



Mountain View  
Whisman  
School District

# Communication: COVID-19 considerations

May 4, 2020





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School District

# Communications: Guiding Principles from Strategic Plan

# Strategic Plan 2021

## GOAL 3: INCLUSIVE & SUPPORTIVE CULTURE

1. Goal Statement: Every student, staff, family, and community member will feel valued and supported while working, learning, and partnering with MVWSD.
  - a. Strategy 3.1 Provide clear and positive communication to all students, staff, families, and community members.

# Strategic Plan 2021

## Goal 3.1a

Consistent expectations for internal and external communications

Provide professional development to all staff on expectations for internal and external communications

## Goal 3.2

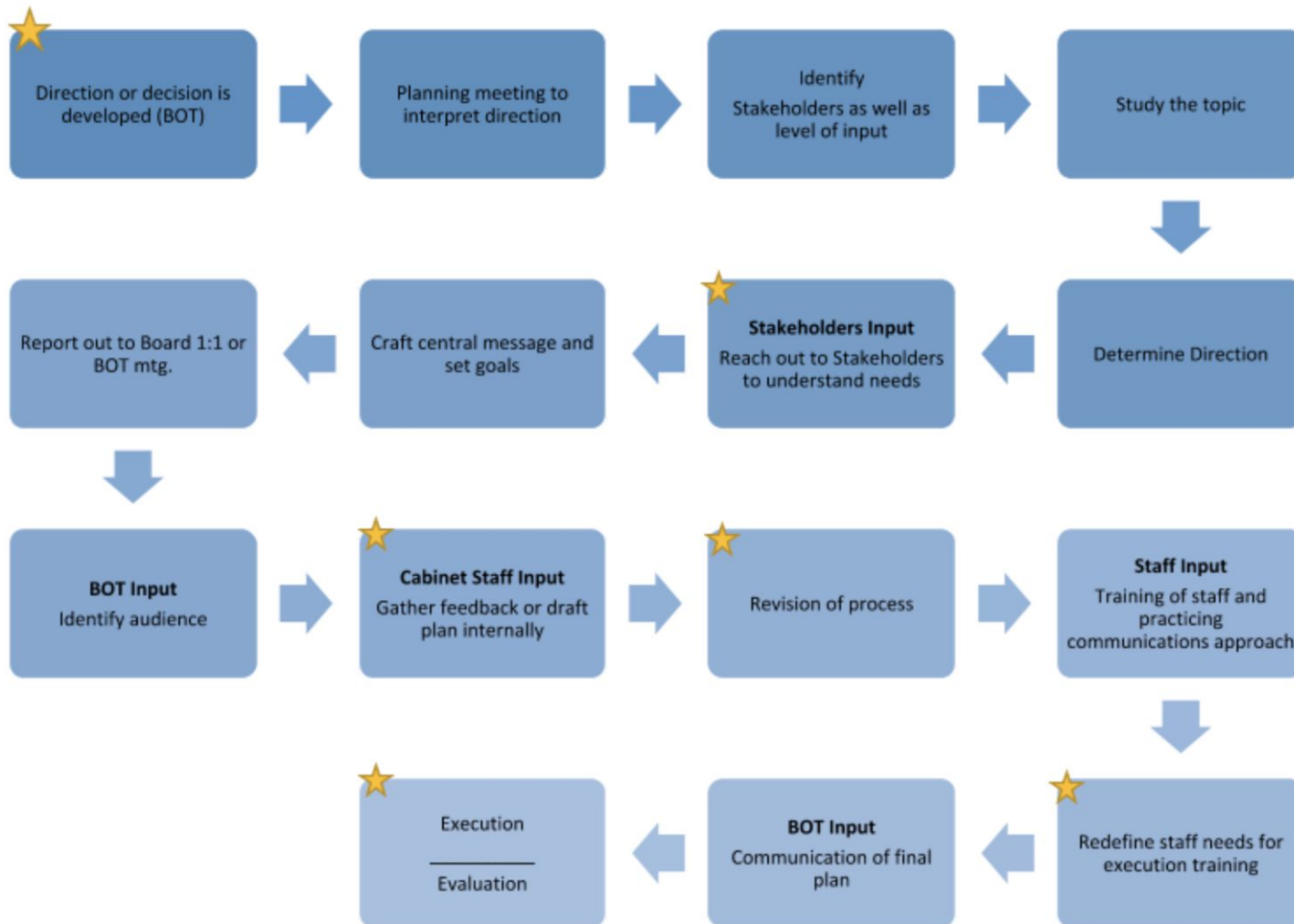
School and district-based staff will have a common approach for communication and information sharing internally as well as externally



