

## **Linn-Mar Community School District Statement of Equity & Inclusion**

**Read by Board President Brittania Morey during the December 13, 2021, school board meeting.**

There have been ongoing discussions surrounding diversity, equity, and inclusion within our school district. To have members of our community, our own students, state that they feel harassed or marginalized due to their race, gender, sexual orientation, or beliefs is hard to hear. At its core, Linn-Mar believes that every student should feel welcome and respected by all who surround them. The fact that this is not the case is simply unacceptable.

Creating a safe learning environment that feels welcoming and accepting to all our students is a top priority for this board. Without this environment students cannot achieve at their highest levels.

There is no easy fix for division and the feeling of not being accepted. As a district we must start with this truth in order to truly begin to move forward. This is the goal the board outlines today.

We recognize that the past 20 months have not been easy for anyone. We also recognize that events surrounding social justice, race relations, and income disparity have long plagued our society. It is important for all of us to understand that our students watch and listen. They engage and are not as isolated from current events as students have been in the past. While it seems these events of turmoil happen far from our boundaries, the impact occurs within the halls and walls of our buildings.

In recent weeks our students, representing different viewpoints, stood up and walked out. They expressed their constitutional right to free speech, and highlighted areas of discord and misunderstanding. The board is here to state to these students, to all of our students, that we are listening. We are also listening to concerned parents and community members, and we are listening to our teachers and staff members as well. We hear you and we are committed to working with you to bridge this divide and bring our community together.

This fall Linn-Mar began an Equity committee comprised of community members, staff, parents and students, and a representative of this board. This committee has met regularly and will be outlining steps the district can take to address areas of concern in our district. These discussions are helpful for us to understand the lived experiences of underrepresented students and to chart a path forward.

In addition to this new committee, the high school administration, in collaboration with district leadership, is working on a series of steps to work with students, both our student leaders and our entire student body, to address the division being felt in our hallways. Ongoing student engagement to address inclusiveness and the sense of belonging in our buildings, as well as shifts in policy and procedures will follow. We also understand the concerns being shared by parents and while we cannot always share every detail of evolving situations, we value parent communication and take each concern into account as we review and update district policy and procedure.

The Linn-Mar school board has set policy in place, in accordance with state and federal law, that protects and affirms students' rights to free speech and expression. We will continue to uphold those rights but also work with students to understand the impact on other students and the community, and to work toward a wider understanding and acceptance of our differences. We will also work with our students to help them see there are more similarities than difference between them.

Rest assured, these efforts are something the school board, administrators, teachers, and support staff at all district levels are taking seriously. As members of our district, whether you are a student, parent or guardian, staff member, or member of the community, you also play an important role in this process. Your continued assistance in supporting and helping create a safe learning environment for ALL students will be critical to our success.

Even with these initial steps, we know this will take time, and continued conversation. Moving forward, we are committed as a district to a path of continuous improvement efforts in the areas of diversity, equity, and inclusion.

Ultimately, the work of creating a respectful, unified, and inclusive environment is never “done.” This work must be active and intentional and evolve as we learn and grow. It takes all of us coming together for authentic conversations with a shared goal of creating spaces where ALL students can be their best selves.

Together, we will continue to build a school culture of which we can all be proud. Because together we are stronger. Together, we are Linn-Mar.

# Linn-Mar Community School District

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Facilities Master Planning  
FAC Presentation to the Board  
December 13, 2021

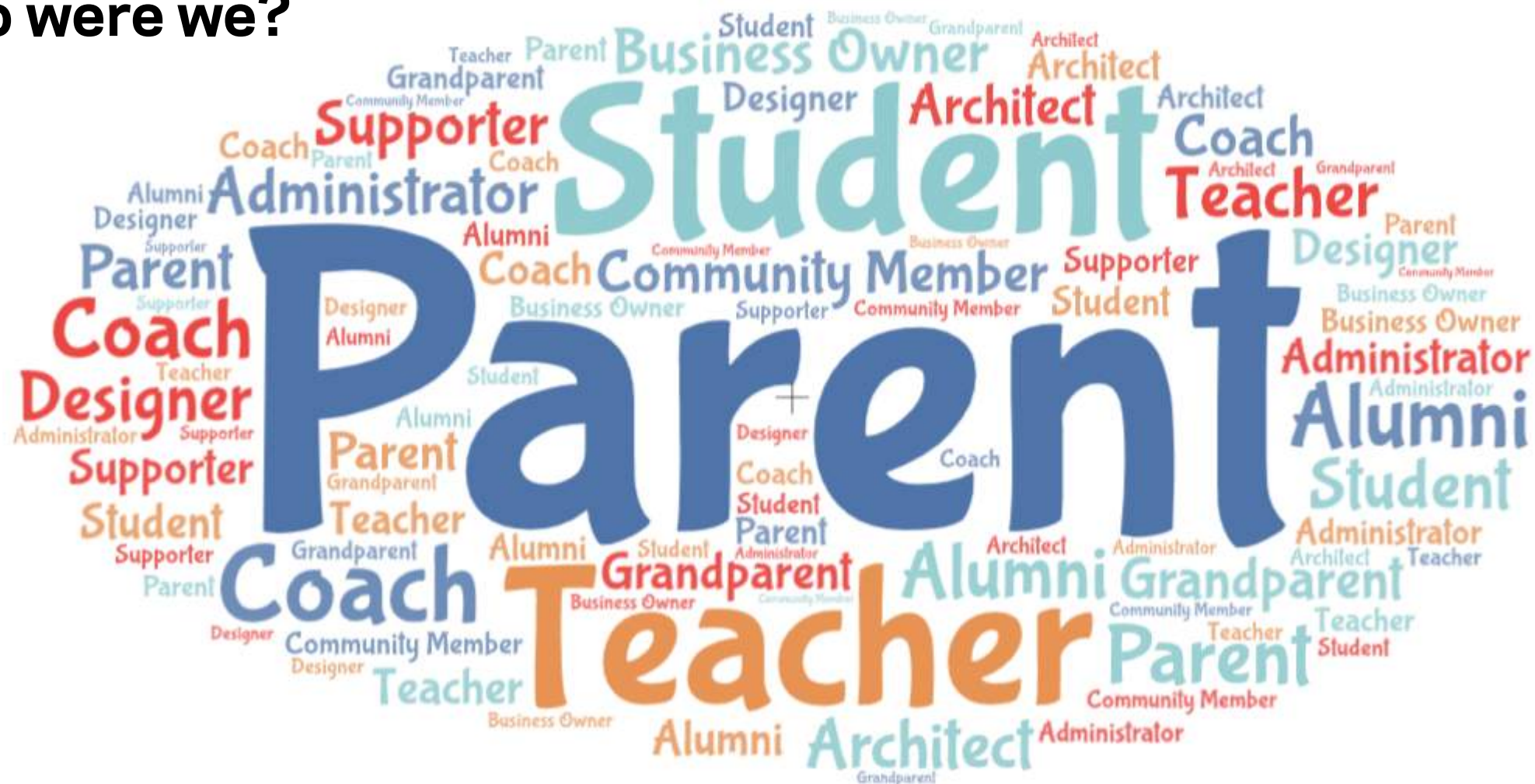


# Agenda

- Process and Timeline
- Planning Exercises
- Planning Pieces
- Recommendation



# Who were we?



# Facility Planning 2021 | Steps

Review Data

Discuss  
needs

Review

- Concepts
- Funding
- Benefits
- Needs

Develop  
consensus

Make  
recommendation  
to the school  
board

# Needs Exercise





# Small Group Priority Results

1 – Highest Priority: Project should be done in next 3 years  
2 – Important: Project should be done in next 6 years  
3 – Can wait or not needed: Project is a longer-term need

