

Respect for Diversity, Inclusion and Culture



IAP2 Core Values Award
Webinar

School District 38
(Richmond)

&

Rockandel and Associates

March 13, 2018

Welcome to the City of Richmond
British Columbia, Canada



Catherine Rockandel

Catherine is an IAF certified professional facilitator and public engagement specialist.

Since 1990 she has worked with communities, public sector agencies and organizations to support her clients, their stakeholders and partners connect more deeply with one another, and with their common concerns and purpose.

She is skilled at evoking participation, collaboration and creativity while honoring the diversity of the group and affirming its wisdom.

Learn more about Catherine's work at www.growpartnerships.com

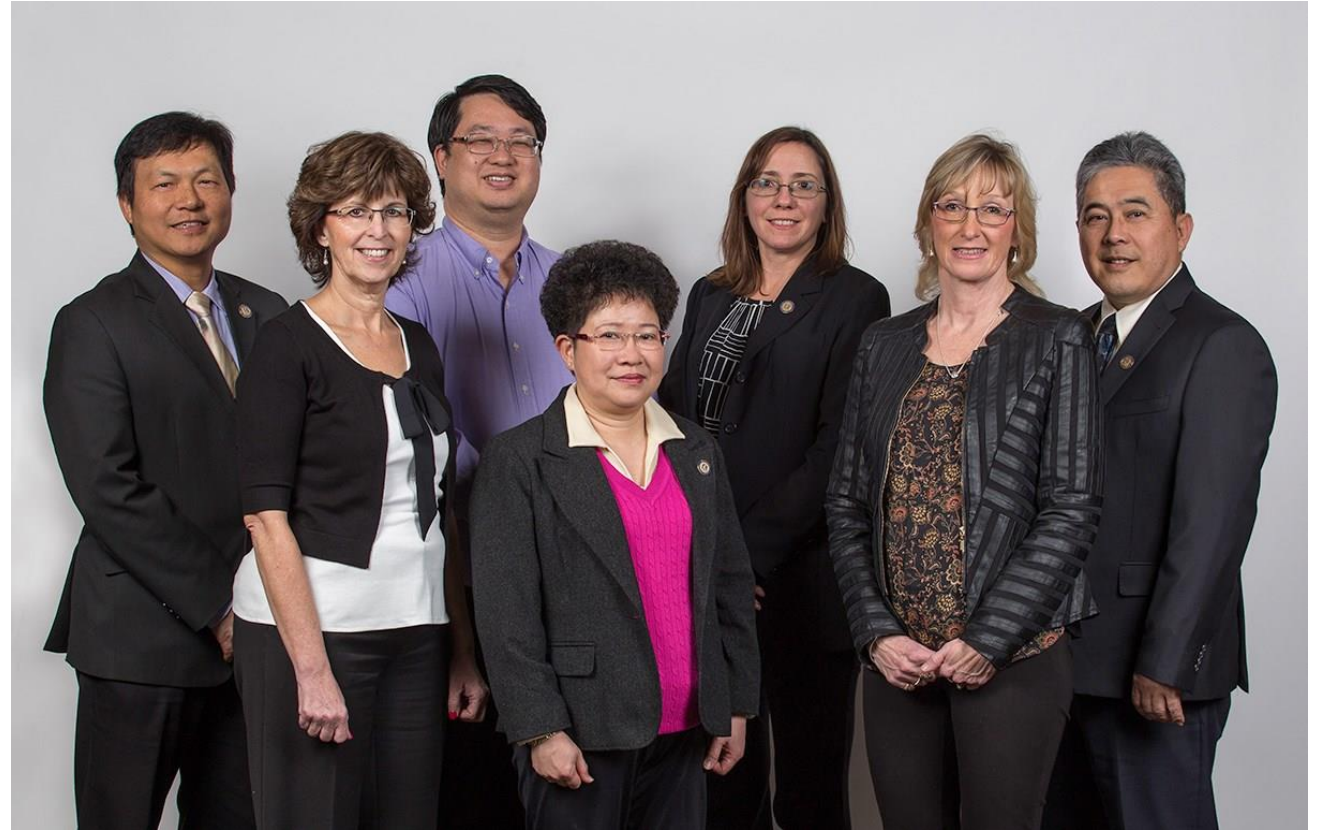


Getting clear on the decision and ensuring decision makers agree on the problem statement

In most of Richmond declining neighbourhood enrolment has resulted in under utilization of school capacity.

