School District of River Falls
Educational Program Committee Meeting
Monday, April 1, 2024 - 6:00 PM
District Office
852 E Division Street
River Falls, Wisconsin 54022
Educational Program Committee members: Alan Tuchtenhagen (Chair), Lindsey Curtis, & Cindy Holbrook
Agendas can be viewed at https://www.rfsd.k12.wi.us/district/school-board.cfm or at
https://meetings.boardbook.org/Public/Organization/1447

1. **CALL TO ORDER - 6:00 PM**
2. **MANNER OF PUBLIC NOTIFICATION OF MEETING**
3. **HEARING OF VISITORS OR DELEGATIONS**

4. **Cybersecurity Update**   **2**
Description: Brian Dado, Supervisor of Information Technology, will give an update on the School District of River Falls Cybersecurity.
Recommended Action: No action, information only.

5. **High School Professional Learning Community (PLC) Update**
Description: Lisa Goihl, River Falls High School Assistant Principal, will provide an update on the development of the high school as a Professional Learning Community.
Recommended Action: No action, information only.

6. **Community Education and Communications Update**   **21**
Description: Jenny Ames, Community Education & Communications Director, will give an update on Community Education and Communications.
Recommended Action: No action, informational only.

7. **Approve the River Falls School District Library Media Plan**
Description: District Media specialists will present the School District of River Falls long-range plans for library services as required by the Department of Public Instruction.
Recommended Action: Approve the District Library Plan.

8. **PROPOSED/SUGGESTED ITEMS FOR THE NEXT REGULAR AND FUTURE EDUCATIONAL PROGRAM MEETING AGENDA(S)**
Description: As always, committee members will be given the opportunity to suggest items for future committee and/or Board meeting agendas.
Recommended Action: As needed.

9. **SCHEDULE NEXT EDUCATIONAL PROGRAM COMMITTEE MEETING**
Description: Upcoming committee meeting dates, times, and locations will be reviewed.
Recommended Action: Set the meeting schedule as follows:
Educational Program Committee meeting: Monday, May 6, 2024, 6:00 p.m.
The meeting will be held at the District Office conference room, 852 E. Division Street.

10. **ADJOURN**

School District of River Falls Network Security

April 1st, 2024

2023-24 Technology Roles

Hardware - Devices - Infrastructure - Phones
Brian Dado (x1105)
Supervisor of Technology

Jim Helgeson (x3712) Chris Geiser (x3390)	Ron Francis (x1123) Anna Pearson (x1124)
Network Workstation Technology (Projectors, SMART Boards, desktop computers, etc.) Device Maintenance Device Repair Wi-Fi Printers	ClassLink Infinite Campus Schoology Data Extracts Passwords/Accounts

Apps, Extensions, Add-ons

To Request FREE Apps, Extensions, & Add-ons - *Fill out REQUEST FORM* on ClassLink-		
CHROME APPS	EXTENSIONS	ADD-ONS
Jim/Chris gets app App is pushed out to user group(s) Users go to Google Play Store (icon on taskbar) Click the app icon to install	Jim/Chris allows extension User searches and adds extension from 'Chrome Web Store' (Google it)	Jim/Chris allows add-on User searches and adds add-on from within the app (docs, sheets, etc.)

3

Inventory Overview

Current Computing Devices

- 81 Laptop Computers
- 330 Desktop Computers
- 3800 Chromebooks

Student Device Breakdown

- K-2 One device per two students
- 3-12 One device per student

Teacher have option of Laptop or Desktop and Chromebook

Student Security Initiatives

❏ Single Sign On (SSO)

❏ Purpose: SSO is utilized heavily within the school district to enhance the security posture regarding user identity. SSO allows the district to centralize logins across multiple systems. It also allows the district to monitor logins from multiple systems into a centralized system.

❏ Notes:

1. ClassLink is used as the main SSO provider, with Google acting as the Identity Provider.

2. Using QR codes for younger children to authenticate allows the school district to provide strong authentication standards while also providing an easy to use system for young students.

