



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

OFFICE OF THE SUPERINTENDENT

November 1, 2016

TO: The Honorable Lance A. Mizumoto
Chairperson, Board of Education

FROM: 
Kathryn S. Matayoshi
Superintendent

SUBJECT: **Presentation on Department of Education's Communications Office:
Multi-media and Communications Services for the Department, Schools
and the Public**

1. DESCRIPTION:

The Communications Office supports the executive function of the Superintendent by streamlining and maximizing internal and external communications, with an emphasis on promoting the mission, goals and objectives set forth in the Strategic Plan. The office is aligned around these key areas: External Communications, Internal Communications, Media Relations, and Community Affairs.

2. PRESENTATION:

Per request of Chairman Lance Mizumoto, Director Donalyn Dela Cruz will present on the Hawaii State Department of Education, Communications Office. It will provide the Board information describing communications services performed for the Department, schools, and the public at large.

KSM:DDC:gc

Attachment:

Powerpoint: https://www.dropbox.com/s/4i1jmb5u929ewig/GBM_110116_HIDOEcommunications.pptx?dl=0

c: Communications Office

Office of Communications

Providing communication services and
resources for schools and the public

Presented by

Donalyn Dela Cruz, Director

Nov. 1, 2016



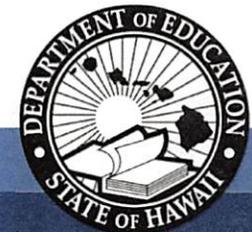
HAWAII STATE DEPARTMENT OF EDUCATION

HawaiiPublicSchools.org

Goal 3 Target: Communications



1. Increase percentage of **internal & external** stakeholders that understand and support DOE priorities.
2. **Parents/guardians** receive regular communication.
3. Increasing parent & **stakeholder organizations** reporting that they are satisfied with DOE communications & partnerships.



Key levels of Communications

- **Internal** (staff intranet, memos, mass emails)
- **School/complex level** (letters, parent nights, newsletters, emails)
- **Public at large/Mass media** (newspaper, radio, TV, HIDOE website)



Service & Support

External

- Audiences:
Parents/guardians/families, students, media, legislature, partner organizations, Board of Education, public at large
- New Tools: Website, social media, fact sheets, e-newsletters
- Existing/Expanded Tools:
Revamped Education Update, videos, advisories, news releases, op-eds, statements, interviews

Internal

- Audiences: State offices, Complex Areas/Districts, schools, teachers, staff
- New Tools: Intranet (staff collaboration & information site), e-blasts, communications modules & training, protocols
- Existing/Expanded Tools:
Handouts, posters, presentations, programs



EXTERNAL

Website *HawaiiPublicSchools.org*



- ✓ Launched July 2013
- ✓ 1.5 million visitors in 2016
 - 64% new, 36% returning
 - More than double 2015

Top content

1. Job Opportunities
2. Teacher Application FAQs
3. Licensure & Certification
4. Calendar
5. School Finder



EXTERNAL

Social Media — Facebook



Hawaii State Department of Education

Published by Derek Inoshita · June 16 ·

Leilehua High in Wahiawa, Oahu, provides many programs for military-dependent students to help them to transition to Hawaii living and find academic success. Find out more in this video!



Get More Likes, Comments and Shares
Boost this post for \$180 to reach up to 61,000 people.

66,747 people reached

Boost Post

597

61 Comments 650 Shares

	2014	2015	(8/31) 2016
Avg. Engaged Users/Day	142	290	337
Total Engaged Daily Users	51,901	105,804	81,906
Avg. Daily Content Reach	2,466	3,079	5,761
Total Daily Content Reach	900,139	1.1M	1.4M

✓ 7,256 page likes

✓ Like/share content from schools, partners

HAWAII STATE DEPARTMENT OF EDUCATION

HawaiiPublicSchools.org



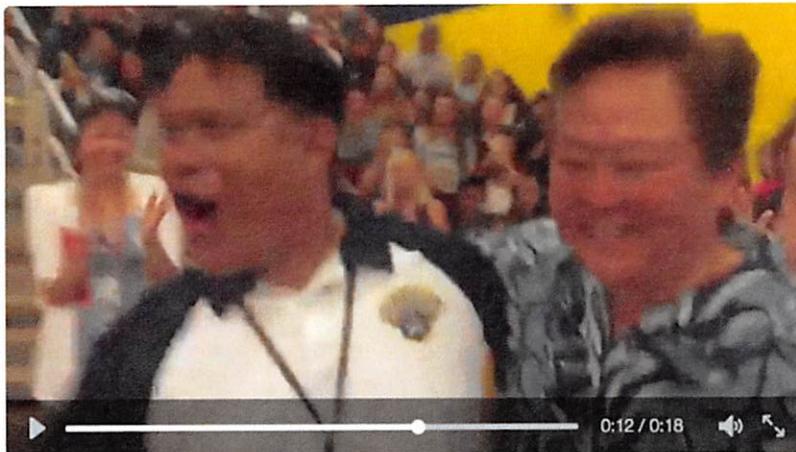
EXTERNAL

Social Media — Twitter



HI Dept of Education
@HIDOE808

THE MOMENT! @GovHawaii names Michael Sana, Waipahu High, Hawaii's #MilkenAward winner.

