Montclair Public Schools

“Working Together to Inspire Excellence”

Montclair Public Schools
Office of School/Community Relations
Communications Action Plan
(Strategic Planning)
2009-2012

Dr. Frank R. Alvarez,
Superintendent

Ms. Felice A. Harrison,
Director – School/Community Relations
Montclair Public Schools
Office of School/Community Relations

1. To improve *Academic Achievement* for all students through the use of *differentiated instruction* and *performance assessment* to address diverse learning needs.

2. To continue to achieve *Equity* and improve *Efficiency* in all programs and services in an effort to serve all students more effectively.

3. To promote *Community Engagement* in examining implications and needs related to *emerging educational issues*. 
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Office of School/Community Relations
“OSCR”

Ms. Felice A. Harrison,
Director – School/Community Relations

Mrs. Jo Ann Monahan,
Registrar

Ms. Laura Federico,
Information Coordinator

Mrs. Karen Bell,
Secretary

Ms. Sue Young,
Webmaster
Consultant
• “Community” Partnerships

• Organization/Committee Networks

• Initiatives and Activities

• Public Information/Communications
Montclair Public Schools
Office of School/Community Relations

“Community” Partnerships

- Montclair Fund for Educational Excellence (MFEE)
- Health & Wellness Partnership
- PTA Council
- Early Childhood Agencies/Programs – Pre-K Articulation
- Montclair State University (Network for Educational Renewal, Executive & Operations Committee, Teacher Education Policy Committee, and Alumni Association)
- Magnet Schools of America
- Montclair Police Department and PAL (Police Athletic League)
- YMCA

and others ….
“Community” Partnership:
• Network for Educational Renewal (NER)
• National Network for Educational Renewal (NNER)

The goal is to set opportunities for research, scholarship, and advancement in the field of educational study.

Participation
• 2009 Summer Symposium
• 2009 Annual Conference

“One might also ask the question, ‘Whatever happened to the idea that public education is the essential starting point for addressing the well-being of democracy?’ ”

“There is only one institution with the capacity to provide the education necessary to the existence and renewal of a democratic public – the common school.”

from John Goodlad, Education and the Making of a Democratic People
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Office of School/Community Relations

Organization/Committee Networks

- Kirwan Institute—Ohio State University; School Integration Task Force
- New Jersey Public Schools – Public Relations Consortium
- District Homeless Liaison
- Township of Montclair
  - Department of Citizen Services
  - Youth Advisory Commission
  - Montclair Community Intervention Alliance (MCIA)
  - 4th Ward Community Meeting
  - Safe Routes to Schools Initiative
- NAACP (Education Sub-Committee)
- Montclair Environmental Commission
- PSE&G (Family Assistance)
- Programs for Parents
- Grass Roots

and others ....
Organization/Committee Networks

Kirwan Institute – Ohio State University; School Integration Task Force

The School Integration Task Force, comprised of community members, consultants and district staff was assembled and charged with examining current practices and;

(1) To consider whether and to what extent Montclair’s school integration plan is affected by the Supreme Court ruling in Parents Involved in Community Schools vs. Seattle (2007) (“PICS”), which impacted the ability of school districts to solely consider race in student assignment policies;

(1) To ensure that the MPS school integration program both complies with our state order from the Commissioner of Education to maintain integrated schools, as well as applicable federal and state laws; and

(3) To ensure that the district meets these goals in a manner consistent with its mission to promote the academic, social and artistic development of students who as a whole will be accountable for their ongoing learning, value initiative and diversity, achieve the requirements of the New Jersey Core Curriculum Content Standards at all grade levels, and are able to contribute meaningfully to the ever-changing global society.

The board will review the recommendations from the Task Force and, upon approval, direct the superintendent to modify all current freedom of choice and school assignment procedures (see R-5117) to conform to these guidelines and which become effective for the 2010-11 school year.

Detailed information is available in the minutes from the 1/11/10 BOE meeting. (Proposal; Pending Approval)
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Office of School/Community Relations

Initiatives and Activities

- **On-line Student Registration Initiative**
- Kindergarten Focus Groups
- School Tours (materials) and Parent Tour Orientation Training
- **Residency Issues / Non-Residency Hotline**
- China Initiative (2008-09)
- True Blue Spirit-2010 (projected)
- Special Projects <Youth Explosion Concert & Art Exhibition
  <Arts Initiative
  <DVD-History of Montclair’s Magnet System-Distribution
  <May In Montclair
  <Montclair African American Heritage Parade and Festival
- Superintendent’s Board Presentations/Awards/Recognitions
- Coffees with the Superintendent
- Summer Camps (The Work-Family Connection)

and others ....
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Office of School/Community Relations

