

A Tale of Three Engagement Series

Engaging a community around future-ready learning and
boundary adjustments

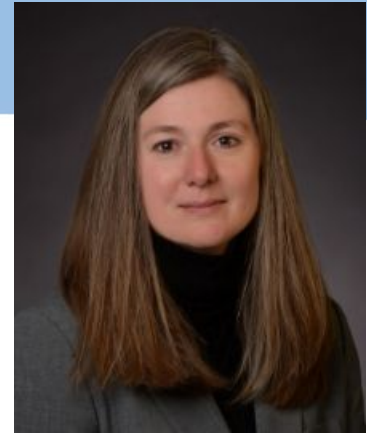
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LEE'S SUMMIT
R-7 SCHOOLS
Learning for Life

Introductions

- Dr. Emily Miller
 - Assistant Superintendent of Operations
- Kelly Wachel, APR
 - Executive Director of Public Relations
 - @KellyWachel



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Background and overview

The lay of the land in Lee's Summit School District

- Educating our public on capacity and boundaries
- Wanting to infuse “future-ready” with a boundary discussion
- Partnered with DLR and LINK Strategic Communications to run a process for changing boundaries and designing learning and facilities for our future
- Continuation of what we call the “Comprehensive Facilities Master Plan” process

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Let's get in the frame of mind

Stop and discuss

What is the hardest email, phone call, social media comment, etc. you've had to hear?

Be prepared to share!

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Feedback Log

Initial Comments

"I have to express I am a college grad but this e-mail is nothing but gibberish it is overwhelming and hard to get to the base root reason for its purpose. I am sure I'm not the "Only" one that is thinking like this but I will step up and speak up when I am sent this kind of gibberish. We as parents are so overwhelmed with getting our students enrolled and ready this type of info should have better timing on the part of the school district. We are overwhelmed with so many e-mails and to add this is frustrating 😞

Highly frustrated parent"

"We would like to know how quickly Lee's summit high school can be demolished and rebuilt. It is old ugly and outdated. Compared to the other high schools is is Terrible. We are looking to move to Blue Valley or Parkville - possibly North High on LS just to get our kids away from LSHS and Pleasant Lea Middle School. Thank you"

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Feedback Log

"Regarding the meeting last night, you're soliciting feedback, so here's mine. 1. The Lees Summit PR department needs a heavy injection of professionalism. It takes more than writing a press release or Facebook post. You must clearly and calmly answer the justified questions from frustrated and angry parents about their children's future. She'd never heard of school ratings before? She wasn't expecting parents to be concerned about sending their kids to a lower ranked school? We expect answers. Not tripe about "holding hands and walking this road together." 2.

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Feedback Log

"Ms. Wachel,

I am writing as a parent of a LSR7 student, an active Lee's Summit citizen, and as a former teacher. Please accept my sincere thanks to you and the CFMP team for the work that you are doing to provide information to our community. I know you are hearing from many people who have concerns, pre-conceived ideas, and fears about changes to come for the LSR7 school district. Please know that there are many (MANY) of us, who may not be the loudest or most aggressive voices in the community, who are assured that the CFMP committee is making decisions based on what is best for the entire school district and not just a select few. We are also staying informed on issues and doing our own research. While those loud voices may be dominating Facebook groups, emails, and letters being distributed, please know that they do not speak for everyone.

"Is it possible to get some more question and answer sessions on the calendar? There is a Facebook group of over 3000 parents and teachers talking about the CFMP, and it is a very unhealthy situation. A lot of misinformation is getting stirred up. Some former teachers have posted boarder line racist comments. They are spreading rumors generated by current teachers. This is going to become toxic really quickly as the group grows. A mob mentality does not lead to productive conversation. My son wore an LSN shirt to his elementary school today and it made me nervous because all of the anti-LSHS and anti-West information being spread. Thanks,

"First, thank you for the work you are doing, among the abuse that you are taking! We appreciate the thought, hours, and care you are putting into this process and know that you have the entire community's best interest in mind. My question is regarding timeline. The possible boundary

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Feedback Log

"Thank you all for the time and energy you have put forth over the last few months in helping to address some of the key issues with overcrowding the district is currently experiencing, especially in the secondary space. I appreciate the opportunity you all have provided to allow parents and community members to voice their ideas, concerns and opinions through online surveys, meetings and one on one discussions with CFMP team members. I am writing to you as a

"Hi Kelly. I am looking at the boundary map options and have a question about the number of secondary students each option effects. One of the options effects only 164 secondary students. My question: Is that 164 students all current students from 7-10 grade or just the ones who aren't being offered the option of grandfathering (current 7 and 8)?