ClassLink Login Page

Sign in to ClassLink

Username

Password

Sign In

Sign in with Google

Sign in with QuickCard

Help, I forgot my password

ClassLink

Help · Browser Check · Privacy

6
5

Websites that are requesting students sign-in

securly filter

Dashboard

All Policies ⌄

Last 7 days | Feb 7, 2024 - Feb 13, 2024

Top allowed sites

G	google.com	80821
🌐	rfsd.schoology.com	16922
▶	youtube.com	7523
🌐	launchpad.classlink.com	5984
G	sites.google.com	4987
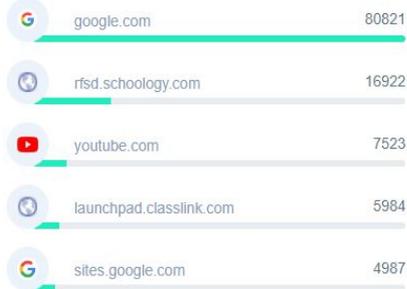
View More

Top blocked sites

🌐	feed.pghub.io	1799
🌐	pbs-cs.yellowblue.io	774
🌐	csync.loopme.me	714
G	google.com	596
🌐	platform.twitter.com	579

View More

Top allowed videos

https://www.youtube.com//watch?...
132 plays

https://www.youtube.com//watch?...
111 plays

https://www.youtube.com//watch?...
79 plays

https://www.youtube.com//watch?...
71 plays

9

Staff Security Initiatives

- ❏ Multi-factor authentication on critical applications
  - ❏ Multi-factor authentication is utilized on all critical systems that interface with student and financial data, such as Google, Infinite Campus, Skyward, etc.
- ❏ Coming Spring 2024
  - ❏ Cybersecurity phishing training
    - ❏ Regular cybersecurity training reduces risk to an organization by increasing the awareness and skills of the staff members who use the systems and data. Data shows that more regular testing will result in a lower likelihood of individuals falling for the latest test.
  - ❏ Password Requirements
    - ❏ To continue increasing the security posture for staff, our district is planning on educating staff on the use of pass phrases to lengthen their passwords while also making them easier to memorize. This aligns with guidance from NIST.

Cybersecurity phishing training

From: **Brandi Holland** <brandih@rfsd.k12.wi.us>
Date: Tue, Mar 19, 2024 at 4:12 PM
Subject: Payroll System Update
To: <▓▓▓▓▓▓▓▓▓▓▓▓▓>

TERRI,

Recent changes have been made to enhance our payroll systems. As part of this process, ADP has been upgraded to a more secure website that will allow you to view your paystub information. In addition, any unused PTO that may have been accrued to date will be available to view within this portal.

All employees will need to confirm and/or update their account information via the following link: Payroll Portal.

If this action is not completed within 48 hours of receipt of this e-mail, there may be conflicts with your payroll direct deposit .

Brandi Holland, PHR, SHRM-CP
Director of Human Resources

brandih@rfsd.k12.wi.us

KnowBe4
Human error. Conquered.

English - United States ▼

Oops!
You clicked on a simulated phishing test!

Remember these three rules to stay safe online:

01

Always stop, look, and think before you click!

02

Check for red flags that indicate a phishing attack is happening.

03

Verify suspicious emails with the sender through a different medium.

Please Note: This message came from KnowBe4, Inc. Organizations that are referenced in the email message have no association with KnowBe4, Inc. and do not endorse the services of KnowBe4, Inc. The purpose of this message is to demonstrate how phishing attacks can appear to be legitimate emails from reputable companies.

Phishing Security Test Report
03/18/2024 - 03/24/2024

Campaign: Simulated Phishing Campaign
One time from category: SDRF Templates

Groups: SDRF Users

Statistics   See report at https://training.knowbe4.com

11.5% Phish-prone Percentage	501 Recipients	495 Deliveries	57 Clicks	0 Attachment Opened	0 Data Entered	0 Other Failures	0 PAB Reported	6 Bounces

Phish-prone Percentage is calculated from the total number of phishing test failures divided by the number of emails delivered.

Clicks by day

Date	Clicks
03/18/2024	8
03/19/2024	20
03/20/2024	19
03/21/2024	4
03/22/2024	3
03/23/2024	3

Cybersecurity:

Analysis, Monitoring, and Incident Response

❏ Activity on the School District of River Falls network systems is under constant protection from intrusion and compromise by multiple layers of automated security systems. The School District of River Falls continues to use the combination of Darktrace and SentinelOne to provide network response and endpoint detection and response (EDR), and full network visibility. Reports generated by these tools are reviewed by both CIT and School District of River Falls IT staff.