In some schools student populations are so small that the School District cannot offer the optimal range of programs.

Trustees needed to make a decision on which schools to potentially close to ensure facilities are used in an effective and fiscally responsible way.



Getting Started

What values are at stake?

Who is impacted by the potential decision?

What is their role?

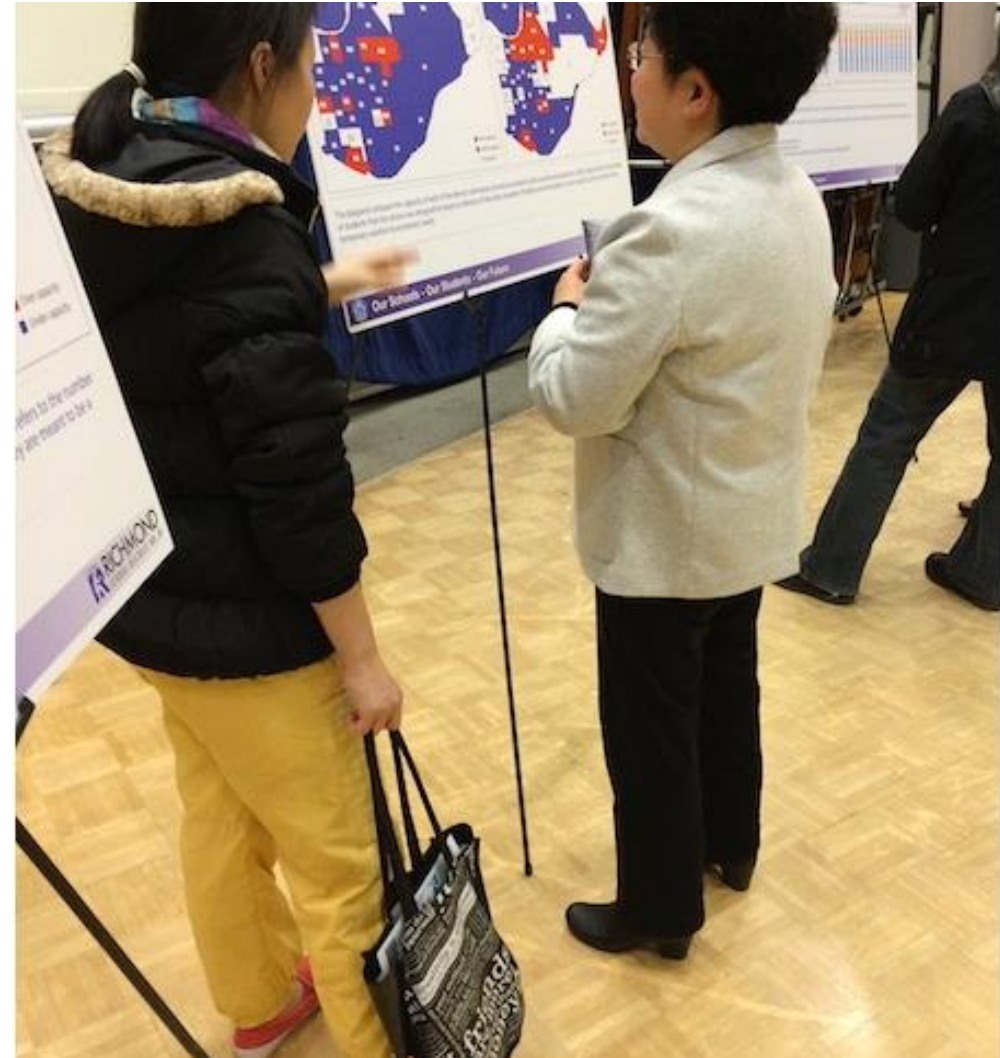
What are the barriers to participation in decision making?

