Strategic Priorities

Track 1
District Due Diligence
Facilities, Technology, Finance, etc...

Track 2
Board Briefings, Education & Updates
Process, Facilities, Finance, Research, Consensus, etc...

Track 3
Stakeholder & Opinion Leader Engagement
“People Support What They Help Create.”

Clifford Moss
Strategic Priorities

Track 1

**District Due Diligence**
Facilities, Technology, Finance, etc...

- **To Date:** Hired Election Consultant, Pollster, Bond Counsel, Fiscal Advisor Construction Managers (CMs) and Architects.
- **January:** Poll Results / 2016 Feasibility Update
- **February:** *Form Superintendent’s Advisory Council*
- **March:** Community Meetings – Facility NEEDS & Solutions
- **Spring:** Begin Citizen Oversight Committee Process
- **April:** Bond Plan Review - Board
- **May:** Community Consensus
- **June-Aug 12th:** Board Package Review, Action and Filing for the Election
Strategic Priorities

Board Briefings, Education & Updates
Process, Facilities, Finance, Research, Consensus, etc...

- November: Listening Tour Findings & Timeline Overview
- December: Finance Update
- January: Poll / 2016 Feasibility Update
- February: Spring Communications Update
- March: Facilities 1 - Issues
- April: Facilities 2 - Bond Plan Review
- Spring: Briefing - Citizen Oversight Committee Process
- May: Tracking Poll + Listening Work Culminates in Reaching Community Consensus
- June – Aug 12th: Board Package Review, Action & Filing
Stakeholder Engagement
“People Support What They Help Create.”

Listening →
continues throughout...

1. ASSESS & LISTEN
2. FEASIBILITY
3. LISTENING – Cont. + EDUCATION & PREP
4. CAMPAIGN

6 months
4-6 months
88 days to Election

Election Date
BOARD ACTION
People support what they help create.
Overview

Spring Public Engagement Plan:

1. Superintendent's Advisory Committee
2. Town Hall Events
3. Direct Mail
4. Online Visibility
5. Stakeholder Meetings – Round 2
7. Institutional Communications/Engagement
8. Ongoing Board Updates (at OUSD public Board meetings)
9. Other - TBD
1. Superintendent’s Advisory Committee

WHAT: **New** Listening/Engagement Tool. Sounding Board.
Size: 12-20 representing various perspectives.
Who: Ad Hoc, at Superintendent’s Invitation.
Schedule: 4 meetings over the next 4-5 months.

WINDOW: March – June, 2016 (4 Meetings Total)

DRIVER: Superintendent Christensen

BENEFIT: **Additional (new) listening tool.** Real conversations enroll stakeholders in thinking about OUSD facilities needs – and weighing in with candor and a problem solving orientation. *(People support what they help create.)*
2. Town Hall Events

When: March/April 2016
Where: OUSD High Schools
3. Direct Mail

Our Focus:
60,000+
Parent + Voter Households
4. Online Visibility with Message Discipline
5. Stakeholder Meetings – Round 2

**GOAL:** Engage stakeholders (particularly parents and school staff) at **EVERY** school site and at the District Office.

**WINDOW:** April – May (Round 2)

**DRIVERS:** School Site Principals + District Leadership

**BENEFIT:** Real conversations enroll stakeholders in thinking about OUSD facilities needs – and weighing in on why quality school facilities and education technology matter. (*People support what they help create.*)

**FALL REACH:** 1,432+

**STATUS:** Round 1 complete. Round 2 – April-May.
6. Opinion Leader Work - Continued

**GOAL:** Engage “opinion leaders” (*people of INFLUENCE, whether or not they have a title*) who we can learn from – or who simply need attention – long before we’re on the ballot.

**WINDOW:** *Ongoing throughout the spring*

**DRIVERS:** Superintendent Christensen, Principals & CliffordMoss

**BENEFIT:** Real conversations invite opinion leaders to think about the impact of OUSD facilities NEEDS and why quality schools matter. This is an optimal setting for candid exchange. *People support what they help create.*

**REACH:** 56+ and continuing...

**STATUS:** Listening/OL work continues.
7. Institutional Communications/Engagement

WHAT: New Listening/Engagement Tool. Sounding Board.
Who: Organizations and Associations
Schedule: We will be proactive. Results: TBD.
Approach: “win-win” with a spirit of goodwill.

Examples: OUSD Employee Associations, Community Groups, Local Realtors Assn., Measure K Large Contributors, etc.

WINDOW: April – June, 2016

DRIVER: Superintendent Christensen, Staff & Consultants

BENEFIT: Additional (new) listening tool. Real conversations with institutional stakeholders weighing in with candor and a problem solving orientation. (People support what they help create.)
8. Board Updates – Public Board Meetings

WHAT: CONTINUING Listening/Engagement Tool

Who: The Public is Always Welcome at Board Meetings

Approach: Transparent Reporting on Progress Forward

WINDOW: Monthly

DRIVERS: TEAM EFFORT

BENEFIT: An open transparent planning process guided by the Board enrolls stakeholders in thinking about OUSD facilities needs – and weighing in on why quality school facilities and education technology matter. (*People support what they help create.*)
On The Horizon

FEASIBILITY

1. LISTEN + EDUCATE + PREP
   - 6 months

2. Tracking Poll
   - LATE MAY

3. PACKAGE REVIEW
   - SUMMER
     - Project List
     - Financials
     - Ballot Question
     - Resolution

4. BOARD ACTION
   - 4-5 months

Election Date
   - 88 days to Election

We are Here!

Listening
Wrap Up

Board Q&A Discussion

Next...

March:  Facilities Focus
Ongoing: Public Engagement!
        Monthly Board Updates