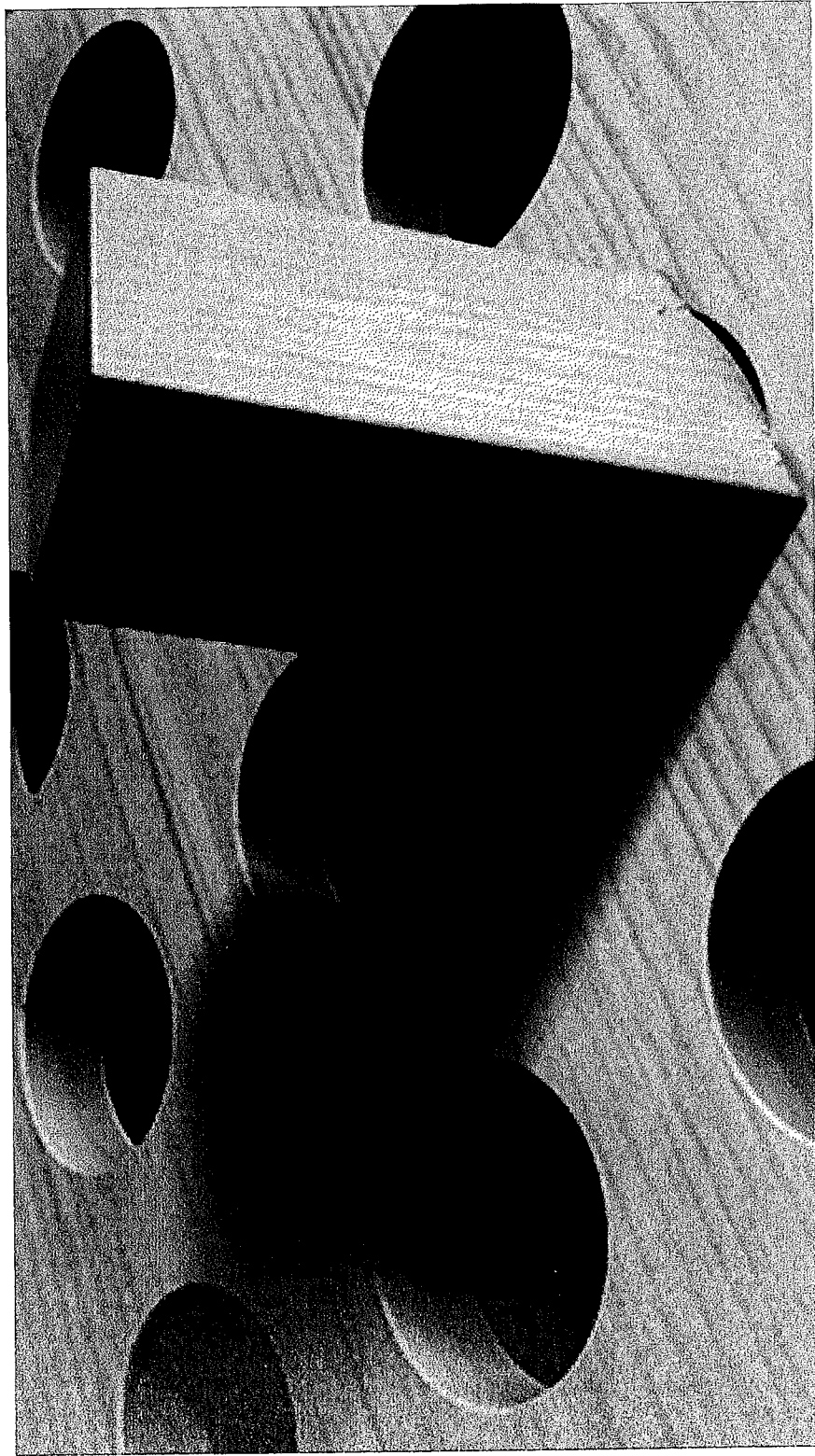
Community Engagement



UNICOM•ARC Services

- Attend/Coordinate Facilitating Team Meetings (FTM) and Community Engagement Sessions (CES)
- Provide guidance in development of information presentations for CES
- Summarize and document program proceedings/community feedback
- Develop report of final recommendations
- Assist District in communicating final recommendations to the community

CUSTOMIZED FOR YOUR DISTRICT



Community Engagement: Key Outcomes

- Internal/External unity
(Board/Staff/Parents/Community)
- Bulletproof plan (what and how)
- Committed volunteers
- Public permission for meaningful change