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# Communication Algorithm

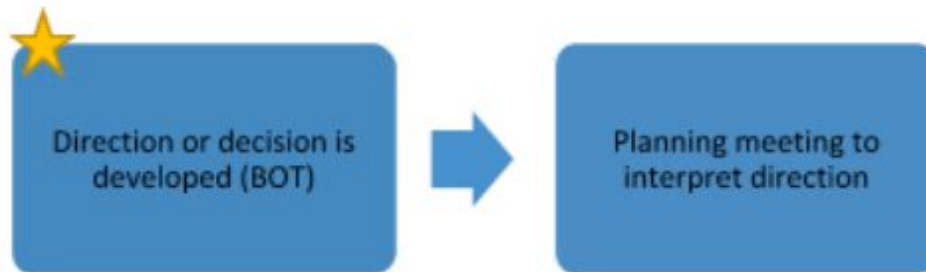
# District wide communication roll-out



# Communication rollout - Stages

## Stage 1: Direction and decision developed

- BOT direction to implement a plan of action for work around the Census



## Stage 2: Planning meeting to interpret direction

- We will use District resources to communicate the importance of the Census to all constituents, especially vulnerable families

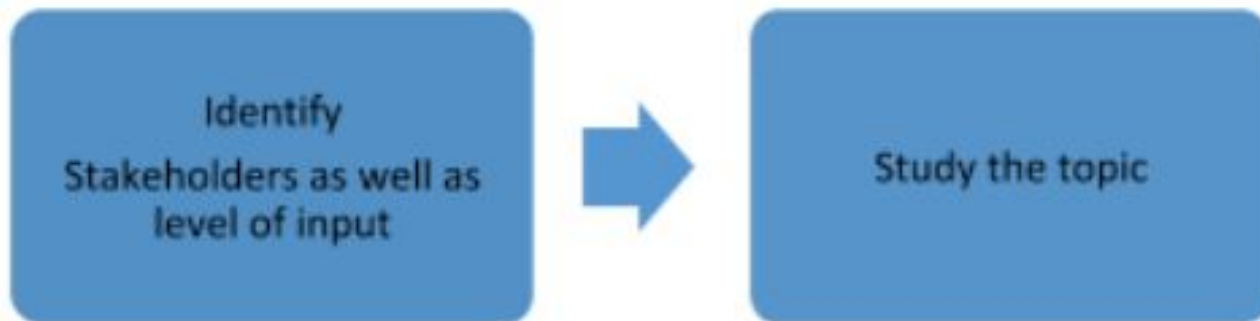
# Communication rollout - Stages con't

## Stage 3: Identifying target stakeholders

- Possible target audiences
  - methods for communication
- Evaluation of materials

## Stage 4: Study the topic

- Presentation from Raymond Mueller
- Benchmarking other district actions
- Reviewing census toolkit





# Communication rollout - Stages con't

## Stage 5: Determine Direction

- The District, each of its departments, and sites will take the lead in disseminating information
  - Principal, SCEF, Secretary, Clerk training is needed



## Stage 6: Gather Stakeholder input

- Set up professional development for all Directors, SCEFs, Administrators, Secretaries and Clerks
- Gather feedback about the needed supports



# Communication rollout - Stages con't

## Stage 7: Craft Central Message

- It is critical that everyone fills out the Census. It helps to determine funding for all students.
- No information from the Census will be shared with the government (Title 13)

Craft central message and set goals

## Stage 8: Report out to Board

- 1:1 meetings discussing what we are doing for the Census
- Collect informal feedback from questions to “path check”

Report out to Board 1:1 or BOT mtg.