Endpoint Detection and Response (EDR)

❏ The School District of River Falls utilizes the EDR solution for its endpoint protection solution. This solution has been independently tested by an unbiased and industry trusted vendor (MITRE Engenuity), which has consistently performed in the top 2 solutions over the past few years for both detection and response capabilities. Over the last 90 days, there have been approximately 80 suspicious or malicious items detected on the network. Only three warranted additional investigation and none posed a legitimate threat to the network.
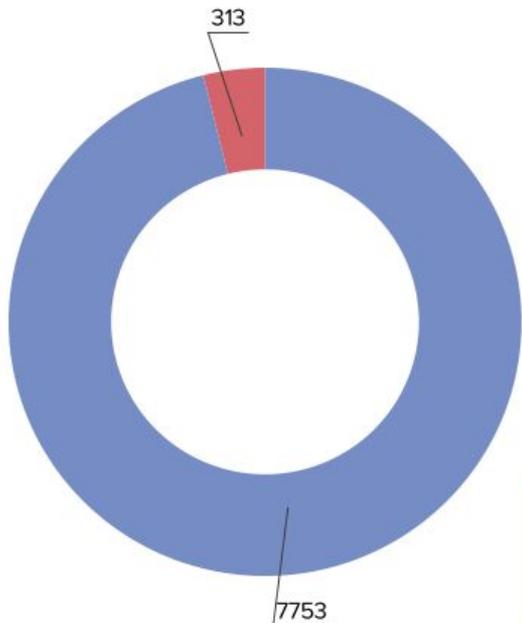
Darktrace

- ❏ Darktrace is an anomaly detection solution designed to monitor network activity. This tool collects network data, performs a statistical baseline to identify normal activity within the network, and alert on anomalous behavior.
- ❏ Over the past 90 days, there were approximately 8000 anomalous events. The tool performed a full AI-driven analysis of each event within 21 minutes on average. Of the 8000 events, 316 alerts were created.
- ❏ Darktrace responded to anomalous events with an average automated response of 5 seconds.

Business Continuity and Disaster Recovery

- ❏ Network infrastructure monitoring and config backups
    - ❏ The school district recently implemented software that automatically maps the core network infrastructure and backup critical configurations. In the event of a major incident impacting the network, this allows the district to recreate the network from known good configurations and documentation.

- ❏ Focus on additional recovery testing
    - ❏ The school district already has a robust backup solution that backs up data to both an on-site appliance, as well as to an off-site location for secure storage. Backups are protected from major security incidents, such as ransomware.
    - ❏ The district is currently evaluating their business continuity measures by ensuring servers will be restored in a timely manner to make certain education services remain unaffected.

Questions?

Communications & Community Education

2024 Update

Community Education: Engage Your Community While Building Support

Lifelong learning is just one of many reasons to offer a community education program. Research shows that "community edders" are more likely to be supportive of a district, are better informed about their school and are stronger supporters of referendum proposals.

Community Education does not have to fit into a "one-size-fits-all" model. River Falls representatives will share how their program was conceived, how it was implemented, how the community is benefitting and how the model can be scaled to fit any district.

Today's Presentation
- About River Falls & RFCE
- History of Community Education/DPI definition
- 5 Components of Community Education (DPI)
- What does the data say?
- Models in Wisconsin
- How to get started
- Best practices
- Q & A

23

2

About Your Presenters

Alan Tuchtenhagen

School Board Clerk

School District of River Falls

alan.tuchtenhagen@rfsd.k12.wi.us

Alan has been on the River Falls School Board for 15 years and currently serves as board clerk. He also chairs the Education Programs Committee of the board. He was on the board when River Falls first developed and implemented a community education program.

The proud father of three sons, all graduates of River Falls High School, Alan has been a member of the River Falls School Board since 2008 and currently serves as board clerk in addition to chairing the Education Programs Committee. He also is on the Board of Directors for WASB representing Region 4 (West central Wisconsin).