Who else is interested in this decision?

Why are they interested?

How do they want to participate?

What will success look like and for whom?



Getting Started: What is the shared history?

Understand the Organizational History

- Past emotional public meetings
- Immigrant families value education
- Impact of social policies, structures, systems

Understand Community History

- Differences in cultural values and norms
- Language is significant barrier to asking questions and understanding complex information
- Low trust in government from other countries has resulted in low participation rates
- Economic differences: some vulnerable/marginalized groups don't have access to computers, limited resources to travel.



What will make this process meaningful?

- Identify the principles that inform the process – then lean into those principles throughout the process.
- Start with the end in mind and use the core values as the guide for designing and evaluating the process.
- For example we said:
 - We value public input and will provide consistent follow up to participants in a timely manner.
 - We will be accountable and transparent by providing consistent real time info, improved accessibility and legibility of reports and documentation

Our Schools, Our Students, Our Future

JOIN the CONVERSATION

在列治文的大部分地区，社区生源的减少已导致学校资源利用不足。在有些学校，学生人数非常少，以至于校区无法提供最优的课程安排。为了确保有效率地使用教育设施，并对财政负责，学务委员需要就关闭哪些学校做出决定。

我们希望听取您的意见，收集信息，以便我们在充分知情的情况下做出决定，并展开我们的执行程序。请花一些时间访问以下网站，提供您的意见：

<http://letstalksd38.ca>

这项参与活动的目的

- 倾听、了解并确认来自社区的利益相关方了解校区中所存在的问题和关键事项。此帮助教育委员会在知情的情况下做出决定。
- 鼓励他们参与，也鼓励其成员参与。对面对的交流工具和传统媒体来共享信息、接收意见，增进相互理解。
- “我们听到了哪些意见”。
- 活动中。
- 维护并发展与各方的关系。
- 倾听各方意见，以做出最有利于学生的决定。

决策

基于我们的基本价值观，所有决策都将在知情的情况下做出，并将面临可持续性。

- 有关土地管理（无论是租赁/销售/或是合伙人形式）的任何决定由教育委员会（学务委员）所做出的决定将会通知社区和我们

RICHMOND SCHOOL DISTRICT NO. 38

@RichmondSD38 /RichmondSD38

Our Schools, Our Students, Our Future

JOIN the CONVERSATION

In most of Richmond declining neighbourhood enrolment has resulted in underutilization of school capacity. In some schools student populations are so small that the School District cannot offer the optimal range of programs. Trustees need to make a decision on which schools to close to ensure facilities are used in an effective and fiscally responsible way.

We want to hear from you as we gather information to inform our decisions and make our way through this process. Please take a moment to provide your input by visiting our website at:

<http://letstalksd38.ca>

- Listen, learn and acknowledge community concerns
- Provide balanced and objective information to assist our community and stakeholders to understand the problems and critical issues in the school district
- Seek input on potential alternatives and use it to inform Board of Education decisions
- Communicate how the input influenced the decisions

- Meet with specific community groups to introduce them to the process, encourage their involvement and the involvement of their members
- Use creative strategies and a variety of online engagement, face-to-face tools, and traditional media to share information and receive input that enhances mutual understanding
- Report back “what we have heard” at each stage of the engagement process

Because we care about our community and stakeholders we will:

- Authentically engage in an inclusive and meaningful way
- Be accountable to maintain and grow relationships in an honest, transparent, and responsible way
- Listen in order to make decisions that are best for our students

All decision making will be informed by our foundational values, will be future orientated to ensure the economic, social, and environmental sustainability of our school district

