



STATE OF HAWAII
DEPARTMENT OF EDUCATION
P.O. BOX 2360
HONOLULU, HAWAII 96804

OFFICE OF THE SUPERINTENDENT

September 6, 2018

TO: The Honorable Catherine Payne
Chairperson, Board of Education

FROM: Dr. Christina M. Kishimoto
Superintendent

A handwritten signature in blue ink, appearing to read "CK", is placed next to the name of the Superintendent.

SUBJECT: **Presentation on Department of Education's Two-Year
Communications Plan**

1. DESCRIPTION

As the Department of Education (Department) continues to build on the foundation of its Strategic Plan by designing schools to meet the needs of each community, elevating student voice, and fostering teacher collaboration, it is imperative that employees, students, families and community stakeholders each understand their role in helping to carry out the plan's goals.

2. PRESENTATION

To fulfill this critical mission, the Department has developed a two-year communications plan that spans school years 2018-19 to 2019-20. The plan lays out goals, key metrics and benchmarks. The Department's Communications Director will present an overview of the plan.

CMK:lc

Attachment

**Board of Education
General Business Meeting
September 6, 2018**

Presentation on Department of Education's Two-Year Communications Plan

Hawaii State Department of Education 2018-2020 Communications Plan



Communications Office

Team



Lindsay Chambers

Communications Director

Christine Strobel

Digital Media Specialist

Derek Inoshita

Communications Specialist



Sherie Char

Communications Specialist

Nanea Kalani

Communications Specialist

Daniel Miller

Office Assistant



Communications Office

Team



Edgar Ambrosio

Teleschool Specialist Manager



Eric Loo

TV Production Services Supervisor



Ann Marie Kirk

TV Production Crew Chief



Sara Miyazono

TV Production Crew Chief



David Smith

TV Production Tech



William Guanzon

TV Production Tech



Communications Office

Strategic Plan

Goal 3: Successful Systems of Support

Objective 3e: Continue to improve communication to promote understanding and engagement of stakeholders



2018-20 Communications Plan

Goals

1. Provide appropriate communications support
2. Ensure alignment of activities, services and communication with the high-impact strategies and priorities
3. Improve public perception of Hawaii's public schools