1 - 5  
2 - 1  
3 - 0

LRC repurposing or reconfiguration

1 - 4  
2 - 2  
3 - 0

Tennis Courts

1 - 4  
2 - 2  
3 - 0

Performance Venue

1 - 3  
2 - 3  
3 - 0

Parking (at HS campus)

1 - 2  
2 - 4  
3 - 0

Indoor Activity Center

1 - 2  
2 - 3  
3 - 1

Old Softball Field repurposing

1 - 1  
2 - 1  
3 - 4

Land for West Side Elementary

1 - 0  
2 - 2  
3 - 4

Centralized Preschool

1 - 0  
2 - 0  
3 - 6

Armstrong Field repurposing or upgrading

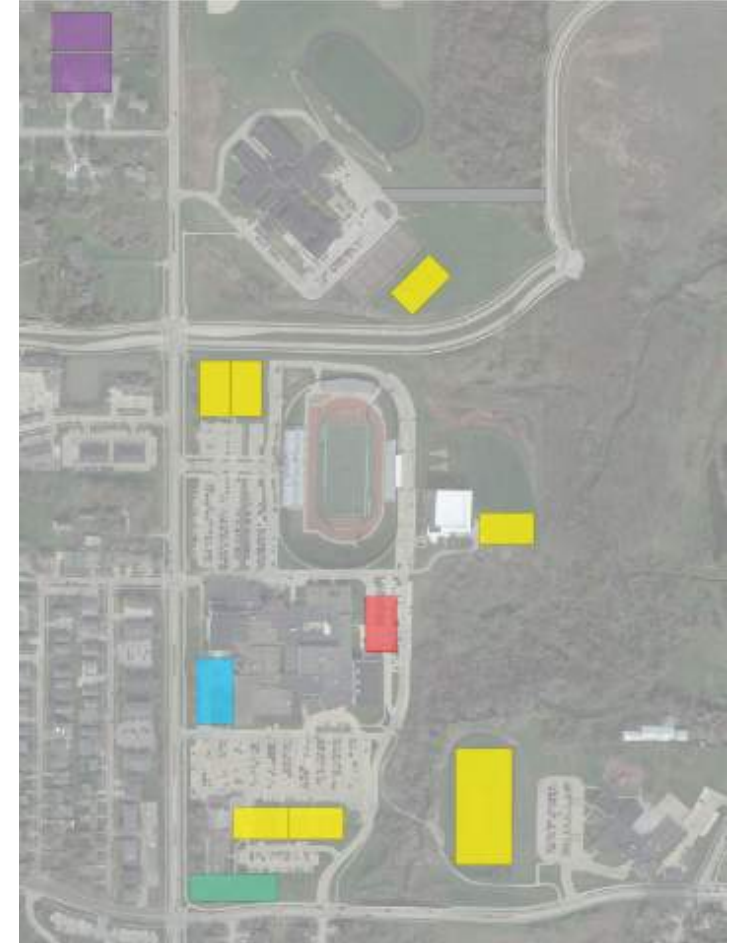
New Elementary ('2' from one group)

# High School Site

- Areas for Opportunities



# Planning Exercise Summary





# Planning Exercise Summary



- Performance Venue**  
Each group located the blue block at the west side of the high school directly south of the existing performing arts entrance.
- Indoor Activity Center**  
4 of the 5 groups placed the red block on the east side of the high school north of the existing gymnasium.
- High School Extension**  
Each group placed the green block within the southwest quadrant of the high school site. Two groups also suggested a new building for the administration located off Winslow Road, east of Excelsior Middle School.
- Parking**  
Parking is a premium at the high school site and yellow parking space blocks were shown throughout representing the general opinion to maximize it as much as possible.
- Tennis Courts**  
Multiple groups suggested to relocate the tennis courts off site from the high school. Suggested locations include the Oak Ridge Middle School athletics area, and to the north near Excelsior Middle School.

# Recommendation

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# Masterplan Summary/Recommendation

-  High School Extension / Administration
-  Tennis Courts
-  Performance Venue
-  Parking
-  Indoor Activity Center

## *Lower Priority, but not Forgotten Items*

- *Land acquisition for a future elementary*
- *Centralized pre-school in neighborhoods*
- *New elementary building*



Oak Ridge MS Athletic Area



High School Site Area

# Questions

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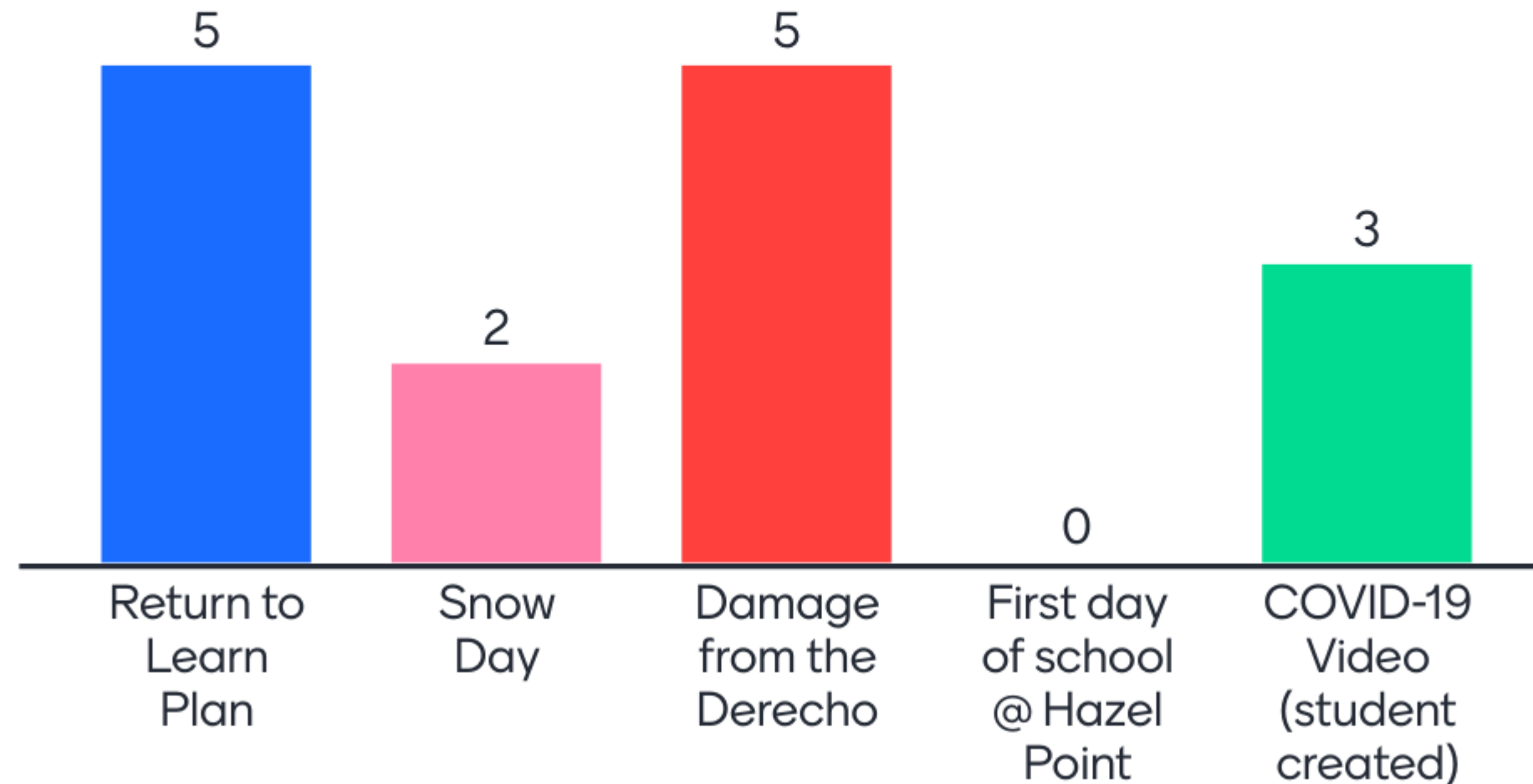
# Communication Update