Now retired, Alan is Associate Vice Chancellor Emeritus at the University of Wisconsin-River Falls. From 2011-2021 he was the director of the Augsburg University Center for Leadership Studies and the Master of Arts in Leadership. He is a former admissions director, dean of students, and aid to U.S. Senator John Culver.

Jenny Ames

Director of Community Education & Communications

School District of River Falls

jennifer.ames@rfsd.k12.wi.us

Jenny Ames is the director of community education and communication for the School District of River Falls. She holds a B.A. in Journalism (emphasis in public relations) from UW Madison, and a Director of Community Education licensure from the University of Minnesota.

Jenny has more than ten years' experience in the corporate world, including several years as a corporate trainer. Prior to joining River Falls in 2020, she spent a dozen years in the community education department of a Twin Cities metro school district, where she coordinated programming, wrote grants, provided marketing and communication, and created business/industry-district partnerships.

Her passions include running, hiking, traveling with her husband, spending time with her three adult children, and becoming a "foster fail" of a few cats and dogs.

24

3

History of Community Education

- Roots are in Flint, Michigan, 1930's. "Lighted Schoolhouses"

- Based on philosophy that **learning continues throughout life; emphasizes the importance of citizen involvement in the identification of community needs and interests**
- Robust model in Minnesota - legislatively dictated, scope is very broad (Adult Basic Ed, Early Childhood & Family Education, adult & youth programming, often facilities, school-aged care, etc.)
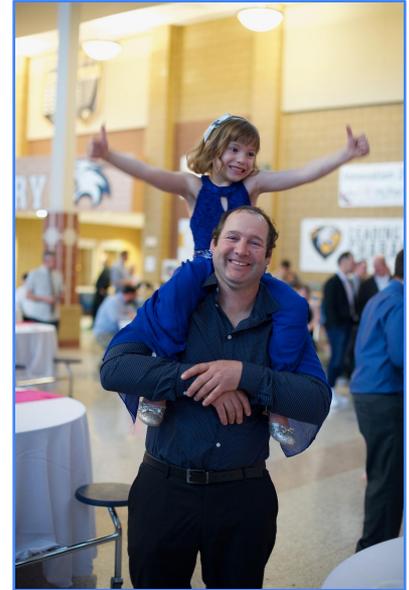
River Falls Community Education

We connect the district to the community.

And connect the community to the district.

- Began in 2010
- 2 full-time employees (community ed, communications)
- Additional part-time employee – volunteer coordinator
- Funded through levy
- Fee-based with a goal to keep it affordable but balance our budget
- Advisory Council meets 4-6x/year

26

River Falls Community Education

SINCE INCEPTION:

- Approximately **3,000 classes** (offerings)
- **33,000+ registrations**
- 80% overall run rate
- Average # of classes (offerings) per year: **225**
- **Scholarships** provided to all who ask
  ($1k/year from municipal utilities)
- **Marketing & communication:**
  3 printed catalogs a year, online interactive pdf of catalog,
  CE email blasts, social media promotion, flyers (as needed),
  updates in district e-newsletter, speaking/sharing information with local organizations
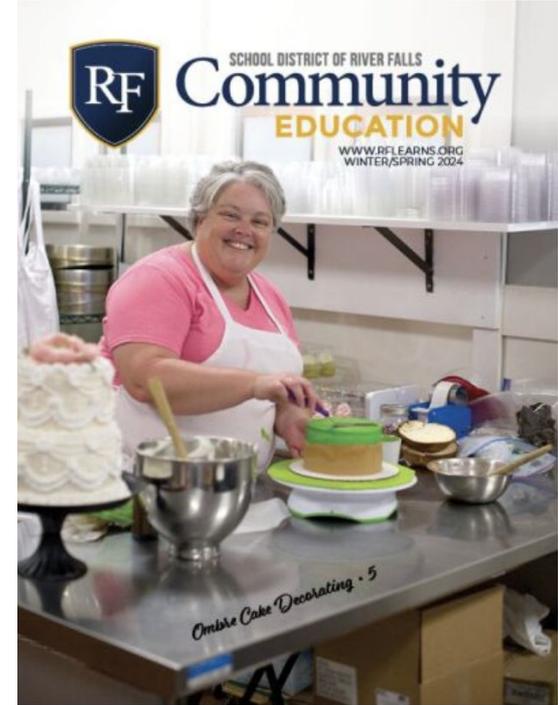
RFLEARNS.ORG

What is Community Education in Wisconsin?
DPI Definition

The Community Program and Services (CPS) **Fund 80** is used to account for activities such as **adult education, community recreation programs** (such as evening swimming pool operation and softball leagues), **elderly food service programs, non-special education preschool, day care services** and other programs which are not elementary and secondary educational programs but have the **primary function of serving the community**. Expenditures for these activities, including cost allocations for salaries, benefits, travel, purchased services, etc., are to be included in this fund to the extent feasible.

