



Guide to School— Community Relationships

VOLUME 1 | OVERVIEW



Division of Strategic Communications
WICHITA PUBLIC SCHOOLS | 2021-2022 EDITION

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WICHITA PUBLIC SCHOOLS DISTRICT OVERVIEW

Vision

Wichita Public Schools will be the district of choice in our region where all students are empowered to dream, believe and achieve.

Mission

Wichita Public Schools prepares all students to achieve college, career and life readiness through an innovative and rigorous educational experience.

Shared Beliefs

The shared beliefs of our district guide the work we do every day. All stakeholder relationships with Wichita Public Schools should be guided by these shared beliefs. For a full explanation of each belief area, please visit www.usd259.org/futureready.

- Student Success
- Safety and Belonging
- Family and Community Collaboration
- Visionary Leadership
- Civic Engagement
- Equity and Diversity

Long-Term Goals

To prepare all students to be future ready and empower them to dream, believe and achieve, Wichita Public Schools is in relentless pursuit of four long-term goals that will change the trajectory for our students.

- **Increase the high school graduation rate:** By 2023, high school graduation rates will increase from 74% to 80%.
- **Increase 3rd grade reading proficiency:** By 2023, 3rd grade reading proficiency will increase from 21.93% to 44% on the Kansas State Assessments.
- **Increase certifications and college credits:** By 2023, 70% of seniors will graduate with a diploma and one or more market value assets.
- **Ensure that schools are trusted as safe places:** By 2023, an approval rate of 90% or higher from staff, students and parents will be achieved and maintained in all safety categories.

Strategic Themes

Our plan to ensure all students are future ready will be shaped around seven strategic themes. The annual objectives and action items established within each theme will challenge the district community to stretch further and think differently about the work we must do to support and inspire our students. All stakeholder relationships should help the district accomplish one of the four long-term goals and/or the objectives identified in each strategic theme. For a full description of each theme, please visit www.usd259.org/futureready.

- Ensure Success for All Learners
- Prepare for College and Career
- Support the Whole Child
- Invest in Staff
- Engage Families and Community
- Communicate to Build Trust
- Align Resources and Infrastructure

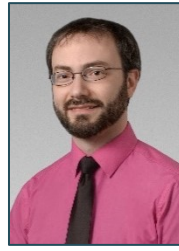
Board of Education



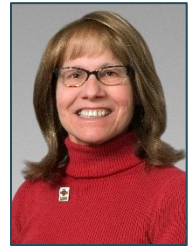
Dr. Alicia Thompson
Superintendent



Sheril Logan
At-Large Representative



Ben Blankley
District 1



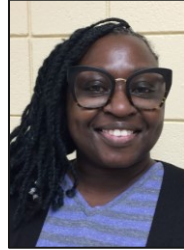
Julie Hedrick
District 2



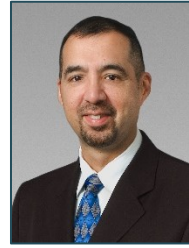
Ernestine Krehbiel
District 3



Stan Reeser
District 4



Mia Turner
District 5



Ron Rosales
District 6

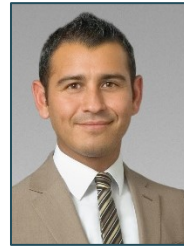
District Leadership Team



Dr. Alicia Thompson
Superintendent



Gil Alvarez
Deputy Superintendent,
Secondary Schools



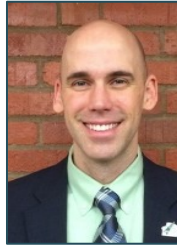
Fabian Arnedariz
Division Director,
Operations



Terrell Davis
Executive Director, Public
Affairs and Special Projects



Robert Dickson
Chief Information Officer



Vince Evans
Assistant Superintendent,
Student Support Services



Sean Hudspeth
Chief Human
Resources Officer



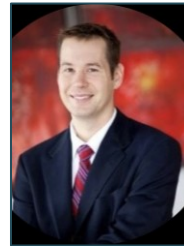
Michele Ingenthron
Assistant Superintendent,
Elementary Schools



Wendy Johnson
Strategic Communications



Amanda Kingrey
Assistant Superintendent,



Daniel Lawrence
Chief Legal Counsel
Secondary Schools



Terri Moses
Division Director, Safety
and Environmental Resources



Luke Newman
Division Director, Facilities



Susan Willis
Chief Financial Officer

WICHITA PUBLIC SCHOOLS 19 | 20 | DISTRICT AT-A-GLANCE

Wichita Public Schools prepares all students to achieve college, career and life readiness through an innovative and rigorous educational experience.

Here's a by-the-numbers look at how we do that every day:



903 S. Edgemoor St.
Wichita, KS 67218

(316) 973-4000
usd259.org



WICHITA
PUBLIC SCHOOLS®

87% of our \$661 million operating budget **DIRECTLY BENEFITS** students, their classrooms and our schools.





 NEARLY
4,300
VOLUNTEERS
SERVE IN OUR
SCHOOLS

25 CTE
(CAREER & TECHNICAL EDUCATION)
PATHWAYS
IN 7 CAREER AREAS



On average, our district
serves more than
 **46,000**
meals during breakfast
and lunch each day.