# Communication rollout - Stages con't

## Stage 9: Identify Audience

- BOT input on target audience
  - At-Risk populations
  - Suggested formats for outreach
- Discuss the topic with various advisory groups
  - DAC, DELAC, MVEF, PTA presidents

## Stage 10: Gather feedback on Draft plan

- Input point for Cabinet, discussion on the process and the methods for broadcasting information



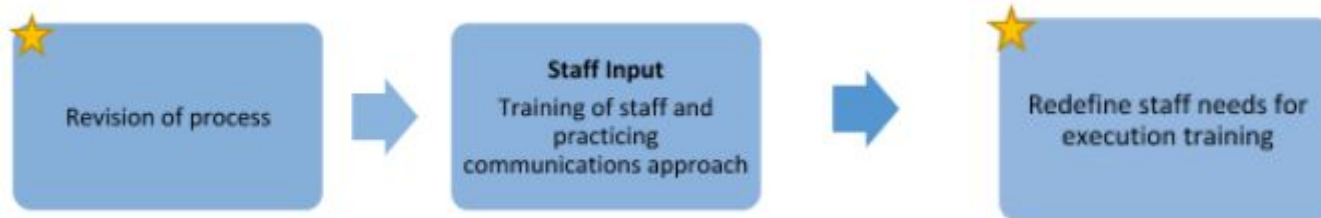
# Communication rollout - Stages con't

## Stage 11-12: Revision of process, training of staff, practicing communication

- Bring final items to LT
- Review presentation
- Address questions
- Practice “Toss-up drill”

## Stage 12: Finalize / Redefine staff needs for execution

- Release final packet to all stakeholders
- Distribute materials
- Review media packet
  - Determine the cadence of media messages



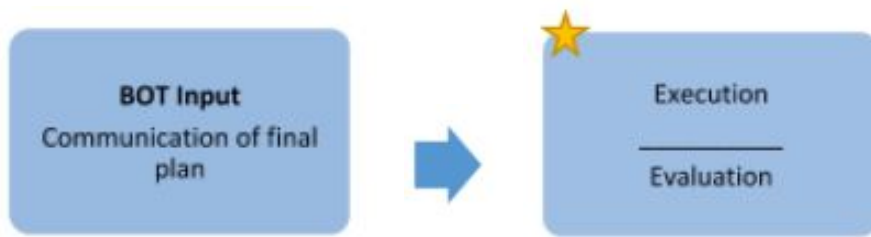
# Communication rollout - Stages con't

## Stage 13: Communication of Final plan

- Board of Trustees meeting with Raymond Mueller
- Trustee resolution

## Stage 14: Execution and Evaluation

- Implementation of Census materials
- Use informal stakeholder meetings to communicate messages
  - Saturday with Supt, Coffees, Cafecitos, Staff meetings
- Continue to collect feedback from sites to adjust the course of action





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# Considerations

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1. The algorithm, which was developed this year, enables us to increase our success and present a unified message
  - Key to success is multiple check-in points with various stakeholders
2. Board direction and feedback guides the development of the final plan of action

# Considerations - COVID-19

COVID-19 closure has altered what we communicate and how

## Goals of Communications under COVID-19

- Engage stakeholders (parents, students, staff) with communications resulting in understanding and confidence in MVWSD's distance learning plan.
- Reestablish parent and stakeholder feedback loops that existed under a traditional format.
- Recognize, appreciate and thank parents and community members who are integral partners during this time.



