

## ***Planning for Our Future: A Charge to the Superintendent's Advisory Council***

Redwood City School District (RCSD) has embarked on a process to plan for the organization's future as the school district has an opportunity to rethink how to remain focused on its core mission of educating every child for success as a district with 1,500 fewer students than six years ago.

This is not the first time the district has faced change during its long history in the community. RCSD has been educating area children for more than 100 years and has regularly adapted as the standards for teaching and learning advanced, and the community evolved. The size and demographics of the student body has shifted, and shifted again over the last century.

RCSD is facing changes again:

- The student population is shrinking and changing demographically as a regional economic boom both drives families out and brings new families in.
- New ways of teaching and learning are changing the way schools and classrooms operate.
- The district faces loss of funding due to declining enrollment and mandated increases on pension costs.

Given this shift in enrollment, demographics, reduced funding and increased pension obligations, and the organization's philosophy for continuous improvement, RCSD has taken this opportunity to plan for the future to keep providing a high-quality education to its students as a smaller and leaner district.



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Superintendent John Baker has invited the Superintendent's Advisory Council, made up of at least one parent representative from each site and now including a staff member from each site, to support the district in rethinking how to deliver an innovative education given the changes the district is experiencing.

The Superintendent's Advisory Council was divided into five subcommittees and they were charged with developing community-generated solutions to the following challenges:

- *Budget subcommittee*: How to allocate resources and structure programs given declining enrollment while helping the district remain competitive and focused on its mission
- *Geographic Access subcommittee*: to programs and middle school options
- *Academic Rigor subcommittee*: Community perception about rigor and level of challenge at neighborhood schools
- *Program Demand subcommittee*: Percentage of requests to transfer to other programs other than neighborhood schools
- *Evaluation of Program Services subcommittee*: Evaluation of existing needs and programs to ensure that services are aligned with each individual school's community

The council started to meet since before the start of the school year and was provided with a wide range of background and data to help them form their ideas presented to the Superintendent and the Board of Trustees.



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**IDEA: #1**

Cut more than \$4 million to allow bona fide programs to be offered.

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

**Rationale:**

To compete with the charters, if we cut more money we can provide money to programs and services provided to our students.

<b>Pros</b>	<b>Cons</b>
Healthy budget	Over optimizing the cuts will or may hurt us in the long run
Offer better quality education	

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**IDEA: #2**

Close/merge 4-6 school sites

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

**Rationale:**

Closing and merging saves the cost of the staff. From the information we were given, closing a site can save between \$600K - \$1 million depending on the site size.

<b>Pros</b>	<b>Cons</b>
Get rental money from vacant sites	Losing teachers and staff Losing neighborhood schools
Opportunity to rebrand	Traffic
Economies of scale once we hit 600 students/school	Expect emotional reactions from parents
Opportunity to architect the district more efficiently	Cost associated with money at a site

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**IDEA: #3A**

Move the District Office and lease out Bradford St.

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

**Rationale:**

The District Office is in prime real estate and it can generate revenue in the district as well as cut costs.

<b>Pros</b>	<b>Cons</b>
Prime real estate	Cost of moving
Fair market value	Use a school site for special meetings or development

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**IDEA: #3B**

Close the District Office and move District Office to function out of MIT campus. Rent District Office.

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

Move the District Office to the MIT campus. Rent out the 750 Bradford building (rental potential: \$1M annually).

**Rationale:**

(see pros and cons)

Pros	Cons
High rental potential; big savings to the district.	Potential legal/logistics issues.
Perception that the District is also making concessions.	MIT would need to be remodeled.
Could show "leadership" in changes.	
Maintaining control of the ONE auditorium in the district.	

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**IDEA: #4**

Find a renewable energy source for a lower cost and not increase the overall monthly energy bill.

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

- HVAC can be provided to the campuses,
- Electric vehicle (ev) parking spaces rentable during non-school hours,

**Rationale:**

Save costs in order to preserve programs/staff.

<b>Pros</b>	<b>Cons</b>
Modernize the schools	Long construction cycle
Isolated from power outage at PG&E	Paperwork. The process would take time, which also means money or cost.

