MISSION

The Westfield Public School District, in partnership with families and the community, educates all students to reach their highest potential as productive, well-balanced and responsible citizens who respect individual differences and diversity in an ever changing world.
UPDATE ON DISTRICT GOALS

2019-2020

Dr. Margaret Dolan, Superintendent
January 7, 2020
DISTRICT GOAL 1

Improve clear and timely communication with parents and other community stakeholders.
District Goal 1
(Continued)

✔ • Establish newsletter that addresses current issues affecting the Westfield Public Schools community while sharing information about the many wonderful examples of student-driven learning, community service efforts and other initiatives taking place in our classrooms and around our district. (November 2019 - ongoing)

• October 2019 - Physical Safety and Emotional Security
• January 2020 - Mental Health and Wellness
• April 2020 - To be determined
• Quarterly editions planned for 2020-2021 and beyond
District Goal 1
(Continued)

• Encourage use of and increase visits to the district website as the definitive source of information about Westfield Public Schools. (September 2019 - ongoing)

• Initial website analytics indicate frequent visits to Parent Portal, Academic & Website Calendars, and Athletics.
  - In December 2019, the district website received a total of 67,871 page views. Nearly half were to the main page, with other visits to the Parent Portal, Academic & Website Calendars, School Closings and Athletics pages.

• We are working to drive more traffic to lesser known areas of the website, including Board of Education information, Family Resources, and District Information.
District Goal 1
(Continued)

✅ Increase traffic to the district's social media accounts as another definitive source of factual information about Westfield Public Schools. (September 2019 - ongoing)

• As of January 2, 2020, the district Facebook page has 720 followers since having to recreate the FB account in May 2019.
• As of January 2, 2020, the district Twitter feed has 2,397 followers.
• Followers to both district social media accounts continue to increase steadily each month.
• Related social media accounts, such as "WHS Athletics" and "WHS Bands Friends, Family & Alumni," also have a steady following.
District Goal 1  
(Continued)

✔ Use social media, PTO newsletters, and other means of communication to encourage parental attendance at the monthly meetings of the Parent Teacher Council at which the Superintendent and a representative of the Board provide brief overviews on current events and take questions.  
(September 2019 - ongoing)
DISTRICT

GOAL 2

Provide increased awareness of security and safety protocols to insure that members of the school community understand the procedures in the event of a crisis.
District Goal 2
(Continued)

Inform the school community prior to the start of the 2019-2020 school year of updated security protocols and procedural improvements. (Aug-Sept 2019)

- August 27 presentation at Board meeting; Synopsis of August 27 board meeting emailed to subscribers on August 30
- Email regarding tightened security measures sent to staff and parents on August 27, followed by school-specific email to parents from principals
- First half of Opening Day speech to staff on September 3 devoted to importance of tightened security protocols
- Updated security protocols included in annual "Welcome Video" emailed to parents & staff on September 4 and posted on district website
- Inaugural issue of The NEWS Letter devoted to physical safety & emotional security and emailed to all parents and staff on October 17
- NJDOE Office of School Preparedness and Emergency Planning gives November 20 parent presentation on school safety and security
District Goal 2
(Continued)

• Update the district's Crisis Communication Plan to include one-page visuals to help community stakeholders better understand the district's investment in keeping students and staff safe. (November - ongoing)
Review the district's Crisis Communications Plan, posted on the district website, with the community through a multi-channel effort including the September Parent Packet, PTO newsletters, social media and the Superintendent's newsletter. (September 2019 - ongoing)
District Goal 2 (Continued)

✔ Continue training of security protocols with district staff to stress the importance of following safety procedures. (September 2019 - ongoing)

- Annual training at each building throughout the school year for administrators, teachers, secretaries, paraprofessionals and custodians
DISTRICT GOAL 3

Clearly communicate the information necessary for Westfield community members to understand the options and challenges relative to implementing full-day kindergarten in the Westfield Public School District.
Create a Communication Action Plan.  
(September - October 2019)

Establish a web page that clearly explains the options and challenges relative to implementing full-day kindergarten.  (October - December 2019)

• Web page provides history and information/resources
• Posted on district website under "District Information"
• Provide community engagement opportunities for stakeholders to ask questions of Board members. (November 2019 - ongoing)

• This is on hold as the Board decides whether to go forward with a referendum.
Westfield Public Schools
A Tradition of Excellence
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