



2018 Communication Awards Summary Form

Annual Report: The Big Picture

Research

Due to high enrollment growth and the numerous capital facilities projects in progress, an expanded annual report was needed for the 2017-18 school year. Indicators tell us that we are doing a good job reaching parents and staff through digital tools, but that we may be missing community members that aren't connected to us through social media or electronic communication.

Action Planning & Goals

Kennewick School District's Annual Report, The Big Picture, was created for our community to highlight school achievement, safety, district growth, capital projects, and programs. We chose to narrow the content to include the most important aspects of our district and increase the likelihood of it getting read and increasing awareness of the ongoing need for community support of levies and bonds.

Communication

The 8.5 x 11-inch, four-page publication that was mailed to every district resident in November 2017 and made available in all the schools to parents and staff members. In all, approximately 40,000 reports were distributed community wide. The report was also made available through links on social media and the district's website: <http://bit.ly/2GDO7tw>

Information on the report was incorporates a mix of information graphics and text to communicate key messages and statistics at a glance. Colors were selected to compliment the district's branding.

Evaluation

We learned that printed pieces still have value and reach a portion of the community that we may be missing with our online-only communications. We had more compliments about this report and the format more than any other publication in the past few years, for example:

"Just read through "The Big Picture" newsletter. Great job of taking a very complex organization and clarifying the most important points! You make me glad I live in Kennewick and very proud of Kennewick schools!" –Deb Bowen, Executive Director of Washington State STEM Education Foundation

It met our goals of increasing awareness and informing our community about the growth happening. Community members seem to be better informed of the growth occurring, capital facility plans, and the school choices available. The also district passed two levies in February 2018 with a 65% passing rate – higher than previous years.



THE BIG PICTURE

Achievement | Safety | Growth | Community



84%

Five-Year Cohort Graduation Rate



90%

of 8th graders are enrolled in Algebra 1 or higher



87%

of 3rd graders meet the district reading goal



92%

of students report that they feel safe at school

110 Buses



2.5 MILLION Meals Served Annually

50%

Students qualified for Free or Reduced-Price Meals

2,604 Staff Members

We're the largest employer in Kennewick and the fifth largest employer in the Tri-Cities.



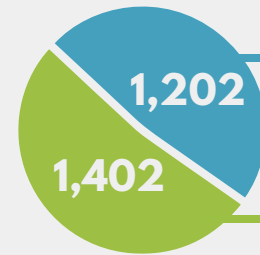
1,240 Events Held

By Community Groups In Kennewick Facilities



204 Classes Offered

Evening And Weekend Classes For Adults Offered In District Facilities



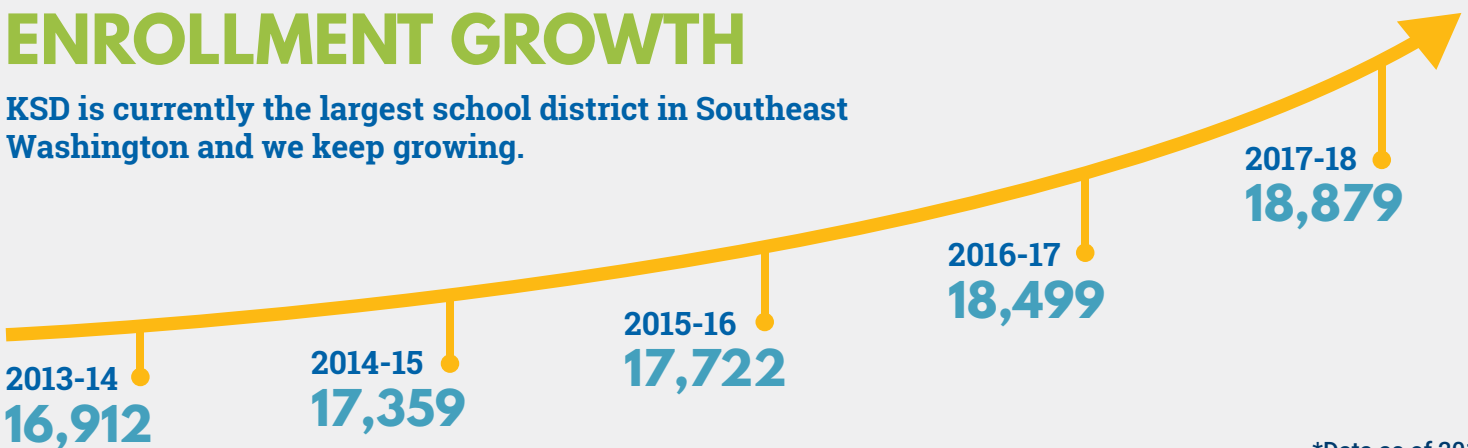
Classified Staff



Certificated Staff

ENROLLMENT GROWTH

KSD is currently the largest school district in Southeast Washington and we keep growing.



*Data as of 2017

INSIDE!

How are we doing on the bond projects voters approved and the K-3 Class Size Reduction Grant we received from the state? When are the next levies and bond?



