Montana

Office of Public Instruction

ESSER Guidance Sessions – November

Meaningful Stakeholder Consultation and Communication

Prepare, Prevent, and Respond

November 16, 2022

Speakers

Wendi Fawns, ESSER/EANS Director
wendi.fawns@mt.gov or 406-437-8595

Rebecca Brown, ESSER Program Manager
rebecca.brown@mt.gov or 406-444-0783

Goals For This Session

- Who Are Your Stakeholders?
- Consulting Stakeholders
- Communicating Out to Stakeholders
  - Why: Compliance and the Cliff
  - How: Style and Structure/Content
  - Where: Target Audience and Avenues
- Wrap-Up and OPI Resources
- Q&A

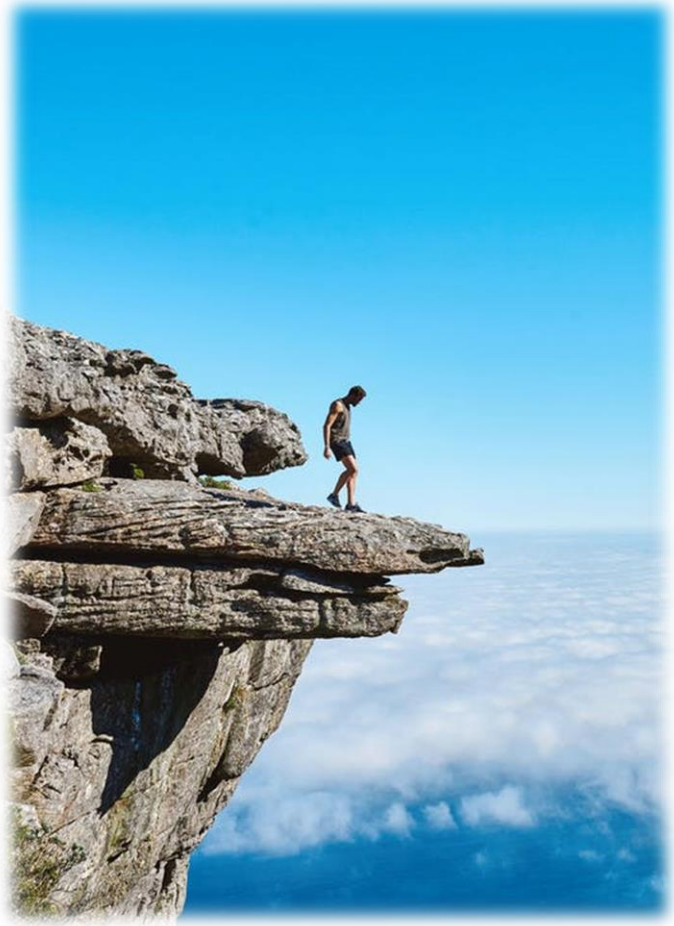
Who Are Your Stakeholders?

- School Staff
- School Board
- Students
- Parents
  - Booster club, parent/family committee
- Community Organizations
  - 4-H
  - Key Club
  - Rotary Club
  - Local Churches or Restaurants
  - Other Guilds or Unions in your community
  - Mayor’s Office or Chamber of Commerce

Consulting Stakeholders

- Community Survey
  - Ask: What are issues your community views as important?
  - Ask: What are ideas your community has for improvement?
  - Suggest some ideas or solutions and ask for community feedback/opinions on those.
- Open House
  - Invite community members to tour existing facilities and offer ideas or feedback.
- Town Hall
  - Host a gathering where community members can discuss ideas and priorities.

Communicating Out To Stakeholders



WHY?

The Funding "Cliff"

- ARP ESSER expires in 2024. We are approaching a funding "cliff" when the grant ends.
- How do you continue your ESSER-funded programs after the federal funding stops?

A community will support successful schools, but is unlikely to support perceived failing ones

Communicating Out To Stakeholders

WHY?

Community Continued Support

- If the community has a partnership and a vested interest in your organization, then the ESSER funding “cliff” won’t pose a threat.
- When the federal funding ends, the community partnership will continue.
- In Montana, **our communities make us strong**. And community support will ensure your program carries on even after the federal monies stop.

Communicating Out To Stakeholders

WHY?

Grant Compliance

- School Plans require "Meaningful Stakeholder Input," and must be reviewed/approved twice per year in June and December.
- School Plans must be posted on School Website, accessible by the Public.

