



HIGHLINE
PUBLIC SCHOOLS

Ready for the Future

Learning Through Real-World Experience

Classrooms at Puget Sound Skills Center (PSSC) are living real workplaces. PSSC offers programs that prepare juniors and seniors for careers. Students earn certifications and college credits while still in high school.



Real Stories, Measurable Impact

Highline's 2023-24 Annual Report



What's Inside

- Videos and real-world stories from students and staff.
- Interactive data to explore our progress and see opportunities for growth.
- Mobile-friendly and translatable format.

Step Into the Heart of Highline!

Our 2023-24 Annual Report features stories matched with data to show how Highline's Promise — every student is known by name, strength and need, and graduates prepared for the future they choose — comes alive.



Experience the Annual Report
[GETHPS.INFO/REPORT25](https://gethps.info/report25)
• ESCANEE PARA LEER EN ESPAÑOL

Real-world Career Experience Stories From Students and Principals

Highline's innovative schools and programs offer students hands-on learning and career-focused pathways. From technology and healthcare to maritime science, students pursue their passions and gain skills for their future. Hear directly from students and principals about how these opportunities shape students' education and career journeys, and prepare them for the paths they choose.



Watch Stories
[GETHPS.INFO/CAREEREXPERIENCE](https://gethps.info/careerexperience)
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BETTER TOGETHER!

Unified PE at Highline High School goes beyond basketball. This popular class brings students of all abilities together to move, make friends and break barriers.

It's one of many ways Highline fosters inclusion, providing students with what they need to succeed together—in the same classroom.

Left: Ollie (left, shooting the basketball) and Liz (right) play in their Unified PE class.



Students Ollie and Liz, whose story shows how our inclusive program transforms attendance and learning.
gethps.info/inclusive-pe



Highline Quarterly Newsletter

Newsletter Award Entry | Mandi LeCompte, APR

OVERVIEW

Highline's quarterly mailed newsletter to the community, which we refer to as our "Q-Card," is our primary direct communication push to every household in our district. It is one of the few ways we reach residents who do not have students in our schools but who impact our students through voting, community partnerships and support for public education.

RESEARCH

COMMUNICATION FORMAT

Highline switched from a multi-page print community newsletter to a one-pager newsletter after a communication audit revealed that few community members were reading or retaining the information in the publication.

Research shows that 1 in 5 Americans have a low level of English literacy, making complex and lengthy messages less likely to resonate (U.S. Dep. of Edu.). Highline's population is very diverse, with many immigrant and refugee families; over 100 languages are spoken by our community members.

Based on these findings, we redesigned our newsletter to a 8.5 x 11" postcard that is light on text, heavy on graphics, with content limited to one or two main messages.

CONTENT

Our Q-Cards focus on two content areas that align with research findings.

In our statistically significant community polls conducted in June 2023 and 2024, community members identified career and technical education (CTE) as the most important objective for the school district. Over 90 percent of respondents in both polls affirmed the importance of CTE.

Additionally, our polls from 2023 and 2024 revealed substantial support for our strategic plan goals and initiatives, with approximately 70 percent of residents aligning with the district's strategic priorities in both polls.

GOAL

Increase community awareness of Highline's strategic plan priorities and CTE programs.

PLANNING

We begin working on each Q-Card about six weeks before it is scheduled to arrive in mailboxes. As a team, we determine the key stories to feature.

We follow the COPE strategy (Create Once, Publish Everywhere), selecting stories and campaigns from the past quarter that align with our CTE and strategic priorities. This approach ensures consistency across platforms and makes content selection more efficient.

Many Q-Cards include QR codes linking to video stories, encouraging engagement.

One staff member drafts the content, which is then reviewed and edited by the Chief Communications Officer.

IMPLEMENTATION

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EVALUATION

Polling data from 2024 confirms that our targeted effort to strategically elevate stories about Highline’s strategic plan priorities and CTE stories is positively shaping community perceptions. Among non-parents who had heard about career-connected learning opportunities, 71% viewed the district favorably, and 62% were satisfied with educational quality—a significant increase compared to those unaware of these opportunities (40% favorable, 32% satisfied).

Additionally, we have seen continued strong support for our broader strategic priorities, with community polling reinforcing alignment with Highline’s goals. This suggests that the Q-Card’s focused storytelling is effectively reaching and influencing community members who may not otherwise engage with district communications. By consistently highlighting CTE pathways and key strategic initiatives, we have strengthened public confidence and support among non-parent residents—a crucial demographic for public education funding and advocacy.

As we enter our second year of this strategic approach, we anticipate continued growth in awareness, favorability, and satisfaction. The results affirm that consistent, clear communication about both career-connected opportunities and strategic priorities is making a measurable impact, reinforcing the importance of maintaining this focus in future Q-Cards.

SUPPLEMENTAL MATERIALS

- [Spring 2024 Q-Card](#)
- [Fall 2024 Q-Card](#)
- [Winter 2025 Q-Card](#)

Ready for the Future

Learning Through Real Work



Classrooms at Puget Sound Skills Center (PSSC) are like real workplaces. PSSC offers 19 programs that prepare high school juniors and seniors for future careers. Students earn industry certifications and college credits while still in high school.

CULINARY ARTS & SCIENCES

In the Culinary Arts & Sciences program, students run the Class Act Restaurant, which is open to the public. Students develop recipes, prepare sophisticated meals in a commercial kitchen and manage the dining room. They graduate with an understanding of food science, culinary arts, customer service and restaurant management.