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**IDEA: #5**

Increase facility rentals--charters.

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

**Rationale:**

The district could receive the rental revenue one would expect in the current Bay Area economy. This increase could contribute to the health of the budget.

Pros	Cons
Additional revenue	None
	Constrained by law. The state regulates how much the district can charge

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**IDEA: #6**

The summer school program should be closed.

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

**Rationale:**

This would be an annual savings of \$673,757 for the school district.

<b>Pros</b>	<b>Cons</b>
Cost savings for the district	Some students would lose access
	Potential impact on student scores
	Concern for RCSD as the district has typically seen student gains during the summer
	Some students would continue to fall behind
	It would impact partnerships with other organizations
	It would impact marketing for district as students are making gains.
	There's research about summer learning gains

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**IDEA: #7**

Make all neighborhood schools K-5 and 6-8

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

**Rationale:**

Pool resources to provide a true middle school experience. Allows infrastructure efficient use since middle school and K-5 have different needs.

<b>Pros</b>	<b>Cons</b>
Economy of scale	Disruptive in the short term (for students currently in 5th grade)
Scale our programs to all middle school	Emotional reactions from parents
Allow bringing back enrichment/electives adapted to the K-5 or 6-8 levels	Possibly more behavioral cases

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**IDEA: #8A**

Improve public perception by Reducing Internal competition. See specific idea elements below

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

- 2-3 middle school options (Bayside, Hillside and North STar), with North STAR as a middle school
- RCSD is not a district of choice - neighborhood schools and Schools of Choice. Schools of Choice are Immersion schools, North Star and Orion. (e.g. the Schools of Choice programs will only be language immersion, North Star and Orion)
- All immersion K-5s go to one middle school (not split between the three)
- K-5 have to be rich and have hooks for all (see Idea #24)

**Rationale:**

Maintain community by eliminating attrition to North Star at 3rd grade and NOT losing families who don't get into private schools other districts.

Pros	Cons
<ul style="list-style-type: none"> <li>● Reduces infighting within RCSD.</li> <li>● Equalizes test scores with neighborhood schools</li> </ul>	<ul style="list-style-type: none"> <li>● Could lose kids/families to private school</li> <li>● Breaks the North STar community at K-5</li> <li>● Lose out of district kids at 3-5</li> </ul>
<ul style="list-style-type: none"> <li>● Keeps communities together</li> <li>● Equalizes parent community/volunteers</li> </ul>	<ul style="list-style-type: none"> <li>● Lose out of district kids at 3-5</li> </ul>

IDEA GENERATED BY \_\_\_\_\_ Academic Rigor \_\_\_\_\_ SUBCOMMITTEE



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**IDEA: #8B**

One Bayside middle school at Hoover in order to expand choices to families so that students can have opportunity for electives that otherwise they couldn't have

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

- Consolidate middle school students from Garfield, Hoover, incoming Fair Oaks and Taft
- Remaining K-5 students from all other elementary schools on Bayside will be dispersed among two elementary schools

Consolidation numbers

Garfield : 209  
Hoover : 236  
Total 6 - 8 students : 445

K- 5 Students

Garfield : 322  
Taft : 283  
Hoover: 423  
Fair Oaks: 226  
Total: 1254  
divide by 2  
school sites: 627



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**Rationale:**

One large middle school at Hoover to provide better program development and elective options.

<b>Pros</b>	<b>Cons</b>
New gym in centralized location	K-8 students will need to move to the new middle school
Focus technology development (STEAM) option for new middle school.	

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**IDEA: #8C**

Consolidate Garfield, Taft, Fair Oaks and Hoover students at two locations for elementary (K-5). Create one middle school at Taft for grades 6-8

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

**Rationale:**

One large middle school at Taft to provide better program development and elective options.

<b>Pros</b>	<b>Cons</b>
More students means more program improvements and specialization	No black top space for running the mile
More electives for students	No gym
Focused technology development, STEAM option for new middle school	Future impact on traffic from Stanford Medical opening

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### **IDEA: #8D**

Middle Schools (MIT to move campus, 6-8 reduction at schools)

#### **IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

Relocate MIT to a Bayside campus, expand focus to all STEAM. Expand Kennedy boundary and bilingual program with students from the new Language Immersion school and Cloud/Clifford; possibly open a PBL strand.

