

The "Mark of Distinction" Recognition Program
for NSPRA Chapters

Entry Form

(Please include this information with each individual entry)

Chapter Name: Washington SPRA

Chapter President: Catherine Carbone Rogers

President's contact information

District/Organization: Highline Public Schools


Address: 15675 Ambaum Blvd SW

City/State/Zip Code Burien, WA 98166

Telephone: 206-631-3002 e-Mail: catherine.carbone@highlineschools.org

Right to Use Materials Statement

On behalf of the Chapter, I agree that NSPRA has the right to use any materials, project/program examples, etc., submitted in this entry in Association print/online publications, on the website, and as "best practice" resources for NSPRA chapters.

Signature of Chapter President: 

Application Process Checklist

- Each entry includes this cover form and the Entry Specifics form.
- A single PDF that includes links to related supplemental materials and examples is attached.** (If entering in more than one category, a single PDF for each category entry is attached or sent individually).
- Chapter president has signed the "right to use materials" statement on the entry form.
- Entry is delivered no later than May 15** and sent to awards@nspra.org, subject line "Mark of Distinction."

Mark of Distinction Entry Specifics

Chapter: Washington SPRA

Please complete and include the information below for each individual entry

Section I: Membership Building

- Current number of chapter members _____
 - NSPRA-provided membership baseline number as of June 1 _____
 - Number of chapter members who belong to NSPRA as of April 30 _____
-

Section II: Special Focus Areas

- Category A – chapter has less than 50% NSPRA membership
- Category B – chapter has 50% or more NSPRA membership

1. Professional Development/PR Skill Building

2. Special PR/Communication Program, Project or Campaign

- One-time project/program (completed within a single year)
- Continuing annual project/program (repeats each year; demonstrate new/improved/revised components)
- Multi-year project/program (one-time only with defined start and end dates)
- Multi-year phased project/program (components implemented in clearly defined phases each year)

3. Coalition-Building/Collaborative Communication Effort



Mark of Distinction Application
May 2017

Special Focus Area: Professional Development/PR Skill-building

Topic Area: Social Media

To activate links, please go to www.wspra.com and sign in (upper right corner) using the following credentials:

Username: catherine.carbonerogers

PW: 3n1rhtac

Research and Planning

Evaluations submitted by members at our fall workshop, winter workshop, and annual conference in the 2015-16 school year showed that a majority of members wanted more PD focused on social media. In response, the WSPRA board developed two strategies to address the need for social media learning.

1. Social media would be a recurring theme in all PD events in 2016-17. Knowing that some members were already advanced social media users and others were barely familiar with the most basic platforms, we decided to offer two threads differentiated by level of experience, skill, and knowledge in social media practices.
2. The board resolved to model excellent and engaging social media as an organization. We recruited a new board member with cutting edge social media skills as our Vice-President of Communications. She developed a robust social media plan that demonstrated best practices.

Implementation

Strategy 1: Professional Development

- The WSPRA fall workshop was devoted to social media. (See attached flyer and agenda.) The [keynote](#) by a social media expert from a local PR/Marketing firm introduced social media basics and strategy; followed by two breakouts:
 - Social Media 101 (presentation attached)
 - [Social Media 201](#)
- The WSPRA winter workshop also focused on social media. (See attached agenda.) The [keynote](#) covered the necessity of having a social media policy in public agencies and discussed how to measure success in social media engagement. (See handouts and examples [here](#).) We again offered two differentiated breakouts:
 - [Content Creation and Curation](#) for social media novices and one-person shops
 - [Facebook Live](#) for more advanced social media users

- The annual conference had a focus broader than solely social media, but the social media thread carried through in the presentation by the Highline Public Schools communications team, sharing their use of electronic tools to engage a diverse audience. (Presentation attached.) A significant portion of the presentation was devoted to Highline’s robust social media presence. (The presentation departed from the PowerPoint into a live demonstration of Highline’s social media accounts.)
- WSPRA has had the privilege of sharing some of this PD with other chapters. Highline presented at the Wisconsin-SPRA fall conference and the OSPRA spring conference in April. The OSPRA presentation (attached) included an expanded segment on social media.