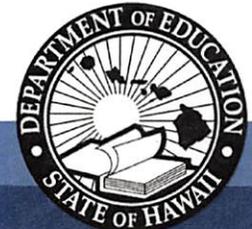


RETWEETS 109
LIKES 102



	(4/10) 2014	2015	(8/31) 2016
Avg. Daily Engagements	49	77	172
Total Engagements	12,918	28,128	42,023
Avg. Daily Content Reach	2,521	3,014	5,737
Total Daily Content Reach	668K	1.1M	1.4M

- ✓ 4,911 followers
- ✓ Like/share content from schools, partners
- ✓ Live tweet events, BOE meetings



EXTERNAL

Factsheets

Latest factsheets, stats, reports, more on the Media Kit page: bit.ly/HIDOEmedia

FACTSHEET

The Budget

FY 2016-17



OPERATING: The \$1.9 billion Operating Budget supports schools, school programs, testing and administration. It is 81 percent funded by the State of Hawai'i. The remainder comes from Federal, Special and Trust funds.

CATEGORY	% TOTAL	STATE FUNDS
EDN 100: School-Based Budgeting	59	\$919.7 million
EDN 150: Special Education	23	\$357.4 million
EDN 400: School Support	12	\$183.9 million
EDN 500: School Community Services	less than 1	\$2.9 million
EDN 700: Early Learning	less than 1	\$3.0 million
TOTAL direct support to schools	94	\$1.467 billion
EDN 200: Instructional Support	3	\$52.2 million
EDN 300: State Administration	3	\$48.6 million
TOTAL appropriation	100	\$1.568 billion

94% is direct-to-school support
6% is support at school, district and state levels

	% TOTAL	FY2016-17	FY2015-16
State Funds	81%	\$1,567,678,982	\$1,530,655,758
Federal Funds	14%	\$265,034,049	\$258,012,049
Special Funds	4%	\$83,954,451	\$96,755,747
Trust Funds	1%	\$17,640,000	\$17,640,000
TOTAL	100%	\$1,934,307,482	\$1,903,063,554

FACTSHEET

Terms/Meanings



There are a lot of terms to describe components of a child's education — sometimes they get used interchangeably and the meanings are confused or conflated. Standards, for example, are not the same thing as curriculum and the meanings are confused or conflated. Standards, for example, are not the same thing as curriculum. This is a simple overview of the key terms that everyone interested in public education should know.

Standards
These are the goals...
What students should know and be able to do by the end of the school year.

Curriculum
... this is the means ...
The planned content, materials & resources used by teachers to help students learn.

Assessment
... this is the yardstick ...
A measurement of student mastery, teachers and whether students are learning what they are supposed to.

Common Core
Standards that set clear guidelines for what students need to know in math and English language arts (includes science, social studies, etc.)

Smarter Balance
The assessment designed to measure fair measures of student learning.



WHAT ARE EDNs?

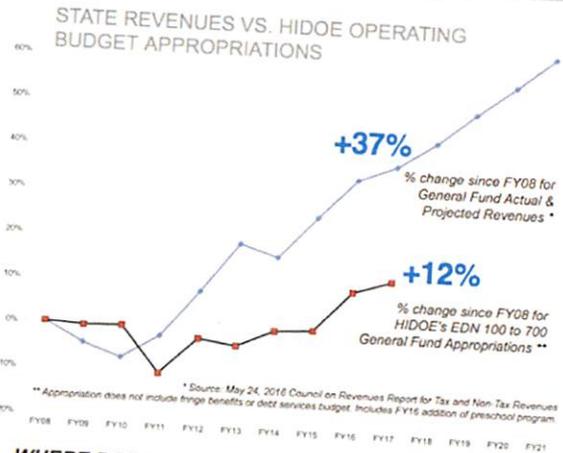
Program categories that indicate for which resources money is appropriated. They are:

DIRECT-TO-SCHOOL SUPPORT

- EDN 100:** School-based budgeting funds are primarily distributed via the Weighted Student Formula, which gives schools a specific dollar amount for each student, and additional funds for students with certain characteristics: socio-economically challenged or English Learners.
- EDN 150:** Supports Special Education for students with special needs who may require or already have an Individualized Education Plan.
- EDN 400:** Schools' utilities — sewer, electric, water, repair, food service and others — is managed centrally.
- EDN 500:** School Community Services includes programs such as A+ and Adult Education.
- EDN 700:** Supports the pre-kindergarten program in schools.

SUPPORT AT ALL LEVELS

- EDN 200:** Instructional supports and the statewide testing program.
- EDN 300:** Administrative support (personnel, technology, fiscal). Complex Area administration, the Board of Education, and the Office of the Superintendent.



WHERE DOES HAWAII STAND?