COMPLETED CAPITAL PROJECTS



August 2016
SAGE CREST ELEMENTARY SCHOOL
Funding: Local bond and State Construction Assistance Program



August 2016
DESERT HILLS MIDDLE SCHOOL
Funding: Local bond and State Construction Assistance Program



August 2017
WESTGATE ELEMENTARY SCHOOL
Funding: Local bond and State Construction Assistance Program



January 2017
CHINOOK MIDDLE SCHOOL
Funding: Local bond and State Construction Assistance Program



October 2017
FACILITIES SERVICES BUILDING
Funding: Local capital projects fund



MORE CLASSROOMS COMING SOON

NEW August 2018
ELEMENTARY #16
Location: Clearwater Creek Development
Funding: A combination of local bond, State Construction Assistance Program and K-3 Class Size Reduction Grant

NEW August 2018
DUAL LANGUAGE ELEMENTARY SCHOOL
Location: Old Desert Hills Middle School site
Funding: K-3 Class Size Reduction Grant

NEW August 2018
TRI-TECH SKILLS CENTER EAST
Location: Adjacent to school
Funding: State capital projects fund

NEW August 2019
AMISTAD ELEMENTARY ADDITION
Funding: K-3 Class Size Reduction Grant

REMODEL January 2018
MID-COLUMBIA PARTNERSHIP NEW HOME AT THE OLD DESERT HILLS GYM
Funding: Local capital projects fund



WHAT'S NEXT?

February 2018

- SCHOOL EDUCATIONAL PROGRAMS LEVY VOTE**
4 Years | \$1.50 per \$1,000 of assessed property value
(Replaces Maintenance & Operations Levy)
- TECHNOLOGY LEVY VOTE**
4 Years | \$0.50 per \$1,000 of assessed property value

February 2019

SCHOOL BOND VOTE

Projects:

- REPLACE** **KENNEWICK HIGH SCHOOL**
Opens fall 2021
- REPLACE** **AMISTAD ELEMENTARY**
Connected to the new addition | Opens fall 2020
- CLASSROOM ADDITION** **KAMIAKIN HIGH SCHOOL**
Opens fall 2021
- REPLACE** **RIDGE VIEW ELEMENTARY**
Open date to be determined
- CLASSROOM ADDITION** **SOUTHRIDGE HIGH SCHOOL**
Opens fall 2021
- NEW** **ELEMENTARY #18**
Site to be determined



To view more details on KSD's construction projects, visit ksd.org



SCHOOLS

PRE SCHOOL

Keewaydin Discovery Center

ELEMENTARY SCHOOLS

Amistad
Canyon View
Cascade
Cottonwood
Eastgate
Edison
Hawthorne
Lincoln
Ridge View
Sage Crest
Southgate
Sunset View
Vista
Washington
Westgate

MIDDLE SCHOOLS

Chinook
Desert Hills
Highlands
Horse Heaven Hills
Park

HIGH SCHOOLS

Kamiakin
Kennewick
Southridge

CHOICE SCHOOLS

Delta High School
Legacy High School
Legacy Online
Mid-Columbia Partnership
Phoenix High School
Tri-Tech Skills Center

OPENING FALL 2018

Elementary #16
Dual Language Elementary #17



PROGRAMS

21st Century

Advanced Placement
After-School Activities
Air Force Junior ROTC
Athletics
Bilingual & Migrant
CBC High School Academy
Career & Technical Education
College in the High School
Dual Language
Early Childhood Education and Assistance (ECEAP)
English Learner (EL)
Highly Capable

Homeschool

International Baccalaureate (IB)
Juvenile Justice Center
Online Learning
Open Doors GED
READY! For Kindergarten
Running Start
Seal of Biliteracy
Special Education
STEM Education
Summer School
Volunteering
WSU GEAR UP



SCHOOL DISTRICT

1000 W. 4th Avenue
Kennewick, WA 99336

Non-Profit
ECRWSS
US Postage
PAID
Pasco, WA
Permit #299

Community Member



HOW ARE WE DOING?

You can find data about district goals, state assessment results for grades 3 through 10, Adequate Yearly Progress (AYP), National Assessment for Educational Progress NAEP, and more at

 ksd.org

NON-DISCRIMINATION POLICY

The Kennewick School District does not discriminate in any programs or activities on the basis of sex, race, creed, religion, color, national origin, age, veteran or military status, sexual orientation, gender expression, gender identity, disability, or the use of a trained dog guide or service animal and provides equal access to the Boy Scouts and other designated youth groups. The following employee(s) has been designated to handle questions and complaints of alleged discrimination:

Civil Rights Coordinator:

Douglas Christensen, *Human Resources Director*
(509) 222-5010 | doug.christensen@ksd.org

Title IX and 504 Officer:

Jack Anderson, *Student Service Director*
(509) 222-5003 | jack.anderson@ksd.org

You can report discrimination and discriminatory harassment to any school staff member or to the district's Civil Rights Coordinator, listed above. You also have the right to file a complaint. For a copy of your district's nondiscrimination policy and procedure, contact your school or district office: Kennewick School District 1000 W. 4th Ave Kennewick, WA 99336 or view at: www.ksd.org