- MIT: Move program and students to the new STEAM middle school. Existing campus into a STEAM middle school with a neighborhood boundary
- Hoover: Option 1: Rezone all TK-5 students, and convert campus into a STEAM middle school with a neighborhood boundary
- Taft: Option 2: Rezone all existing neighborhood boundary K-5 students and convert to STEAM focused middle school. Move KIPP to Hoover.
- Roy Cloud: Rezone 6-8 students to accommodate Clifford rezoning.
- Garfield: Rezone 6-8 students to Kennedy/new middle school to make space to accommodate Taft/Hoover students
- Kennedy: Move Rocketship off campus. Grow to accommodate new influx of students given the changes at Cloud, Clifford, and Roosevelt. Consider new option of Mandarin Immersion.
- Roosevelt: Rezone 6-8 students to Kennedy or new STEAM middle school. Use extra space to accommodate rezoned John Gill/Clifford/Selby students

#### **Rationale:**

- Only 2 true middle schools in the district
- Many parents don't feel the K-8 system prepares students for high school
- Expand the middle school to the Bayside
- Reduce K-8s to K-5s to feed more students into the middle school program
- Allow K-5s to focus on the core



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- Allow 6-8s to develop programs that fit the maturity of that age group
- Offer rigorous options for a larger population that serves students on either end of the curve
- Ability to expand offerings: more athletic programs including team sports, band/orchestra, theater, robotics lab, maker spaces

<b>Pros</b>	<b>Cons</b>
STEAM focus could attract families from all over the district to a Bayside middle school.	Possible segregation of district.
Hoover is slated to get a new gym and basketball court in the bond construction project.	
Easier access for neighborhood families with restricted transportation options.	
STEAM has to be fully and correctly implemented.	

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**IDEA: #9A**

Consolidate charter schools on one campus

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

**Rationale:**

Frees up other sites to help with the merging recommendation

Pros	Cons
Charters and district will have a clear line of demarcation	Could possibly create one bigger entity to compete against district schools
Increase Local Control Funding Formula (LCFF) and increase money per campus	
It frees up other sites for potential revenue	
A charter hub would help all charter schools work together	

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**IDEA: #9B**

Location(s) for Charters

1. Taft:
  - a. Option 1, Rezone all existing neighborhood boundary students, and use school site to house ALL charter schools. Taft would no longer be a school with a neighborhood boundary. (Option 2 saves the district \$839k/year.)
2. Clifford:
  - a. Option 2, Move ALL charter schools to Clifford campus.

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

- Option 1: Move ALL charters to Taft with the addition of some portables, use Hoover as the Middle school. Leave Fair Oaks open for neighborhood students.
- Option 2: Move ALL charter schools to Clifford campus with the addition of portables. Open STEAM Middle School at Hoover. Leave Fair Oaks open for neighborhood students. Close Taft.

**Rationale:**

- Lessen the ability for charters to compete on campuses with RCSD students.
- Charter consolidation allows them to compete more amongst themselves.
- The current charters are full at every grade level. Future class additions are only incoming Kindergarten classes and adding a grade level for existing students.



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<b>Pros</b>	<b>Cons</b>
Fair Oaks is more centrally located and is more accessible to rezoned students from Hoover	Clifford is the most "rentable".
Having the charters share one campus makes them compete against each other	
Moving the charters to the Clifford campus would be fine for the charter school families because they have transportation	

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**IDEA: #10**

Language Immersion (Adelante, Selby Spanish Immersion, and Mandarin Immersion)

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

Combine both Spanish Immersion programs (Adelante, Selby Lane) and house at Selby Lane. Keep Mandarin Immersion at John Gill to allow it time to grow. In the **future**, *possibly* move Mandarin Immersion program to join Spanish Immersion at Selby Lane. Spanish immersion middles school program left for discussion.