Inspire Learning. Unlock Potential. Empower Achievement.

# What is Linn-Mar's most popular social media post of all time?



# What is Linn-Mar's most popular Facebook post of all time?



Show correct



# **PRESENTATION OUTLINE**

**WHO**

**WHAT**

**WHERE**

**WHEN**

**WHY**

**HOW**

# **WHO WE ARE**

## **KEVIN & CAITLIN**



- 3 years at The Gazette
- 4 years at Q-103/KCDR
- 20+ years at WMT/KGAN
- 3 years at CJ&N Media
- 18 years at Linn-Mar



- 4 years at UNI
- 3 years at KAAL-TV
- 5 years at United Way
- 3 years at Frontier
- 13+2 years at Linn-Mar





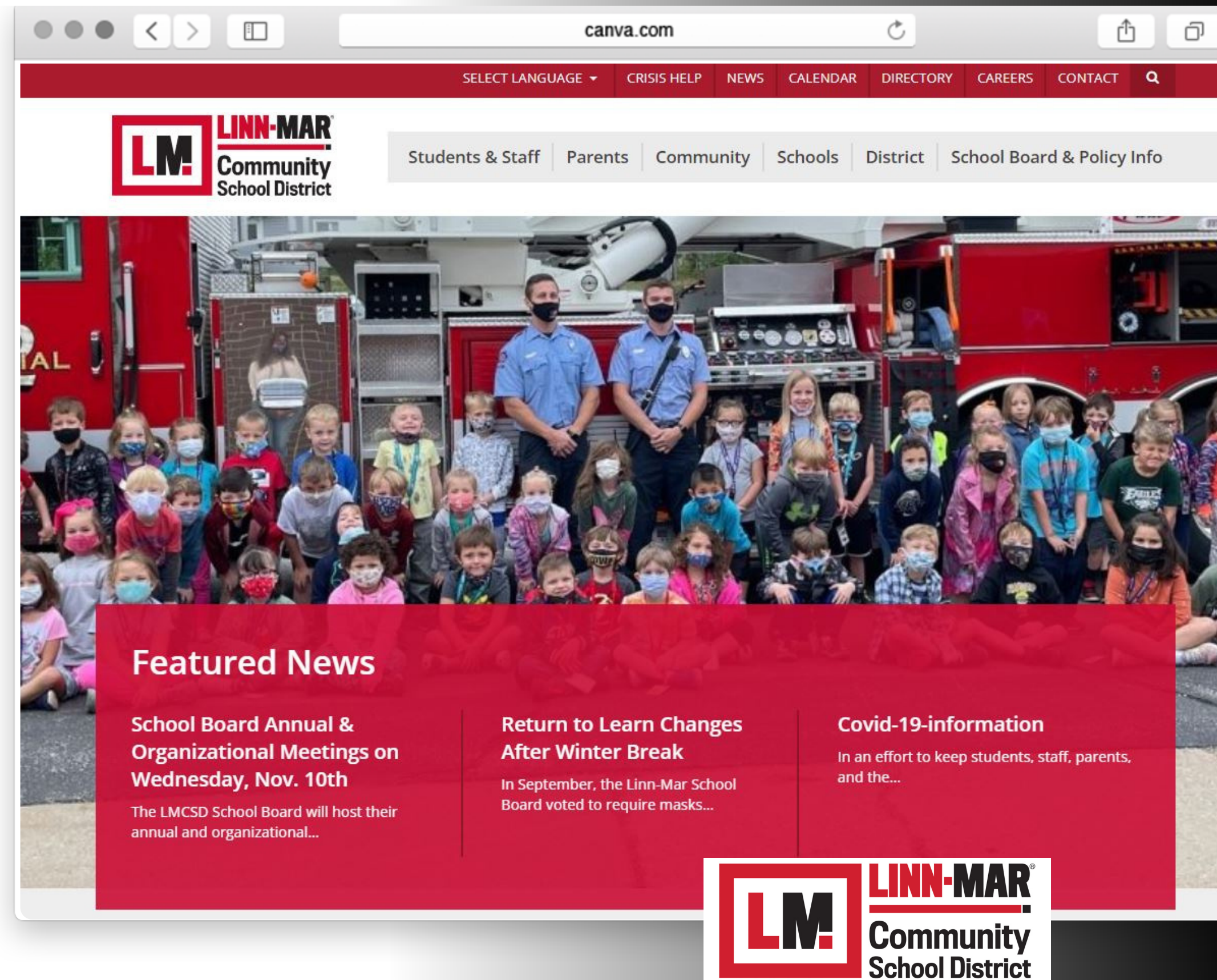
# WHAT WE DO

## Website

**1.9 M** page views

**142** news posts











July 1st 2020, June 30th, 2021





# WHAT WE DO

## Google Analytics

Page		Google Analytics	Pageviews	% Pageviews
1.	/		878,668	 46.12%
2.	/school/linn-mar/		65,001	 3.41%
3.	/district/directory/		53,227	 2.79%
4.	/news/linn-mar-return-learn-plan/		41,684	 2.19%
5.	/students-staff/		36,960	 1.94%
6.	/calendar/		35,363	 1.86%
7.	/powerschool-unified-classroom/		33,937	 1.78%
8.	/covid-19-information/		33,736	 1.77%
9.	/district/departments/nutrition/menus-allergies/		33,006	 1.73%
10.	/district/departments/human-resources/		23,651	 1.24%

