

**Esperero Canyon Middle School  
Site Council Summary Report  
School Year 2015-16  
Submitted by Mary Setliff, NBCT  
Principal**

**Site Council Members:**

Duane Burghard, Bill Dennis, Felicia Klein, Ben Kowalski, Stephen Villaescusa

**Parents/Community Members:** Duane Burghard, Stephen Villaescusa

**ECMS Certified Staff:** Bill Dennis, Ben Kowalski

**ECMS Classified Staff:** Felicia Klein

**Administration:**

Mary Setliff, Principal

**Meeting Dates:** 11/16, 12/14, 1/11, 3/14, 5/9.

**Goals:**

--To promote the ongoing improvements in parent/teacher/school communications.

--To give feedback on school initiatives.

--To promote goodwill between the school and community and send a message that Esperero Canyon Middle School is a great place to go to school.

**Site Council Norms (established by members using CFG protocol)**

1. Contribute to substantive conversation. Ask questions, agree and disagree.
2. Respect is key.
3. Keep the conversation constructive. Many times, we will be revising previous work; our goal is to give and receive feedback that will advance this work.
4. Monitor your own airtime.
5. Debrief at the end.

## **Summary of Site Council Meetings: Topics**

### **1. Promotion of Esperero:**

The Site Council reviewed our ECMS Tour Brochure and gave feedback on how we market our school. Members of the Site Council attended our Tours and then gave us additional feedback.

**Site Council Recommendations:** School marketing is a year round activity. Being ready at any time to give a tour is essential. It is vital that we train additional staff members to give tours. Also, having parent “plants” at open houses for new students is essential. Parents listen to other parents. Site Council members suggested that we look at ways that other schools who have done marketing for years in order to exist. We looked at Salpointe’s and St. Michael’s websites. We worked on the messaging of our school. Mr. Villaescusa edited and refined Ms. Setliff’s elevator speech. Mr. Burghard made many suggestions on how we market our school online by boosting our posts. We are also using school messenger.

We invited Julie Farbarik to talk about how we can use alumnae to promote our school. She offered to help in any way both in her job and as a parent.

One suggestion that we immediately implemented was to focus our open house nights on aspects of our school that some of our competition and focus on things that we do well that other schools lack: everyday fine arts, PE/Health, and Spanish. Those areas are the ones that we do demonstration slices in and feature on our tours in a rotation. There was also the suggestion that we need to more aggressive marketing due and be more strategic as years go on and that includes analyzing how our competition is marketing and messaging their schools.

Finding someone to post online to Facebook was also a suggestion. This must be a staff member. Assigning it as a “duty” to a willing and able person who might prefer it to, say, another campus duty was a suggestion. This must be a staff member. In the 2016-17 school year, we will assign this to a willing and capable staff member and it will be a duty.

Constant posting of the marvelous things we do is essential and requires the contributions of many and the focus of one.

**2 School Improvement:** our Site Council is very positive about our efforts thought that our plans were ambitious and worthwhile.

**Site Council Recommendations:** The Council had positive things to say about our school’s academic program. However, they did suggest that only parts of the plan need to be explained in depth to parents; for example, the Mindsets work would be of great value to parents. They felt that next year’s focus for parents might be Mindsets training for parents and how to help students at home by utilizing growth

mindsets. Putting parts of the plans in the newsletter can be unwieldy vs one aspect of the plan to focus on with parents each year.

**3. Parent Conferences:** Our Site Council parents are very positive about the way we do parent/teacher conferences.

**Site Council Recommendations:** They suggested that if we do go to student led conferences that starting a pilot group in grade 6 would be a smart way to implement. They also suggested that innovation needs to occur and that something new and streamlined vs the institutional memory of intensive student led conferences that existed in a structure that is no longer possible needs to be developed. Suggestions included a hybrid conference that utilizes virtual tools.

**4. Parent Communication:** Less is more. Brief is better. Weekly less than 1 page is great. Send out on Friday or Monday.

**Site Council Recommendations:** that we do a short newsletter every week during the school year vs. a longer one. Short regular bursts of information are preferable. "Don't make parents dig through a long newsletter." Looked at Ms. Davidson's Sunrise Drive weekly communiqués to parents. Will make changes next year (began doing some "test" weekly newsletters in April).

## **5. ECMS Parent Survey 2014-15 comparison to 2015-16**

The data from the 2015-16 ECMS Parent Survey shows that 97% of parents agree or strongly agree that they can easily access [their] child's account (+7% from 2014-15).

The data from the 2015-16 ECMS Parent Survey shows that 81% of parents agree or strongly agree that [their] child's teachers' websites are easy to navigate (+12% from 2014-15).

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The data from the 2015-16 ECMS Parent Survey shows that 72% of parents agree or strongly agree that teachers update their online grade books on a regular basis (at least every 2 weeks) to reflect an accurate picture of my child's current academic performance (+8% from 2014-15).

The data from the 2015-16 ECMS Parent Survey shows that 63% of parents agree or strongly agree that teachers and other staff respond to my concerns and request for information in a timely manner (+5% from 2014-15).

**Site Council recommendations:** Last year's Site Council asked that we add an item related to online gradebooks and teachers posting grades in a timely manner. They

also requested that a question on navigating teacher websites be added. We did this and Melissa Hall, CTI, went to great efforts to get every single parent online. We have improved in these areas but more work is needed.

**Survey Results:** We will bring forward the survey results to next year's Site Council and choose items to address. ECMS administration will also give survey feedback to teachers.