1. **Adelante:** Merge program with Selby Immersion program on Selby school site. Existing Adelante campus could be rented. (Vacating campus saves \$910k/year).
2. **Selby Lane:** Rezone existing English program students. Selby campus would house Adelante/Selby Spanish K-5 immersion program with room to grow. Selby would no longer be a neighborhood boundary school.
3. **Kennedy:** Maintain 6-8 Spanish immersion program at Kennedy.

**Rationale:**

*Spanish*

1. Combine programs into one school to give greater focus to the program
2. High demand both in and out of the district
3. Could rename program Adelante at Selby Lane, or in some sort of combination



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*Mandarin*

1. High demand from neighboring district areas
2. Growing demand from in-district families

<b>Pros</b>	<b>Cons</b>
Spanish: Large program demand for Spanish Immersion in district.	Spanish: Distance between Selby and Kennedy may be greater than Adelante and Kennedy.
Makes it easier to achieve 50/50 balance between native English and native Spanish speakers	Going from 2 locations to one location.
Adelante has a problem getting Spanish only students; Selby has a problem getting English only immersion students.	May affect neighborhood schools.
Can attract more families in a larger space.	Potential Loss of Branding/Identity for both schools.
Combines two strong programs into one.	



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Mandarin: Keep separate from Spanish immersion because it is still small.	

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**IDEA: # 11**

Project Based Learning (PBL at Roosevelt)

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

Maintain K-5 PBL focus at Roosevelt, expand geographic enrollment boundary to grow student body.

**Roosevelt:** Rezone 6-8 students to Kennedy or new STEAM middle school. Use extra space to accommodate rezoned John Gill/Clifford/Selby students. Close PBL Middle School program.

**Rationale:**

- Established at Roosevelt
- With strong leadership, was able to become a positive draw for School of Choice (SoC)

<b>Pros</b>	<b>Cons</b>
Room to take in kids from expanded geographic boundary	Losing the 6-8 PBL program
PBL is still a program with high demand	
Giving more students the opportunity to be exposed to PBL	

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**IDEA: #12**

North Star Academy

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

Expand North Star Academy to support more students in grades 3-8, utilizing more space in the MIT building.

1. North Star Academy: Leave at existing campus, and offer the *option* to grow/expand into the existing MIT building.

**Rationale:**

- High demand both in and out of the district
- Students return to the district in 3rd grade from private/charter
- Wait list of ~100 students
- Should be expanded to accommodate more students
- Program could be grown to include some classes K-2
- Ranked #3 in CA public schools in testing (3-5) and #6 (6-8)  
(<https://www.schooldigger.com/go/CA/schools/3213007422/school.aspx>)

Pros	Cons
Highest demand in the district	An extended program may raise concerns about draw from other schools





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People return to the district (private, charter, home school) for North Star Academy	Perception that NSA gets to “keep” middle school.
High demand from families outside of the district	There’s a cost for testing at the Kindergarten level
	District would need to get the word out about testing.
	Test would need to be provided in all languages spoken in the district.

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**IDEA: #13**

Parent Participation (Orion)

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

*Move Orion to John Gill campus and house with Mandarin Immersion. Keep Orion as a School of Choice.*

- **Orion:** Move program to John Gill to share school site with Mandarin Immersion. Orion and MI remain SOC programs. Orion campus can be rented. (Vacating campus saves \$736k/year)
- **John Gill:** Rezone existing English kids to Roosevelt/Hawes. Mandarin Immersion program stays, Orion School program moves to the campus. John Gill is no longer a school with a neighborhood boundary.

**Rationale:**

- Sought after by families with time to give to the program
- Alternative location may present a better draw in areas of RWC that have parents able to donate time to the school

<b>Pros</b>	<b>Cons</b>
Allows Orion to expand.	Resistance from people who have an affinity to the John Gill name.
Might be a draw for Mount Carmel families.	Increasing neighborhood traffic



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Might be a draw for families opting to send their kids to private schools	Distance change for current families.
PR boost to give the campus a new name (Orion)	
Pairing Orion with Mandarin puts two parent participation programs together.	
It will make the campus more full.	
More consistent number of kindergarten classes	

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**IDEA: #14**

Clifford School

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

Close Clifford School and rezone existing students.

