**CommNet: September 19, 2019**

*Puget Sound Educational Service District*

**Introductions**

**Attendance Awareness Campaign**

*Marques Gittens, Director of Early Warning Systems*

* PSESD Attendance Awareness Strategy:
	+ Attendance Toolkit
		- Resources available on Google Drive
		- Updated print/web versions available on website for download
	+ Attendance Challenge
		- Ask: Superintendents to support effort for improved attendance
		- Goal is to lift up promising practices and strategies from around the region
		- Attendance Challenge Awards: will be accepting nominations during the 2019-2020 school year for outstanding efforts and improving attendance
		- All are welcome to nominate an individual, team, community partner/organization, for outstanding efforts and progress
	+ Professional Learning
	+ Media & Communications
	+ Next Steps:
	+ Social media – continue to push the message using the hashtags all year long
	+ Attendance Challenge Sign Up – we need your superintendent to sign up
	+ *Question: what are people signing up for?*
		- Not an endorsement for attendance works, but your information (District, Superintendent) **would** be shared with Attendance Works for national campaign (possible to opt-out if preferred)
		- Awards to lift up promising practices (coming soon)
		- Please look/give feedback as necessary
	+ Feedback:
		- Important to set the standard for attendance at the beginning of the year, despite how busy schedules may be
		- Action items: jump on social media, check out the website and resources

**Puget Sound College & Career Network**

*Kyla Lackie, Postsecondary Readiness Director*

* PSCCN builds regional capacity to increase postsecondary readiness
* King County Promise: comprehensive vision of what more supportive, equitable, accessible postsecondary access and success looks like for our students
* **3 Goals:**
	+ Increase readiness
	+ Increase enrollment
	+ Increase completion
* **3 Strategies:**
	+ Financial Support
		- Last dollar scholarship
		- Equity stipend
		- Emergency Fund
	+ Advising Support
		- HS supports
		- College supports
		- CBO provided college success services
	+ System Improvement
		- Data sharing
		- Eliminate pre-college coursetaking
		- Policy and practice changes
* Local Promises Decoded
	+ Seattle Promise: tuition + equity scholarship + navigation support
	+ Washington College Grant: tuition for students at/below state median income
* King County Promise: Approved $112.4 million for King County Promise
	+ *Fine Print:*
		- funding must be appropriated each year at the state level and is uneven
		- Investments will be targeted to support most vulnerable young people
* Funding will begin to roll out in Fall of 2020
* Financial Aid Completion
	+ Slides available to show data around the **why**
	+ We have a lot of data from students about what they know in regards to financial aid, but it’s not complete
* **Communications Reminders!**
	+ PSCCN resources: (<http://psccn.org>)
		- Financial Aid Toolkit: regionally developed financial aid resources
		- College Knowledge: 9th-12th grade college (T-2-4) readiness materials developed with students, parents & educators
		- College Transition Checklists: details by college of key transition steps
	+ WSAC
		- ReadySetGrad.wa.gov
		- Youtube Channel: [ReadySetGrad YouTube Channel](https://www.youtube.com/channel/UCkFdI5Evz4kvnYR4zKH47Zg)
	+ Washington Dream Coalition Resource Guide for Educators
		- [EducatorGuideWA](https://docs.google.com/document/d/1Pp6KkYxvuwO5Y5sfrtx0bR-x1gIVpZ_lpvQzzeca6w8/edit)
	+ Federal Student Aid/Department of Education Resources
		- [FSA Toolkit](https://financialaidtoolkit.ed.gov/tk/resources.jsp) (includes handbooks, handouts, etc. made by FSA)
		- FSA Publications (mostly student/family facing information)
		- Student and parent-facing web-based information and support: [StudentAid.gov/fafsa](https://studentaid.ed.gov/sa/resources?_ga=2.228346077.1922683015.1568925584-514531677.1563906308)

**Flash Alert**

*Craig Walker, Director of Flash Alert*

* Flash Alert has purchased new servers in Bend, Oregon instead of Portland, OR
* Questions? Reach out to Craig at craig@flashalert.net