Communicating Out To Stakeholders

WHY?

- Always keep in mind, this is for our **students**. Everything you're doing with ESSER will benefit the students and give them a better future. Make sure you're helping your community see that as well.

Communicating Out To Stakeholders

HOW?

- Be very public with everything ESSER allows you to accomplish - show **student gain**.
  - Publish your plan, and take progress pictures
- Bring in the newspaper or the TV station, and show them all that is being achieved.
- Host events and give tours, so the public has a chance to come in and **see** your success.

Communicating Out to Stakeholders

HOW?

- **Think backwards** from end to beginning- sit back and enjoy the view
- Think system, broad and innovative
  - What data and photos will help tell your best story?
  - What can students, parents, teachers, school, and community gain through data and photos?
  - Who can we engage and what can we gain?
  - *The community will support successful schools but are unlikely to support perceived failing ones*

Accountants	Free audit checks with desire to help solve before problem is identified
NHS and Key Club students	CTE credit, real work that students can earn credit for during study hall, senior release, … fliers, website design, excel sheets ($1.5 Connecticut story)
Rotary and PEO members, retired teachers …	Trained professionals often new to the community wanting to be connected in a meaningful way can produce reports, PowerPoint presentations, perform research, conduct outreach
Hospitals and other businesses	Have great ideas about CTE, Internships, and often are attached to Foundation funding that can later help with the 'cliff'

Communicating Out to Stakeholders

HOW?

Communication Format / Substance:
What Does That Look Like?

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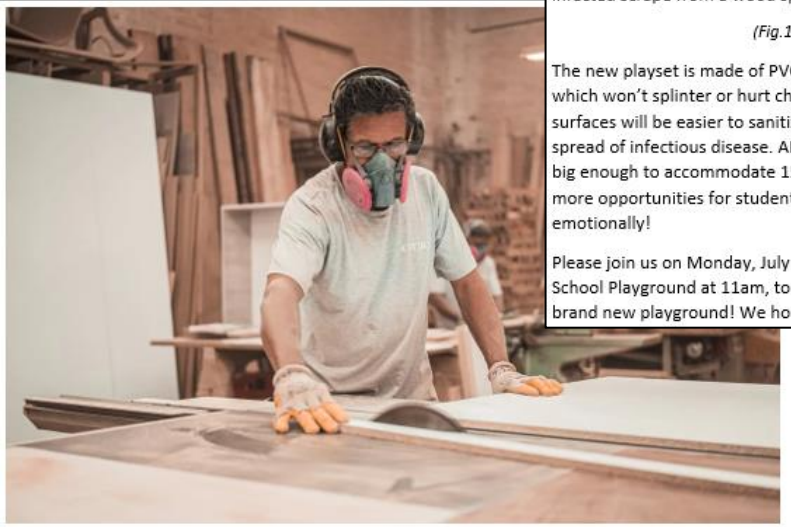
Articles

An article in the paper can be as simple as a photo with a caption…



School Custodian John Smith hard at work cutting material for cabinets to be installed in ABC School's newly remodeled ADA-Accessible multipurpose room.

ABC Schools invites YOU, the community, to our Ground Breaking Ceremony for the new Playground!

In 2020 when ESSER (Elementary and Secondary Schools Emergency Relief) funds were given to schools nationwide, ABC Schools came up with a plan to put those funds to good use for our students. Our facilities were outdated and in dire need of repair, with a focus on cleanliness and sanitation to prevent the spread of infectious disease. (Our School Plan can be found on our website at https://abcschools.plan.info/)

Part of our ESSER funds are being used to replace the elementary school playset. The existing playset is made from wood which, while sturdy, is beginning to crack and splinter, posing a safety concern for our students. None of us want your students to come home with a torn shirt or infected scrape from a wood splinter!

(Fig.1: Old playset at ABC Elementary)

The new playset is made of PVC Vinyl and Poly Lumber, which won't splinter or hurt children. The smoother surfaces will be easier to sanitize so we can prevent the spread of infectious disease. AND, the new playset will be big enough to accommodate 15 students at a time, giving more opportunities for students to interact socially and emotionally!

Please join us on Monday, July 18th at the ABC Elementary School Playground at 11am, to help break ground on our brand new playground! We hope to see you there.

ABC Schools have been hard at work improving school facilities for our students.