- Any decisions regarding land management whether lease/sale/or partnership will be made by the Board of Education (Trustees)
- The Community and our stakeholders will be advised of decisions made by the Board of Education (Trustees)

RICHMOND SCHOOL DISTRICT NO. 38

@RichmondSD38 /RichmondSD38

PROCESS DIAGRAM



From Consult To Involve

Tell me, I forget...
Show me, I remember...
Involve me, I understand
- Chinese proverb

- Facilitating the involvement of student leaders by building their capacity to lead community conversations
- Collaborate with community organizations to reach out and facilitate the involvement of those affected and interested in the decision
- “Involved” teachers, administration, union support workers through presentations and discussion. We shared the problem, issues; asked for their advice because they are experts on their school context.
- Decision makers and participants learned together



Provide information to participate in a meaningful way

- Parents, grandparents, neighbours and other students speak a diversity of languages
- Build bridges between people and connectivity in community
- Make it easy for people to access information and to feel welcome
- Empower people by supporting them to understand complex information
- To ask questions based on the information provided

Student leaders meet to learn awesome facilitation skills @CRockandel #sd38news #sd38



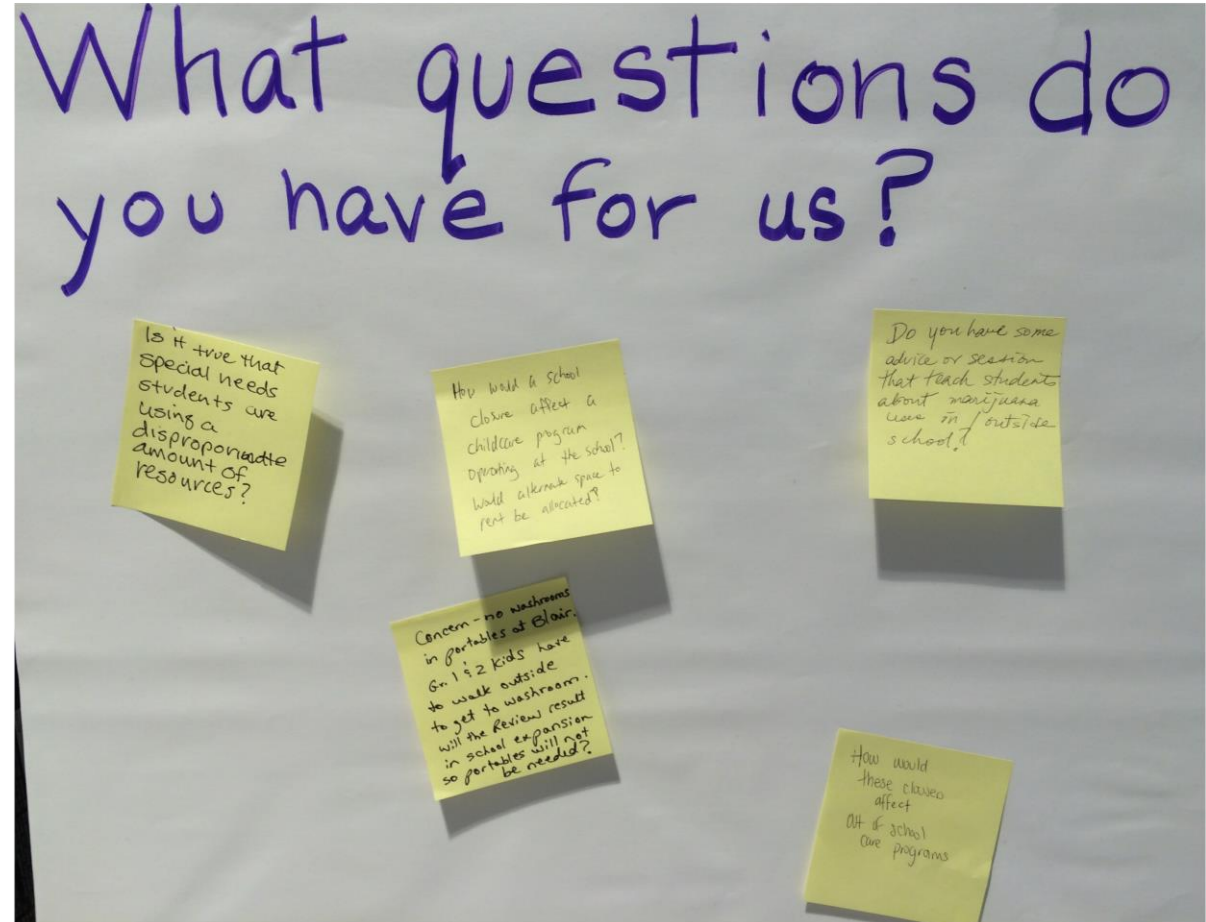
Outreach Tools and Techniques

- Seek input on how people want to participate – school surveys
- What information do you need to participate in a meaningful way
- Outreach in malls and at community events from Canada Day to special events
- Open Houses in schools with student translators
- Neighbourhood and education partner meetings