**PSESD Safety Cooperative**

*Annie Hetzel, Safety Services Manager at PSESD*

* School Nurse Organization of Washington (SNOW) for social media
* Impact of Student Choices: Digital Footprint
	+ College admissions/job applications
	+ Racial incidents
	+ Digital self-harm
* Bullying & HIB
	+ Cyberbullying is associated with live, in-person bullying
	+ Importance of trusted adults, live or online
	+ Cyberbullying Research Center: [https://cyberbullying.org](https://cyberbullying.org/)
* Criminal Activity
	+ Harassment
	+ Extortion
	+ Cyberstalking
	+ New sexting law
	+ Identity theft (schools are targets)
	+ Communicating with minors for immoral purposes
	+ Staff grooming students for exploitation
* Threats
	+ Determining legitimate threats from fake
	+ See something, say something campaign
	+ Importance of including tech safety in emergency planning
* Tech/Software Tools
	+ Risk management companies providing anonymous tip lines for member districts
	+ Highline uses three tools (Go Guardian, Palo Alto, Gaggle)
	+ Monitoring staff use, not just students
	+ Students can be naive about the monitoring
	+ Parents are using district chrome books when student is logged in
	+ Privacy concerns
	+ Providing access versus blocking
* Digital Education
	+ Training available online - Internet Crimes Against Children (ICAC)
* Communications
	+ Translation/Interpreting
	+ Outreach: sending social media resources list for parents/families in newsletters and providing at family/curriculum nights
	+ In a crisis, communication priority is parents first then media
	+ Establishing the district as the source of most accurate information
	+ Importance of anonymous tip lines
* DISTRICT FEEDBACK
	+ Districts utilize a “flight team” to assist if there is a traumatic situation that needs to be addressed
	+ Threat assessments are being implemented at schools
	+ *Archive Socia*l has a component available for screening
	+ *Go Guardian* monitors your network, but not personal devices
	+ *Safer Schools Together* monitors for threat capabilities outside of just school network (geo-targeted searches)
	+ Panel potential for interested participants for Comms Departments?
	+ Important to work with health professionals at your school regarding incidents at schools; everyone needs to be on the same page
		- Group decisions/collaboration, considering and including all stakeholders and having procedures in places
	+ Discussion will come next to do a deeper dive (as necessary)

**Government Relations**

*David Corby, Program Consultant at PSESD*

* Fall 2019 Federal Positions
	+ Early Learning
	+ Postsecondary Readiness

**WSPRA/NSPRA Updates**

*Curtis Campbell, NSPRA Northwest Region V.P.*

* Fall Workshop October 18, Yakima, WA
* **October 11 is the deadline for early registration for WSPRA dues**
* NSPRA Update:
	+ Highlight was to discuss NSPRA Seattle
	+ November 8-10, NSPRA Seattle potential will come back as a discussion piece
* NSPRA benefits:
	+ NSPRA Connect: platform for NSPRA members to get together and share documents
	+ Conference offers different tracks for district size/need
	+ Incredibly helpful to learn from different issues that schools face across the country
	+ NSPRA Power-Hours: will be connected to CommNet Meetings

**SEBB Benefits Presentation**

*John D. Bowden, Manager of School Employees Benefits Section*

* Open Enrollment goes live on October 1 – November 15, 2019
* Everybody needs to make a benefits selection
	+ Employees cannot “do nothing” and receive the benefits they currently have
	+ If they miss enrollment, they won’t be able to enroll until the following year (barring special circumstances)
	+ If employees don’t do anything, they’ll fall onto a $33 month/plan (plus an extra $25 added on for assumption that you are a smoker)
* Carriers and plans changed, but there’s a lot of overlap in the provider
* Creating an account seems to be the most difficult part of making a selection
* Website has toolkits, resources, updates, news, etc. to be able to provide you with all the information you need
* SEBB has had 2 Facebook events that allow audience members to share questions
* Benefit fairs are available virtually
* ALEX: online tool to assist with benefits selection
* DISTRICT FEEDBACK
	+ **IMPORTANT:** when communicating to employees, you can’t just say “these are the plans there are available to you,” because it **depends on their residential location**
	+ Additional difficulty: dependent verification process
		- Recent immigrants might not have access to birth certificate, marriage license etc.
		- Documents need to be available **and** translated into English to be uploaded to the system (SEBB My Account)
		- **IMPORTANT:** Tax Returns (with dollars blanked out) would be sufficient; **recommended by SEBB because you can do multiple dependents with one document**
	+ Document must be translated and notarized (independent of SEBB)
* Threshold for eligibility for SEBB is 630 hours for the school year
* No surcharge on children for being added (for now)
* UMP, Premera, Kaiser (Carriers)
* Survey is being sent out regarding user experience with SEBB resources

**District Executives Website**

*Janine Thorn, Director of Communications, PSESD*

* Climate Strike on Friday (9/19/2019): District Responses?
* DISTRICT FEEDBACK
	+ If they get parent permission they can get an excused absence, otherwise it’s an unexcused absence
	+ Importance of reminder to staff that they are there for the students
	+ Family messaging: apolitical approach recognizing rights of students to peacefully protest, but students would still be unexcused unless they received permission from their parents
* Hot Topics
	+ Radio warning of school districts dealing with Ransomware (NPR)
		- Occurred at Moses Lake
		- Ransomware typically happens because people clicking on a link, doing what they shouldn’t do, etc.
		- Basic strategies:
			* Internet education
			* Frequent Backups of information
			* “Trickle down” of information to team
	+ Immunization changes might present potential issue of higher number of individuals out of compliance in regards to recent immigrants
		- **Action Item:** Janine will send email to Annie to connect Joel @ Franklin Pierce