Districts may adopt a separate tax levy for this fund. Building use fees charged for utilities and other operational costs must be recorded in the General Fund if no cost allocation was made for these to the Community Service Fund.

https://dpi.wi.gov/sfs/finances/fund-info/community-service/overview

5 Components

1. CITIZEN INVOLVEMENT

- Involving citizens creates a sense of community.

- Solutions are strengthened when a variety of perspectives are brought to an issue.

- Citizens provide input through community advisory councils, volunteering, teaching classes, etc.

5 Components

2. NEEDS ASSESSMENT AND PLANNING

- A community-driven process: citizens speak for the community and help determine what are the needs & how the needs should be met.

- Creates ownership and adds legitimacy.

30

9

5 Components

3. EXTENDED USE OF PUBLIC EDUCATION FACILITIES

- Underutilized & tax-payer funded.

- Provides extended use of school buildings and equipment.

- Provides an avenue for ALL community members to be in our facilities.
  - Creates a sense of ownership among all citizens.

  - Breaks down barriers.

  - Helps citizens form a better connection with the school, see first-hand the great things going on, and better understand the needs that exist.

31

5 Components

4. INTERAGENCY PARTNERSHIPS

- School is hub of community - partnerships connect the school with the community (business, industry, other governmental agencies, individuals).
- Share resources and services (more efficient, less fragmented, reduce duplication of effort).

5 Components

5. LEADERSHIP AND ACCOUNTABILITY

- REQUIRES solid leadership (district leadership, CE leadership).

- Community teaching community.

- Provides leadership opportunities for diverse populations.

- Emphasizes the importance of **lifelong learning for all ages, backgrounds and needs (formal, informal, intergenerational**).

Events for all ages

Korean cooking class

Community members share their knowledge

33

13

What does the data say?

Deep Impact: Community Education's Role in Shaping Public Opinion

Morris Leatherman Company, 2019

·Random Sample of 800 Minnesota Residents and a balloon sample of 800 Community Education program users during the past two years.

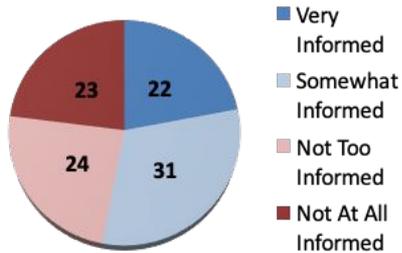·Each sample is accurate to within ±3.5% in 95 out of 100 cases.

34

14

What does the data say?

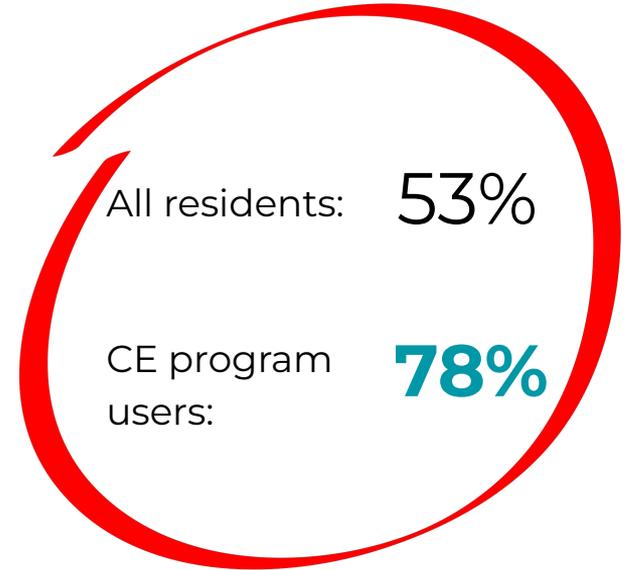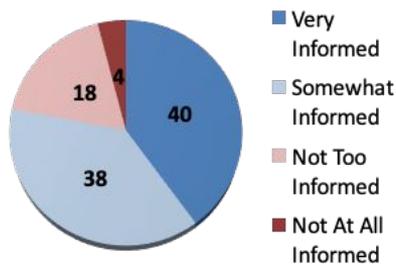**MORRIS LEATHERMAN SURVEY, 2019**