2018-20 Communications Plan

Key Audiences

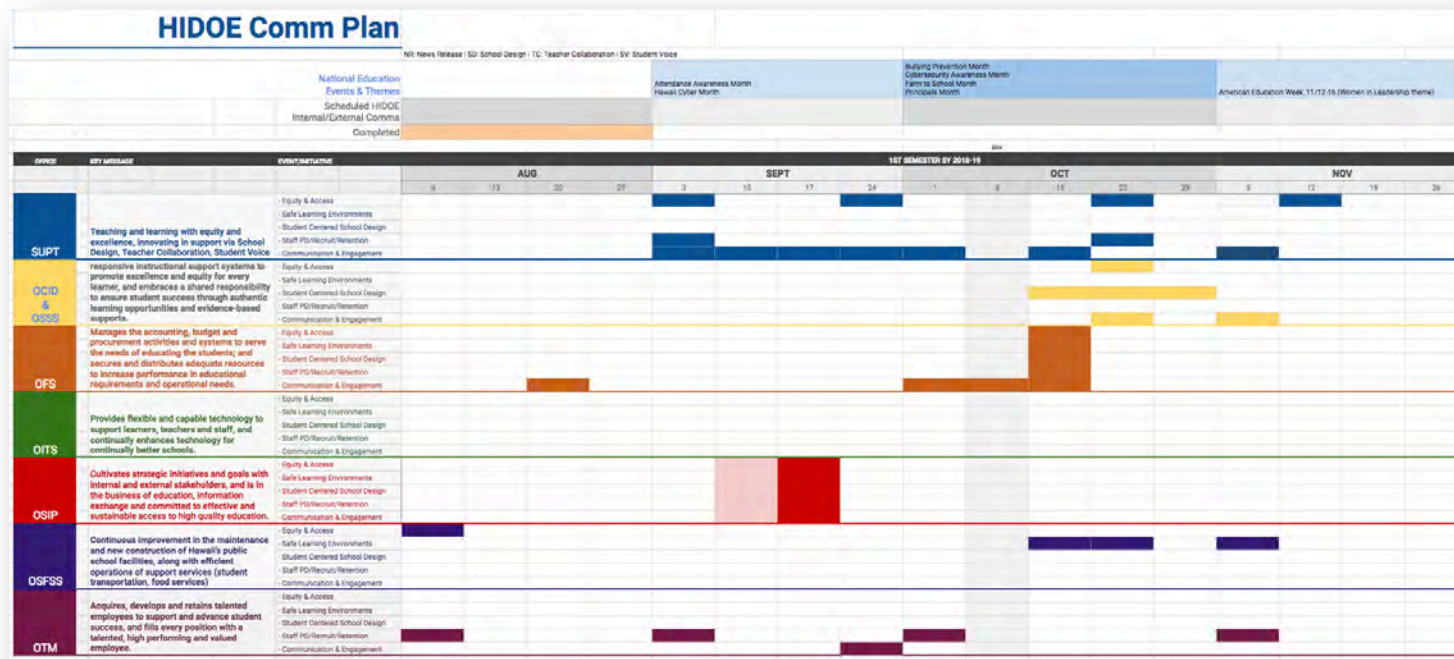


1. **Government Officials**
(i.e. Governor, Lawmakers, Department heads)
2. **Board of Education**
3. **HIDOE Leadership**
4. **School-level Leads**
5. **HIDOE Staff**
(i.e. Educational Officers, Teachers, Clerical)
6. **Stakeholders**
(i.e. Government Agencies, Business, Philanthropy)
7. **Students and Families**
8. **Media**

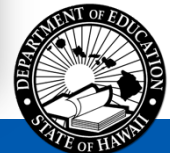


2018-20 Communications Plan

Vision, Mission & Key Activities



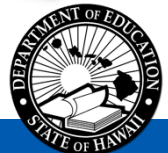
Board of Education / September 6, 2018



2018-20 Communications Plan

Key Metrics

- **Goal 1:**
Ensure that the appropriate communication channels and resources are in place so the Department can thoughtfully engage and build trust with staff, students, families and community stakeholders
- **Goal 1 Metrics:**
 - School Quality Survey (SQS) and Educational Officer Survey



2018-20 Communications Plan

Key Metrics

- **Goal 2:**
Align the Department's activities, services and communication to support the three high-impact strategies — School Design, Student Voice and Teacher Collaboration — and BOE/ Superintendent's 2018-19 priorities
- **Goal 2 Metrics:**
 - Two-year dynamic calendar to ensure alignment throughout communication process and track progress



2018-20 Communications Plan

Key Metrics


- **Goal 3:**
Improve public perception of Hawaii's public schools
- **Goal 3 Metrics:**
 - School Quality Survey (SQS)



2018-20 Communications Plan

Content Tracker

March 2018



NR: News Release; PR: Press Release; SB: Success Story; NU: Newsletter; O: Opinion piece; VD: Video or website.

CONTENT			HIDOE HITS/REACH									MEDIA HITS/REACH				OTHER MEDIA COVERAGE	
Date	NU/SB/PR	Link	Website	Facebook			Twitter			LinkedIn			Stories	Social	Television	Social	
			Unique Hits	Reach	Engagements	Clicks	Reach	Engagements	Clicks	Reach	Engagements	Clicks					
Mar 1	NR: Kula-Kula Kula Plans	http://www.kula-kula-kula.org/	573	3,473	243	354	4,194	86	23	1,479	16	5	KHON 2: http://www.khon2.com/2018/03/01/	KHON FB: https://www.facebook.com/khon2/	HNH: http://www.hawaiiheraldonline.com/	HNH FB: https://www.facebook.com/hnhdaily/	
Mar 1	NU: Education Update	http://www.kula-kula-kula.org/	121	804	9	34	2,829	68	28								
Mar 9	SB/VD: Respected Career Fair	http://www.kula-kula-kula.org/	271	1,779	833	66	1,088	36	20	4,034	660	11					
Mar 14	NR/VD: Teacher of Promise	http://www.kula-kula-kula.org/	363	2,335	1,101	108	1,720	39	8	4,643	877	23	Star-Adm: http://www.staradvertiser.com/				
Mar 14	SD: CTSOs	http://www.kula-kula-kula.org/	288	901	18	17	1,408	60	16								
Mar 16	NR: CyberPatrols	http://www.kula-kula-kula.org/	115	1,021	17	17	1,283	29	9								
Mar 17	NU: Shine HI	http://www.kula-kula-kula.org/	107	983	4	14	2,287	50	26								
Mar 20	NR: Aina Puna Logo, mnu	http://www.kula-kula-kula.org/	334	20,772	2,355	5,507	1,080	135	43	807	24	9	HNH: http://www.hawaiiheraldonline.com/	HNH FB: https://www.facebook.com/hnhdaily/			
			2,080	40,519	4,540	6,007	10,738	482	160	11,552	1,586	47					
Mar 2	VD: Kula Kula start			24,019	10,675	2,617											
Mar 6	VD: Maunaloa Orchestra			16,896	10,678	3,864											
Mar 20	VD: Transition Centers			3,555	1,544	311	8,672	165	39								
				41,469	22,767	6,666	6,673	395	30								