Strategy 2: Modelling Best Practices

- Under the direction of VP Communications Melissa Laramie, WSPRA’s presence on [Facebook](#) and [Twitter](#) went from nominal to exemplary.
- WSPRA has hosted a series of Twitter chats to model and increase engagement. The most recent chat was held the week following the annual conference. The purpose was to reinforce our learning and share ideas from the conference.

Evaluation

Strategy 1: Professional Development

- Attendance at all chapter PD events was significantly higher than in past years. (See attached attendance rosters.)
 - Fall workshop attendance: 46 (unusually high given that the location was in less-populated Eastern Washington.)
 - Winter workshop attendance: 65
 - Annual conference attendance: 84
- Evaluations on workshops and annual conference were strongly positive. (See attached evaluation data.)

Strategy 2: Modelling Best Practices

- Engagement jumped exponentially on Facebook and especially Twitter. Latest analytics:

Facebook 4/8/17-5/5/17

2 new likes, at 183
 Reach up 122%
 Engagement up 455%

Twitter – 4/8/17-5/5/17

36 new followers, now at 645
 1.7% Engagement rate
 17.4k impressions
 668 Profile Visits
 241 likes, 60 retweets
 56 link clicks
 31 replies

May Twitter Chat

120 Tweets

11 contributors

20,381 reach

7 new followers

Alignment with NSPRA Goals

- By providing practical training in planning, implementing, and measuring social media, WSPRA has helped members gain skills essential to a public relations program in a landscape increasingly influenced by social media. (Goal 1.1)
- By modelling social media best practices, WSPRA members are recognized and valued as trusted leaders in their field. (Goal 1.2)
- By providing materials from workshops on a password-protected website, WSPRA provides members with resources essential to their work. (Goal 1.3)
- By maintaining a robust social media presence, WSPRA increases its visibility in the educational community (Goal 2.1) and models the use of new and emerging technology to engage stakeholders (Goal 2.4).



FALL

WORKSHOP

#WSPRA SOCIAL MEDIA IN PUBLIC EDUCATION

October 21, 2016 ♦ 8:30^{AM} - 2:00^{PM}

Spokane Public Schools

Using Social Media in Public Education

Keynote Presenter: Tyler Tullis, Desautel Hege Marketing Firm

- * Best practices for audiences at all levels of social media fluency
- * Which social platforms make the most sense to invest in for public education
- * What drives successful content

Social Media 101 & 201

Melissa Laramie, Communication & Public Relations Interim Director, Puget Sound ESD and Tove Tupper, Web & Social Media Manager, Highline Public Schools

- * Tailored sessions to fit each level of experience (detailed session descriptions on Eventbrite)
- * Tips and tricks to start using immediately

EdCamp WSPRA

- * EdCamp is an unconference for education leaders
- * Learn more at www.youtube.com/watch?v=l7DwCl7j0Bg

Register at <http://wsprafall2016.eventbrite.com>

Early Registration by September 30:

Members: \$40 / Non-Members: \$50

Registration after September 30:

Members: \$55 / Non-Members: \$65

Secure your room now!
A block of rooms at the government rate (\$99 +tax) is reserved at the Davenport Grand Hotel. To get this rate, please book your room by September 21.

Call (509) 458-3330. Mention Washington State Public Relations Association

Thank you to our event sponsors:


gaggle Blackboard



WSPRA 2016 Fall Workshop ~ October 21, 2016

Location: Spokane Public Schools, Boardrooms A, B, & C, 200 N Bernard St, Spokane, WA 99201

8:30-9:00

Registration and Continental Breakfast

9:00-9:15

Welcome & Introductions

- Introduce Spokane Public Schools **Superintendent, Dr. Shelley Redinger**
- Introduce Sponsors [getting info from David Beil on names]
- Introduce the WSPRA Board
- Introductions around the room

9:15-11:45

“Using Social Media in Public Education”

Tyler Tullis, Senior Account Executive, Desautel Hege (DH) Marketing Firm

About DH:

Desautel Hege (DH) is an integrated marketing firm specializing in public relations, advertising, branding, research and digital strategy. Founded in 1996, the firm has worked with organizations in health care, energy, education, tribal, manufacturing and more. DH has helped several organizations launch and maintain social media profiles, including the Washington State Department of Health.

Tyler Tullis has led numerous trainings for an array of non-profits. He is a marketing utility player, with deep experience in digital ecosystems, marketing research, media relations, brand building and advertising campaigns.