Connection with the School District

All Residents — Information Level: Very Informed 22, Somewhat Informed 31, Not Too Informed 24, Not At All Informed 23

Community Education Program Users — Information Level: Very Informed 40, Somewhat Informed 38, Not Too Informed 18, Not At All Informed 4

The Morris Leatherman Company 10

All residents: **53%**

CE program users: **78%**

Information Level is Very Informed or Somewhat Informed
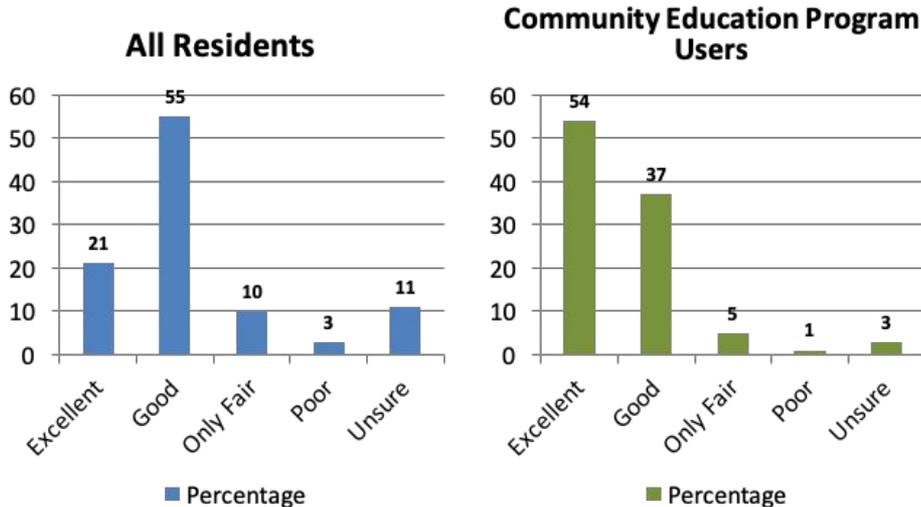
35

Morris Leatherman Company, 2019

What does the data say?

MORRIS LEATHERMAN SURVEY, 2019

Quality of Education
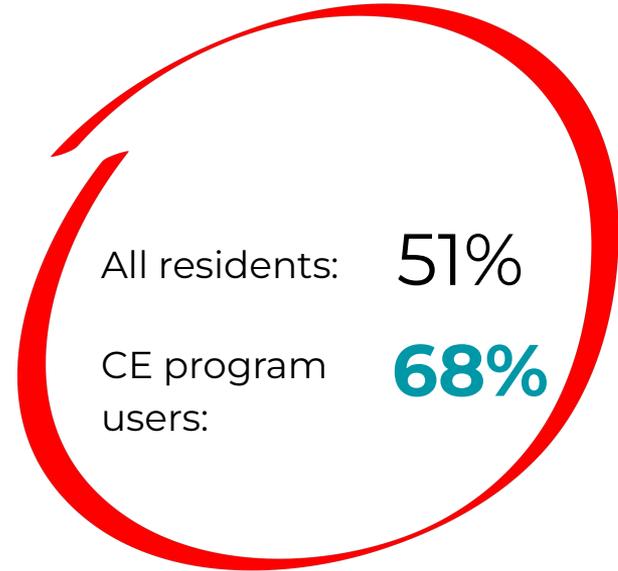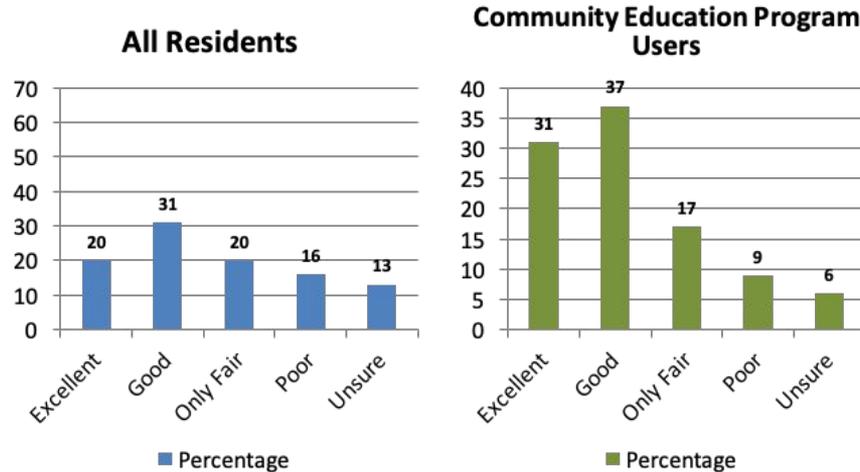