I put this in my feedback form, but I believe very strongly that Secondary Options 2 & 4 should be rewritten as soon as possible.

I am very concerned at the timing of boarder lines/changes involving my boys at LSWHS. One will be a Freshman and the oldest a Junior. We all need grandfathering assurance rather than a vague dialogue ie "apply for indistrict transfers", and we need it done ASAP so kids have time to do auditions, sign up for/attend camps, enroll in summerschool and enroll in the spring session. I Also need the assurance to grandfather in current middle schoolers who have siblings at LSW as again

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Our tone and response is critical

Thank you so much for your thoughtful words. We appreciate your time in connecting with us to offer your sincere feelings about potential boundary adjustments. We will pass your comments on to the Board of Education as well as the CFMP team.

Please know we care deeply about the thoughts you share with us. We will consider these comments as we continue to move through the process.

Again, thank you for your email,
Kelly

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Our strategy

1. Build awareness of capacity issues
2. Create opportunities for public engagement
3. Use feedback to inform decisions

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Tactics - the launch



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Let's Make #R7FutureReady Together Capacity and Future-Ready Learning

We are currently developing a new Comprehensive Facilities Master Plan (CFMP) for Lee's Summit R-7 schools. We hope you'll join us this fall as we ask for community input around short and medium term solutions to meet current capacity needs in the district, as well as our long term vision for our schools. Together, we can build for the future by developing innovative learning environments that are available to all students and encourage "future ready" learning.

Here is some background information on this unique opportunity to plan for our needs and envision the future for our schools.

Current Capacity Needs: *Providing Comfortable and Accessible Facilities for All*

Lee's Summit is a growing community of more than 18,000 students across 18 elementary schools, three middle schools, three high schools, an alternative high school, the Miller Park Center, an early childhood center, and the Hilltop Campus. We are a "destination" school district, among the most desirable in the Kansas City suburbs.

The demographic trends in our district reflect this reality and highlight an opportunity for our community to help reshape our schools for the future. Shifting population trends across the district indicate that some of our facilities are under capacity and some of our facilities are over capacity.



There are many options available for how to solve for our current capacity needs districtwide and ensure comfortable and accessible learning and operational environments are available for all of our students, teachers, and staff. Our fall engagement process will inform the development of these options and help drive



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Let's Make #R7FutureReady Together CFMP Process Background Information

This school year, we are engaging families, students, staff, and community members around the development of a new Comprehensive Facilities Master Plan (CFMP) for Lee's Summit R-7 schools. During Fall 2018, we will ask community members about their priorities around short and medium term solutions to meet current capacity needs in the district. We will also focus on our community's long term vision for developing learning environments that are available to all students and encourage future ready learning.

Here are a few things you should know as we begin this process.

What is the purpose of the CFMP?

The Comprehensive Facilities Master Plan (CFMP) is our blueprint for ensuring all students can learn and grow in environments that promote collaboration, innovation, and other essential "future ready" skills. The CFMP will guide district decision-making about current and potential future facilities and programs. It outlines the current status and future use of district buildings, and guides the allocation of capital improvement efforts according to capacity and programmatic needs and available funds.

What will happen during the CFMP engagement process?

This fall, we are hosting community conversations and conducting online surveys to learn about your priorities for short and medium term solutions to meet current capacity needs across the district. We will also discuss our community's long-term vision for the future of our schools and how we can empower our students to grow into "future ready" learners.

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Tactics - the launch



LS R-7 CFMP Engagement Series #1



Let's Make #R7FutureReady Together
September 2018 Engagement Series

We have a unique opportunity to plan for our needs and envision the future for our schools. *We hope you'll join us in this endeavor!*

Join us for a series of community meetings at our high school Missouri Innovation Campus in September:

Monday 9.10.2018	6:30-8:30pm	Missouri Innovation
Tuesday 9.11.2018	6:30-8:30pm	Lee's Summit North
Wednesday 9.12.2018	6:30-8:30pm	Lee's Summit West
Thursday 9.13.2018	6:30-8:30pm	Lee's Summit High



Welcome to our "Current Needs" community survey!

Thank you for engaging in our first Comprehensive Facilities Master information about LS R-7's current needs in the school district. We learning environments, programming equity, capacity in our school our plan, our future surveys and our engagement series.