11:45-12:15

LUNCH

12:15-1:15

Social Media 101 & 201

- Introduce Tove Tupper, Web & Social Media Manager, Highline Public Schools
- Introduce Melissa Laramie, Communication & Public Relations Interim Director, Puget Sound ESD

Please take a look at your name tags and the breakout session for which you registered. You will see either 101 or 201 on your name tag. For Social Media 101, Tove will lead participants through:

- The Key concepts of Creating a Social Media Plan
- Tools & Terms
- Setting the Stage
- The Top 10 Tips
- And more

For Social Media 201, Melissa will lead participants through:

- Creating Compelling Content with images and graphics for Twitter, Facebook and Instagram (with little to no budget)
- Taking Twitter to the Next Level
- Why Your Superintendent Should Be on Twitter & How to Do It
- Twitter Chats as a Free Professional Development Tool
- Digging into the Built-In Analytics of Facebook, Twitter, LinkedIn and Instagram

1:15-1:55


Ed Camp WSPRA

- Introduce Melissa Laramie to explain how EdCamp will work and leading the session

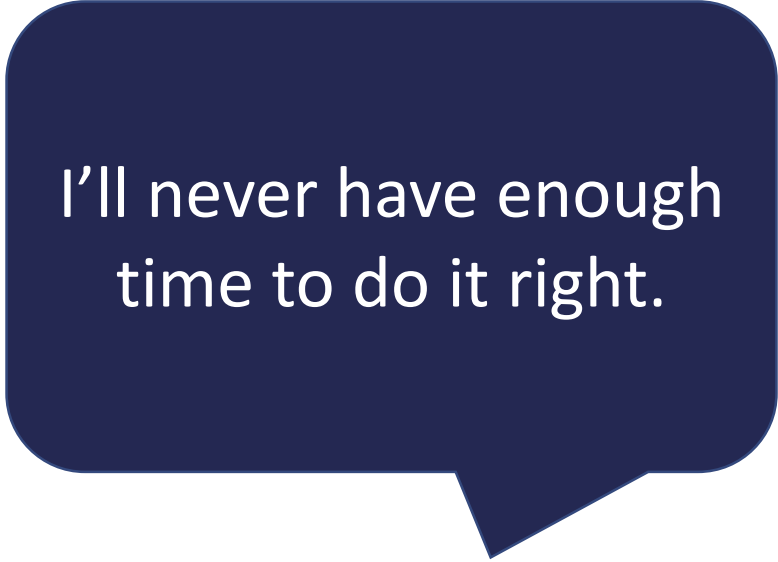
Going Social! Your Guide to Taking the First Step on Social Media

WSPRA Fall Conference
October 21, 2016

Tove Tupper
Highline Public Schools
@ToveTupper



I don't know
what to say.