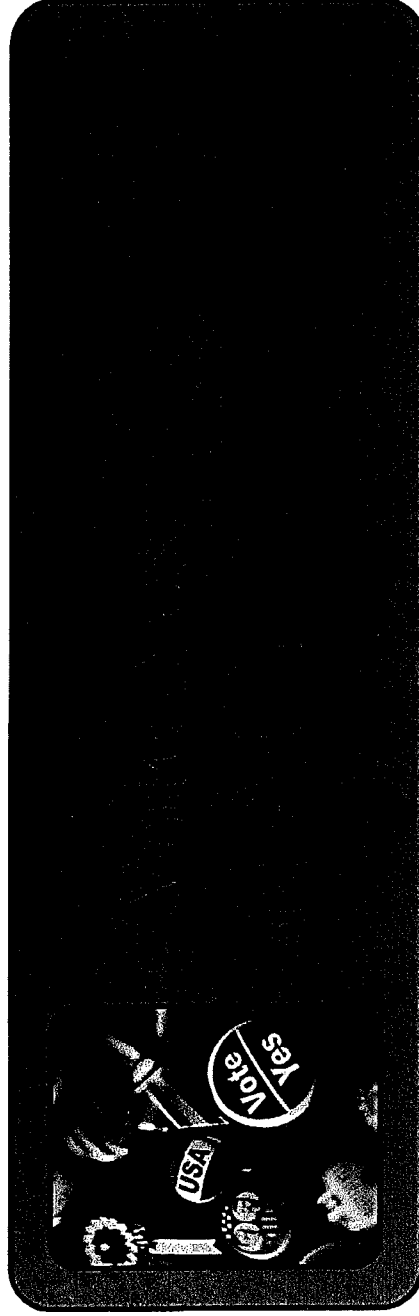
Iowa City Community School District Letter

One of the most heart-warming meetings I've witnessed in years took place here last week. . . . If you weren't among those 400-plus people there, you should have been because it was impressive. At our table, I sat between the mother of an elementary school student and a member of the district's Facilities Master Planning Steering Committee. Across from me was a West High teacher, and next to her was a local political type. There were three or four others I didn't know. At our table and throughout the room you could see the intense, productive discussions going on. I believe I could sense the overriding interest in arriving at a thoughtful consensus from among four facilities scenarios provided by the steering committee.

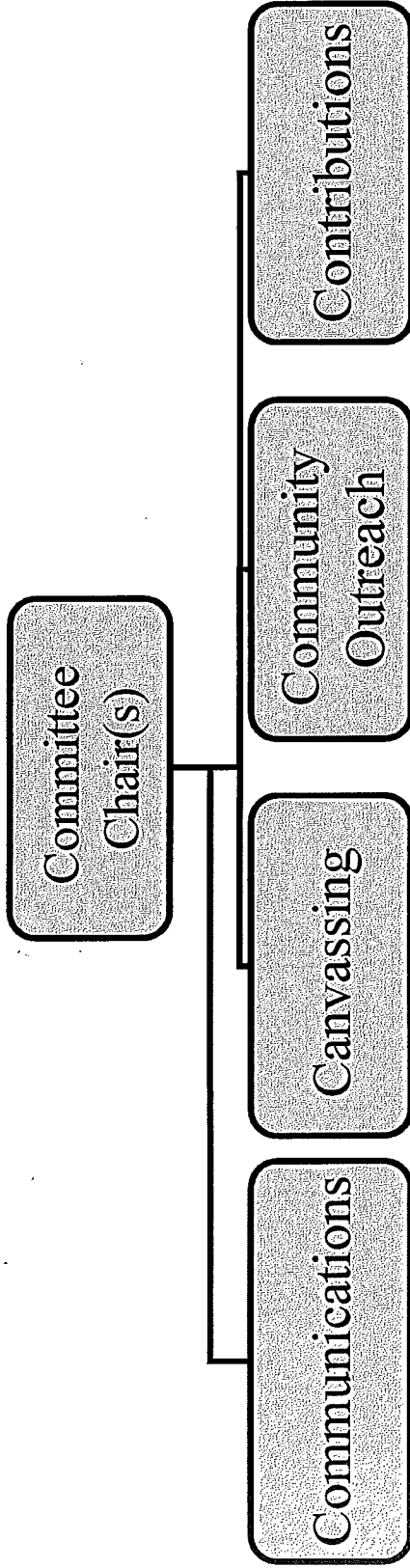
Iowa City Community School District Letter

I am writing to commend the Iowa City Community School Board and its steering committee for organizing a productive exercise in citizen participation. . . . The adults at the table where I sat engaged each other in a structured, meaningful and, yes, often openly partisan, debate over the four scenarios for addressing the need to plan for the future growth of the district student body. The evening was designed to build consensus, and it did. Instead of leaving feeling bruised by the general antipathy that had dominated earlier town hall-style meetings with their emphases on often emotional speeches from the mic, I left the hall that evening with a deeper and better understanding of people from across town. I felt like we were all actually working with each other and that I could respect their values in a new and simpler light.

