

# **Update on AUSD's Communications Protocol for Bias-Related Incidents**

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# Presentation Goals

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- Review reason for updating process of communicating bias-related incidents
- Discuss challenges of communicating bias-related incidents
- Outline proposed Administrative Regulation on communicating bias-related incidents

# **Why Update the Communication Process?**

- Spike in reports of bias-related incidents
- Provide clarity to staff
- Stakeholder interest in being informed of bias-related incidents

# Challenges in Communicating Bias-Related Incidents

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- Because each incident is unique, a formula approach does not work.
- When these incidents occur, the needs of students, classes, and schools (e.g., to educate, restore, and discipline) have to be balanced against the community's desire to be informed.
- State and Federal laws that mandate the confidentiality of student and employee information have to be followed.

## Proposed AR 1100

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- Covers communication practices broadly (e.g., crisis communications, social media, media relations)
- Includes more detail on communicating bias-related incidents
- Conditional versus prescriptive

# Proposed AR 1100 - Factors

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Disseminating information regarding bias-related incidents shall be handled on a case-by-case basis. The following factors shall be considered in determining if and how a bias-related incident will be reported out:

- a) Number of witnesses
- b) Outside interest
- c) Hate crime status
- d) Severity of threat
- e) Wishes of affected individuals
- f) Best practices for restorative justice
- g) Laws regarding student and employee privacy

# Proposed AR 1100 - Audiences

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If staff determines that information regarding a bias-related incident will be shared with the public, staff may disseminate information about the incident with the following entities:

- a) Board of Education
- b) Union leaders
- c) Staff
- d) Parent leaders
- e) Student leaders
- f) The AUSD school community where the bias-related incident occurred
- g) Faith leaders
- h) Alameda community leaders
- i) The entire Alameda community

# Proposed AR 1100 - Platforms

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District staff will also post, promote, and update information about the bias-related incident when appropriate to do so, in any of or in combination of the following mediums:

- a) A notice on the websites of district and relevant school sites
- b) Notices on social media
- c) Robocalls
- d) The district newsletter
- e) FAQs about the issue



# **Proposed AR 1100 – Tracking Tool Reports**

Reports from Bias-Related Tracking Tool will be reported semi-annually to:

- Board of Education
- Broader community

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# Questions?