



# **HIDOE Internal Portal and Community Engagement Platform Update**

Hawaii State Board of Education Briefing  
January 8, 2013

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Kim Horton, Program Director  
Nate Joy, Project Manager

# Background

- The overarching goal for the Hawaii State DOE is to transform our public schools to meet the needs of a 21st century workforce by creating the systems and environment to support the achievement of student success.



# Our Goal

Improve how we communicate internally and externally, so that those who are closest to our students – their teachers, parents and mentors – are equipped to support them in their lifelong journey of education



# To achieve this, we must:

1. Provide our teachers with the information they need, when they need it
2. Change the way we inform and engage the public – especially our parents
3. Encourage and equip our schools, parents and community members to become more actively involved
4. Build momentum for positive change by celebrating and sharing our many successes around the district.



# Key challenges

- Ensuring relevance
  - Creating relevant communications tools and experiences for our internal and external target audiences
- Driving adoption
  - Reaching our target audiences and encouraging them to use and adopt these new communications tools
- Timing
  - Decision to move to SharePoint 2013 from 2010
  - By July – launch a redesigned, public-facing Hawaii DOE website
  - By August – launch a net-new internal website which provides easily accessible, role-relevant information and web-based tools for all internal users



# What we are doing: Best Practices Approach



**Goal 3: Successful Systems of Support**  
*Robust internal and external communication effectively marshals school, complex, state, and community resources behind DOE goals.*

- Holistic approach
  - Aligned to BOE/DOE strategic plan and objectives
- User-centered
  - In-depth research
  - User-aided design
  - User testing
- SharePoint expertise
  - Ascentium is a Microsoft K-12 SharePoint Portal Partner



# Overall scope

- Strategy and research
  - Primary research and persona development – parents, community stakeholders, teachers, principals CASs, HIDOE State employees
  - Strategic Communications Plan
- External Site – Re-design and Build
  - Sitemap, wireframes, visual design, prototype
  - Production, training and launch
- Internal Site – Create net-new
  - Sitemap, wireframes, visual design, prototype
  - Production, training and launch



# In-depth research

- 25+ parents, community members
- 30+ teachers, principals and CASs
- 15+ HIDEOE state employees

**Internal Portal**

**Teachers**

**Becca**  
Motivated  
Digital Enthusiast

**Kamalei**  
Involved and  
Empathetic Educator

**Tom**  
Teaching  
Traditionalist

**Principals**

**Paul**  
Tech-Savvy  
Ever Busier Principal

**HIDEOE Staff**

**Caroline**  
Busy Digital Linchpin

**Public Website**

**Parents**

**Elizabeth**  
Touchscreen Novice  
Hands-On

**Ken**  
Tech-Savvy  
Less Involved

**Makana**  
Overworked, Analog  
Parent of Three

**Noelani**  
Tech-Enthusied  
Engaged Parent

**Community/Partners**

**Chris**  
Community Leader

**Students** were considered, but deemed more appropriate for the school websites



# Engagement framework

## BOE/DOE Strategic Plan

Student Success



Staff Success



Successful Systems  
of Support

## Strategic Communications Plan

Motivating Messaging

Transforming Public Schools in Hawaii



Equip for Action

Encourage  
Parent  
Involvement

Enable  
School  
Readiness

Expand  
Community  
Engagement



Build the Communications Foundation

Simplify  
Internal  
Comms

Inform and  
engage the  
public

Build Media  
Relations

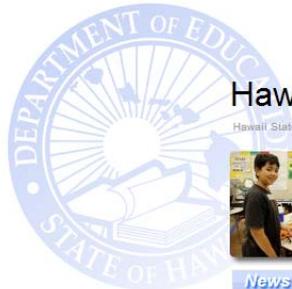


# Key success metrics

- Perception
  - Perception of the quality of public education in Hawaii
  - Net promoter score “would recommend”
- Communications
  - Staff utilization and satisfaction with the internal portal and internal communications
  - Public usage and satisfaction with the website and communications from the HIDOE
- Engagement
  - Email communications engagement (subscriber volume)
  - Social engagement



# Current state



HOME - ABOUT US - mySCHOOL - SEARCH - SITEMAP - EMPLOYEE LOGIN

## Hawaii Public Schools

Hawaii State Department of Education



- DOE Directory/Contact Us
- Hawaii State Board of Education
- Hawaii Public Schools
- Enrolling in School
- Hawaii's Race to the Top
- News Releases
- Jobs
- Assessment
- Curriculum
- Programs
- Reports
- Special Interest
- Special Education
- Technology
- Reference
- Seasonal/Temporary info
- Office sites