July 1st 2020, June 30th, 2021

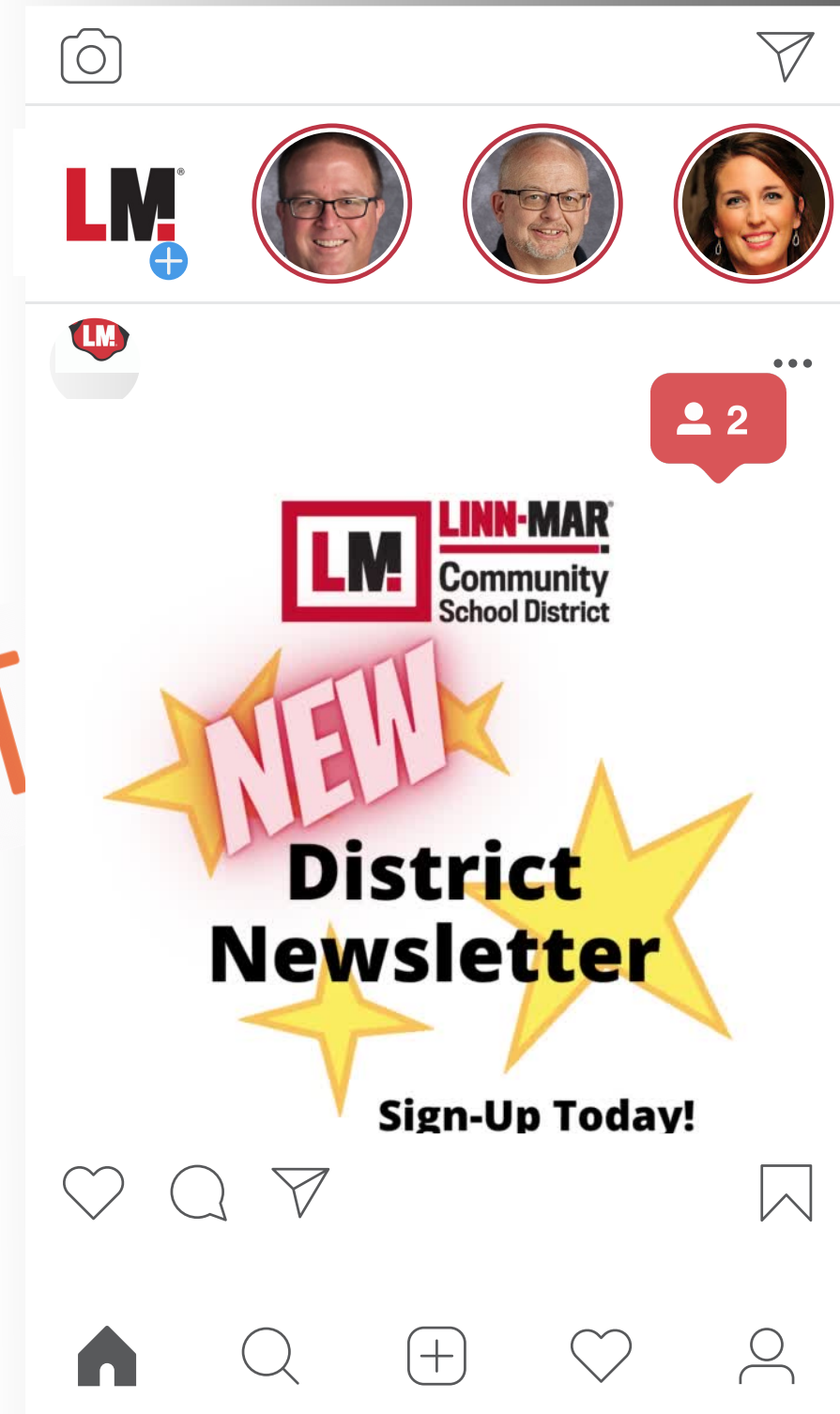
# WHAT WE DO

## Social Media



NEW POST

July 1st 2020, June 30th, 2021



# WHAT WE DO

## Social Media Analytics

**7,318**

Facebook

**2,792**

Twitter

**2,469**

Instagram

**764**

LinkedIn

**400**

YouTube



July 1st 2020, June 30th, 2021

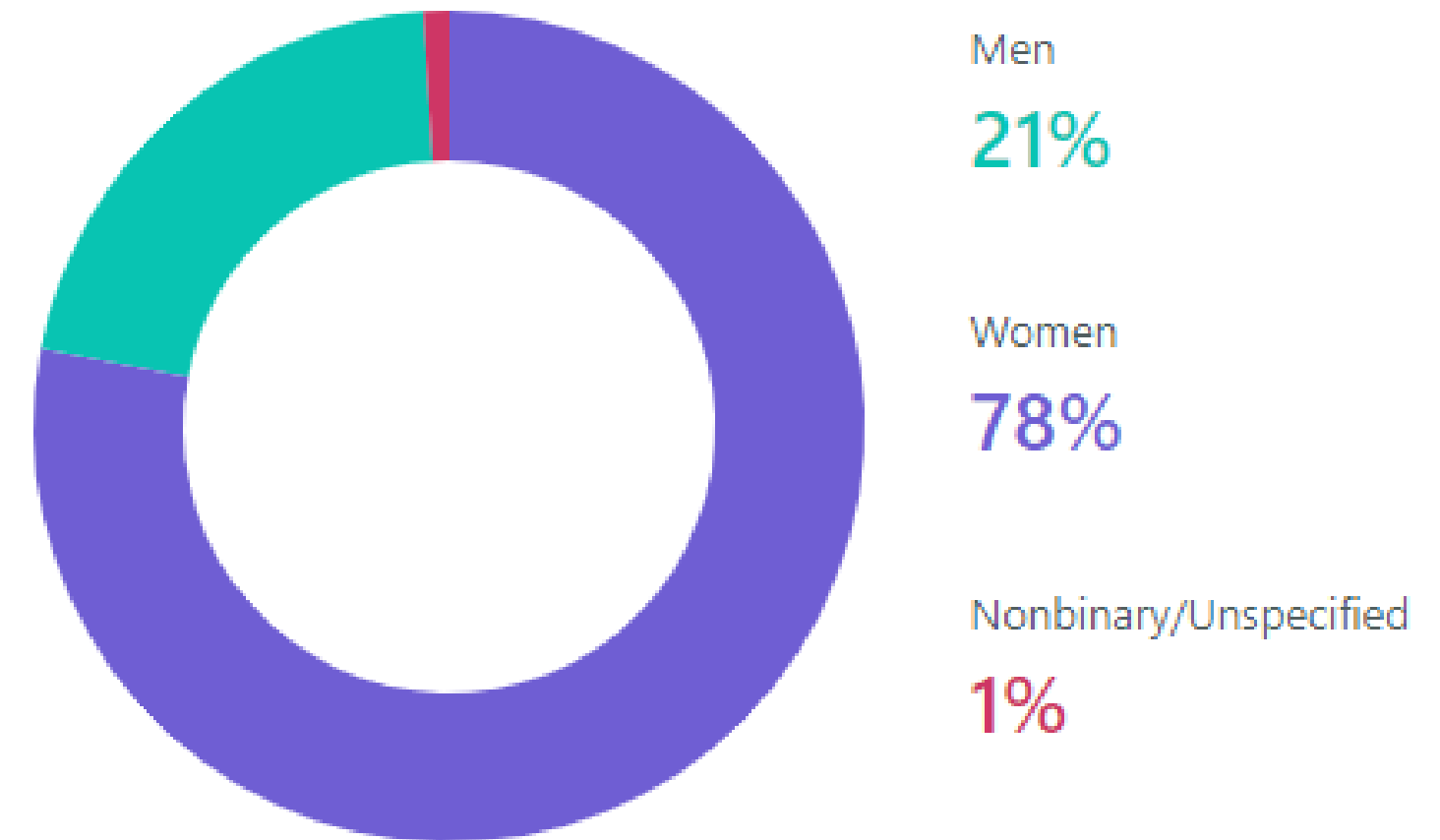
# WHAT WE DO

## Social Media Analytics

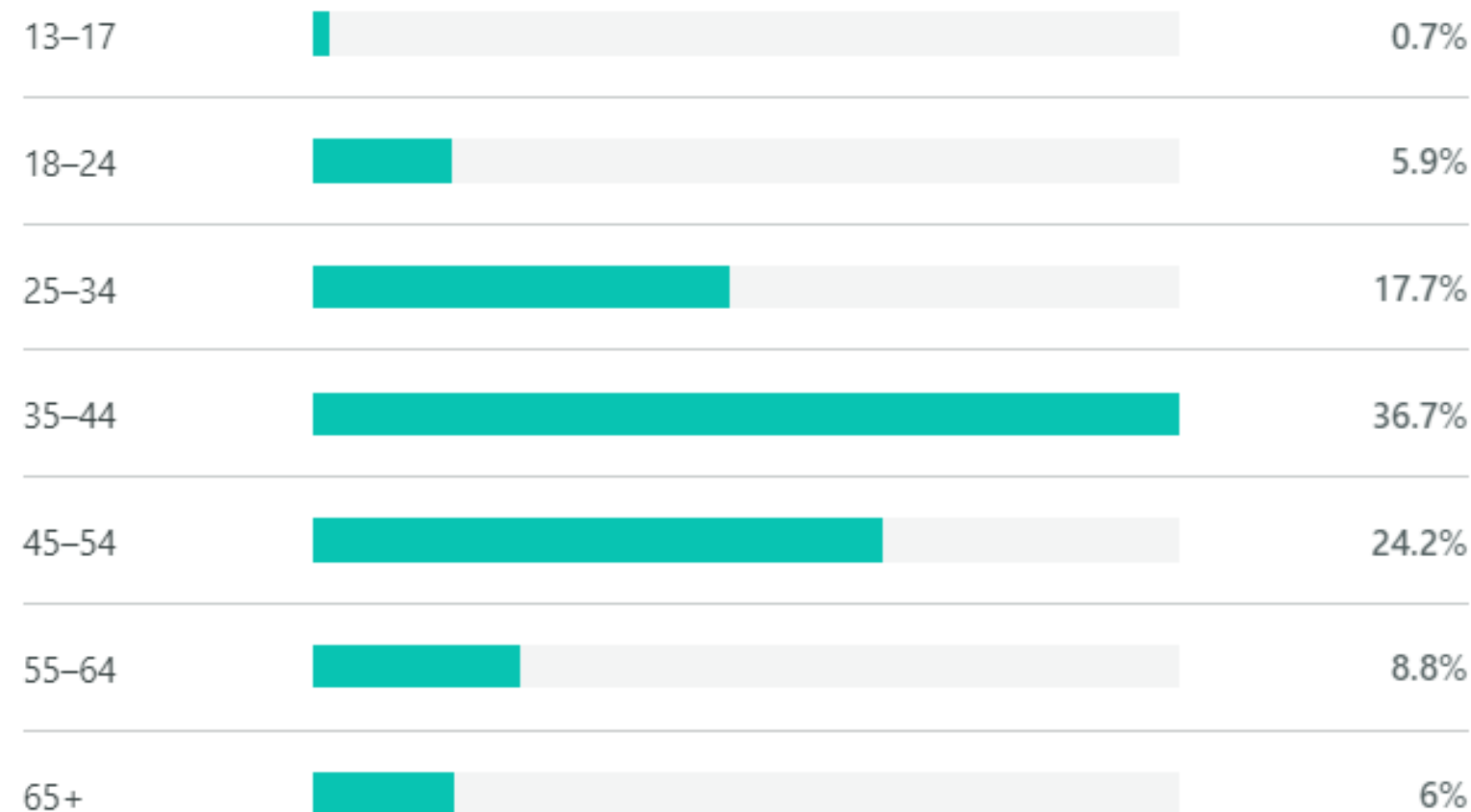
- FB & IG audience is mostly Moms.
- Twitter is younger and 50/50 Male/Female

July 1st 2020, June 30th, 2021

Audience by Gender ⓘ



Audience by Age ⓘ



# WHAT WE DO

## Social Media Analytics



July 1st 2020, June 30th, 2021