- Presentations at Rotary and other non-profit lunches.
- Online engagement



Give voice to interests, needs and concerns...

- Based on what we heard we asked questions to keep the conversation going, to voice concerns from parents, teachers, students, neighbours...
- If school closures have to occur what would they need to ensure their needs are met?
- What issues need to be explored in a robust way? How do we get to school? What program curriculum is located where?



Online Tool: Engagement HQ

- Board reports, individual school projections, school assessments, survey reports were all provided ahead of Open Houses online and at in person events.
- Consistently communicated what we heard throughout the process
- All materials are contained at:
- <https://www.letstalksd38.ca/long-range-facilities-plan-school-closure-process>

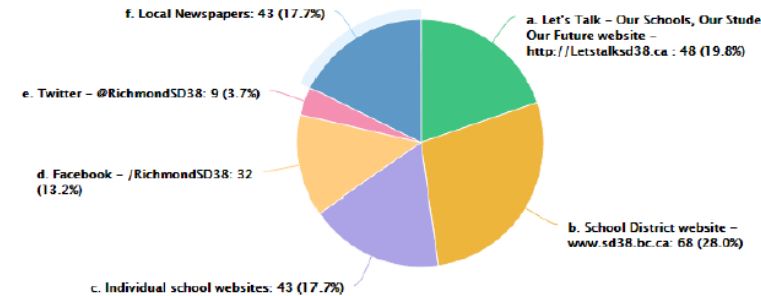
What We Heard: Engagement Survey July 1, 2015 – Sept 1, 2015

Richmond parents, community members, teachers and school district employees were asked how they would like to be engaged in discussions about schools and how they would like to receive information about the engagement process. Here are the results of what we heard:

1099 website visits **132** registered users **114** survey responses

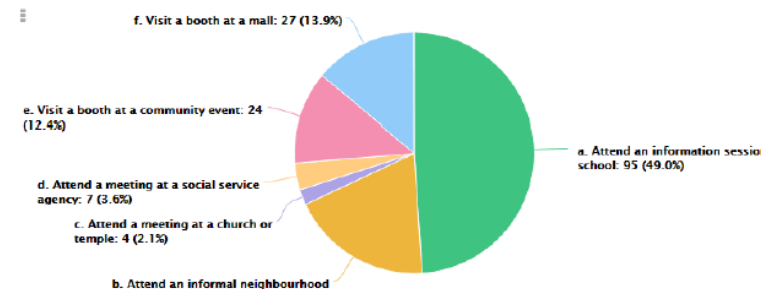
65%

of respondents would like their updates from school district websites including the school district homepage, the Let's Talk website and individual school websites.



49%

of respondents would like to attend an information session at a school.



Moving forward we will continue to post updates on school district websites and will be scheduling public engagement meetings to gather more of your input. The dates for these meetings will be posted on the Let's Talk website.

