

Building Trust Capital
through a **Systemic Engagement**
of **All Stakeholders**

West Babylon UFSD Case Study



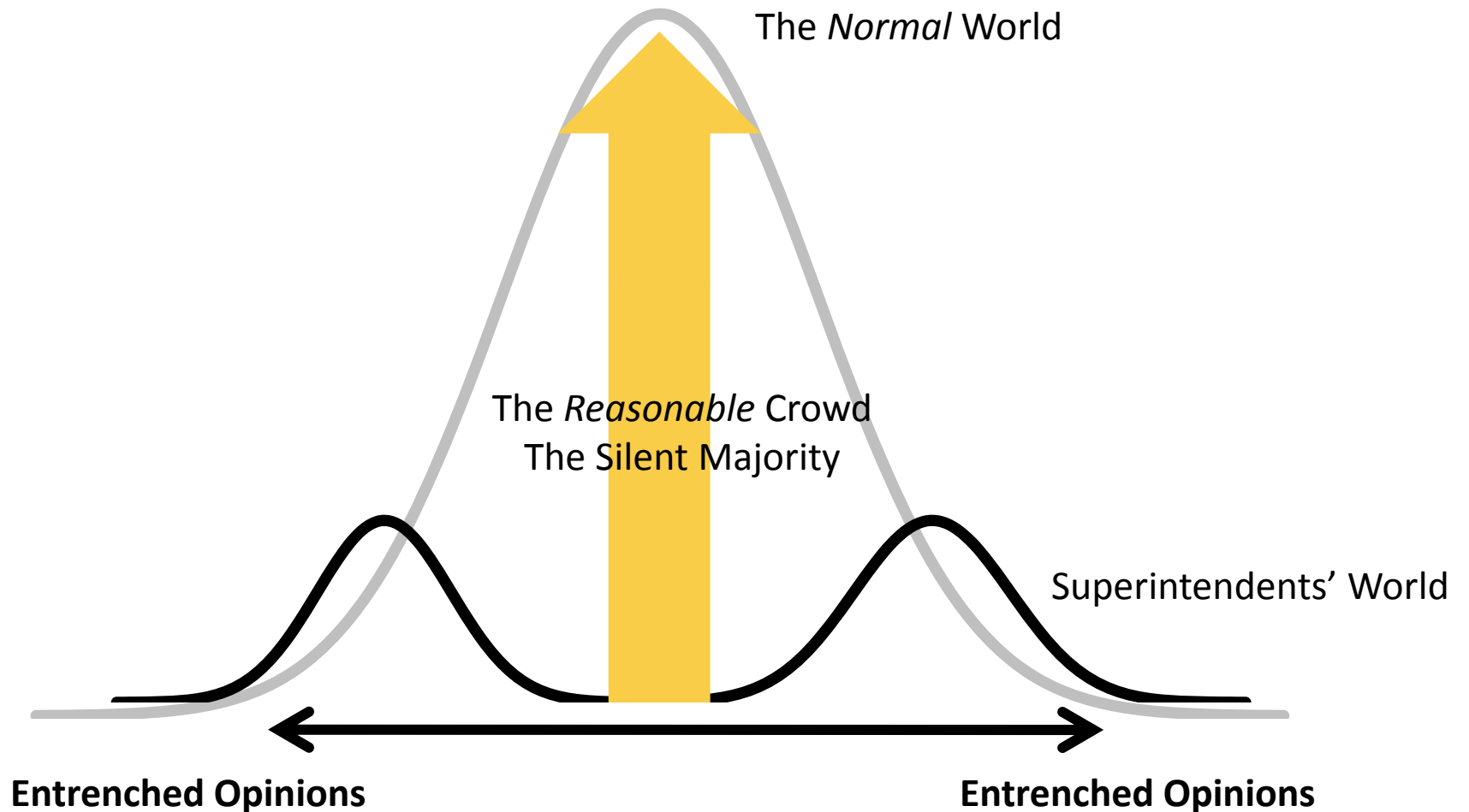
Goal



- Build Trust Capital
- Create Civic Capacity

in a systematic and comprehensive way

Strategy



Why this is urgent

The current system guarantees a trust deficit.