All residents: 76%

CE program users: **91%**

District Quality of Education is Excellent or Good

The Morris Leatherman Company   11

Morris Leatherman Company, 2019

What does the data say?

MORRIS LEATHERMAN SURVEY, 2019

Evaluation of School Board

All residents: 51%

CE program users: **68%**

School Board Rating is Excellent or Good

Morris Leatherman Company, 2019

Models in Wisconsin

ICEPAC SURVEY

- **70 districts in Wisconsin** have a Community Education program (DPI website).
- **ICEPAC** (Indianhead Community Education Planning Council) - 40+ districts in NW Wisconsin that have a community education program.
- Professional development by ICEPAC is open to all Community Education Departments in state.
- **SURVEY** in fall 2023 - 10 respondents

  -Student population in these districts: 400-5,000

6 out of **10** surveyed in ICEPAC region are full-time and have additional titles/duties beyond community education.

38

Models in Wisconsin

ICEPAC SURVEY

Benefits Community Education Brings to Your District

➡ New skills, experiences, trips & engagements, lifelong learning for all

➡ Connecting community in and to our district through facilities

➡ Partnerships with local organizations

➡ Affordable and local learning opportunities

Biggest Challenges for Community Education in Your District

➡ Not enough time to do what's needed

➡ Finding instructors/cancelling classes

➡ Printing and marketing costs

➡ Gym availability

20

How to Get Started

COMMUNITY EDUCATION IN YOUR DISTRICT

What was done in River Falls?

LEADERSHIP

- Combination of district leadership AND grass-roots effort.
- Part of long-term planning – tied into strategic plan.

COMMUNITY INPUT

- Leadership connected with established community groups.
- Focus groups were held (part of long-range planning).
- Volunteer coordinators were utilized to help get the right people to the table.
- It was a need; community was ready and wanted community ed.

  (citizens formed a committee advocating for community ed)

Theme that emerged: Make our schools more accessible to the community.

40

Communications Update

WHAT DO WE DO?

- Share important information
- Celebrate and recognize students, staff, district, partnerships & events
- Provide timely and effective emergency messaging

Communications

- **BRANDED LOOK** - identity, sense of community, pride
  - A more consistent look in posts, flyers, graphics, handbooks, brochures, standardized school newsletters, referendum communication, signage
  - Branding of referendum communication
- Process includes Spanish translation
- Outreach (press releases, article feeds, ads when needed
- Social Media - FB: @RiverFallsSchoolDistrict, IG: riverfallssd

Communications

- ENewsletter - 1x/month minimally

- 63% open rate (industry average is 24%)

- Nearly 200 self-subscribers;
  approx 7,000 total are sent enewsletter

The School District of River Falls

E-News
COMMUNITY NEWSLETTER

Para español haga clic aquí

March 2024

History will record public investment

There are times in life when our individual and collective actions change the course of history. In the case of voter support for our two referendum questions, history will record this as a time of community investment in our children. Now that our community has supported both referendum questions we embark on a future that will look bright for public education here in River Falls – thank you for the investment.

History will show that even among times of economic instability, national political/societal division, and even amid pockets of misleading local propaganda, our community made the choice to place the best interest of our schools, and the students we serve, above those political...

VOTE FEB 20
2024 REFERENDUM

THANK YOU!