5th in the nation
 Personal median income: \$69,592*
 (National median: \$53,652)

31st in the nation
 Revenue spent on public schools per \$1,000 of personal income: \$43.19**



EXTERNAL

Education Update

Monthly printed newsletter sent to schools and first BOE meeting of the month. Features: news, grants & PD opportunities, upcoming events, Supt's message.

Archived on web with *Strive HI* and *Inspire*.

- Redesigned in 2014, more features
- Expanded in 2016 to a four-pager

DEPARTMENT OF EDUCATION
STATE OF HAWAII

Superintendent's
EDUCATION UPDATE

HAWAII STATE DEPARTMENT OF EDUCATION | SEPTEMBER 2016

ACT — CLASS OF 2016

Hawai'i public school students ascending

The annual report released by ACT shows an increase in Hawai'i's public school students meeting college readiness benchmarks. *The Condition of College and Career Readiness 2016* report includes information on juniors taking the ACT test in every state, including Hawai'i.

Hawai'i's public high school graduates in the Class of 2016 — 10,525 students who took the exam in 2015 — who met ACT's college readiness benchmarks over the year before:

- Up two points in Mathematics;
- Up one point in English and Science;
- Unchanged in Reading.

ACT TREND DATA

Over three years, HIDOE students are up:

- 4 percentage points in English
- 3 percentage points each in Mathematics, Reading and Science

All of Hawai'i's public school juniors now take the ACT test as part of a range of recent transformational efforts to boost students' college and career readiness. (Learn more: bit.ly/expectcollege.) These efforts have produced strong increases in college enrollment and enrollment in early college programs at the high school level, as well as significant declines in college-level remediation in English and Mathematics.

The ACT includes a student survey to gauge their plans for life after high school. For the Class of 2016, 80 percent indicated a desire to earn a two- or four-year college degree.

"We are encouraged by steady gains in our students' college preparation and enrollment. However, we recognize the need for more of our students to be ready for the rigors of work and study after high school," said Supt. Kathryn Matayoshi.

Press release: bit.ly/ACTHI2016

INNOVATION

Kailua El teacher named to national 3D educators team

Kailua Elementary teacher and Technology Coordinator Greg Kent is one of 58 teachers selected nationwide for the Ultimaker Education Pioneers program. Ultimaker develops open source 3D printers and tools.

"Greg and his team at Kailua Elementary are making great strides in creating an environment where our students can be future ready learners," said Supt. Kathryn Matayoshi. "They have done a tremendous job working with education and community partners to make this possible, and we look forward to seeing the students' creations come to life and shared on a national level."

Ultimaker established the Pioneers program to spark a dialogue in the education community about developing and sharing lessons as well as best practices when it comes to integrating a 3D printer into classroom curriculum. Its site (ultimaker.com/en/education) offers stories from educators, tips and advice, frequently asked questions and answers, as well as other resources on 3D printers. "I want to transform education. The best way to do that is to collaborate with other passionate people that want to change the world," Kent said. "My mission is to empower students to create the world they want to live in."

Greg Kent with his students in his Kailua El makerspace classroom, which now includes a new Ultimaker 3D printer.

STRIVE HI Opportunities

EDUCATORS

Join the effort to connect classrooms at home and around the globe with the Mālama Honua Worldwide Voyage via Wa'a Talks. In its third year, free Wa'a Talks continue to support teachers, administrators and communities that want to learn through the global journey of the Hōkūle'a. Next session: Sept. 15, 3-6 p.m., Farrington High School Library. Learn more: <https://intranet.hawaiipublicschools.org/offices/superintendent/MH>

Submit a proposal to the **Farmers Insurance Thank a Teacher program** for a \$2,500 grant toward classroom-based materials; 180 teachers across the country to be awarded. Apply by Sept. 29. Details: <https://www.farmers.com/thank-america-teachers/submit-a-proposal/2500>

Free Code.org workshops for K-5 teachers taught by Momiiani El technologist Shane Anselstine coming to Kahala'u El Oct. 10 and Waipahu Intermediate Oct. 11. Register: <http://www.shaneastelstine.com/code>

The 4th annual **EdCamp Honolulu** is a free, participant-driven professional development event where the attendees set the schedule and lead the sessions. EdCamp Honolulu will be an event full of rich discussions, cool demos, and plenty of hands-on learning. Register: <http://edcamp.org/register/>

DEPARTMENT OF EDUCATION
STATE OF HAWAII

EXTERNAL
eNews

Focus on advances in the system (*Strive HI: 1,692 subscribers*) and success stories (*Inspire: 1,540 subscribers*): bit.ly/HIDOE-eneews



In the News

MATH & SCIENCE TEACHERS RECOGNIZED BY PRESIDENT OBAMA
"We are proud of these educators and commend them for providing our students with rigorous science and math curriculum and opportunities," said Supt. Matayoshi of Eliza Akana Yoshida, Stan Mesina, Alicia Nakamitsu and Bryan Silver. [STORY](#)



COMMUNITY VOICES SOUGHT ON PUBLIC EDUCATION PLANS
The public has more opportunities to provide feedback at upcoming Board of Education community meetings on Oahu, Kauai and Molokai. [STORY](#)
• From the Supt: All voices welcome in shaping our education future. [STORY](#)



REPORT LAYS FOUNDATION FOR STUDENT SUCCESS
Findings from the spring 2016 community outreach effort provided much common ground. These findings are fueling...