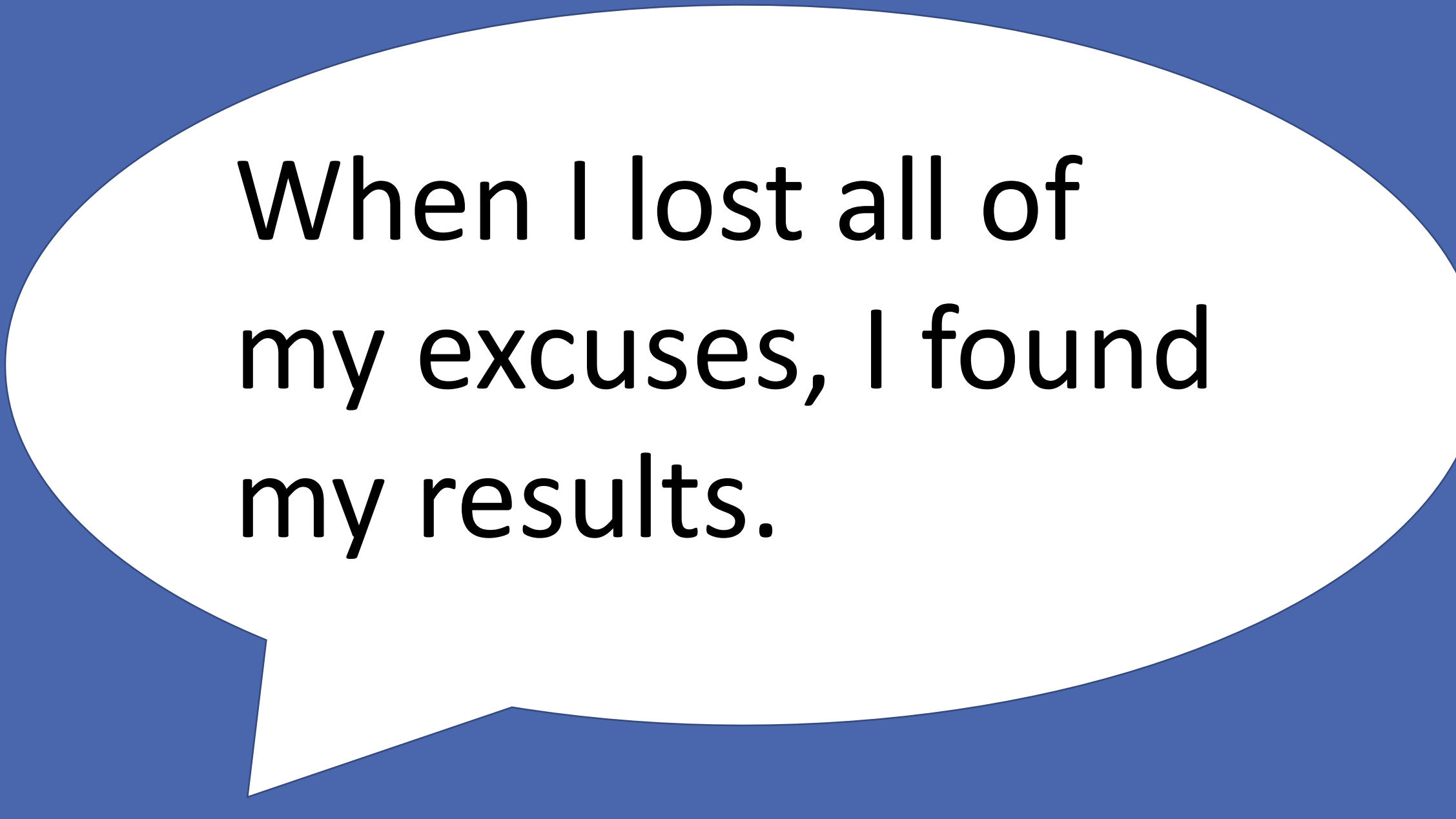
I'll never have enough
time to do it right.



No one will like what I share.



Social media is not
worth the time.



When I lost all of
my excuses, I found
my results.

Today's Agenda



Policy



Dictionary

10

Tips



Challenge

A teal-colored spiral-bound notebook is shown from a top-down perspective. The spiral binding is on the left side. The cover is a solid teal color. In the center of the cover, the words "Social Media Policy" are written in a large, white, sans-serif font. The text is arranged in two lines: "Social Media" on the top line and "Policy" on the bottom line.

Social Media Policy

Ask Questions

Purpose? Platforms? Accounts?

Audience?

Why?

How?





Do Research

- Find out how your community is already using social media.
- Get input from staff currently using social media.
- Evaluate current policies in place.

Facebook
Comment
Twitter
Page
Like
Handle
Favorite
Avatar
Lists
Reply
Share
Tag
Selfie
Retweet
Tweet
Instagram
Hashtags

Tools



I like WSPRA



I'm at #WSPRA learning about #SchoolPR in 140 characters



Here's a photo of my friends at WSPRA



Watch a video of WSPRA members doing karaoke



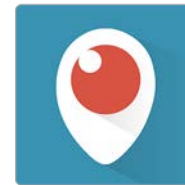
See pictures from WSPRA karaoke before before they disappear