# WHAT WE DO

## e-newsletter

**4,307**  
**2,297**  
**514**

Sends  
Opens  
Clicks

**360**

Subscribers

Most Clicked

**180**  
**104**

HR website link  
Trivia Poll

July 1st 2020, June 30th, 2021



# **WHAT WE DO**

## **Vital Communications**

- Weather
- SchoolMessenger
  - 20,000+ Contacts
  - 25 important info or weather related emails and/or texts
- Sensitive Messaging
- Coordinate Superintendent media communication

July 1st 2020, June 30th, 2021

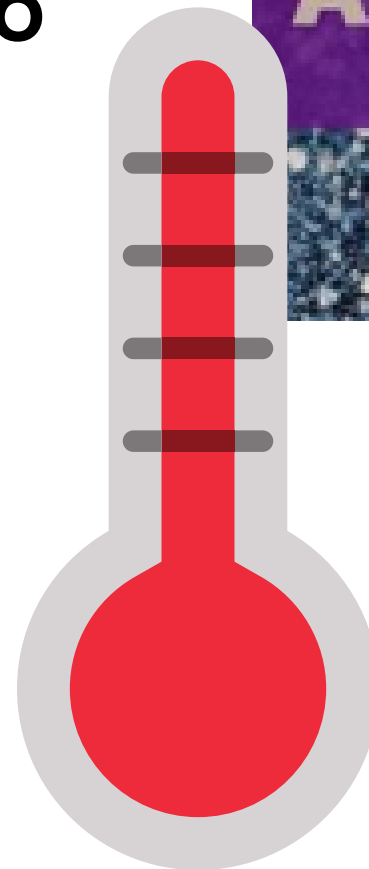


# WHAT WE DO

## Weather Cancellations

- Website Alert
- Media: 4 Local TV, 9 Radio
- School Messenger
- Social Media
- Social Media Group