In 2020 when ESSER (Elementary and Secondary Schools Emergency Relief) funds were given to schools nationwide, ABC Schools came up with a plan to put those funds to good use for our students. Our facilities were outdated and in dire need of repair, with a focus on cleanliness and sanitation to prevent the spread of infectious disease. With the help of community stakeholders and advocates at the State, we came up with a plan to remodel the school building. (Our School Plan can be found on our website at https://abcschools.plan.info/)

(Figure 1: New flooring and cabinets being installed in Classroom A1)

The remodel project includes all new modern HVAC equipment to keep air filtered and clean. Old carpets will be removed and replaced with laminate flooring which is much easier to clean and sanitize. Many of our school's windows were unable to open to let in fresh air, and none of our windows had bug screens, so all windows are being replaced with energy-efficient screened windows. We are also replacing the elementary school playset with a newer version which is made out of PVC Vinyl and Poly Lumber, which won't splinter or hurt children, and will be easier to sanitize.

(Figure 2: Old/outdated HVAC equipment to be replaced)

Plans for the construction of this remodel project were drawn up by local contractors ABC Builders, and all building materials are being ordered through the local lumberyard. ABC Schools greatly appreciates the community support in this project. Our community is what makes us strong!

Construction in the school began on June 3, 2022 and is due to be finished by December 20, 2022. We look forward to ringing in the new year with newly updated facilities!

(Figure 3: Principal Smith's dog, Spot, helps supervise the hallway remodel)

Playground equipment has been replaced, and we are working on putting down new mulch underneath to provide a soft landing for kiddos.

For more information, or to come see the updated facilities, please contact the Superintendent's office at 406-123-4567.

(Figure 4: The new windows in Classroom A1 open to the school garden)

…or as thorough as a full-page spread!

Social Media Posts

Social Media like Facebook, Instagram, or Twitter can be quick, easy ways to get info out and engage the community.

ABC School District
@ABCSchools

So excited to break ground on our #ABCPlayground project!
Getting our students active outdoors, while maintaining social distancing, never looked so good!
More info on our project here:
https://abcschools.playground.info/

12:00 PM · Jun 1, 2021

ABC Schools
Just now

ABC Schools needs a new playground. The old equipment is made of wood, and has begun to splinter and crack, creating safety concerns for students. The newer playset will be easier to wipe down and prevent spread of disease, AND it can accommodate more of our students at the same time, increasing their social/emotional interactions with other students.
Thanks to the ESSER Grant, this new playground will soon be a reality!
Groundbreaking ceremony will be on Monday, July 18, at 11am.
#ABCPlayground

Like Comment Share

Instagram

ABC_Schools

ABC_Schools So excited to break ground on our #ABCPlayground project!... more
Comments are off. Review controls.
6 seconds ago

Instagram

ABC_Schools

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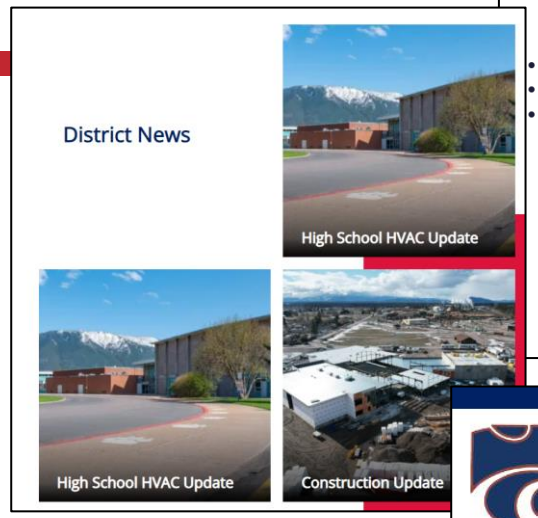
6 seconds ago