1. **Clifford:** Rezone existing students, close K-8 program, and rent campus. Clifford would no longer be a neighborhood boundary school. (Vacating campus saves \$1.26m/year)

**Rationale:**

- If Middle School programs close to feed everyone to Kennedy or the new STEAM Middle School, Clifford's elementary enrollment is only 359 which is unsustainable and with no recommendations to Cloud, no way to increase enrollment.
- High number of Kindergarten registrations SOC out of Clifford. (50 of 78 in 17-18. 64%)

<b>Pros</b>	<b>Cons</b>
Budget savings	Redistricting all students; large boundary.
Only 50% of campus in use.	Possible property value change for new school boundaries.
Increase population at low enrollment schools	Public resistance.

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**IDEA: #15**

Use for Open Spaces

*(Repurpose campuses where the subcommittees have proposed ideas for changes to occur).*

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

- Adelante campus - no clear recommendations
- Orion campus could be rented to a private preschool/day care
- Clifford campus could be rented to a neighboring district or used to house 3 charters
- Taft could be used to house 3 charters
- Open Transitional Kindergarten classrooms to replace the ones at closed schools

**Rationale:**

Pros	Cons

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**IDEA: #16**

Full -Day Kindergarten

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

Expand all Kindergarten programs to be full day

**Rationale:**

- Better competes with charters
- Allows for more student involvement time
- Reduces the need for extended childcare costs

<b>Pros</b>	<b>Cons</b>
Budget savings for families	Renegotiation required with teachers union (CTA)
Research shows that this has a positive outcome on students	Budget implications

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### **IDEA: #17A**

Equity across the district. This doesn't mean all schools will be the same, but all will provide both the basics and interesting and engaging hooks.

### **IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

- Music programs
- Art programs
- SEL (Social-Emotional Learning) at each school site
- minutes of instruction
- Before/after school programming
- Longer Kindergarten day
- Core curriculum as district/state required
- PreK for all
- Grant writer for district
- Increasing RCEF and parcel tax opportunities
- Get volunteer coordinator
- Regardless of program: we need to have similar rates of English proficiency and reclassification (Bilingual example)

### **Rationale:**

One school district = All students

All families should deeply believe their neighborhood school will provide the appropriate challenge and rigor for each student