100+
OPPORTUNITIES
TO EARN
COLLEGE CREDIT

 **\$654** MILLION
SCHOOL BOND
IMPROVEMENTS

 ACROSS WICHITA SINCE 2000

 Students have the
 opportunity to
 earn **INDUSTRY**
CERTIFICATIONS
 while in high school.

Our
buses
traveled 
**7.9 MILLION
MILES**
during the 17-18
school year.

WHICH IS NEARLY
320 TRIPS
AROUND THE WORLD

Connect
with WPS

 wchitapublicschools

 @wichitausd259

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INTRODUCTION TO SCHOOL-COMMUNITY RELATIONSHIPS

Parents, community organizations, and businesses are key partners in ensuring student success, and we encourage everyone to contribute to the important work we do to prepare students for their futures. Because there are many ways to collaborate with the district and its individual schools, we have developed some definitions to communicate better using shared vocabulary.

1. **Strategic Partner:** Community organization or business that has a *defined, on-going relationship* with an individual school, department/division, or the district. There are *established, measurable outcomes* that are *evaluated regularly* (annually at minimum) and *directly relate* to one or more of the district's *long-term goals or strategic themes*.
2. **Community Supporter:** Community organization or business that has an *on-going relationship with a specific school(s)*. The relationship is *mutually beneficial* but may not include measurable outcomes or a direct tie to strategic, long-term goals. Continued relationships are discussed at least annually based on mutual satisfaction.
3. **Friend of the School:** Community organization, business or individual that *provides donations of goods or services* to support students and/or teachers at a specific school(s).
4. **Volunteer:** An *individual who gives their time* to support Wichita Public Schools without receiving a financial benefit. Volunteers may or may not be associated with one of the above categories. All individuals who are or could be interacting with students for whom they are not a caregiver on school grounds or during a school-sponsored field trip are considered volunteers.

In all of the School-Community Relationship Guides, we use the generic terms “partners” and “partnerships” to refer to any of the four categories above. This does not mean we are only talking about Strategic Partners unless identified as such.

We welcome quality, focused collaboration with community organizations, businesses and individuals—so long as the primary purpose of those collaborative efforts aligns with the priorities set forth by the district and the Kansas Department of Education.

The Strategic Communications team will evaluate all potential partnerships through the lens of the following: needs of both parties, available resources at the school to implement and oversee the type of partnership identified, available resources of the organization and alignment to long-term goals and strategic themes. A school may have more than one partner; an organization may partner with more than one school; and any size business or organization can make a difference. ***Building administrators have final say in all relationships established at their schools.***

All grade levels, Pre-K-12, at all Wichita Public Schools benefit from having community members engaged in their schools. The time commitment is flexible, ranging from implementation of annual activities to opportunities for involvement on a weekly or monthly basis to contributing financial resources.

Want to talk about next steps to helping make Every Student Future Ready?

Consult the Guide to School-Community Relationships volume that addresses your specific needs. All volumes of the guide can be found in the Volunteer Coordinator Microsoft Team.

- Volume 2 | District Employee Guide
- Volume 3 | Community Partner or Supporter Guide
- Volume 4 | Volunteer and Parent Guide

OUTLINE OF ROLES AND RESPONSIBILITIES

The Strategic Communications Division

The Strategic Communications Division is a district division that, among other roles, supports buildings in their efforts to cultivate and maintain meaningful relationships with local businesses, community organizations and faith-based groups to support student achievement.

The Strategic Communications Division can help district employees:

- Brainstorm and identify prospective partners that match building and classroom needs
- Facilitate meetings with potential partners
- Suggest strategies for nurturing and strengthening partnerships
- Assist Site Coordinators with best practices for recruiting, recognizing and retaining partners
- Recognize your partners' contributions on the District website and through social media outlets
- Provide tools, resources and training for site coordinators or building leaders for partnerships

The Strategic Communications Division can help community partners:

- Brainstorm and identify ways to work with schools, divisions, or the district
- Facilitate meetings with appropriate district personnel to discuss partnership ideas
- Provide guidance on the best way(s) to reach school audiences
- Develop partner agreements that formalize responsibility and accountability measures

The Strategic Communications Division can help tell your stories:

- Connect to us on Facebook, Twitter and Instagram; we'll re-share your content when relevant
- Use the district's hashtags: #WSProud and #WPSFutureReady to connect your stories to ours

*Remember: the Strategic Communications Division is here to assist you with cultivating and maintaining lasting and meaningful school-community relationships.
Please contact us with any questions or needs you may have.*

Volunteer Approval Process

Those individuals wishing to volunteer with Wichita Public Schools must fill out the Volunteer Registration Form found at www.usd259.org/volunteerregistration. If the form is needed in Spanish or Vietnamese languages, visitors can use the "Translate" function at the top of the page. If a volunteer doesn't have regular computer access to complete it, a PDF version can be found in the Team resources file folder. Volunteer coordinators are asked to then enter the information into the online form for accuracy.