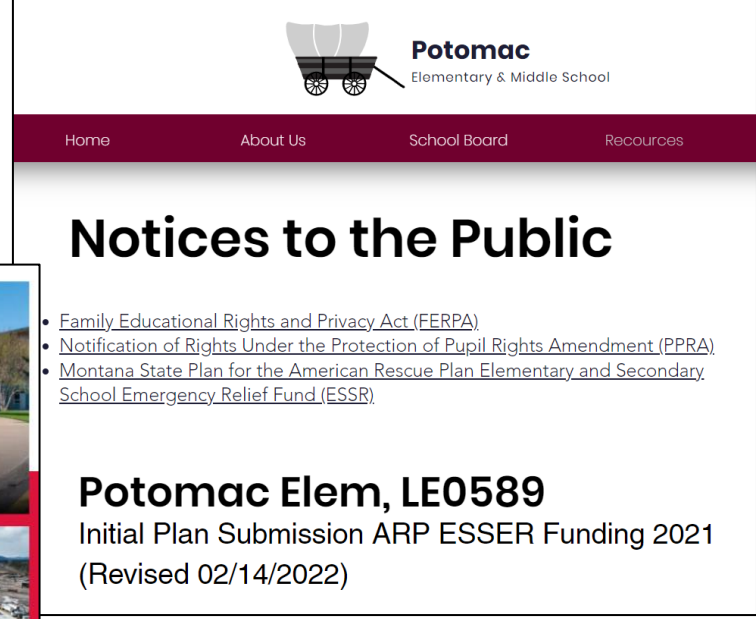
School Website/Webpage

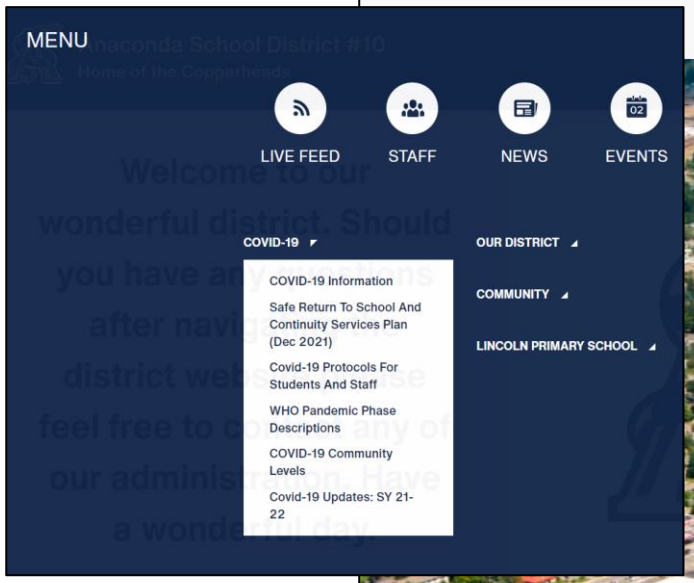
Your Safe Return Plan is required to be displayed on your School Website for grant compliance.

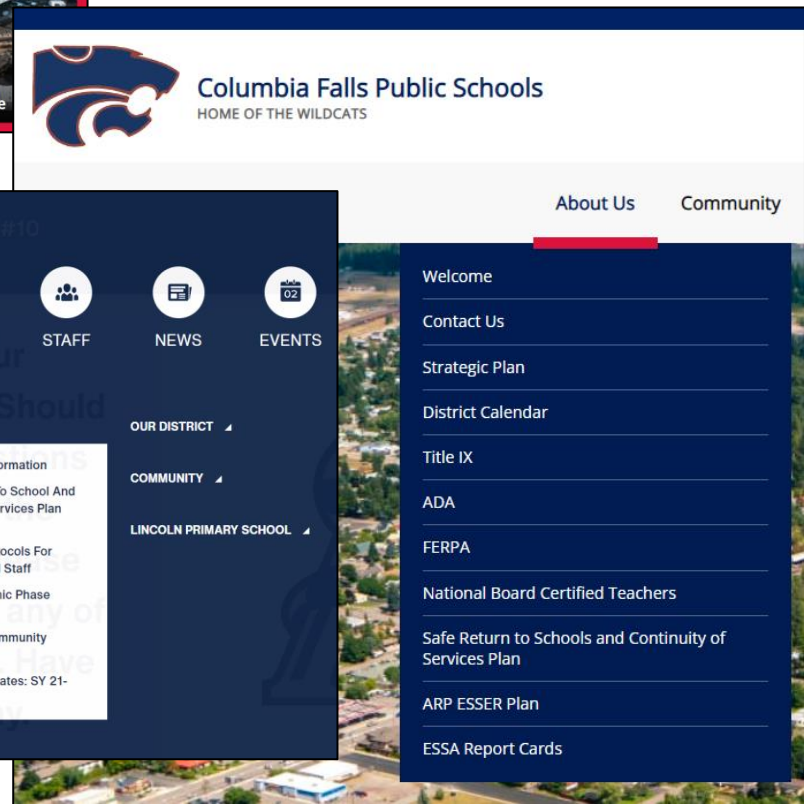
Why not incorporate your full scope of ESSER planning/usage into the website as well? Create a COVID or ESSER Page, and include the following:

- Safe Return Plan
- ARP ESSER (Use of Funds) Plan
- Scope Document(s) for Large Project(s)
- Project News/Updates
- Community Feedback (Past and Present)









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Project Scope

- One-page description of the problem being addressed and the recommended solution that specifically meets the overall purpose of ESSER (PPR).
- Review existing documentation and history
  - Review district Plans (revisions/updates due every June and December)
  - Stakeholders' comments
  - Review current ESSER II and III budgets
  - Ask OPI for past Capital Expenditure project descriptions
- Develop prioritized needs within a **Project** not by individual pieces
- Create a Project Scope and seek Board Approval

- Submit Pre-Approval form with Project Scope
- If needed, submit Amendment in ESSER grant(s) in E-Grants

Project Scope for Larger (over $5,000) Projects and Purchase using ESSER funds.

School District and LE # (s)	
Primary Contact Name & Phone	
Primary Contact email	

Project Name			
Description			
Board Approved	mm/dd/yyyy	**OPI Approved**	mm/dd/yyyy
Cost			
Funding Sources			
Timeline			
Status			
Student Gains			
Depreciated Items			
Meaningful Stakeholder Input			

Alternative Option	Description	Challenges	Gains
Option #1			
Option #2			
Option #3			

Federal & State Compliances will be agreed to within the Capital Expenditure portal.

DRAFT

Focus on Student Gains & Student Learning

Again, bring your expenditure rationale back to the Students.

- How does an **HVAC System** enhance Student Learning?
  - HVAC System will clean, filter, & sanitize the air
    - Less airborne pathogens – Limiting spread of infection
    - Fewer illness-related absences
    - Preventing Learning Loss due to absences
- How does a Network Upgrade Project benefit Students?
  - Improved connectivity and speeds while on campus
    - Addressing existing Learning Loss
  - Improved remote instruction while students are off-campus
    - Preventing further Learning Loss

Communicating Out to Stakeholders

HOW?

Communication Audience:
Who Do We Distribute To?

Newspapers – Local and Regional

- If your community has a local newspaper, utilize that! And don't just stop there, reach out to your regional paper as well.
- **For example**, someone in Conrad could contact both the Independent Observer (local) and the Great Falls Tribune (regional) newspapers.

Billings Gazette (Billings)

Great Falls Tribune (Great Falls)

Helena Independent (Helena)

Kalispell Daily Interlake (Kalispell)

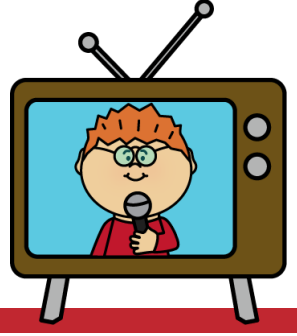
Montana Standard (Butte)

The Missoulian (Missoula)

Missoula Independent (Missoula)

Bozeman Daily Chronicle (Bozeman)

TV News Stations



- Invite your local TV news station to be a part of the project! Send them the information in an email, or talk to them on the phone, to introduce the project and invite them to your community.
- TV spots can include a **before-and-after** of the project once it's completed. **Personal interviews** with administration, teachers, students, or community members can show the need for, or the benefit of, the improvements you've been making.

Montana TV Stations

KTVQ-2 (CBS, Billings)
KULR-8 (NBC, Billings)
KSVI-6 (ABC) & KHMT-4 (Fox) (Billings)
KUSM (PBS, Bozeman)
KTVM-6/42 (NBC, Butte/Bozeman)
KTGF-16 (NBC, Great Falls)
KFBB-5 (ABC, Great Falls)
KRTV-3 (CBS, Great Falls)
KCFW-9 (NBC, Kalispell)
KECI-13 (NBC, Missoula)
KTMF-23/59 (CBS, Missoula/Kalispell)
KPAX-8 (CBS, Missoula)
KUFM (PBS, Missoula)