Linked Tools & Techniques

- In person comment cards and forms
- In person post it note questions
- Online comments and questions
- Online tracking data
- Social media posts
- Print media letters and articles
- Double Sided Bookmarks



kelsey_bar



Oct 27, 8:07pm via Twitter for iPhone

Impressed by the level of engagement of @RichmondSD38 board trustees at Lets Talk Open House. Very informative night. Thanks for your time.





Use Evaluation Data To Inform Strategies

Data:

- 31% are registered on the LTSD38 website
- 20% heard about the open house from the LTSD38 website
- 8% heard about the open house from the district website
- 1% heard about the open house from the bookmarks or poster
- 18% heard about the open house from the Richmond News advertisement
- 11% heard about the open house from social media (Facebook/Twitter)
- 32% heard about the open house from their PAC
- 41% heard about the open house from their school
- 8% heard about the open house from a student
-

Registered	LTSD38	District Website	Bookmarks/Poster	Newspaper	Facebook	Twitter	PAC	School
74	48	20	2	44	23	4	76	
31.62%	20.51%	8.55%	0.85%	18.80%	9.83%	1.71%	32.48%	41.18%



Effective & Responsive Communications

- ***Build relationships*** through consistent communication
- Be the ***trusted source*** for information and updates for parents, teachers, school district union staff, education partners, renters and community members

Hello,

The Let's Talk SD38 consultation process continues to gather input from the public regarding school closures. From October 15 to October 29, five open houses were held at various secondary schools, which included presentation boards to further inform the public about the process. If you were unable to attend an open house or would like to view the presentation boards again, an electronic copy is available on the Let's Talk SD38 website in the document library.

In conjunction with the open houses, an online survey was launched to gather input on the information that was provided in the presentation boards. We encourage those who have not completed the survey to provide their feedback. The survey is very brief and will only take about five minutes to complete. The survey will close on November 16, 2015 at 5pm. Please click the link to begin the survey: <http://bit.ly/1KoU6Mg>

Additionally, the results of the Getting Your Child to School Survey were posted online in the document library. Thank you to all those who provided feedback.

Updates to the site include:

- Survey Update: Getting Your Child to School (Document Library)
- Survey: Open House Feedback (News Item)
- Open House Presentation Boards (Document Library)
- Update on Richmond News Article (News Feed)
- Video Welcome Message from Board Chair (Home Page)

We hope that you will continue to be involved in this process as it unfolds over the course of the year. We will continue to use the input that you are providing to assist us in making decisions as we move forward. If you have additional questions or comments please feel free to use the "Ask a Question"

Communicate how input influenced decision

- Lean into principles
- Accountability – indicators staff had a role and had impact. Participants reported being better informed and understood complex issue. Relationships were improved in community and organization
- Transparency – provided consistent real time info, improved accessibility and legibility of reports and documentation through Engagement HQ
- Valued input – integrated into decision making to identify issues, when and how engagement activities were carried out

District scores high despite tough test

Dear Editor,

Richmond School District is facing a very difficult situation. In view of the declining enrollment in some of its schools, it may have to close a few of them. In this context, I had an opportunity to attend an open house on Oct. 20 at Blundell elementary school.

Three components impressed me in particular. First, I appreciate the way the school district has decided to seek feedback from the parents of the children of the schools that may be closed. This makes it a very fair process.

Second, I enjoyed the welcoming, open and respectful attitude of the school officials, trustees, senior staff, as well as student volunteers. They were very patient and understanding in answering questions from parents.

Third, I would like to commend the large number of parents especially from James Thompson elementary, my neighbourhood school, for taking the time to attend the open house. I am sure that at the conclusion of this process the trustees will make a decision that is in the best interests of the students, teachers, parents and the community.

Balwant Sanghera
Richmond

THANK YOU

<https://www.letstalksd38.ca/long-range-facilities-plan-school-closure-process>

For video see:
www.growpartnerships.com