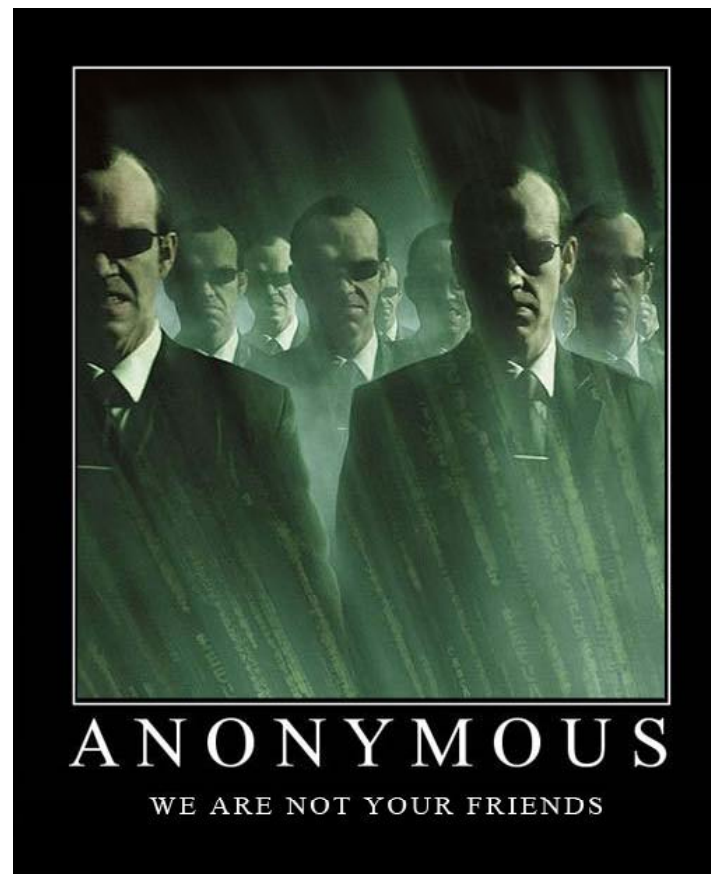
20th Century



COMMUNITY
NEWSPAPER
COMPANY

GateHouse Media New England

21st Century



Building Block “A”

- Website
- Superintendent’s Page
- e-Newsletter
- Printed Newsletter
- All-call System
- Parent Portals
- Letter to parents
- Op-Eds
- Blogs, Facebook and Twitter

me-

**e-mail
e-newsletter
e-portal**

Building Block “B”



Our Innovative Solution



Steel = {Iron + Carbon}

Engagement = Systematic {Research + Communication}

Our Solution

1. Surveys not as an exercise that just creates more data
2. Survey as vehicle to forge a 2-way dialog
3. Using that dialog to educate and inform of opportunities and challenges before the district
4. Through well-planned communication, earning the empathy, support and trust, one person at a time, of teachers, parents, students and community members
5. Using a Systems approach, doing this everyday, every year as part of your operating culture

West Babylon School District Engagement Plan 2011-2012



West Babylon Survey Calendar 2011-2012

Date	Study	Respondent Group				
		Students	Alumni	Staff	Parents	Community
Sept 26	Opening of the Schools Survey					
Oct 11	Site Level Climate Survey					
Nov 28	Strategic Plan/Budget Priorities Survey					
Jan 9	Employee Engagement					
Jan 9	Student Engagement					
April 9	Alumni Workforce and College Readiness					
April 23	Site Level Climate (Parent/Students)					
June 1	Annual Customer Satisfaction Survey (Internal)					
Total Surveys		2	1	3+2	2	1

Total number of studies in 2011-2012: 11

Survey Respondents Key:



A photograph of the Golden Gate Bridge in San Francisco, California, viewed from a high angle. The bridge's iconic orange-red towers and suspension cables are prominent against a blue sky with light clouds. The water of the bay is visible below, and the city skyline is in the distance.

Thank you!

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{iron + carbon}

{research + communication}