IN CASE YOU MISSED IT
#rfpride

State School of Character Designation

Three schools from our district have been recognized by character.org. **Meyer Middle School** received a State School of Character designation, and **Rocky Branch** and **Westside** earned Honorable Mention designations. **Character.org** certifies schools and districts each year that have developed and implemented an intentional, proactive, and comprehensive approach that embeds character into all aspects of the school life.

2024 SCHOOL OF CHARACTER
MEYER MIDDLE SCHOOL

2024 HONORABLE MENTION
Rocky Branch Elementary
Westside Elementary

Westside has spirit!
It is Spirit Week at **Westside**! These friends are rockin' the 70's/80's for Decade Day!

43

Communications
Website

- Launched in October 2023
- Each school has own "site" (landing page) with consistent menus, narrative on pages
- News feature - culture change - powerful tool
- Scalable on devices
- Best practices - file lives in one place
- App will roll out in summer 2024

https://www.rfsd.k12.wi.us/
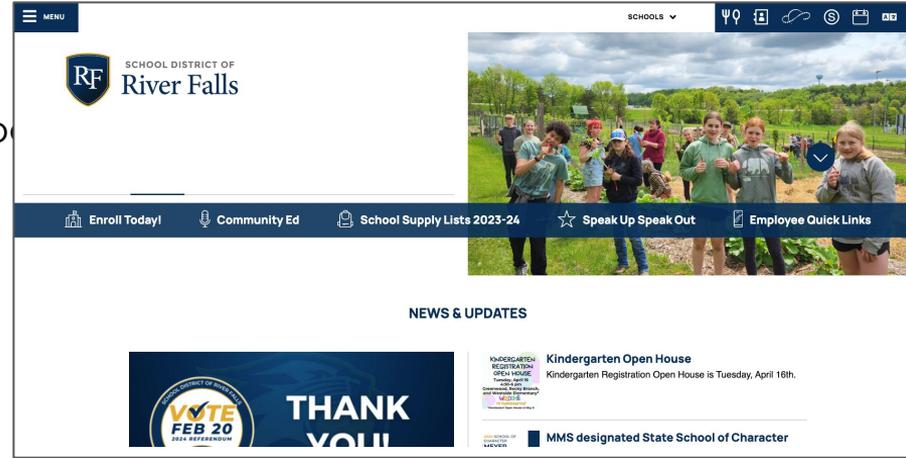
Community Education

Rflearns.org

A few of our....
- Partnerships: The Falls Theatre, Ted Blank Travel, Fox Den Books, Three Schweet Sisters, Whole Earth Co-op, The Garage, Kinni Corridor Collaborative, St. Croix Valley Communities Dementia Friendly Coalition, and more.
- Trips: Jersey Boys, The Lion King
- Events: Looney Lutherans, Puzzle Contest, Sweetheart Dance (Daddy Daughter), Marvelous Movie Date (Mother Son)
- Over 70 offerings this summer - catalog will be mailed out in early April
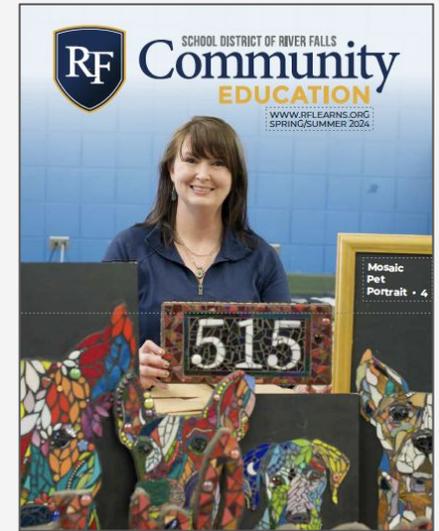
Community Education

Rflearns.org

	Winter 2023	Fall 2023	Winter 2024
Classes offered:	77	73	76
Classes held:	60	59	68 (to date)
Registrations:	756	693	833

Volunteer Program

- Lesley Schradle is coordinator
- volunteer applications received through June 2023-March 2024: 734 (594 last year)
- volunteer events so far this year/scheduled through end of school year: 68
- volunteer hours filled (through Sign Up events): 981.5
- Five currently active STEP participants

-Online application
-Background Check Standards
-Vol. Guidelines & Field Trip Guidelines

47

Thank you!

What questions do you have?