MARCH SOCIAL

TOP FACEBOOK POST

Mar 20 : NR: Aina Puna Logo <http://www.kula-kula-kula.org/>

22429,2722,3555,507

MARCH FACEBOOK

281,0909,66622,534

MONTH PROG

425,4935,34413,786

YEAR PROG

2981,17337,7617,177

TOP TWITTER

Mar 1 : Campbell HS building <https://twitter.com/CampbellHS2018>

10,3824,6391,004

MARCH TWITTER

215,10010,9896,700

MONTH PROG

178,3896,7112,318

YEAR PROG

63,000761418

TOP LINK POST

Mar 7 : Out-of-state recruitment <http://www.kula-kula-kula.org/>

0,42857250

MARCH LINKED IN

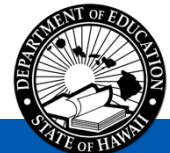
38,4301,757577

MONTH PROG

38,117306269

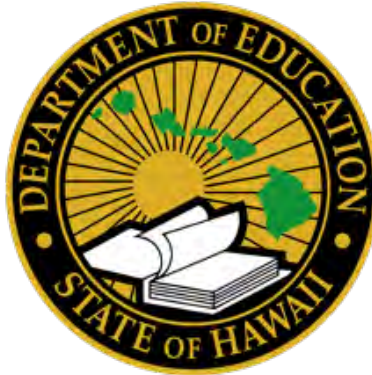
YEAR PROG

	Website			Social			MONTHLY PROG			YEAR PROG		
	Goals	Reach	Engagement	Clicks	Goals	Reach	Engagement	Clicks	Goals	Reach	Engagement	Clicks
Website	109,893	1,36,880	22,667	49,756	378,705	11,791	13,560	301,300	4,811	7,654		
Website	9,420	5.18%			March 2028 SL	up 48%	up 87%	up 12%	up 95%	up 89%	up 90%	
Social Media	5,141	3.15%										
Media Outreach	107	0.05%										



Mahalo





**Hawaii State Department of Education
Two-Year Communications Plan
June 2018 - June 2020**

OVERVIEW

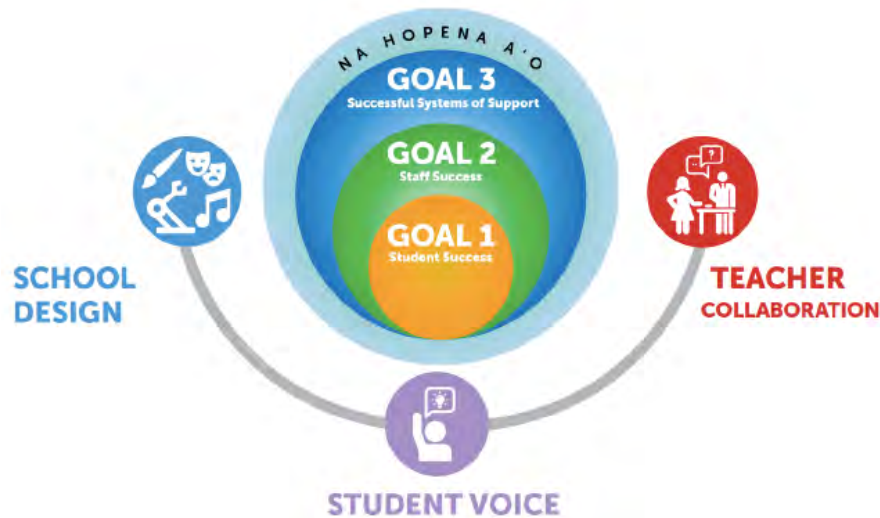
Hawaii Public Schools are on the leading edge of innovation and improvement, and we have a plan to build on that progress by ensuring equitable access to a quality education for every child. The Hawaii State Department of Education (HIDOE) is building on the foundation of its Strategic Plan - student success, staff success, and successful systems of support by designing schools to meet the needs of each community, elevating student voice, and fostering teacher collaboration. It is imperative that as a learning organization, HIDOE employees put into effect these three high impact strategies and that offices understand their roles in order to meet the goals of this plan.