The Hawaii State Department of Education website is undergoing its own transformation! We welcome your comments and suggestions at [doe\\_info@notes.k12.hi.us](mailto:doe_info@notes.k12.hi.us).



search text

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doe.k12.hi.us

k12.hi.us

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### News

**Karen Kutsunai named Hawaii's 2013 State Teacher of the Year...** She has taught at Kailua Intermediate since 1999. "Karen creates an environment where students shine. They are not afraid of making mistakes, and learn and grow from their experiences. She promotes resiliency in each student and has personal conversations with those whom she knows are struggling." (121020)



**October is National Principals Month...** The Hawaii State Board and Department of Education is proud to join schools and communities across the nation in celebrating National Principals Month. This is a great opportunity to say, "thank you" to your school administrators for their hard work and dedication. (121016)

- Principals Month Video (with Raiford High students)
- BOE/DOE Principals Month Resolution

**Intermediate Athletics Pilot Program Launched in the DOE's Zones of School Innovation...** aimed at increasing learning opportunities for seventh- and eighth-grade students. "Students who are involved in extra-curricular activities outside of the normal school day have been found to be more engaged in the classroom." Participants: Nanakuli-Waianae complex and Kau-Keau-Paho complex area. (121022)

**DOE Implements Communications Strategic Plan...** "...it is imperative that we establish effective communication channels at all levels to reach our goal of improving student achievement." Leading this effort will be Donalyn Delta Cruz who has accepted the position of Director of Communications. (121015)

**Six More Schools Attain Adequate Yearly Progress...** Kalani High, Pahoehoe High & Intermediate, Mokapu Elementary, Sunset Beach Elementary, Waters of Life Public Charter School, and West Hawaii Explorations Academy (121002)

**Alaska Airlines and Hawaii Schools Partner in 'Paint the Plane' Contest...**

Students in kindergarten through 12th grade from public, private and home schools across the state have until Nov. 30 to submit designs that best capture the "Spirit of the Islands" with the winner to be revealed in the spring of 2013. (120924)



**Hawaii Public School Students Increase Participation in College Board SAT...** ... with 67 percent (up two percent from 2011) of Hawaii public school students taking the test. (120924)

**BOE approves DOE plan to accredit all schools by 2019...** ... partnering with the non-profit Western Association of Schools and Colleges (WASC), a world-renowned accrediting association, the DOE aims for its remaining 169 elementary schools to be fully accredited by school year 2018-19. The current 96 accredited schools include all DOE high schools, middle schools, K-12 schools, some elementary schools, and two adult community schools. (120918)

**Hawaii files ESEA Flexibility Application with U.S. Department of Education...** If Hawaii's application for ESEA Flexibility is approved, it will (1) Support ongoing efforts to raise expectations for students and better support educators; (2) More accurately and fairly identify schools' strengths and areas for improvement; (3) Target interventions and support strategies to reward high-performing schools and address areas for school improvement; (4) Support effective instruction and leadership; and (5) Be implemented for school year 2013-14. (120908)

- [view ESEA Flexibility Application \(15MB PDF\)](#)

### Notices

- School Closures
- Opportunities for Justice in Our Courts and Our Communities ✓
- Kindergarten UPDATE
- Official 2012-2013 School Calendar
- HSTA FAQs / HGEA FAQs / UPW FAQs
- Military Recruiting Opt-Out form
- Application for Free and Reduced-Price Meal Benefits
- Educational Research
- Green Ribbon Schools Application

### DOE Celebrates



*Delcinda Saito is the 2012 DOE Employee of the Year*



**BOE/DOE Strategic Plan 2011-2018**  
2012 Update



**Transforming Hawaii's Public Schools**  
DOE/Race to the Top eNewsletter sign-up



**ESEA Flexibility**  
A New Approach to NCLB



Student Learning Curriculum, Instruction & Testing

Beyond the Classroom Student Programs & Services

Parent Resources Tools & Help for Parents

HIDOE's Progress Report Statistics, Stories & Strategy

Connect with Us About HIDOE

# Hawaii's plan to give all students computers

The Hawaii Department of Education (DOE) wants to provide every public school student in the state with a laptop or tablet computer by 2015 as part of an initiative that also would include training teachers on the devices and buying digital materials that reflect new national Common Core standards... [Read Full Article](#)

- User-tested organization structure
- Cross-site access to common tasks

## Looking for Schools?

Use the HIDOE School Finder to explore enrollment options or gather information on schools in your district.