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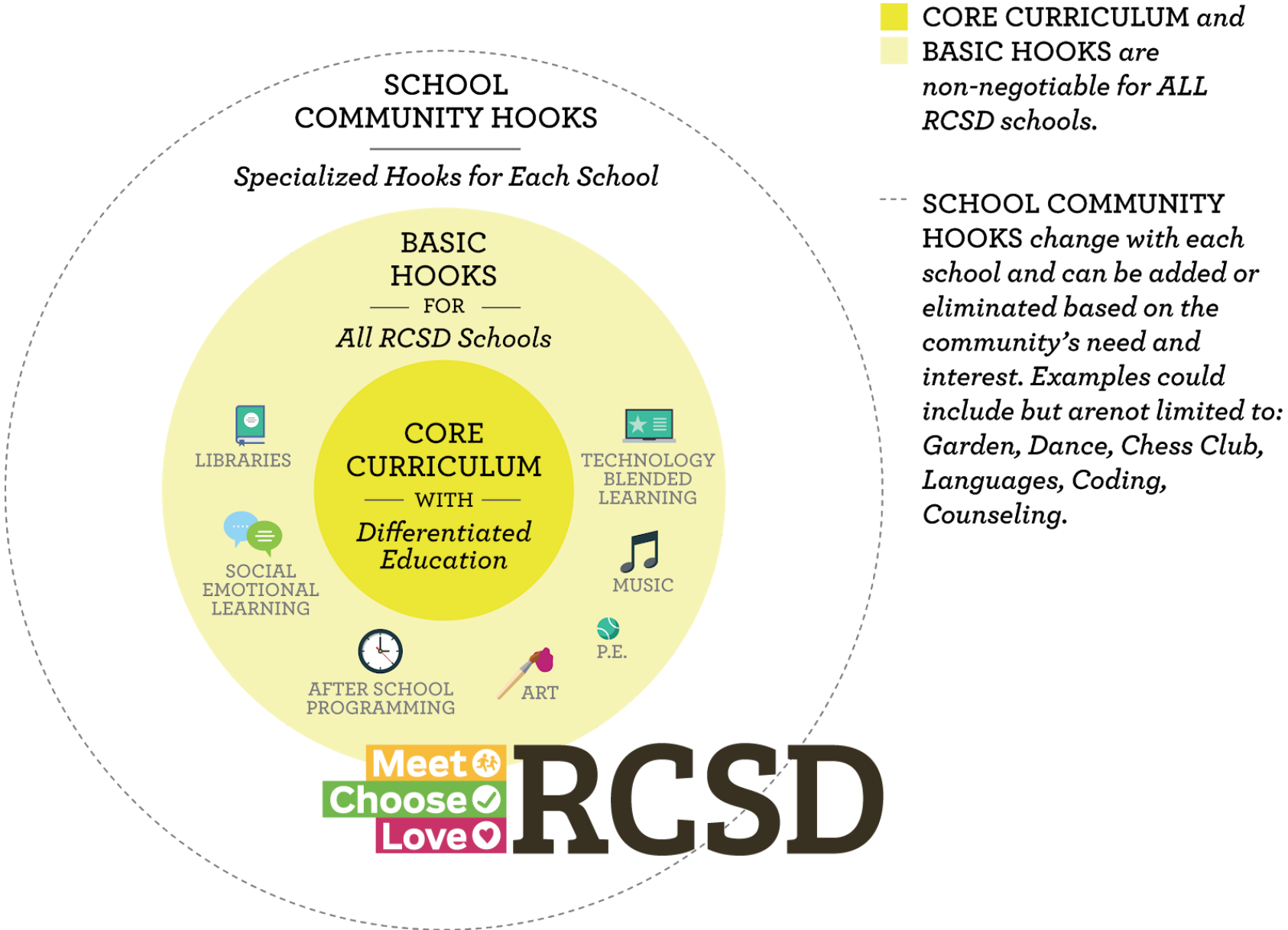
<b>Pros</b>	<b>Cons</b>
Confidence in your school and community is confident all students are being educated.	Expensive to provide all programs at all schools and not have to depend on PTA subsidies
Streamline registration	Need money to implement
Higher student engagement in learning.	
RCEF can be a true equalizer and treats the district as one district, ALL students (foundation is an untapped resource)	

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**IDEA: #17B**

Consistent and Equitable enrichment during school day

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

- Work with outside professionals, traveling teacher (rovers) or Office of Education to develop enrichment opportunities
- College interns (teach art, science)

**Rationale:**

- Equity to all students
- Helps with language acquisition
- Motivating for students
- Parents want specialty options
- Typing/Computer/Coding usage
  - Needed for state testing
  - Google classrooms
  - district adopted curriculum
  - district license

<b>Pros</b>	<b>Cons</b>
Assists with English Language Acquisition because students are passionate about topic	Minimal class time not spent on non-academic topics (most of day is spent on academic topics)
Allows teachers to be creative when developing enrichment activities	Teacher time to create enrichment opportunities (prep time)

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**IDEA: #18**

District-wide pre-school

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

- Sliding payment scale
- Grants
- Interns/students

**RATIONALE**

- Desire/need surveys

<b>Pros</b>	<b>Cons</b>
<ul style="list-style-type: none"> <li>● Community creation</li> <li>● Continuity for kids</li> <li>● Preparation for Advanced Courses (high school)</li> </ul>	<ul style="list-style-type: none"> <li>● Location</li> <li>● Finding credentialed teachers</li> <li>● Space</li> </ul>
<ul style="list-style-type: none"> <li>● Revenue generation option for district</li> </ul>	<ul style="list-style-type: none"> <li>● Cost of marketing</li> </ul>

IDEA GENERATED BY Evaluation of Program Services SUBCOMMITTEE



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**IDEA #19:**

Expand After School Care

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

- Expand after school care options at all schools for working parents
- Sliding scale cost