We envision this survey taking approximately 10-15 minutes to complete.



AS WE EMBARK UPON THE PROCESS OF IMAGINING THE FUTURE FOR LEE'S SUMMIT R-7 SCHOOLS, WE ASKED STUDENTS THEIR THOUGHTS ABOUT THEIR CURRENT EXPERIENCES AND THEIR DREAM FOR STUDENTS WHO WILL GROW UP IN OUR SCHOOLS.

Comprehensive Facilities Master Plan



Tactics - interconnected messaging



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Tactics - interconnected messaging



Lee's Summit R-7 School District

Published by Kelly Harvey Wachel [?] · September 18, 2018 · 🌐

As we've approached our Comprehensive Facilities Master Plan process, we asked students about their thoughts around the future of learning in our schools. This is what they had to say - that we need to be #R7FutureReady.



Watch this video with your friends

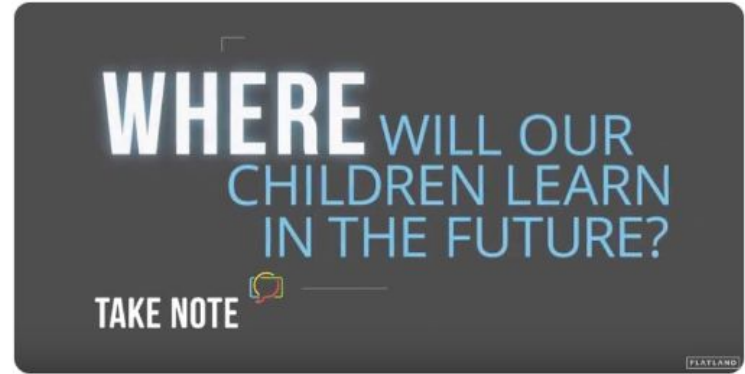
👤 Your video is popular with women between the ages 35-44

Boost Post



Lee's Summit Schools @LSR7 · 5 Nov 2018

"Students need to progress with the emerging trends that are happening."
@KCPT features Summit Technology Academy in the latest "School of the Future" series by asking, "Where will our children learn in the future?" #R7FutureReady
youtube.com/watch?v=sqxAxo...



🔄 5

❤️ 10



Lee's Summit Schools @LSR7 · 28 Sep 2018

The CFMP online surveys results from the "Current Needs" survey and the comment card answers are now posted on the CFMP webpage. More information here: lsr7.org/news/comprehen...



🔄 4

❤️ 5



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Tactics - student voice



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Tactics - interconnected messaging



Lee's Summit R-7 School District

Published by Hootsuite [?] · November 19, 2018 · 🌐

Phase I Recommendations in the CFMP process are now available on our webpage - www.lsr7.org/cfmp. You can provide feedback on any of the options through our online feedback form on the CFMP webpage. These recommendations will also be presented in-person during our community meetings the last week of November.

The third opportunity for survey input through our Thoughtexchange forum is also now open. The Thoughtexchange forum allows families, staff and community members to respond to an open question and rate others' thoughts. This forum coincides with the release of our phase one recommendations and will run concurrently with Engagement Series III. The Thoughtexchange and online feedback form will close on November 29, at 10 p.m.

More information here: <https://lsr7.org/.../cfmp-phase-i-recommendations-released-a.../>



Lee's Summit R-7 School District

Published by Kelly Harvey Wachel [?] · November 29, 2018 · 🌐

"I feel like all of us together hold each other up." Hear what our students are saying in a new feature called "The Conversation in LSR7."