Students

JULY 2016



Aiea senior's capstone project a boon for school

Class of 2016 graduate Perry Arrasmith focused on photovoltaic panels on the roofs of Aiea High for his senior capstone project. His project has inspired change that HIDOE's Office of School Facilities and Support Services helped to make a reality. [STORY](#)

SUPERINTENDENT SHARES STUDENT VOICE WITH HOKULE'A
Kathryn Matayoshi and apprentice navigator Jenna Ishii met with students and educators who presented messages of Malama Honua, which she took to New York City for World Oceans Day. [STORY](#)



HEARTFELT 'MAHALO' FROM MAUNAKEA SCHOLARS
Students in the first cohort of Maunakea Scholars offer thanks to the Canada-France-Hawaii Telescope staff and University of Hawaii mentors for assisting with their research of interstellar phenomena. [STORY](#)



EXTERNAL

Telling Our Stories

Sharing the success and innovation in schools, featuring students, educators, partners and others.

bit.ly/HIDOEsuccess

Educators

SHARE THIS:  

Our schools are staffed with top-notch educators who work with all students, from gifted to challenged, to realize their educational and personal goals.

1 2 3 >

Nurturing a lifelong passion for art

18-Mar-2016

With 51 student works earning awards in the Hawaii Regional Scholastic Art Awards program, and nine medaling at the national level, all eyes are on Lalehua High's art department and its head, 38-year fine arts teacher Larry Taguba. "Winning is not the goal, but improvement is."

Kahuku teacher joins 'Ohana Wa'a

29-Feb-2016

Kahuku High & Intermediate School teacher Matthew Kanemoto shares his experiences as a crewmember of the Worldwide Voyage. In 2013, Kanemoto had sailed on the Hōkūle'a during the first Mālama Honua statewide tours. He then became one of the 15-person crew that sailed Hikianalia back to Hawaii from Tahiti Nui, which lasted 27 days, covering more than 1,800 nautical miles on the open ocean.

Mentoring of new teachers has cut turnover and improved performance

07-Feb-2016

The Department is making strides in improving teacher turnover with the implementation of induction and mentoring for all new teachers. HIDOE educational specialist, Keri Shimomoto, discusses what's being done to address this issue facing school systems nationwide in the Honolulu Star-Advertiser.

Creating a safe space for incoming freshmen

29-Aug-2016

Initiatives like McKinley High's Ignition Program provide peer mentoring and support to ensure students succeed in 9th grade, which can be a challenging transition. These efforts statewide are paying off, with numbers of student misconduct offenses and suspensions dropping.

SHARE THIS:  



Student trainees and junior advisors gathered to learn how to mentor incoming freshmen at McKinley High.



...y of high school? The nerves about how big the school was? Worries about...
...t in with the upperclassmen?

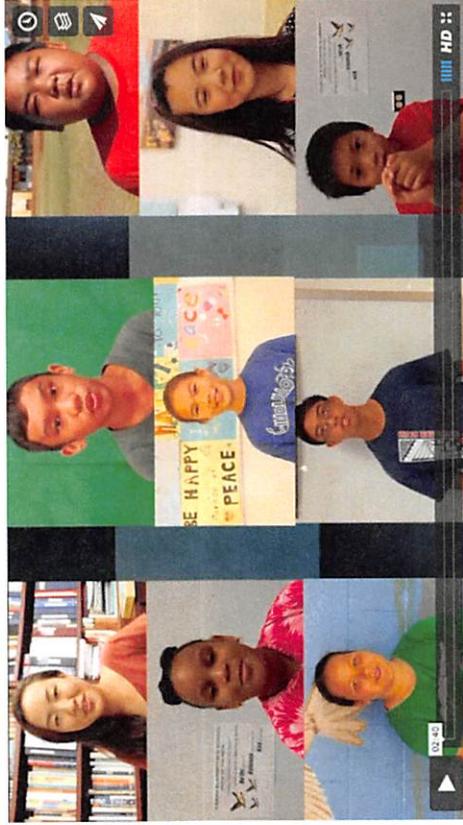
HAWAII STATE DEPARTMENT OF EDUCATION

HawaiiPublicSchools.org



EXTERNAL Videos

Production and promotional services.