My skills include being a member of WSPRA



Check out my outfit I plan to wear at WSPRA



Watch the WSPRA conference live

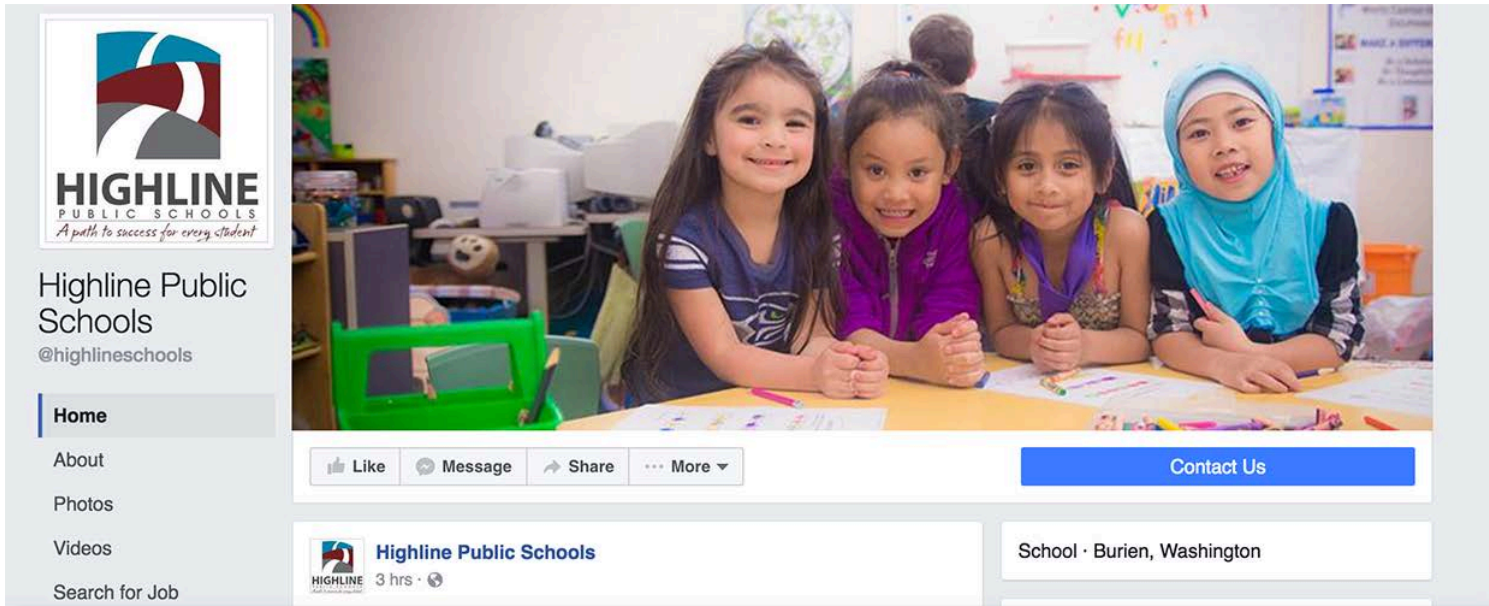


I work at Google and wish I was a member of WSPRA



I send instant messages to my WSPRA friends

Facebook Terms



Page

Reaction

Comment

Share

Twitter Terms

Highline Schools
@HighlineSchools

Thank you @GovInSlee for visiting @MtvTigers today to learn about our amazing Dual Language students and teachers.



RETWEETS 8
LIKES 14

10:59 AM - 8 Sep 2016

White Center, WA

Governor Jay Inslee, Mount View Elem and Bernard Koontz

White Center CDA @WhiteCenterCDA · Sep 8
@HighlineSchools @GovInSlee @MtvTigers @BernardKoontz #goAmelia!
#teachersmakethedifference

Highline Schools Retweeted

Thara Cooper @cooperthara · 2h
Mrs. Bekkevold is the most wonderful guest teacher! And my Elizabeth helps the IAC class sing. @AlanaHammer @HighlineARTS @HighlineSchools



TWEETS 7,015
FOLLOWING 801
FOLLOWERS 2,645
LIKES 5,583
LISTS 3

Subscribed to Member of

Highline Staff

Twitter accounts for Highline staff members

186 Members



Schools & Programs

Twitter accounts for Highline schools and programs.