July 1st 2020, June 30th, 2021

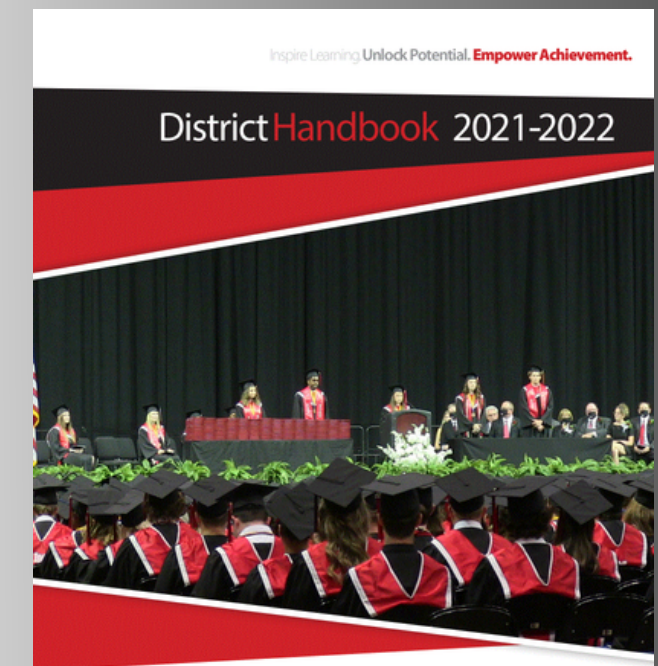




# WHAT WE DO

## District Support

- District Handbook
- District FAQs
- Annual Report
- Photos/Videos
- Info Box emails (2,000+)
- Virtual Backpack (107)
- FOIA Requests
- YouTube Board Support



July 1st 2020, June 30th, 2021



# WHAT WE DO

## LMTV

- Provides HS-MS Photo/Informational Content
- High School - Daily (Year 19)
- Middle Schools - Weekly (Year 7)
- 1,500 LMTV YouTube Subscribers
- 16 All-State Awards-Iowa High School Speech Association

July 1st 2020, June 30th, 2021





# WHAT WE DO

## MEDIA

- 118 Newspaper Inquiries
- 83 Television/Radio Inquiries
- Staff Coaching
- Point of contact

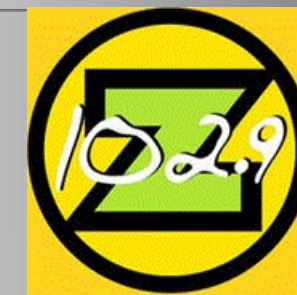


The Gazette



Des Moines Register

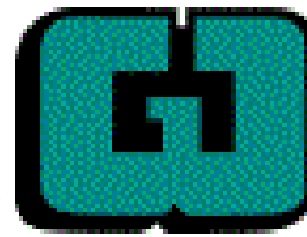
Iowa City Press-Citizen



July 1st 2020, June 30th, 2021

# WHAT WE DO CONNECT

- GWAEA
- Metro Area Districts
- NSPRA
- ISPRA
- UEN



**GRANT WOOD**  
AREA EDUCATION AGENCY



**Cedar Rapids**  
Community School District



July 1st 2020, June 30th, 2021

# WHERE WE'RE GOING

# Strategic Plan

**WHEN**

**WHY**

**HOW**

July 1st 2020, June 30th, 2021



## Purpose

The purpose of the Linn-Mar Community School District (LMCSD) Strategic Communications Plan is to establish a proactive system of communication that reaches district internal and external audiences to improve awareness, strengthen support, and build confidence in the district.

## Mission Statement

Committed to providing timely and effective district communication to strengthen internal and external awareness, support, and confidence in the district.

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- Public Relations Department Responsibilities.....9-10



# WHERE WE'RE GOING

## Recent Gallup Poll

Confidence in Institutions, 2019-2021

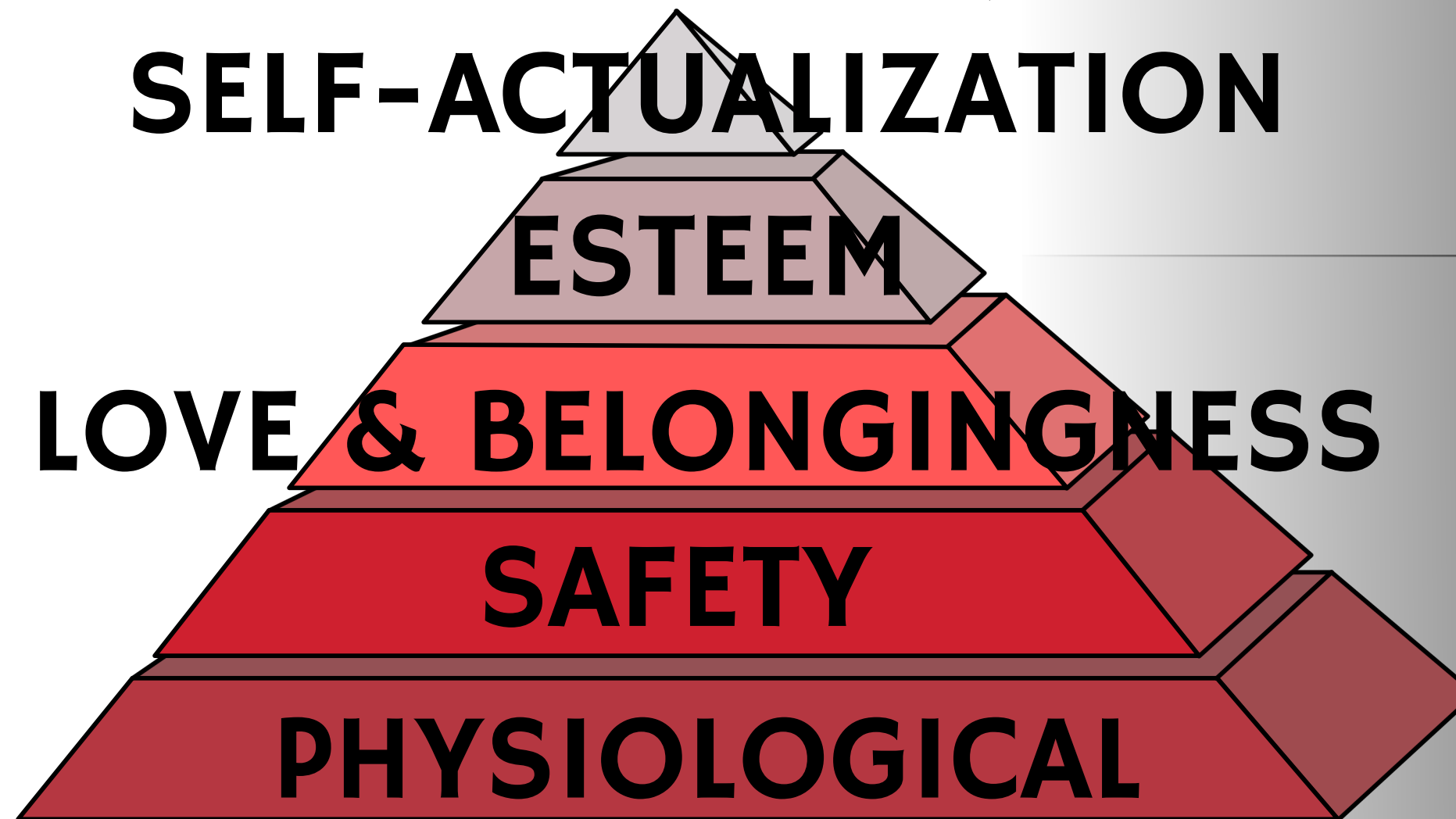
% Who have "a great deal" or "quite a lot" of confidence