I am a Hawaii Public School student:
vimeo.com/132463190



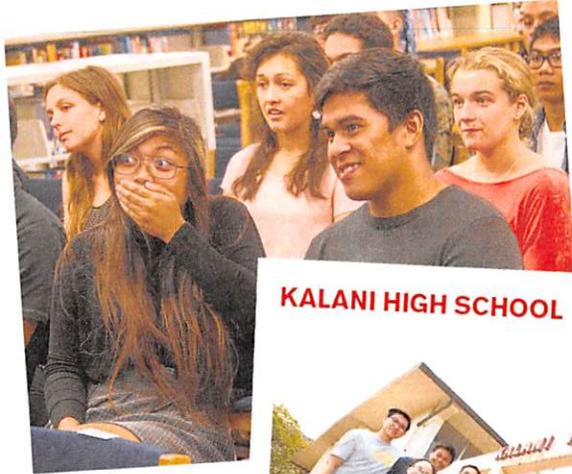
2016-17 Education Effectiveness
System: vimeo.com/173972124



HAWAII STATE DEPARTMENT OF EDUCATION
HawaiiPublicSchools.org

EXTERNAL

Mass Media



KALANI HIGH SCHOOL



CINDY ELLEN RUSSELL / CRUSSELL@STARADVERTISER.COM

CHANCE OF A LIFETIME

A new program awards Kani's students time of a powerful Mauna Kea telescope

Graduating class sets high bar for excellence

By Nanea Kalani
nkalani@staradvertiser.com

Kalani High School Principal Mitchell Otani says the caliber of students in the East Oahu school's

cord number of valedictorians, has set a tone for success for future graduates.

"This class has really set the table for the success of classes to come," said

Twenty of the 42 valedictorians of the Kalani High School Class of 2016, from top to bottom, left to right: Jason Yim, Darrell Huang, Toshihiro Kosins, Peter Johnson, Jonathan Shiraki, Yiju Huang, Shin Chang, Samantha Churchill,

	2014-15	2015-16
Advisories	13	36
News Releases	71	91
Stories about HIDEOE	616	1,173

	2014-15	2015-16
Ad Value*	\$507K	\$1M
Calculated Ad Value*	\$27M	\$38M
Publicity Value*	\$82M	\$113M

Ad Value: The 30-sec one-time buy ad rate.

Calc Ad Value: The 30-sec rate factored into running time.

Publicity Value: Three times the Calc Ad Value: audience is assumed to pay attention to a news story three times more often and intently than they do to a commercial.

*SOURCE: Dateline Media



INTERNAL

Intranet

Intranet.HawaiiPublicSchools.org



Department Highlights



Welcome back, SY 2016-17

July 29, 2016 - Aloha and welcome to the 2016-17 School Year. Here find links to the Opening of School Year Packet, plus key updates on heat abatement and health, transgender guidelines, the budget, the upcoming World Conservation Congress, the Strategic Plan and a welcome back message from Supt. Kathryn Matayoshi. Mahalo for your hard work on behalf of children, and have a great year!

[READ MORE](#)

Press Releases



Schools to reopen on Friday, Sept. 2

September 01, 2016 - All Hawaii Island public and charter schools will reopen tomorrow, Sept. 2.

[READ MORE](#)

Maul County public schools closing at noon on Friday, Sept. 2

September 01, 2016

Public and Charter school enrollment remains steady with increases in most grades

August 30, 2016

Hawaii Island public schools to close Wednesday and Thursday due to Hurricane Madeline

August 30, 2016

Education News

Hepatitis A cases hit 241 as officials hope outbreak eases

Thursday, September 1, 2016 - Honolulu Star-Advertiser

Public school enrollment dips slightly

Wednesday, August 31, 2016 - Honolulu Star-Advertiser

DLNR NEWS RELEASE: The World Conservation Congress Hawai'i Pacific Pavilion — Highlighting the Interconnectedness of Pacific Islands

Wednesday, August 31, 2016 - State of Hawaii, DLNR

All Big Island public schools, UH campuses closing

Tuesday, August 30, 2016 - Honolulu Star-Advertiser

Overgrown ditch causes flood concerns for Kaneohe residents

Tuesday, August 30, 2016 - KHON

Recommended Resources

- Welcome to the DOE
- Common Core, SBA resources
- PD, Training & Opportunities
- Site Map
- DOE List of Schools
- DOE Staff Directory
- Official School Calendars (Excel)
- Submit a Success Story
- Financial Management System
- Report Fraud
- CSD: Submit a ticket

Single Sign-on [Visit SSO](#)

• DSI, eCSSS, eHQ, eHR, eSIS, FacTrak.

✓ Launched Jan. 2014

✓ In 2016:

- 22,880 visitors (84% returning, 16% new)
- 683,229 pages of content consumed

Top content

1. Vacancy Announcements
2. EES
3. Human Resources (home)
4. Fiscal Services (home)
5. Welcome Page



INTERNAL eBlasts



COMMUNICATIONS OFFICE

School & teacher opportunities

Here are a few opportunities that crossed our desk in the Communications Office. Visit the Opportunities List on the Intranet for more and read our latest news.
EDUCATION UPDATE | STRIVE HI | INSPIRE

Opportunities & Grants

SOCIAL STUDIES ELEMENTARY STANDARDS REVISION TEAM

Apply by Aug. 26
Pursuant to the Sept. 15, 2015 adoption of the College, Career and Civic Life C3 for Social Studies State Standards (C3 Framework) by the Hawaii State Board of the Office of Curriculum, Instruction and Student Support announces the call for a for the Hawaii Social Studies (K-5) Elementary Standards Revision Writing Team. will assist Content Leads from Hawaii's universities and educational institutions in revision of the K-5 Hawaii Content and Performance Standards III in Social Studies SY 2016-2017.