GOALS

1. Ensure that the appropriate communication channels and resources are in place so the Department can thoughtfully engage and build trust with staff, students, families and community stakeholders.
2. Align the Department's activities, services and communication to support the three high-impact strategies — School Design, Student Voice and Teacher Collaboration — and BOE/Superintendent's 2018-19 priorities.
3. Improve public perception of Hawaii's public schools.

GUIDING FRAMEWORK

Communications Office:



The Communications Office has been charged with implementing Goal 3, Objective 3e of the 2018-20 Strategic Plan, which is to, “continue to improve communication to promote understanding and engagement of stakeholders.”

Nā Hopena A’o (“HĀ”):

HĀ is a framework of outcomes that reflects HIDOE’s core values and beliefs in action throughout the public educational system of Hawai’i. The Department works together as a system to develop the competencies that strengthen a sense of belonging, responsibility, excellence, aloha, total-well-being and Hawaii (“BREATH”) in ourselves, students and others.

The purpose of this policy is to provide a comprehensive outcomes framework to be used by those who are developing the academic achievement, character, physical and social-emotional well-being of all our students to the fullest potential.



HIDOE Learning Organization:

Successful implementation is incumbent upon the ability of an organization to deliver equity and excellence in education using proven practices, while making space to try new methods of delivery that hold great promise for students. Effective teacher collaboration practices are the engine of this innovation.

1. Pipeline of Emerging Ideas: To prepare for emerging trends, advancements and changes that impact education, ideas are tried and vetted by our schools and teams; some will advance to become core practice.

2. Innovating in Support of the Core: New strategies for delivering teacher and learning.

3. Teaching & Learning Core: Equity and excellence in core curriculum and supports.



Board of Education (BOE) 2018-19 Priorities (adopted June 7, 2018):

A. Equity and Access

Ensuring that the appropriate policies, structures and resources are in place to guarantee the advancement of access and support structures that allow all students to engage in learning through the core curriculum design. This priority references special education and English language learners in particular, but does not preclude issues like civil rights and Title IX.

B. Safe Learning Environments that Support Students Well Being

Ensuring that the appropriate policies, structures and resources are in place so learning environments that support students' emotional and physical well-being can be cultivated. This includes things that range from physical facilities to policies that prohibit bullying and discrimination or support physical and mental health to addressing and preparing for natural and man-made disasters. A truly safe learning environment that supports student's well-being is one that students themselves want to be in so they attend school regularly and willingly, thereby reducing chronic absenteeism.

C. Student Centered School Design

Ensuring that the appropriate policies, structures and resources are in place to support schools designed to engage students in a rigorous and innovative curriculum supported by a purposely designed learning environment with applied learning practices that are aligned to college and careers. Design includes every aspect of a school: physical

facilities, school models, themes, resources, partners (families, communities, and organizations), school day schedule, pedagogical approaches, allocation of teacher collaboration time, technology, governance, and organizational structure.

D. Staff Professional Development, Recruitment and Retention

Ensuring that the appropriate policies, structures and resources are in place to allow for the establishment of a dynamic learning community designed to continuously develop staff capacity to lead the work that results in high student achievement and the development of clear leadership pathways, supports and incentives that attract and retain talent.

E. Communication and Engagement

Ensuring that the appropriate policies, structures and resources are in place so the Department and Board thoughtfully and intentionally engage with students, staff, families, and community stakeholders in two-way communications that will help to inform decision-making and priority setting and improve transparency and access to information.

VISION, MISSION & KEY ACTIVITIES

The vision, mission and key activities for HIDOE's Offices are outlined in an internal two-year calendar that will help ensure that the goals of the communications plan are being met:

- appropriate communications supports are being provided;
- events and communications align with the Strategic Plan, high-impact strategies and BOE/Superintendent's priorities; and
- these will contribute to elevating and improving public perception of Hawaii's public schools.

The internal calendar provides a framework to ensure that we address the three goals while maintaining a firm eye on the day-in and day-out operations of the school system.