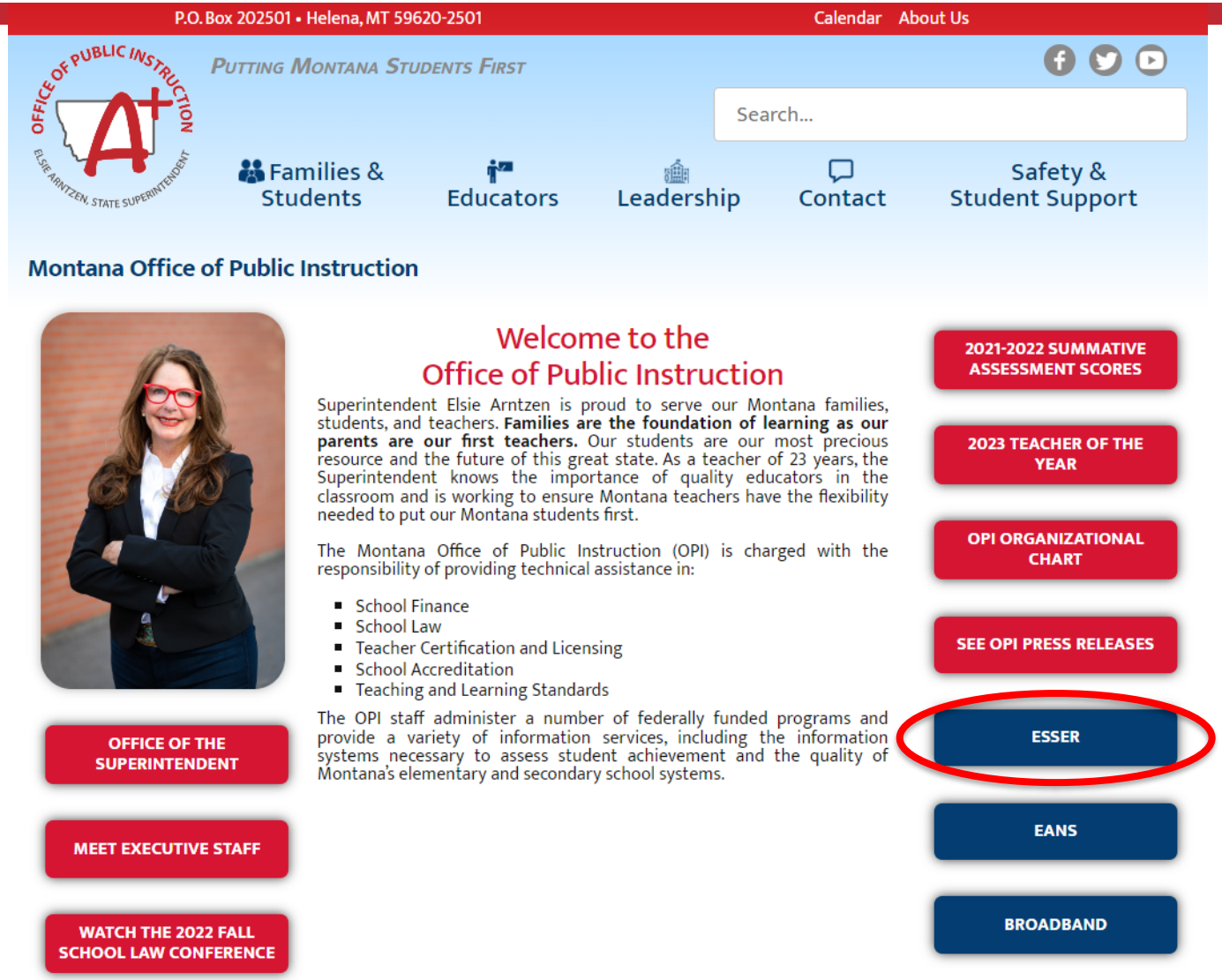
Radio Stations

- What local radio stations play in your community?
- Get on their website or give them a call - reach out to them and ask if they will do a news spot on your project.
- You might send them an article you've written and ask them to read it on air, or perhaps invite them to your location so they can see the project for themselves and report back on it.

Takeaways

- ESSER benefits the students, which benefits the community.
- Anywhere people **gather,** visually present ESSER student gains.
- Use ESSER funds to make your Community strong.
- You know your community strengths – partner with:
  - Booster club, parent/family committee
  - Other Guilds or Unions in your community
  - Mayor's Office or Chamber of Commerce
  - Local Churches or Restaurants
  - Post Office, Community Center, or Community Bulletin Board

Resources at OPI.MT.GOV



Q & A

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