- VIEW ANNOUNCEMENT
- REGISTER ONLINE

ALOHA AINA MOANALUA WORKSHOP, GRADE 4 TEACHERS

Sept. 9, 8:30 a.m. - 3:30 p.m., Moanalua Middle School Library
Moanalua Gardens Foundation (MGF) and DLNR's Division of Forestry and Wildl pleased to offer a free workshop for fourth grade teachers on our Huaka'i o Kame Aloh Aina Moanalua place-based environmental education curriculum. The work includes a teacher's guide, lesson plans, student activity sheets, rubrics, CDs, a other resources. MGF will provide all materials plus meals and refreshments.

- VIEW ANNOUNCEMENT

THE GREAT GLOBAL PROJECT CHALLENGE

Sept. 11 initial deadline, Oct. 1 final deadline
The Great Global Project Challenge will highlight the projects and platforms of ed non-profit organizations and companies who believe in the power of globally conn teaching and learning. Teachers new to global collaboration will find a treasure tro projects to explore and consider adopting in their classrooms. Projects do not hav newly designed — established existing projects created by educators and organiz

Mailing Details

0825 opps

Subject: + Opportunities for schools, teachers

Date	From	Segment
2016-08-25	Hawaii DOE <reply@hawaii DOE.org>	Teachers/NCTs/EOs
Status	Category	Segment
Sent	Other	Teachers/NCTs/EOs

Delivery Statistics

Delivery	Opens	Clicks
Delivered: 14,343	Total: 3,706	Total: 1,891
Hard Bounce: 34	Unique: 2,747	Unique: 1,175
Soft Bounce: 13	Percent: 19.1%	Percent: 8.2%

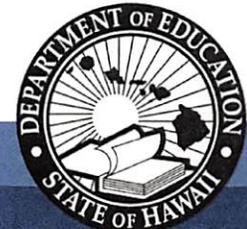
Conversion Pipeline



- ✓ Direct emails to HIDOE subgroups
- ✓ Opportunities blasts to teachers/EOs monthly
- ✓ Analytics (unique opens, clicks)
- ✓ Assist partners (HSTA, UH, State Agencies)

Most popular — 8/25

1. Farmers Insurance \$2,500 teacher grants
2. EdCamp Honolulu Conference
3. Code.org K-5 workshops
4. Aloha Aina 4th grade workshop



INTERNAL

Communications modules



Communication Tools

- Handouts
- Videos
- Websites
- Successes!
- SBA results

Communicating the core

Regular communication with parents and the community plays an important role in helping students succeed in school. That is especially true as we continue to implement the Hawaii Common Core standards and prepare for the first administration of the Smarter Balanced Assessments.

The challenge? The education our students' parents received years ago looked much different than the dynamic way their children are learning and being tested now. This means changes in the standards and testing technology can be a bit daunting for parents to grasp at first.

However, when given simple and accurate information frequently, most adults understand the need for higher and common standards, as well as aligned assessments, that will better prepare students for colleges and careers. Informed parents are better equipped to support learning at home. There are many ways to reach out to parents about the important shifts happening in your classrooms. Here are a few resources and ideas to get you started. Please reach out to the [Communications and Community Affairs Office](#) any time if you have questions, ideas, or to let us know of any successful communications efforts or upcoming events at your school.

Please make sure to visit our [Common Core](#) and [State Assessment](#) pages on the DOE website for updates. There is also a [Family Resources](#) page there — please connect your eager parents with this page, there's a lot there for them to chew on, including access to practice tests, videos, handouts and more.

• [bit.ly/CCSBready](#)

NEW! We have a section up with simple resources for communicating the release of [Smarter Balanced results](#) in September 2015.

Giving a presentation? Here's a template.

If your school or office is giving a presentation to parents or the community about the new standards and assessments, use this PowerPoint Template as a starting point, and modify as needed to suit your audience and content.

Home page

Communicating the Smarter Balanced Results

Key resources for schools and complex areas to communicate with families, students and the community about Smarter Balanced results released on Sept. 15, 2015.

- PowerPoint: Family Report — presentation for principals & staff
- PowerPoint: Family Report — presentation for families
- Sample Family Report
- Family Report: Interpretive Guide
- Key Messages — what the results mean for students, schools and the state
- Parent letter template — from principal of school to accompany Family Report
- Factsheet — Common Questions about Smarter Balanced, a good handout to go with your parent letter or parent night communications
- Flyer — Chart Your Path to College with Smarter Balanced! Reminder that a 3 or 4 on SBA for juniors means they can enroll in college-level classes at UH and other colleges.

