

Education Partnerships Council Committee

January 26, 2009

3:30 p.m.

City Hall, 3rd Floor Conference Room
31 E. 5th St., Tempe AZ

Councilmember Ben Arredondo, Chair
Councilmember Joel Navarro, Member
Staff: Shauna Warner, Neighborhood Services Director, 480-350-8883

AGENDA

1. **Tempe Elementary School District Strategic Planning** (*Dr. Art Tate, Superintendent, Tempe Elementary*)
2. **Discussion of School District's Communication with Community Regarding Changes in District** (*Joel Navarro, Councilmember*)
3. **Underage Drinking/Drug Use Planning** (*Lynette Stonefeld, Tempe Community Council*)
4. **Discussion of City-Schools Communication Tools** (*Nikki Ripley, Community Relations*)
5. **Future Agenda Items – next meeting March 16, 2009**

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Memorandum

Date: January 20, 2009

To: Education Partnerships Council Committee

From: Lynette Stonefeld, Communities In Schools of Tempe & Kyrene

RE: Strategic Planning for Underage Drinking and Drug Abuse

The City of Tempe and its partners received a grant from Magellan Health Services to create a strategic plan for preventing underage drinking and drug abuse in Tempe in July 2008. Tempe Community Council convened diverse members from many areas of the community to participate. Thirty-five citizens have volunteered to be part to the six-month planning process to review current data and programs and make recommendations for future prevention efforts. Tempe Police and Social Services are represented on the committee as well as members from ASU, all three school districts, local nonprofits, and unaffiliated community members. The final strategic plan will be submitted to Magellan Health Services in May 2009 for potential funding. The plan will also help determine the best use of future SACA funding.

Memorandum



Community Relations Department

DATE: Jan. 20, 2009

TO: Councilmember Ben Arredondo, Councilmember Joel Navarro and Education Partnerships Council Committee participants

FROM: Nikki Ripley, Communication and Media Relations Director, 480-350-8846
Skip Neeley, Tempe 11 Station Manager, 480-350-8474

THRU: Shelley Hearn, 480-350-8906

SUBJECT: City-Schools Communication Tools

At the Jan. 26 meeting of the Education Partnerships Council Committee, I will be happy to discuss the city's current communication efforts with Tempe's three school districts, along with any ideas for future efforts.

Relationships

City of Tempe communicators enjoy a positive and open relationship with the communicators in Tempe's three districts and ASU. A group called the "PR Coalition" meets monthly to discuss upcoming issues and events, as well as current projects. Linda Littell from the Tempe Union High School District, Monica Allread from the Tempe Elementary School District, Nancy Dudenhofer from the Kyrene School District and several ASU communicators are regular attendees, along with City of Tempe staff members. We routinely cross-promote each others' events and keep each other informed.

Tempe Today

The city's monthly water bill newsletter, Tempe Today, regularly features calendar items and other news relating to schools. This important resource reaches about 40,000 households in Tempe, so it remains a vitally important tool for direct communication to residents.

Tempe.gov

Tempe's communicators are exploring several ways to make our interactions with Tempe residents more of a two-way conversation.

- Social media tools such as Twitter, Facebook, YouTube, blogs and others, will increasingly play a part in that interactive communication.
- In addition, the city is redesigning its Tempe 11 Web page to include the ability to watch any video at any time – we will look at including a parent/education resource section where any of the PSAs or programs listed below could be viewable.
- We are coming up with a new Web page for new Tempe residents, filled with printable, downloadable resources, including school information.
- Finally, we are designing an online newsroom, where anyone including media, will be able to go for daily updates and community information.

Transportation Division

The Transportation Division of Public Works regularly works with the school districts to promote transportation-related events and opportunities. The free youth transit pass program, Walk-to-School Day and Tempe Bike Month are three examples of programs and events which enjoy a high level of communication among the city, the schools and the districts.

Tempe 11

Tempe 11 airs a number of programs and public service announcements pertaining to students and schools – the full list is below. In addition, the channel's "Bulletin Board" of current and upcoming events frequently features school and district happenings. In mid-2008, Tempe 11 began airing Tempe Elementary School District Governing Board meetings three times a week. Standing offers have been extended to Tempe's two other districts to air their Governing Board meetings on Tempe 11 and we remain open to that possibility.

TD3 Governing Board Meetings (air three times a week)

Public Service Announcements on topics such as the ones below air daily as filler programming between regular programs. These PSAs are most often produced by county, state and federal sources. Tempe-specific PSAs are always possible to shoot, as well, depending on the need for Tempe-specific content:

- Date Rape
- Drug Abuse
- Meth
- Exercise
- Healthy Life Choices
- Smoking
- Tobacco
- Air Quality

Programs including the ones below air at least once a year on Tempe 11. Some were produced by Tempe 11 or other local Channel 11 stations. Others are produced by county, state and federal sources. These programs have different audiences among elementary, junior high and high school students. Some programs also are geared toward adults.

- Let's Talk Tempe (occasional school-related topics)
- Tempe 411 (occasional school-related packages and frequently school-related calendar items)
- The Tragedy of Youth Violence
- Raising Drug-Free Kids
- County Attorney Report: "The Juvenile Division"
- Music in Our Schools
- Sprinkler's Clubhouse (monthly child safety program produced by Chandler 11)
- Crystal Darkness Simulcast (Tempe participated in this regional program about meth)
- Getting Ready for Disaster
- Road to Recovery (monthly series)
- Tempe Top Teens & YouthFest Courage Awards (Tempe produces)
- Kids Talking to Kids about Drugs
- Teen Alcohol & Drug Prevention
- The Truth about Heroin
- Tragic Choice: The Bob Leslie Story (about chewing tobacco)
- Enough is Enough: Drowning Prevention
- Water Safety (Tempe produced)
- Protect Yourself Against Identity Theft
- Internet Safety
- Service Learning: Creating Community
- Prescription Drug Abuse
- Substance Abuse & Disease
- Taking Back Our Children
- Getting Safely to School (Tempe produced)
- College Town (Tempe produced this program about ASU)
- Online Drug & Alcohol Prevention
- Drug Abuse Truths & Secrets (Scottsdale 11 produced)
- Living in the Shadows of Meth

Other tools

The City of Tempe takes out monthly “city page” ads in Wrangler News and similar quarterly ads in Tempe Town News. When possible, we have used space in those city ads to promote school-related happenings or city events that benefit students.

Future ideas

The City of Tempe’s communicators are open to new ideas and new partnerships with Tempe-area schools. We are always looking for the best ways to communicate with residents, including key audiences such as students, parents and educators.