On-Line Student Registration

• Go to: www.montclair.k12.nj.us
• Click on (at the top): Forms
• Complete the Form and download
  OR
• Print out the Form, type or write the information
  OR
• Complete the Form at the time of Registration Week

March 8-12, 2010
Monday through Thursday 1:00 p.m. to 8:00 p.m.
Friday 1:00 p.m. to 5:00 p.m.
Activities

Non-Residency Exclusions

- 2005-2006: 73
- 2006-2007: 58
- 2007-2008: 44
- 2008-2009: 45
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MONTCLAIR PUBLIC SCHOOLS NON-RESIDENCY HOTLINE

(Anonymous Reporting of Suspected Non-Residents)

973-509-4128

Instructions:
1. Call 973-509-4128 to anonymously report the suspected non-residency of a student attending the Montclair Public Schools.
2. Speak clearly and leave as much detailed information as possible. (i.e., address used in Montclair, name of student/family, out-of-district address, telephone numbers, etc.)
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Activities

Non-Residency Stats

• 2008-2009
  Reported: 142
  Cleared: 87
  Excluded: 45
  Pending: 10
  Anonymous Hotline: 17

• 2009-2010 (as of 1-29-10)
  Reported: 101
  Cleared: 44
  Excluded: 22
  Pending: 11
  In Process: 24
  Anonymous Hotline: 12
Public Information/Communications

- **Communications Sub-Committee**
  - Community Newsletter *(Data and Information Support)*
  - Press Releases
  - Superintendent’s Bulletins *(Data and Information Support)*
  - Website Updates and Feature Articles
    - The Media
    - Newspapers
  - District Calendar of Events and Activities
  - Posting/Distribution Approval of Notices
  - Roundtables *(Preschools, Realtors, Businesses)*

and others ....
Montclair Public Schools
Communications Sub-Committee Members

• District – *Felice A. Harrison*, Director-School/Community Relations
  – *Laura Federico*, Information Coordinator
  – *Maria Narciso*, Technology Coordinator
• BOE Members – *Shirley Grill*, Vice-President
  – *Leslie Larson*
  – *Ronald Riddick*
• PTA Council – *Masiel Rodriguez-Vars*
  – *Debbie Villarreal-Hadley*
• MFEE – *Lois Whipple*, Executive Director
• Realtors – *Ceil Adkins*
• Consultant – *Sue Young*, Webmaster Consultant
• Community – *MaryAnn Higgins*
  – *Stacey Bender*

Other voices shall be added as necessary
By January 2010, a comprehensive three (3) year communications plan will be developed for the 2009-2012 period. The plan will provide for the implementation of effective communication strategies to the school community as well as the broader community.
Montclair Public Schools
Communications Action Plan

VISION

The BOE believes that school district community relations is not solely an information program but encompasses all aspects of the schools’ relationship with the total community.

(MPS: Goals and Objectives P-1000)

MISSION

To provide for effective communication to the school community as well as the broader community.
Montclair Public Schools
Communications Action Plan
GOALS

• To support the BOE and Superintendent in their commitment to the shared vision, mission, and goals of the district by clearly communicating with staff, parents and community.

• To develop effective communication strategies to enhance the accuracy and timeliness of information to the schools and larger community.

• To improve and or redesign the website to create a clear and consistent message (branding) for the Montclair Public Schools.

• To ensure an effective two-way communication system between the district and its stakeholders (students and families, employees, and the larger community).

• To implement a process for providing information to the media.

• To build partnerships with key stakeholders and public school advocates (ambassadors) to promote the Montclair Public Schools’ “best practices,” and to expand upon educational opportunities and resources in meeting the needs of students.
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Communications Action Plan

(Development of a comprehensive three-year communications action plan)

Highlights:

• Re-established Communications Sub-Committee

• Roundtable Discussions
  - Early Childhood Educators
  - Realtors
  - Businesses

• Website Redesign
  - Website Updates and Feature Articles
  - “Let Us Contact You” Feature
  - Streamline District-wide and School-based Reporting of Activities, Events, and Recognitions
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Communications Action Team

• Businesses
• College/University
• Community
• Consultants
• District Departments
  • Early Childhood Programs
  • Faith-based Organizations
  • Health & Wellness
• Media
• Montclair Art Museum
• Montclair Board of Education
• Montclair Fire Department
• Montclair Fund for Educational Excellence
• Montclair Police Department
• Montclair Public Library
• Montclair Township Council
• PTA Council
• Realtors
• Salvation Army
• Schools
  • Special Education Parent Advisory Council
  • Student Support Groups
• United Way of North Essex
and others…