	2019	2020	2021	Change, 2021 vs. 2020
	%	%	%	pct. pts.
The public schools	29	41	32	-9
The medical system	36	51	44	-7
Small business	68	75	70	-5
The church or organized religion	36	42	37	-5

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# **WHERE WE'RE GOING**

## **Maslow's Hierarchy Of Needs**



July 1st 2020, June 30th, 2021

# **WHERE WE'RE GOING**

## **Strategic Plan**

**BUILD  
CONFIDENCE**

July 1st 2020, June 30th, 2021





# **WHERE WE'RE GOING**

## **Strategic Plan**

**BUILD  
CONFIDENCE**

**STRENGTHEN  
SUPPORT**

**IMPROVE  
AWARENESS**

July 1st 2020, June 30th, 2021



# WHERE WE'RE GOING

## Strategic Plan

- Establish and implement an effective External Communication Plan to improve awareness, strengthen support, and build confidence in LMCSD.
- Establish and implement an effective Internal Communication Plan to improve awareness, strengthen support, and build confidence within the district.

July 1st 2020, June 30th, 2021

**BUILD  
CONFIDENCE**

**STRENGTHEN  
SUPPORT**

**IMPROVE  
AWARENESS**



# WHERE WE'RE GOING

## Strategic Plan

- Improve public access to online district information to better provide timely and effective district communication.
- Transition department from a Communications/Marketing Department to a Public Relations Department to improve media relations, crisis communication support, and internal and external communications throughout the LM community.

July 1st 2020, June 30th, 2021



# **SUMMARY**

**WHO WE ARE**

**WHAT WE DO**

**WHERE WE ARE GOING**





# Contact Us



## PHONE NUMBER

319-447-3530

319-447-3005



## EMAIL ADDRESS

info@linnmar.k12.ia.us

communications@linnmar.k12.ia.us



## WEBSITE

www.linnmar.k12.ia.us



## SOCIAL





# LINN-MAR COMMUNITY SCHOOL DISTRICT

## JUNE 30, 2021

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**Bohnsack & Frommelt LLP**

Certified Public Accountants

# Required Communications

- Deliverables

- Annual Comprehensive Financial Report
- Board Communication Letter
- Control Deficiency Letter

- Audits Completed and Related Results

- |   |                     |
|---|---------------------|
| • Financial Statement Audit                 | Unmodified Opinions |
| • Government Auditing Standards Audit       | Unmodified Opinions |
| • Significant deficiency over disbursements |                     |
| • Federal Single Audit                      | Unmodified Opinions |

# Single Audit Results

- Office of Management & Budget Single Audit
  - Major Programs
    - Child Nutrition Cluster Program
    - Education Stabilization Fund
  - Internal Controls
    - No matters were reported
  - Compliance over Major Programs
    - No matters were reported

**Linn-Mar Community School District**  
**CTE Advisory Committee**  
**December 1, 2021**  
**LRC Room 304/305**  
**4:15-5:45 pm**



The Linn-Mar Career and Technical Education Advisory Committee met on December 1<sup>st</sup> in LRC Room 304/305. Board President Sondra Nelson, and Board members Matt Rollinger and Melissa Walker represented the Linn-Mar School Board. Primary activities for the session included new learning about LMHS CTE programs and activities and review of information related to the programs past Comprehensive Local Needs Assessment (CLNA). Current program performance was examined relative to Perkins grant funding goals and priorities for the past year.

Sheryl Bass, College/Career Transition Coordinator for Linn-Mar High School, Kirkwood Community College, described her new role working with at-risk, underrepresented, or underserved LMHS students, with a goal of making possible student transitions to high reward opportunities for college and career.

Chris Patterson, Design Engineering, and Materials (DEM) teacher for Linn-Mar High School reported on the regional Career and Technical Service Organization (CTSO) Kickoff event held in early October. The State of Iowa has mandated that all service areas in each school operate a co-curricular CTSO beginning in the 2024-2025 school year. Linn-Mar currently has CTSOs for Agriculture Science (FFA) and Business (FBLA), and will need to initiate new CTSO programs for Design Engineering, and Materials (Skills USA or TSA) and Family and Consumer Science (FCCLA).

Dana Lampe, Linn-Mar High School Innovation Coach reported on a Professional Development Day visit by fourteen LMHS Career and Technical Education teachers, teacher leaders, and coordinators to the Waterloo Career Center. The [Waterloo Career Center](#) is a state-of-the-art facility serving Waterloo CSD schools. The Career Center offers programs for Advanced Manufacturing, Biomedical Lab Technician, Culinary, Digital Graphics, Digital Interactive Media, Early Childhood Education, Electrical, Emergency Management, Entrepreneurship/Finance, Health Careers, Hospitality/Tourism, IT-Web Programming/Development, K-12 Educator Preparation, Marketing, Plumbing, and Sustainable Construction. The goal of WCC is to give students the opportunity to explore careers with hands-on experiences helping them develop a competitive advantage to live the lifestyle they want. A driving strategy was to work directly with professional organizations, businesses, and industry partners to access real-time, industry-need-based learning for students.

Service area teams (BUS, DEM, FCS) provided quick reports on recent activity and upcoming events.

State-level approval was acknowledged for our District's Perkins (\$57,814) and Regional Planning Partnership (\$8,345 ) grant applications. Perkins money will be used to upgrade or purchase new industry-standard equipment in all service areas. RPP money is designated to be used for professional development and/or additional training of CTE teachers.

The Committee concluded the meeting by dividing into service area teams to examine program performance relative Perkins to grant funding goals and priorities for the past year. Priority actions for LMCS D CTE include:

- 1) Alignment of LMHS CTE programs to local needs and ensure exposure to emerging occupations, and review of workforce and economic data annually to respond to changes in the labor market and develop new or refine existing CTE programs,
- 2) Promotion of CTE programs to include both general and special populations (TAG, students of color, and low-SES are currently underrepresented), and
- 3) Improvement of student and staff safety through improved staff training and updates in tools and machinery.