Watch this video with your friends

Start Watch Party

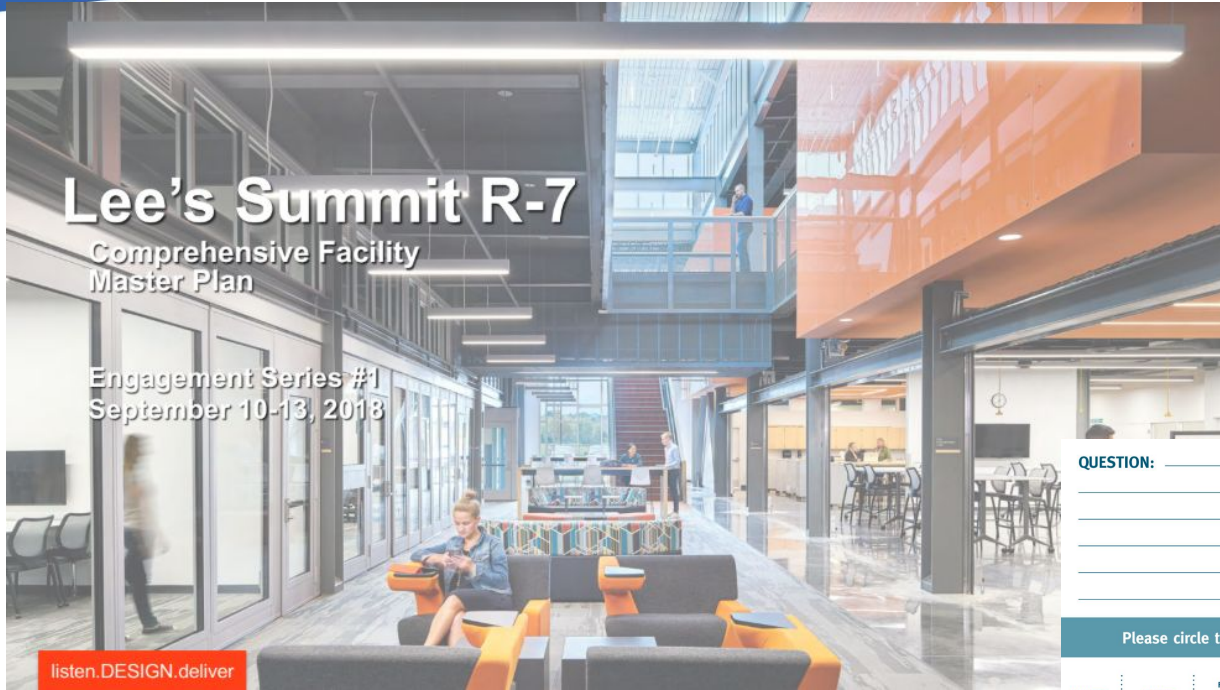


9,019 people reached

Boost Post

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Tactics - presentations and comment cards



Lee's Summit R-7

Comprehensive Facility
Master Plan

Engagement Series #1
September 10-13, 2018

listen.DESIGN.deliver

What question do you
have for us tonight?

Please be broad to help ensure as
many people as possible can relate
to your question.



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gouldevans

DLR Group
Architecture Engineering Planning Interiors



QUESTION: _____

Please circle the topic of your question:

FACILITIES CAPACITY FUTURE READY LEARNING BOUNDARIES PROGRAMMING OTHER



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Tactics - engagement opportunities



Let's Make #R7FutureReady Together

CFMP Engagement Series #1

September 10-13, 2018 | 6:30-8:30 p.m.



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Let's Make #R7FutureReady Together

CFMP Process Engagement Exit Survey

Thank you for joining us for the first engagement series. Please take a brief moment to complete the survey below. Your feedback is highly appreciated.

I am satisfied with the information presented at this meeting.

STRONGLY AGREE AGREE NEUTRAL DISAGREE STRONGLY DISAGREE

My questions were answered around the LS R-7 CFMP planning process.

STRONGLY AGREE AGREE NEUTRAL DISAGREE STRONGLY DISAGREE

I am satisfied with the opportunities to provide feedback at today's meeting as part of the LS R-7 CFMP planning process.

STRONGLY AGREE AGREE NEUTRAL DISAGREE STRONGLY DISAGREE

I understand why LS R-7 is undertaking the CFMP planning process and how it relates to Lee's Summit's efforts to address urgent needs, modernize facilities, and help design the future of schools for Lee's Summit.

STRONGLY AGREE AGREE NEUTRAL DISAGREE STRONGLY DISAGREE

I learned information today that I did not previously know about the LS R-7 CFMP planning process.

Engagement Series #1 Meeting Agenda

6:30 p.m.

- Presentation
- Opening & Welcome
- CFMP Overview
- Future-Ready Learning
- Lay of the Land
- Process & Feedback



Monday 9.10.2018 6:30-8:30pm Missouri Innovation Campus

Tuesday 9.11.2018 6:30-8:30pm Lee's Summit North High School

Wednesday 9.12.2018 6:30-8:30pm Lee's Summit West High School

Thursday 9.13.2018 6:30-8:30pm Lee's Summit High School

Visit lsr7.org/cfmp to learn more about our current capacity needs and share your feedback via our online survey.