**Rationale:**

Community need

<b>Pros</b>	<b>Cons</b>
Community outreach Competitive with charters Helps students with homework	Find affordable programs/personnel
Enrichment for ELL support	Cost of marketing
Revenue option for RCSD	
RCSD would be more than competitive with charter schools	
Families who choose charters choose it because of before and after school care	

**IDEA GENERATED BY Program Services SUBCOMMITTEE**



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**IDEA: #20**

Music and art programs at every school

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

- District-wide curriculum or use outside contract (for art)
- Instruments accessible to all middle school students

**Rationale:**

- Parents have requested both
- Scientific evidence that music and art furthers brain development, especially involving mathematics

<b>Pros</b>	<b>Cons</b>
Helps brain development Allows children self expression in alternative ways	Not in place currently Upkeep and storage of instruments
Enlarging a middle school option helps create additional electives	

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**IDEA: #21**

Create a maker space at each school site and Makers Fair

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

- Part of STEAM
- Teachers collaboration (teachers & students)
- Social/emotional development
- Fieldtrip - San Mateo Fairground Maker Fair in May

**Rationale:**

Parents have requested STEAM projects

<b>Pros</b>	<b>Cons</b>
Potential for differentiation Parents can help	Needs a designated classroom and supplies
Instill independence, confidence and team building	Need facilitator
	Need full time teachers

IDEA GENERATED BY Evaluation of Program Services SUBCOMMITTEE



**Planning for Our Future:  
A Charge to the Superintendent's Advisory Council**

**IDEA: #22**

Social/Emotional support at each site

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

- District-wide program
- Specialist at each site or shared specialist
- Grant writing

**Rationale:**

Students need more support than ever.

Need to be able to identify and discuss emotions

Specialists support teachers and staff to further assist students

<b>Pros</b>	<b>Cons</b>
Needing emotional/support is NOT a stigma but is an area of human development	Budget cost
More time spent in classroom support for parents	

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**Planning for Our Future:  
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**IDEA: #23**

Gardens at each school.

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

District wide specialists to help develop [the gardens] and teachers to care [for the gardens] for the community.

**Rationale:**

- Alternative community outreach
- Potential food donations to local food banks

<b>Pros</b>	<b>Cons</b>
<ul style="list-style-type: none"><li>● Ties into social/emotional</li><li>● Lets children outside</li><li>● Ties into science curriculum</li></ul>	<ul style="list-style-type: none"><li>● Spaces or tubs [used for planters] are needed</li><li>● Potential for vandalism</li></ul>
<ul style="list-style-type: none"><li>● Teaches nutrition and diverse food appreciation</li><li>● Teaches “where our food comes from”</li></ul>	

IDEA GENERATED BY Evaluation of Program Services SUBCOMMITTEE





**Planning for Our Future:  
A Charge to the Superintendent's Advisory Council**

**IDEA: #24**

Highlight District strengths

**IDEA ELEMENTS** *(Please list how the subcommittee envisions the district implementing the idea.)*

- Working with realtors
- Great Schools ratings increase -- campaigns at local school level
- Individual school websites must be improved
- Customer centric
- Celebrate growth
- Market to whole community - all community invested in student learning/success
- Spotlight former students
- Marketing visuals (where kids are going for college)
- Hooks to attract students

**Rationale:**

RCSD has lots to highlight. Many special programs are exceptional and we have to sell that our diversity is amazing and should be a selling point.

<b>Pros</b>	<b>Cons</b>
<ul style="list-style-type: none"> <li>● We are in a window where we can reinvent ourselves.</li> </ul>	<ul style="list-style-type: none"> <li>● Costs \$ to market well</li> </ul>
<ul style="list-style-type: none"> <li>● Get more students</li> <li>● Build community confidence</li> <li>● Entire community benefits when our strengths are "seen"</li> </ul>	<ul style="list-style-type: none"> <li>● We are reinventing ourselves, if done poorly we can lose families.</li> </ul>

**IDEA GENERATED BY Academic Rigor SUBCOMMITTEE**