DENTAL ASSISTING

In the Dental Assisting program, students apply their health sciences learning in a state-of-the-art dental clinic with real patients. Students assist with dental exams, take X-rays and make dental impressions. They leave the program ready to work in a clinic or further their education.



WATCH OUR STUDENTS IN ACTION

gethps.info/psscstories



and regulations and does not discriminate in admission, access, treatment, or employment in education programs on the basis of race, color, sex, sexual orientation including gender expression or identity, marital status, honorably discharged status, or the use of a trained dog guide or service animal by a person with a disability. This holds true for all Americans with Disabilities Act, Alternative Action, and Civil Rights Act (employees). Chief Talent Officer: 1.206.631.3104. ovrighnacoonrator@highlineschools.org; stlawoffice@highlineschools.org; Section 504 of 1.206.631.3104. ovrighnacoonrator@highlineschools.org

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Our teachers create a sense of belonging that sets the stage for learning and inspires students to do their best. See how these two teachers are making a difference.



HEARTS AND MINDS

Mount View Elementary teacher **Erin Enquist** is known for her positive and supportive classroom. After a terminal diagnosis two years ago, her commitment to fostering belonging and student growth deepened. Erin ensures every student feels valued and included, motivating them to learn and succeed. Her resilience and compassion define the heart of a great educator.

Watch Erin's Story
gethps.info/erinstory



HELPING STUDENTS BELONG

At Gregory Heights Elementary, teacher **Kristen O'Connor** helps all students learn together in classrooms that include children with a range of needs and abilities. Students with special needs are full participants in the classroom community, not segregated in a special class. This inclusive approach is growing throughout Highline schools. It represents Our Promise—to know every student by name, strength and need—in action.

Watch Kristen's Story
gethps.info/kristensstory



FALL 2024



BETTER TOGETHER!

Unified PE at Highline High School goes beyond basketball. This popular class brings students of all abilities together to move, make friends and break barriers.

It's one of many ways Highline fosters inclusion, providing students with what they need to succeed together—in the same classroom.

Left: Ollie (left, shooting the basketball) and Liz (right) play in their Unified PE class.

We Are Innovative.
Inclusive.
Bilingual.
Resilient.

Public education holds the promise of a better future for all. Learn how Highline Public Schools leads the way through innovation.



Meet students Ollie and Liz, whose stories show how our inclusive education program transforms their confidence and learning.

gethps.info/inclusive-pe



all federal rules and regulations and does not discriminate in admission, access, treatment, or employment in education programs on the basis of race, color, national origin, age, sex, sexual orientation including gender expression or identity, marital status, honorably discharged status, or physical disability, or the use of a trained dog guide or service animal by a person with a disability. This holds true for all programs and/or extracurricular activities. Highline also provides equal access to the Boy Scouts and other designated youth organizations. Americans with Disabilities Act, Affirmative Action, and Civil Rights Act (employees); Chief Talent Officer, 206.631.3011, 500Coordinator@highlineschools.org, 15501coordinator@highlineschools.org, Section 504 of

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We're Back Online, More Resilient Than Ever!

In September, a cyber incident briefly closed schools. Thanks to our dedicated staff and the tireless work of our technology team, we safely reopened schools and reimaged 4,000 devices. Most systems are now restored, and updates continue behind the scenes. Thank you, Highline community, for your patience and support!



HELPING STUDENTS BELONG AND SUCCEED

In Highline's dual language schools, students receive 50% of their instruction in English and 50% in Spanish or Vietnamese. We have 12 dual language schools!



VIDEO SPOTLIGHT

These programs open doors to culture, careers and connection. Hear parents share why they chose dual language for their children.

gethps.info/dl-stories



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Highline Schools complies with all federal rules and regulations and does not discriminate in admission, access, treatment, or employment in education programs on the basis of race, creed, religion, color, national origin, age, sex, sexual orientation including gender expression or identity, marital status, honorably discharged status, or presence of any sensory, mental, or physical disability, or the use of a trained dog guide or service animal by a person with a disability. This holds true for all students participating in educational programs and/or extracurricular activities. Highline Schools also provides equal access to the Gay, Lesbian, and Bisexual Student Support Groups (SLBGs) and Title IX, District Ombudsman, 206.631.3104, ovl@highlineschools.org, Chief Talent Officer, talent@highlineschools.org, and Civil Rights Act (employees), Chief Talent Officer, talent@highlineschools.org, Section 504 of the Rehabilitation Act, 504@highlineschools.org.

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Kindergarten

FUNDING & RESOURCES

DID YOU KNOW?
Washington schools face funding challenges that could impact programs, resources and class sizes.

Superintendent Ivan Duran is speaking up, urging lawmakers to address this crisis.

Thanks to steady enrollment, a local levy and previous budget reductions, Highline's budget is steady, and we do not anticipate additional reductions in 2025-26.

While we work hard to manage our budget responsibly, we're also advocating for lasting solutions. Every child deserves a fully funded education.

Is your child turning 5 by August 31?
Enroll in kindergarten now to access readiness guides and join spring welcome events.



Enroll Today!
[GETHPS.INFO/ENROLL](https://gethps.info/enroll)



Learn More
[GETHPS.INFO/BUDGET](https://gethps.info/budget)