Referendum communication



Committee Organizational Structure



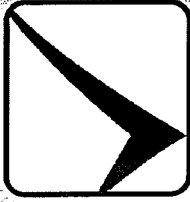
Chairperson (s): _____ Chairperson (s): _____ Chairperson (s): _____ Chairperson (s): _____

Membership: _____ Membership: _____ Membership: _____ Membership: _____

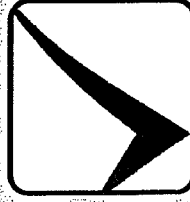
Integrated approach = success



Real community engagement

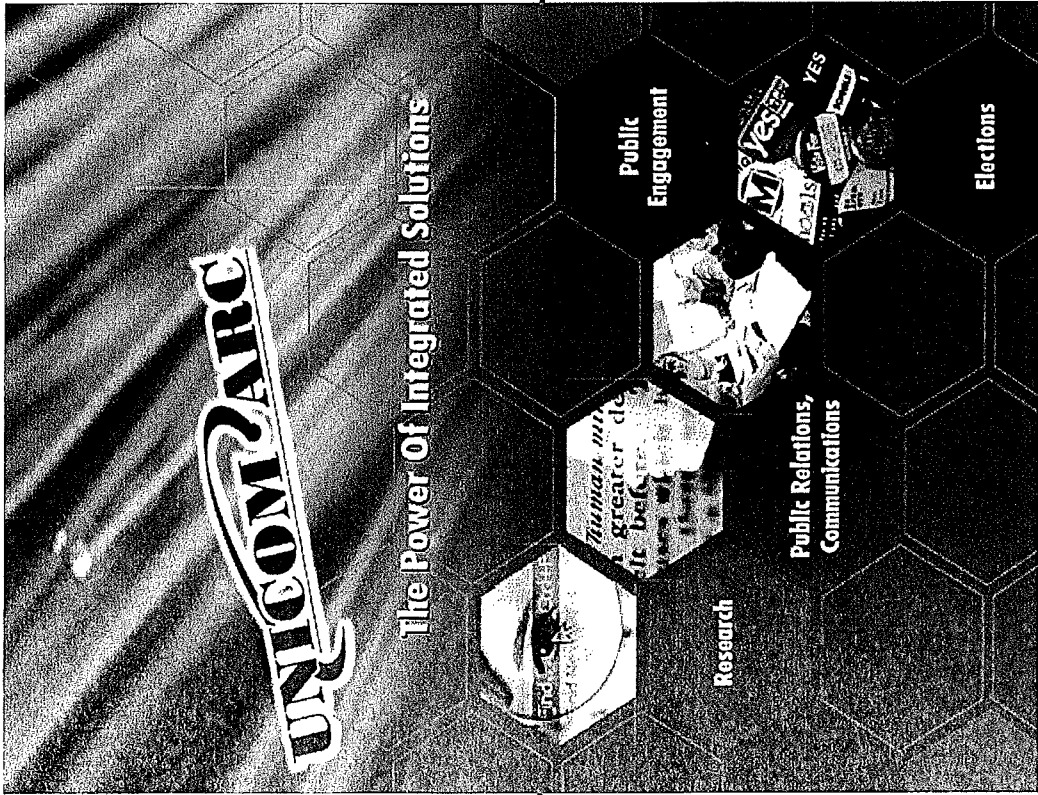


Solid public opinion research



Strong referendum campaign

UNICOM•ARC: Questions



Presenters

• Rod Wright (President,

UNICOM•ARC

rwright@unicomarc.com, 314-535-4900)

Item 6.2.1 Consideration of a Services Contract with UNICOM and BLDD Architects

BACKGROUND INFORMATION: This evening, after the receipt of review by Attorney Rick Engel, the Directors may wish to take formal action on a professional services contract with Rod Wright of UNICOM.

The contract will be at the board table this evening along with the review by Attorney Engel.

SUGGESTED BOARD ACTION: (to be determined)