



Introducing District Leadership to the Community

Widefield School District 3

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Widefield School District 3 in the Pikes Peak Region has made it a goal to deepen family engagement across the district through the initiative, Connect with Widefield. This initiative has three goals: to improve student success, to build trust and collaboration, and to strengthen community resources.



As part of the district's goal to build trust and collaboration, a key initial step was to introduce Widefield's district leadership. This was particularly important during years where significant staff turnover occurred. This practice served to familiarize the school and district community with the superintendent and other district leaders, fostering transparency and approachability.

Through Connect with Widefield's Family, School, and Community Partnership (FSCP) Core Team, made up of district leaders and parent partners, introducing district leadership to the community was accomplished primarily using three strategies. The first was scheduling one-on-one meetings and interviews with district leaders. The second was writing and publishing newsletter articles featuring the superintendent and other district leaders. Lastly, Connect with Widefield's FSCP Core Team created and shared social media posts introducing the superintendent and other district leaders.

Articles written from the perspective of the FSCP Core Team members, particularly parent partners, not only increased the awareness of district leaders among the school community but also increased the potential for increased engagement. After publication and circulation of articles, community members were likely to see featured personnel as approachable and integral to the functioning of the school district.

While the program was not formally evaluated this year, future evaluation may include use of website analytics to determine frequency of downloads and/or interactions via the district website. In addition, questions may be included on annual surveys requesting feedback on the role that such publications played in the perceptions of parents and community as related to featured school and/or district personnel.

To replicate this practice, consider using social media for short video introductions, as well as opportunities for live Q&A sessions with leaders. Additionally, ensure articles and posts are accessible and translated as needed.