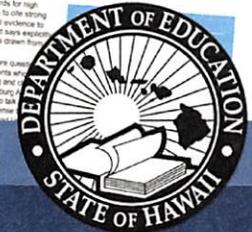
Videos

- About the Smarter Balanced Assessments [VIEW]
- Smarter Balanced: An Overview [VIEW]

Key Memos

COMMUNICATING THE CORE

- ✓ Self-directed supports: materials for parent nights, letters, factsheets on instructional shifts, practice tests
- ✓ 97% participation rate on SBA
- ✓ 2016 Koa Anvil Award of Excellence



INTERNAL

Protocols

PROTOCOLS FOR SCHOOL/DISTRICT LEADERS

Communications



The following communication protocols are in place to provide a deliberate and consistent approach to how major decisions and events are communicated to key stakeholders. CCAO will be responsible for following and monitoring the use of these protocols, as well as regularly reviewing and updating them. However, the responsibility for carrying out the protocols may reside with other district staff, a school leader or others, depending on the nature of the particular issue.

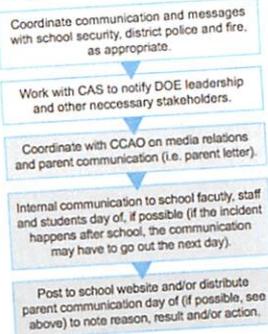
MAJOR INCIDENTS

SAFETY INCIDENTS

This protocol should be followed anytime a school is placed on lockdown or an incident occurs that may pose a threat to campus.

Staff or department responsible for using the protocol: Complex Area Superintendent, school principal with support from CCAO staff. (Note: CCAO will coordinate all media contact. Please notify the office if you receive any calls or if media show up at the school.)

The chart below shows a suggested order for communicating with key stakeholders; the flow may vary due to the nature of the event. In all circumstances, faculty and families should be notified the same day, if timing permits, to provide rumor control and reassurance.



BOMB THREATS

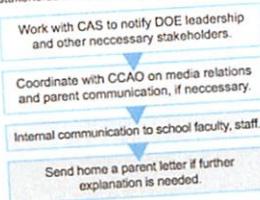
Staff guidance and protocols for bomb threats

OTHER INCIDENTS

This protocol covers situations such as staff being arrested or under criminal investigation, or the death of a student or staff at the school. These are among the most sensitive issues schools have to handle. As a result, a common reaction is to not communicate to stakeholders. However, parents and faculty want and deserve to hear the news directly from the school or school district before hearing about it in media.

Staff or department responsible for using the protocol: School principal with support from CCAO. (Note: CCAO will coordinate all media contact. Please notify the office if you receive any calls or if media show up at the school.)

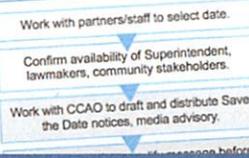
The chart below shows the order in which key stakeholders should be notified:



SPECIAL CEREMONIES, ASSEMBLIES

To be followed anytime a school is celebrating the start or completion of a major capital improvement project, (renovations, expansions, new construction), as well as special assemblies to announce an award or other milestones.

Staff or department responsible: CCAO, in coordination with the



ABOUT CCAO

The Communications and Community Affairs Office (CCAO) supports the executive function of the Superintendent of the Department of Education (HIDOE) by developing the internal and external communication aspects of the public school system, with an emphasis on promoting the mission, goals and objectives set forth in the Strategic Plan. CCAO features:

- External Communications
- Internal Communications
- Media Relations
- Government Relations

HIDOE COMM TEAM

Phone: 808-586-3232
 Address: 1390 Miller Street, Rm. 312; Honolulu, HI 96813
Donalyn Dela Cruz, Director
Christine Strobel, Digital Media Specialist
Brent Suyama, Communications Specialist (Facilities)
Derek Inoshita, Communications Specialist
Lindsay Chambers, Media Specialist

Principals and teachers have enough to do. The Communications Office provides:

- Communication chain for various incidents — staff, families, communities, media
- Media relations for major incidents, events
- Event planning and coordination

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INTERNAL

Training

- ✓ Community Engagement
- ✓ Media Relations
- ✓ Social Media
- ✓ Intranet
- ✓ Venues:
 - ELI, Schools of the Future
 - Principals' Meetings
 - Direct-to-Schools

Join us!



Social media module for schools

Why social media in schools? Not only do the different platforms offer powerful teaching/learning possibilities, it's essential for school community relations. [Read this terrific post from Eric Shenerger.](#)

If you have additional questions or resources to recommend, please contact the Communications office: 808-586-3232, or via email.

Resources

If you're looking to add social media as part of your engagement and communications strategy with your school communities, here are some resources to assist.

 **Social Media 101**

Social media basics: familiarize...