[School Finder](#)

## Interested in Volunteering?

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[Search Opportunities](#)

## Preparing for Graduation

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[Find Out More](#)

Quick access to high-priority tasks

## Success Stories



### Students Success Stories

Ut vehicula dapibus egestas. Donec porta posuere feugiat. Nunc nulla ullamcorper nulla nec tortor pulvinar porta. Quisque eget leo nulla, quis placerat justo. Nunc malesuada sem eget nisi sollicitudin a iaculis lorem pharetra. Nam id est id tellus malesuada tempus.

[READ MORE](#)



### Parent Success Stories

Ut vehicula dapibus egestas. Donec porta posuere feugiat. Nunc nulla

## Connect with HIDOE

[Facebook](#) [Vimeo](#) [Twitter](#)

### Tweets

**HIDOE** @hawaiidoe  
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**HIDOE** @hawaiidoe  
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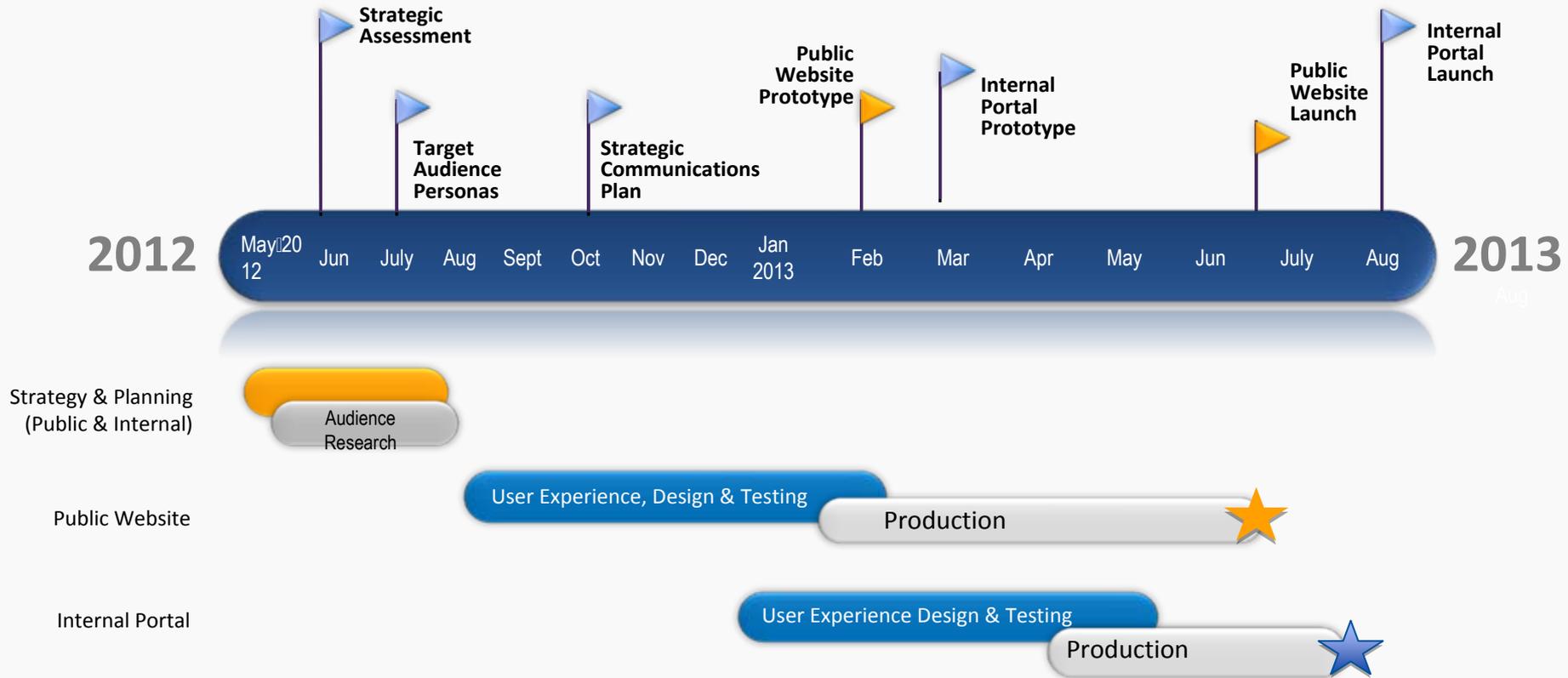
Engagement content – success stories, social, current news

# Internal portal priorities

- Streamline communications to reduce information overload and reliance on email
  - Central location to access role-relevant content and tools when you need it versus emailed to you
  - Easily accessible content and directory to facilitate internal communications
  - Provides foundation for future collaboration and sharing between individuals and groups
- Key components
  - Personalized homepage with role-based content
  - Content and directory organized by department
  - Memos easily searchable and accessible via portal



# Timing



# Questions?