# COVID-19 Key Messages

- How the District is supporting students
- How parents are being engaged and supported
- How staff members are being supported
- Highlights of the Distance Learning Plan
- Aspects of COVID-19 time and its impact on the District and community as a whole

# COVID-19 Communication Strategies

- Not more volume of information, but increased frequency of key messages and consistent delivery
- Deliver information from the inside out - keeping internal stakeholders informed and helping them understand their role in communication, e.g., site administrators
- Breaking information into bite-sized bits for parents to increase understanding
- Ensure that the new method is best suited for the audience

# Adaptations To Our Approach

- We looked at each method used before March 13, and created its online equivalent and added new aspects

## Highlights of changes

- Leverage technology to create interaction and get feedback
  - Zoom - check-ins, cafecitos, focus groups, committee meetings

# Adaptations To Our Approach

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM			
2020-21	S	M	T	W	TH	F	S	S	M	T	W	TH	F	S	S	M	T	W	TH	F	S	S	M	T	W	TH	F	S	S	M	T	W	TH	F	S	S	M				
May 20						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
Jun 20		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30										
Jul 20				1	2	3H	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31							
Aug 20							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				
Sep 20			1	2	3	4	5	6	7H	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30									
Oct 20					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31						
Nov 20	1	2	3	4	5	6	7	8	9	10	11H	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26H	27H	28	29	30											
Dec 20			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23H	24H	25H	26H	27	28	29	30	31H								
Jan 21						1H	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18H	19	20	21	22	23	24	25	26	27	28	29	30	31					
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Mar 21		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31									
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May 21							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31H				
Jun 21			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31								

**Events:**

Board Meetings 2x month 6 pm	Check in community mtg. 3:30 pm	Superintendents school coffee 2x month 9:30 am	Dept./School Lunch 2x month 12 pm
DO Staff Mtg 2x a month 9:30 am	Cafecitos every other month 5:30 pm	May 12 - Crittenden, Graham	May 15 Vargas
Huddle weekly 3:30 pm	Cabinet weekly on Monday's 1-4 pm	May 19 - Stevenson, Bubb, Huff	May 29 Theuerkauf
Sat. w/Supt 1x month 10:30 am	Office of the Supt. weekly 10 am	June 9 - Landels, Vargas	June 12 Stevenson
		June 23 - Monta Loma. Theuerkauf	June 26 Technoloav

# Adaptations To Our Approach

- Continue to release information, but more creatively visual and include feedback
  - Weekly newsletters, infographics, notes with lunch distribution, SchoolMessenger, emails to parents/staff
  - Website
    - Schools' Digital Dashboards
    - New webpage sections
    - [www.mvwsd.org/coronavirus](http://www.mvwsd.org/coronavirus)
    - [www.mvwsd.org/distancelearning](http://www.mvwsd.org/distancelearning)

# Adaptations To Our Approach

- Continue to use innovative tools for communication
  - Videos, social media posts, signs around the community
  - Include requests for feedback in social media (ex: Tip of the Day- “What works for your family?”)
- Greater emphasis on our employees
  - Leveraging key front line staff members for communication - SCEFS, Secretaries, Principals, Clerks, At-Risk

# Initial metrics of COVID communications

Facebook reach

Comparing April (blue) with Feb (gray)





# Initial metrics of COVID communications

Video is powerful - most effective post based on engagements and reach

**Mountain View Whisman School District**  
Published by Shelly Hausman [?] · March 18 · 🌐

How #MVWSD is caring for families during COVID-19 school closure.

**FREE MEALS**  
Included:  
Lunch &  
Breakfast

**Gabriela Mistral Elementary School**  
505 Escuela Ave  
Mountain View, CA 94040  
Monday - Friday  
11:30am - 1pm

at Gabriela Mistral Elementary School, in the parking lot from

YOUTUBE.COM  
**Coronavirus: MVWSD meals, Chromebooks, schoolwork packets** [Learn More](#)

**2,734**  
People Reached

**410**  
Engagements [Boost Again](#)

Boosted on Mar 20, 2020 Completed  
By Shelly Hausman

People Reached	<b>2.4K</b>	Link Clicks	<b>125</b>
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# Concluding Thoughts

- It's new. We'll continue to refine our approach as we get feedback (both quantitative and qualitative data)
- Adaptations are good, but we miss in-person contact
- Changing landscape of school closures
- Doing a lot with a little. These efforts (i.e. content creation) are time consuming



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# Questions

# Additional Board of Trustee meetings

The Board indicated that it would like to have meetings during the summer.

In order to plan appropriately, is the intent to have regular board meetings, retreats, study session or any combination?