Media Tips & Messaging

DONALYN DELA CRUZ,
and LINDSAY CHAMBERS

Communications & Community Affairs Office

ELI 2016 | EVERYONE A LEARNER: IGNITING A PASSION FOR LEARNING

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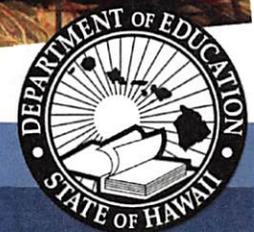
Event Planning

- ✓ Educational Leadership Institute
- ✓ School & Partner Events
- ✓ Award Ceremonies



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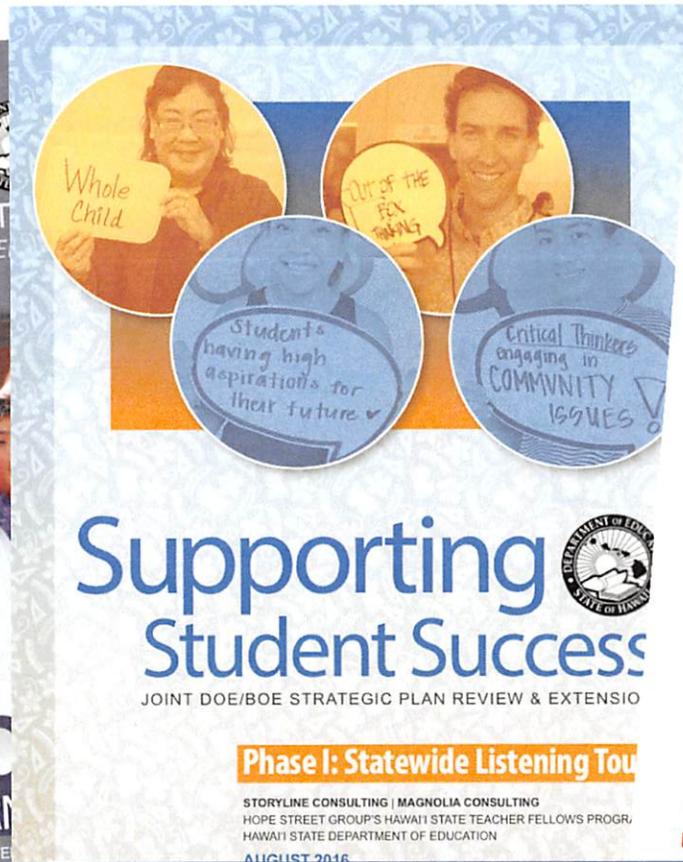
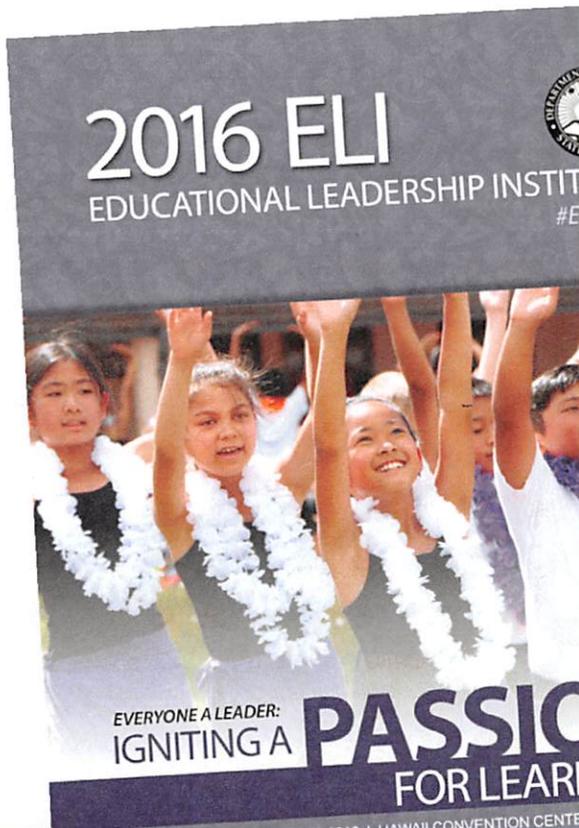
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Promotional materials

Programs, posters, handouts, brochures.



Department of Education
FRAUD & ETHICS HOTLINE

Fraud hurts all of us.

It starts with you. All employees are expected to hold themselves to the highest integrity. If you have any concerns of fraudulent or unethical behavior, please don't keep it to yourself.

Examples of fraud include:

- ✗ Improper use of funds
- ✗ Falsification of documents
- ✗ Kickbacks or bribes
- ✗ Theft of cash or DOE property
- ✗ Inappropriate employee behavior
- ✗ Misuse of DOE time or resources

If you know of or suspect any fraud or unethical behavior, you can report your concerns to your immediate supervisor — or anonymously 24 hours a day, 7 days a week, to our confidential, toll-free hotline or at reportlineweb.com/hidden

(855) 233-8085
reportlineweb.com/hidden

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Path to Graduation
Strive HI
 What students need to do to earn a diploma from Hawaii's public high schools.

Lunch program
Food & Nutrition Plans
 Nutritionally balanced, low-cost or free lunches are available to qualifying children.

Teacher training
Educator Effectiveness
 Learn about our system of educator evaluations, mentoring and training.

Athletics
 The Department offers 20 interscholastic sports each school year — and more.

Common Core Curriculum
 English Language Arts and literacy in history, science, technical subjects and math.

The Strategic Plan

Our governing document driving the work of schools, districts and the state.

Strive HI System

Our school accountability and performance system. [www.doe.hawaii.gov/strive-hi](#)

Testing

Our series of student exams includes the State Assessment, ACT and End-of-Course exams.

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