Nationwide background checks will be run on all volunteers* to ensure the safety of our students and staff at all times. Once a volunteer is cleared and approved, the school(s) indicated by the volunteer are notified and they work with the volunteer for proper training and placement in the building.

Volunteer training is available as requested through the Strategic Communications office. Additional information for volunteers can be found in the Parent and Community Volunteer Guide.

** One-off classroom speakers, Rotary RIF readers and similar visitors who will never have unsupervised interactions with students do not need to register but MUST check in through HallPass every time they visit a school.*

COMMONLY USED ACRONYMS AND DEFINITIONS

Like most industries, the education system and each district has certain jargon and acronyms that employees will use. You may see or hear some of the below frequently in your work as a volunteer or partner organization. If you are ever unsure what someone is talking about, please ask! We value learning for all people of all ages at all times.

ACHIEVE	Behavior management approach (Activity, Conversation, Help, Integrity, Effort, Value, Efficiency) – Used in Secondary Schools
AMAC	Alvin E. Morris Administrative Center, district's main office
BOE	Board of Education, elected leaders who govern the district
CHAMPS	Behavior management approach (Conversation, Help, Activity, Movement, Participation, Success) – Used in Elementary Schools
CST	Child Study Team: counselors, social workers, psychologists and other staff who support student needs at buildings
DD	Developmentally Delayed
DHH	Deaf & Hard of Hearing
DLT	District Leadership Team
ED	Emotionally Disturbed
EEO	Equal Employment Opportunity
ELL	English Language Learners
ESOL	English for Speakers of Other Languages
FE	Family Engagement
HR	Human Resources
IEP	Individual Education Plan
IPOS	Individual Plan of Study
IST	Information Services & Technology Department
JFISC	Joyce Focht Instructional Support Center
KESA	Kansas Educational Systems Accreditation
KSDE	Kansas Department of Education
LMS	Library Media Service
LS	Learning Services
MES	Multilingual Education Services
MTSS	Multi-Tiered System of Supports
PAT	Parents as Teachers
PIF	Pupil Information Form
PTO	Parent Teacher Organization
PTR	Parent Teacher Resources
SECD	Social and Emotional Character Development
SEL	Social Emotional Learning
SPED	Special Education
SRG	Standards Referenced Grading
SRO	School Resource Officer
SSC	School Service Center
VSC	Volunteer Site Contact
WPS	Wichita Public Schools

SCHOOL VOLUNTEER CONFIDENTIALITY AGREEMENT

Wichita Public Schools—USD 259

What is FERPA?

The Family Educational Rights and Privacy Act (FERPA) is a Federal law that protects personally identifiable information (PII) in students' education records from unauthorized disclosure.

FERPA includes provisions allowing students' PII from education records to be disclosed without the prior written consent of parents, if the disclosure meets the criteria for one of the permitted consent exceptions.

The school official exception allows educational agencies to share PII from education records without consent with volunteers, as long as certain additional requirements are met.

The FERPA statute is codified at 20 U.S.C. § 1232g, and the FERPA regulations are found at 34 CFR Part 99.

Acknowledgement of Volunteer Responsibilities under the Family Educational Rights and Privacy Act (FERPA)

Introduction

You have volunteered for Unified School District No. 259, Sedgwick County, Kansas (Wichita Public Schools) to perform services that require you to access and use personally identifiable information (PII) from students' education records. Your access and use of the PII is governed by the Family Educational Rights and Privacy Act (FERPA).

FERPA requires the school or school district to maintain "direct control" over your use and maintenance of students' education records and to use reasonable methods to ensure that you obtain access to only those education records in which you have an educational interest.

If you have any questions about information in this document, they should be directed to the District's Strategic Communication office, Jennifer Hartman, 316-973-4515.

What should I do to protect student PII from education records under FERPA?

It's important that you take the following steps to protect student privacy:

- Do not disclose the PII to another party (except back to the School). The PII must not be shared with unauthorized users, and it must be protected from inadvertent disclosure due to careless handling.
- Do not use the PII for other purposes. The PII has been provided only for you to perform the volunteer service for which the school provided you the information. It should not be used for other purposes.
- Do not keep the PII after you complete your volunteer service. Destroy or return the PII to the school after completion of the service that you provided.

The undersigned acknowledges that he or she has read, understands, and will uphold all responsibilities as outlined in Acknowledgement of Volunteer Responsibilities under FERPA.

(Print name)

(Name of school or district division serving)

(Signature)

(Date)

REFERENCES

School PR communicators share resources on a regular basis. In creating this guide, we researched current practices at school districts and used the following as references in adapting our materials:

- Albuquerque Public Schools
- Austin Independent School District
- Baltimore City Schools
- Coalition for Community Schools at the Institute for Education Leadership
- Fort Worth (TX) Independent School District
- Guilford County Schools
- Houston (TX) Independent School District
- Jackson Public Schools
- Milwaukee Public Schools
- Minneapolis Public Schools
- Palm Beach County (FL)
- Providence Public School District
- Suffolk Public Schools
- Wake County Public Schools (NC)
- Youth Development Executives of King County



Updated October 15, 2021