

## **APPENDIX D**

# **Seaside School District (SSD) Local and Diverse Community Engagement Program (CEP)**

April 18, 2017

### **BACKGROUND:**

Including the communities of Seaside, Gearhart and Cannon Beach, the SSD 2017 GO Bond Project provides community investment for capital construction to build a new middle school and high school on higher land, safely outside the tsunami inundation zone, combine two elementary schools at Seaside Heights Elementary School. This exceptional investment also provides a special opportunity to intentionally encourage and promote local and diverse community elements with the performance of the bond work. With development and implementation of this program, project leadership seeks to intentionally connect and benefit local and diverse firms (target firms), workforce, students, community and other stakeholders to the project while optimizing civic impact and achieving project value. The below provides a framework for expanded community building through the current design and construction processes.

This program seeks to optimize community impact connected to bond work completion.

### **DRAFT VISION:**

The SSD Community Engagement Program will establish and extend partnerships within our diverse community, fostering community pride and increasing opportunities for SSD to serve as a vital community resource.

### **DRAFT MISSION:**

The SSD Community Engagement Program will establish connections with our students, teachers, community and local businesses to participate through innovative avenues, in the design and construction process, creating a sustainable future by increasing knowledge and skills of stakeholders, constructing learning environment connected to our place and environment and supporting excellence in education into the future.

## **GUIDING PRINCIPLES:**

1. Transparent
2. Accessible
3. Fosters community pride
4. Forward thinking
5. Sustainable - rooted to place and environment
6. Educational, inclusive and collaborative

## **VALUE PROPOSITION:**

The SSD Local & Diverse Community Engagement Program provides exceptional opportunity to positively impact community and create sustainable successes while leveraging existing resources and enabling new partnerships both internal and external to SSD. In addition to enhancing the district student focused mission, the program extends benefit across stakeholder sectors transforming the bond work into a real-time, beacon of hope for excellence, equity, and success while complimenting other project goals.

## **GOALS:**

- 1) Local, Diverse and Emerging Business:  
Identify and enhance opportunities for Local & Underutilized businesses on all subcontract bond work while increasing access, readiness, pool and capacity for future opportunities.
- 2) Student/Career Technical Education (CTE) and Beyond, including STE(A)M:  
Leverage bond opportunity to enhance, support and/or implement SSD student engagement program(s) that encompass CTE, STEAM (Science, Technology, Engineering, Arts, Math) and other local trades, including hospitality and culinary.
- 3) Local, Diverse and Apprenticeship Workforce:  
Enhance apprenticeship opportunities for Local and Diverse Workforce for construction trades hours on all bond work. This shall include outreach and other apprenticeship program development.

4) Social and Environmental Impact:

Enhance support and/or develop programs and experiences that promote active engagement of local interests and resources, focusing on environmental and social impact, while creating identifiable, lasting outcomes.

5) Mentor-Protégé of Firms:

Implement a Mentor-Protégé program for local and target firms increased access, readiness, and capacity for future opportunities.

6) Mentoring of Students:

Support and/or implement a Mentoring program targeting SSD students for career opportunity development through the bond period, including expansion of trades, culinary, hospitality, arts and other localized industries.

7) Partnerships:

Facilitate and activate several new & existing key partners for regular engagement with a SSD community partnership program, focusing on connecting community members with area businesses, agencies and organizations for relationship development.

**METRICS & DESTINATION POINTS:**

A SSD program team shall participate in development, review, and encouragement. Participants shall include key executive / project management representatives and stakeholders, including staff and/or community leaders / representatives. Program team shall meet periodically for review, adjustment and reporting of outcomes.