Committee time was limited, and program review will continue with the next Advisory Committee meeting on Wednesday, February 22, 2022.



## **CTE Advisory Committee Members**

Morgan Ball, Linn County Farm Bureau, Education Outreach Coordinator

Tom Barnes, Barnes Manufacturing, Owner/President

Sheryl Bass, College/Career Transition Coordinator, LMHS, KCC

Corey Brinkmeyer, Business Teacher

Jeremy Brown, Design/Engineering/Materials Teacher

Megan Brunscheen, LMCSD Associate Director of Student Support Services

Danielle Day, Linn County ISU Extension Family Life Specialist

Billy Frosch, Design/Engineering/Materials Teacher

Theresa Gail, Student Support Services Teacher

Nick Glew, MEDCO, President

Brent Henry, Business Teacher

Bill Hoefle, Business Teacher

Mark Hutcheson, LMCSD Director of High School Teaching and Learning

Jeff Koch, Design/Engineering/Materials Teacher

Dana Lampe, Innovation Coach

Lora Lehmkuhl, FCS Teacher

Barb Lemmer, Agri-Aqua Science Teacher

Sondra Nelson, Linn-Mar CSD, School Board

Chris Patterson, Design/Engineering/Materials Teacher

Amanda Platten, FCS Teacher

Arjun Raghavendran, LMHS Student

Erica Rausch, LMCSD Middle Level Director of Teaching and Learning

Matt Rollinger, LMCSD School Board

Barb Schult, Business Teacher

Madison Scott, LMHS Student Representative, FBLA President

Barbara Dunn Swanson, Linn County ISU Extension Family Life Specialist

Laura Vaske, FCS Teacher

Melissa Walker, Linn-Mar CSD, School Board

Nathan Wear, Associate Superintendent and Chief Academic Officer

Peyton Wynkoop, LMHS Student Representative



## ***Updates from the Cabinet***

### ***December 13, 2021***

*Cabinet Members: Superintendent Bisgard, Assoc. Superintendents Wear and Read, Mrs. Karla Christian (HR), Mr. JT Anderson (CFO), Mrs. Leisa Breitfelder (Student Services), and Mrs. Jeri Ramos (Tech)*

**Finance/Audit Committee Meeting:** The Finance/Audit Committee met on December 9th and discussed the following items:

- October 2021 and November 2021 monthly financial reports.
- Review and approval of bills.
- Spring/Summer 2022 capital improvement projects and applicable bid schedule.
- Brief review of the bus replacement cycle and the letting of bids for four new buses.
- Review of the FY2021 LEP Allowable Costs Report. This is a reconciliation report of revenues and expenditures related to the district's English Language Learner (ELL) program. A deficit of \$334,038.18 was reported for FY2021. Recommendation is for the board to authorize district administration to submit a request to the School Budget Review Committee (SBRC) for a modified supplemental amount of \$334,038.18.
- Review of the FY2021 Annual Comprehensive Financial Report (the audit report).
- Series 800 policy review with primary conversation around public purpose policies 803.4 and 803.4-R.

## **Highlights & Honors**

**Letter of Intent Signing:** Congratulations to the following student athletes for signing College Letters of Intent:

- Cooper Callahan - Soccer at Loras College
- Katie Callahan - Soccer at Loras College
- Megan Heidelbauer - Softball at Simpson College
- Caelynn Obleton - Softball at Simpson College
- Anna Streff - Softball at University of Iowa
- Joey Ward - Soccer at Clarke University
- Lilly Weber - Swimming at William Jewell College



**Swimming/Diving Honors:** Congratulations to Girls Swimming and Diving for competing in 11 events during the State Meet and placing 7th!

- 1M Diving: Corrin Williams (2nd), Maggie Schlamp (6th), and Kate Denner (7th)
- 200Y Individual Medley: Hayley Kimmel (2nd)
- 50Y Freestyle: Lily Haars (15th) and Hayley Kimmel (9th)
- 100 Butterfly: Maura Carstensen (11th)
- 100Y Freestyle: Lucy Haars (5th) and Lilly Haars (12th)
- 200Y Freestyle: Lucy Haars (7th), Lilly Weber (12th), and Emily Brennom (13th)
- 500Y Freestyle: Lilly Weber (9th) and Emily Brennom (15th)
- 100Y Breaststroke: Hayley Kimmel (3rd)
- 200Y Freestyle Relay (3rd)
- 400Y Freestyle Relay (6th)
- 200Y Medley Relay (10th)



**Choir Honors:** Congratulations to the 23 vocalists from the intermediate schools, middle schools, and high school freshman for being selected to perform as part of the statewide OPUS Honor Choir. Approximately 3,000 vocalists auditioned for 150 positions across the state.

- Boulder Peak Intermediate Students: Aubrey Dull, Taylor Elam, and Darby Youngkent
- Hazel Point Intermediate Students: Lily Albers, Tabitha Dahlby, Avery Hill, Bernadeta Jaritz, Simeon Junk, Sylvia Little, Elliot McDonald, and Sam Shannon
- Excelsior Middle School Students: Layla Breitbach, Jessica Kramer, and Teressa Laubach
- Oak Ridge Middle School Students: Olivea Getz, Rachel Hora, Margaret Mitzel, and Parker Shadrack
- High School Freshman: Abigail Berta, Madelyn Eley, Owen Hanson, Micah Langley, and Arjun Raghavendran



**Math Honors:** Congratulations to the following students for making the Noetic Learning Math Contest National Honor Roll and to the Hazel Point team for receiving the Team Achievement Award with the 15th highest score for 5th grade overall!

- 5th Graders: Tyler Walstrom (HP), Srikar Cheemakurthi (HP), Shivam Singh (HP), Ella Bensema (HP), Dane Wilcox (HP), Saisha Vairwani (HP), and Kaden Abbot (BP).
- 4th Graders: Curtis Demildt (IC), Andrew Bovinet (WF), and Shriram Balasubramanian (BW)
- 3rd Graders: Ike Masters (BW), Landon Kramer (BW), and Cooper Spencer (BW)



**POMs Honor:** Congratulations to Linn-Mar POMs for placing first in POM and Lyrical during the State Competition in Des Moines. The girls also received the Judges Choice Award.

**School Counselor Honor:** Congratulations to High School Counselor, Sheryl Bass, for being named School Counselor of the Year by the Iowa School Counselors Association. Mrs. Bass has been at the high school since 2015 and served as a 9th-10th grade counselor prior to taking on her new role as the College/Career Transition



Counselor in collaboration with Kirkwood Community College!

**Community Outreach:** Kudos to the students, families, and staff at Excelsior Middle School for hosting a collection drive for Families Helping Families. The Junior Accountability Leadership Opportunity Club organized the drive to collect clothing and personal items for those less fortunate.