Engage with us using #R7FutureReady:

@LSR7Schools @LSR7 @leessummitr7 contact.lsr7.org/cfmp lsr7.org/cfmp

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Tactics - engagement opportunities

Community Engagement Series III

Time: 6:30-8:30 p.m.

November 27, 2018: MIC conference room

November 28, 2018: MIC conference room

November 29, 2018: MIC conference room

Participation

 683
Participants

 440
Thoughts

 28610
Ratings

LSJ NEWS

Lee's Summit schools to continue talk on balancing enrollment

BY ELAINE ADAMS SPECIAL TO THE STAR
DECEMBER 11, 2018 09:08 AM



LSJ NEWS

Hundreds of Lee's Summit students will change schools after new boundaries approved

BY ELAINE ADAMS SPECIAL TO THE STAR
DECEMBER 15, 2018 12:03 PM



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Tactics - transparency

<https://www3.lsr7.org/cfmp/>



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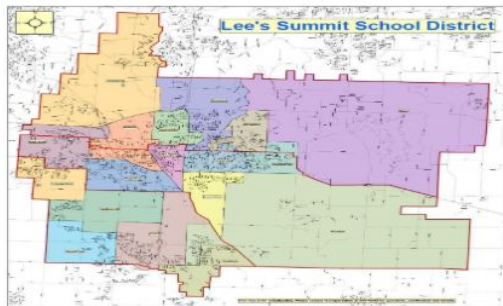


Remember - student voice matters

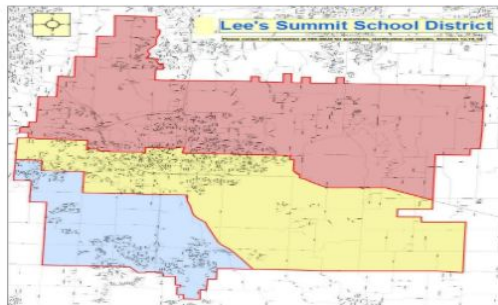


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Show me, don't tell me



Board Approved 2019-2020
Elementary Boundaries



Board Approved 2019-2020
Secondary Boundaries



2019-2020 Address Look Up

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Individual attention

PRESS RELEASE

Contact:

Kelly Wachel | Lee's Summit School District | 816-986-1095 | kelly.wachel@lsr7.net

December 13, 2018

LS R-7 Board of Education votes to move forward with Comprehensive Facilities Master Plan, boundary adjustments

Lee's Summit R-7 Board of Education approves recommendation to adjust boundaries and continue planning for Phase II work of Comprehensive Facilities Master Plan

At their regularly scheduled meeting on Thursday, Dec. 13, the Lee's Summit R-7 Board of Education unanimously voted to approve boundary adjustments and move forward with Phase 2 recommendations in the Comprehensive Facilities Master Plan (CFMP) process. An additional recommendation [amended the parameters](#) to allow current 8th grade students, who have siblings in 10th or 11th grade, to submit a request to continue on to high school with their siblings.

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Lee's Summit R-7 School District
301 NE Tudor Rd
Lee's Summit, MO 64086-5702
(816) 986-1021 Fax (816) 986-1060

Guardian,

018, the Board of Education voted and approved school boundary changes effective 0 school year. Based on your residence and the definition of the new school d(ren) in your home are impacted by these revisions and will have a new school of r. Detailed, street level boundary maps can now be found on our website [via the](#)



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Because it's the right thing to do

"Good afternoon,

I attended the work session and CFMP presentation yesterday, and have also attended the CFMP meetings each month.

I just want to express that the majority of the community is ready to move forward, and hopes that the Board will approve the recommended option on Thursday night. No plan will ever be perfect, but they have done an incredible job of giving the community ample opportunity to give feedback, and tweaked their plans largely based on that feedback.

There will likely be people speaking on Thursday during the public comments. The voices heard will likely be those that are not happy about the plan. I completely understand that, and respect their right to do so, but lines have to be drawn somewhere.

I cannot speak for the entire community, but I know based on social media and personal conversations with people on all sides of town that we do not want this to drag on, even another month. I believe that it is time to approve, and let the committee begin looking forward to the next phase, and to work towards answering the next questions for the CFMP plan.

I have thanked most of the committee members in person at the meetings, but I want to thank you and the rest of the board as well. I will be sending this same message to the other board member as well, but I appreciate all you do for our kids.



In this family, we do hard things - and we do it for kids

**ICAN
DO
HARD
THINGS**
JENNIFER NETTLES

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