



UTAH STATE BOARD OF EDUCATION

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MEMORANDUM

TO: Members, Utah State Board of Education

FROM: Sydnee Dickson
State Superintendent of Public Instruction

DATE: November 3-4, 2016

ACTION: Communication Plan

Background:

Consistent and transparent communication between staff and Board is in need of improvement. A comprehensive communication plan has been developed and presented to leadership for improved outcomes. Superintendent Dickson will share the proposed communication plan for Board feedback, input, and approval.

Board Strategic Plan:

This item supports the following imperative(s) and strategies in the Board's Strategic Plan:

- System Values

Anticipated Action:

The Board will discuss and approve the Superintendent's proposed communication plan.

Contact: Sydnee Dickson, 801-538-7510

Communication Plan Proposal

Nov. 4, 2016

Objective: Improve communication and transparency between Board and staff

Proposed Actions:

1. **Calendar** (Beginning Oct. 24th)
 - a. Send weekly calendar by end of week Friday for the following week. Syd's calendar will be detailed by hour with Deputies indicating when they are out of office.
 - b. List travel well in advance, including purpose, expected outcome, cost, and flight times.
 - c. Provide access to calendars via Outlook for those who are interested
 - d. Time blocked out in Syd's calendar each week to work on updates and follow through on Board items.

2. **Bi-weekly communication** (Beginning Nov. 4th)
 - a. Updates to Board sent bi-weekly by Syd that will include the summary of operational priorities provided by Scott and whether or not from his position we are either in danger of not meeting the end state by the identified date or we are still on track.
 - b. If in danger of not meeting the deliverables, the reasons why will be stated along with indicators of what is necessary to get us back on target.
 - c. Summaries or outcomes of key meetings held with various stakeholders
 - d. Newsflash from sections on key issues of interest to Board

3. **Summary of Operational Priorities** (Pending Board Approval, Nov. 4th)
 - a. Table of operational objectives (as discussed in Board Executive Leadership meeting 10/17/16) for full Board examination and approval will be placed on Board docs and updated with deadlines and progress on operational goals, (i.e., office reorganization, MSP updates, move to FINET, progress with ERP). **Board Docs functional in December.**
 - b. Report on progress both in Supt. report and other applicable committees where possible as stated in item 2a.
 - c. Demonstrate resolve for completion of USBE Operational Priorities through internal communications by way of e-mail to Directors with stated expectations and deliverables and timelines. Establish priority of effort (POE) with directors as necessary to meet the operational priorities of the entire board as set within the summary and In the interest of meeting the identified dates of operation or implementation. Reduce the reliance on multiple meetings and take a more direct approach in ensuring that the objectives or priorities are met.
 - d. Communicate concerns, where applicable, with agencies such as DHRM, State Finance, or DFCM that are holding up progress to meeting the operational priorities and restructuring goals of the USBE and its staff. Provide specificity on what is required from the agencies before progress can resume and actions to date to get the external provider to meet our needs.

4. **Committee involvement** (Send to Board by Nov. 15th)
 - a. List of committees that leadership team members are serving on with purpose, timeframe, expected outcomes, and Board commitments submitted to Board for review and comment.
 - b. Seek input from Board regarding committee goals and report on outcomes as part of the Bi-weekly communication to the entire USBE

5. **Relationships with membership organizations** (Deadline Dec. 1)
 - a. Create a list of organizations that USBE staff has a working relationship with, (i.e. WestEd, West Comp Center, and Council of Chief State School Officers). Specify why these relationships are important to the overall direction and intention of the USBE and its strategic plan.
 - b. Determine which of these we do not have MOUs or MOEs with and determine whether or not future relationships are beneficial to the goals and objectives of the USBE and in accordance with its strategic plan. *Will be included in 5.a.*

6. **Conferences and Co-sponsorships** (Nov. 4th)
 - a. Add 2016-17 co-sponsored events to Nov. 4th consent calendar (including cost, benefit). Include justification or reason why these co-sponsored events are critical to meeting the objectives or the mission and/or intent of the USBE and its strategic plan.
 - b. Clarify on consent calendar what will be communicated in the name of the Board (main idea of presentations).
 - c. Create written policy to reflect protocol of Deputy approval and Board consent.

7. **Potential or pending legislation** (Nov. 4th)
 - a. Add potential or pending legislative updates to bi-weekly Board updates.
 - b. All legislative requests will be tracked and organized by Tiffany Stanley to make it easier for Board to know who to contact in office. Angie will supervise this action.

8. **Board requests** (Beginning in Dec. with Board Docs implementation)
 - a. Use Board docs to catalogue individual Board requests that are substantive so that Board leadership can assist with prioritization when necessary.

9. **External List Serve** (List-serve established by Oct. 1)
 - a. Use educator list serve (already established) to communicate Board initiatives and aide in understanding rules related to improving their profession, (i.e. UPPAC, licensing)