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SUPERINTENDENT

CAMDEN CITY SCHOOL DISTRICT

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PRESS RELEASE

District seeks community feedback on design of new School Information Cards

Camden Superintendent launches a second round of community feedback before launching new citywide School Information Cards

November 20, 2014--Office of the Superintendent, Camden, NJ – Superintendent Paymon Rouhanifard today announced the launch of a month-long outreach effort to ask parents, educators, students, and community members for feedback on the draft of new citywide School Information Cards. The School Information Cards, available in English and Spanish, will be released annually beginning this Spring to provide families with clear, up-to-date information on each of the 38 public schools open to Camden children. School Information Cards are a key part of Promise 4: Serving Parents in the [Camden Commitment](#), the District's strategic plan.

The draft School Information Card was developed based on feedback from nearly 500 Camden residents, gathered during this summer's [Let's Talk about Great Schools](#) campaign. Now, Superintendent Rouhanifard is asking residents to review the draft design, either by completing a feedback form online or attending a community meeting to discuss the card's design. The Superintendent is seeking feedback on the clarity and usefulness of the cards, as well as asking residents for their views on the best ways to distribute this new source of information to parents.

Members of the Camden City School District Advisory Board of Education will host neighborhood meetings with District officials in the first few weeks of December to give residents the opportunity to review the draft School Information Card, and to share their feedback and questions with District officials. In addition, today the District launched an online feedback form to collect feedback and opinions on the draft.

“Providing families with up-to-date, high-quality information about our city's public schools is a critical first step in raising the standard of education across the City,” Rouhanifard said. “We're asking the community for their views on the draft design because we want to make sure the final School Information Card is a useful resource for families and the community. We were overwhelmed by the response to our Let's Talk about Great Schools campaign, and look forward to a similar outpouring of great ideas this time around.”

The School Information Card community feedback comes at the end of the Superintendent's Building a Better Future Campaign, a District-wide conversation with parents about individual schools' test results. The School Information Card will include school's test results as one measure of their performance, alongside results from school visits and surveys, and information about the school's programs and partnerships.

The Superintendent plans to launch Camden's School Information Cards in March 2015. The cards are intended to provide a useful overview of every public school in Camden, including District, charter, and neighborhood renaissance schools.

"Parents need real information about our schools in order to make the best choices about their children's education," said Ms. Dorothy A. Burley, a member of the Camden City School District Advisory Board of Education. "I support any effort that empowers parents and families by giving them more information about their child's school."

Camden residents interested in attending a meeting to share feedback on the draft School Information Card are encouraged to contact the Office of Communications to learn about scheduled meetings.

Visit www.camden.k12.nj.us/greatschools to learn more about the School Information Cards and share your views by completing a brief feedback form available in English and Spanish.

For additional information, interviews, or images, contact Maita Soukup from the Camden City School District Office of Communications at: msoukup@camden.k12.nj.us.

