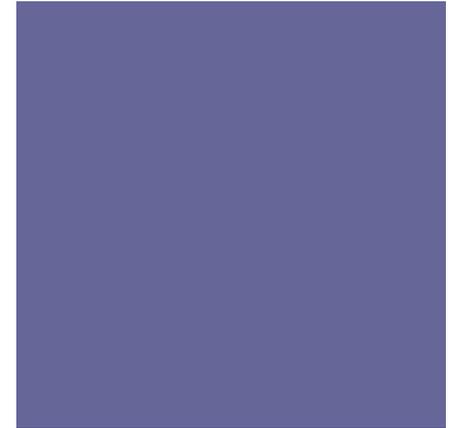




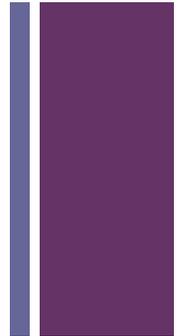
When they call



Special schools' response to public & media inquiries

Transparency Task Force ■ April 5, 2013

+ Public Information Response

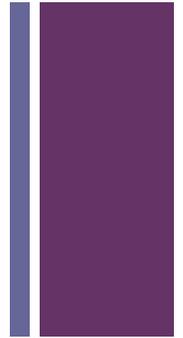


- Initial calls
 - Directed to superintendent/referred to most appropriate departments
- Superintendent and departments provide timely response; even when an answer is not readily available
- Popular general information/non-media requests
 - Student research – provide interviews and tours
 - Civic organizations – speakers assigned
 - Genealogy research – volunteers
- Parent/Students/Referring districts
 - Ongoing electronic communication provided for basic information
 - Immediate communication handled via phone/videophone, texts and e-mails often with paper letter follow-up
 - Individual communications/meetings held when necessary



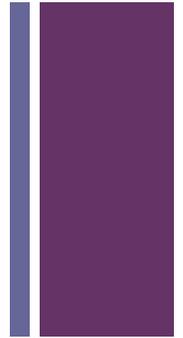
+ Media Response

- Rarely receive open records requests
 - Enrollment & budget
- Accommodate reporters with students after consideration of minor privacy and interruption of class day
- Respectful of reporters and deadlines



+ Proactive access to information

- Websites/Facebook
 - <http://www.iowa-braille.k12.ia.us/>
 - <http://www.iowaschoolforthe deaf.org/>
 - <http://www.facebook.com/ISDOFFICIALPAGE>
- Publications disseminated to stakeholders/posted to web
- News releases sent statewide to radio, television and newspapers
- Follow-up letters mailed to specific audiences
- Meetings/presentations with various audiences
- State audit results/other reports accessible via Board of Regents website



+ Transparent Feasibility Study

- Objectives:
 - Provide public access to committee discussion
 - Solicit public input for committee consideration
 - Ensure equitable information access for deaf and blind stakeholders



+ Transparent Feasibility Study

- Electronic Access
 - Regents, IESBVI and ISD websites contained:
 - Dates, locations of meetings
 - Background documents leading to the study
 - Agendas, relevant presentation materials
 - Committee membership
 - Meeting minutes
 - Instructions on how to submit comments or attend public hearings
 - Monitored Facebook discussions/corrected misunderstandings with audiences
 - E-blasts contained committee decision information to stakeholders

- Meeting Access
 - Locations changed/stakeholders notified in advance to accommodate growing amount of observers.
 - Observers acknowledged at public meetings.
 - Access provided to deaf observers via interpreters.
 - Careful consideration given to accessibility needs of blind or deaf participants for public hearings



+ Transparent Feasibility Study

- Written Access
 - School publications carried preliminary stories in May; updated in monthly issues
 - Articles submitted to alumni newsletters
 - Letters were mailed to stakeholders (parents, referring schools and agencies, donors, etc.) regarding
 - Reason for the study /reiterate how to submit comments or comment publically
 - Committee recommendations
 - Board of Regents decision

- Personal Access
 - Face-to-face inquiries at public events (graduation, homecoming, etc.) were addressed
 - Employees informed of committee via all-staff meetings
 - Superintendent visited with several deaf clubs
 - Addressed services clubs regarding study
 - Day after committee recommendation, two staff meetings and one student meeting was held
 - Alumni meeting held in January, regarding study results, featured ISD administration



+ Transparent Feasibility Study

- Media Access
 - Statewide releases sent regarding the public hearings
 - Accommodated day-long reporter visits
 - Granted interviews/secured interpreters/matched interviewees to reporter angles
 - Provided a week 's notice there may be a committee recommendation and therefore a news conference (e-mailed and phoned)
 - Confirmed with stations/papers there would be a news conference the next morning (phoned)*
 - Had students, parents and others ready in news conference audience as well as interpreters to accommodate interview requests

** Just before local and statewide media was informed of committee recommendations, e-mails were sent to parents, staff and local legislators announcing the recommendations.*