KEY AUDIENCES

Audience	What they need to know ...	What is their role ...
Government Officials (i.e. Governor, Lawmakers, Department heads, etc.)	Superintendent and Board of Education approved priorities, the goals of the Strategic Plan, and how they align with our funding requests and partnership needs.	Create, implement and fund laws, policies, and programs that support equitable access to education for all of Hawaii's children.
Board of Education	<p>Updates regarding progress made towards Superintendent's priorities.</p> <p>Progress of Complex Areas and schools in meeting Strategic Plan goals.</p> <p>Funding and other legislative requests.</p> <p>Community partnership needs and areas where they can fill in the gaps.</p>	<p>The Hawaii State Board of Education formulates policy and exercises control over the public school and library systems.</p> <p>Reflects our collective commitment to high quality public education.</p>
HIDOE Leadership (Assistant Supts, Complex Area Supts)	<p>How the BOE and Superintendent's priorities align with the Strategic Plan and create alignment with school-level work within a tri-level leadership structure.</p> <p>Their work is essential in providing the necessary resources that enable schools to be empowered to innovate.</p>	<p>Serve as a connector between the HIDOE school leadership, students, families, and community members.</p> <p>Reflect our collective commitment to high quality public education.</p>

School-Level Leads (Principals, Vice Principals)	<p>How the BOE and Superintendent's priorities align with the Strategic Plan and create alignment with school level work within a tri-level leadership structure.</p> <p>Leadership is listening and they have a role in pushing the vision forward.</p>	<p>Serve as a connector between the HIDOE state office, teachers, families, and community members.</p> <p>Ensure school-based academic plans align with state Strategic Plan and school needs.</p> <p>Reflect our collective commitment to high quality public education.</p>
Staff (Educational Officers, teachers, clerical, etc.)	<p>How the BOE and Superintendent's priorities align with the Strategic Plan and create alignment with school level work within a tri-level leadership structure.</p> <p>Collaboration and professional development is a priority.</p>	<p>Serve as a connector between the HIDOE school leadership, students, families, and community members.</p> <p>Use student voice to design lesson plans and opportunities. Channel enthusiasm to students, parents, and community.</p> <p>Reflect our collective commitment to high quality public education.</p>
Stakeholders (Government agencies, business, philanthropy, and community-based organizations)	<p>The Hawaii State Department of Education is an impactful and collaborative partner in educating and caring for Hawaii's children via public and private partnerships that advance quality of life and Hawaii's economy through opportunities focused on public school students.</p>	<p>To understand the mission and vision of HIDOE.</p> <p>Investment in HIDOE by providing resources for innovative work to occur.</p>

Students and Families	<p>Schools are a safe learning environment where students can explore, design and create to advance their learning. Schools provide vast applied, standards-based learning opportunities to prepare students for life after high school.</p> <p>Their voice matters in the design of their school.</p>	<p>To share passions and expectations of their learning journey.</p> <p>To provide feedback on delivery of equity and access to quality education in our school designs.</p>
Media	<p>Schools are a safe learning environment where students can explore, design and create to advance their learning. Schools provide vast applied, standards-based learning opportunities to prepare students for life after high school.</p> <p>HIDOE's priority is staff and student privacy when it comes to requests for information.</p>	<p>Act as informal watchdogs to ensure that the Department is using resources appropriately.</p> <p>Share messaging to school communities and public at-large regarding safety issues, school closures and other updates.</p> <p>Promote success stories and raise the public image of HIDOE schools.</p>

KEY METRICS

Goal 1: Ensure that the appropriate communication channels and resources are in place so the Department can thoughtfully engage and build trust with staff, students, families and community stakeholders.

Metrics: School Quality Survey (SQS) and Educational Officer Survey

Goal 2: Align the Department's activities, services and communication to support the three high-impact strategies — School Design, Student Voice and Teacher Collaboration — and BOE/Superintendent's 2018-19 priorities.

Metrics: Two-year dynamic calendar to ensure alignment throughout communication process and track progress

Goal 3: Improve public perception of Hawaii's public schools.

Metrics: School Quality Survey (SQS) and tracking of partnership engagements designed to HIDOE's strategic priorities through the two-year dynamic calendar

NEXT STEPS

The 2018-20 Communications Plan bridges the joint BOE and HIDOE 2017-20 Strategic Plan with the development and implementation of the 2020-2030 Strategic Plan. The goals, guiding framework, key activities and metrics will help ensure that the communication and programs of the Department's Offices continue to align with the BOE's priorities as they set their direction and goals for 2020-2030.