38 Members



Handle

Tweet

Retweet

Reply

Favorite

Lists

Universal Terms

Highline Schools
@HighlineSchools

"What if the entire community rallied around one goal?" #GraduateHighline #AtLeast95
bit.ly/2d8HV1B



RETWEETS 5 LIKES 19
9:56 AM - 17 Sep 2016

Highline Schools
@HighlineSchools

.@JamesNBoutin & @SuptEnfield share our story at the @WhiteHouse during #NextGenHS Summit. bit.ly/2cSg1UW

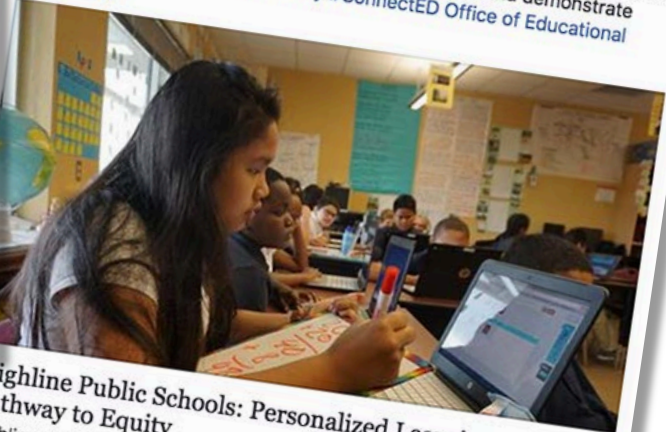


RETWEETS 3 LIKES 17
2:57 PM - 12 Sep 2016



Highline Public Schools

In Highline, personalized learning is central to our commitment to equity. Our students have voice and choice in how they access information, make sense of new ideas, elicit feedback on their learning, and demonstrate their understanding. #FutureReady #ConnectED Office of Educational Technology



Highline Public Schools: Personalized Learning as a Pathway to Equity
Highline Public Schools is a richly diverse school district located just south of Seattle that serves 20,000 students. The district's promise to...
TECH.ED.GOV

Hashtag

Avatar

Selfie

Tag

Top 10 Tips



1

Complete a Bio



HIGHLINE
PUBLIC SCHOOLS
A path to success for every student

Highline Schools
@HighlineSchools FOLLOWS YOU

Our Promise: Every student is known by name, strength & need. #WeAreHighline #GraduateHighline #HighlineProud

📍 South King County
🌐 highlineschools.org
📅 Joined April 2010

[Tweet to](#) [Message](#)



pseud

Puget Sound ESD
@PSESD FOLLOWS YOU

We provide educational services to school districts, charters, private schools & colleges in King, Pierce & Kitsap counties. #WAedu #WATeachLead #TPEPchat

📍 Renton, WA
🌐 psed.org
📍 2,492 Vine Loops
📅 Joined October 2012

[Tweet to](#) [Message](#)



Spokane Schools
@spokaneschools

The official Twitter feed of Spokane Public Schools. #WePromise. Follow & stay up on #Spokane's happening #education scene!
spokaneschools.org/stories

📍 Spokane, WA
🌐 spokaneschools.org
📅 Joined January 2010

[Tweet to](#) [Message](#)

2

Be Human

Granite School Dist. @GraniteSchools Following

At @TaylorsvilleHS they just announced that the internet is down. I guess I don't have to give out these #TuesdayTrivia prizes 😬😭

LIKES 10

8:37 AM - 20 Sep 2016

Reply to @GraniteSchools @TaylorsvilleHS

Hunter @pamelita001 · Sep 20
@GraniteSchools Horrible Timing. Parent Teacher Conferences are tonight. 🙄

Granite School Dist. @GraniteSchools · Sep 20
@pamelita001 it wasn't planned 😬 and it should be back on now.

Granite School Dist. @GraniteSchools Following

#smacktalk101

Alex Frampton @_FRAMPTON_
@GraniteSchools @TaylorsvilleHS @Live4GC @daaannnnnyyyy @itsjareddeleon
We're the best school in the district 😊

LIKE 1

11:29 AM - 20 Sep 2016

Granite School Dist. @GraniteSchools Following

#FirstDayofFall AND a Thursday that's like a Friday ... on the same day!

RETWEETS 6 LIKES 21

7:15 AM - 22 Sep 2016

3

Don't Self Serve

King County Employees
@kcemployees

High school students from @HighlineSchools interned w/ our @KCProsecutor, saying the opportunity changed their lives
ow.ly/8JD3304opuz

RETWEETS
3

LIKES
5

10:15 AM - 20 Sep 2016

Highline Schools
@HighlineSchools

There are still a lot of great summer camps and programs happening at @MattGriffinYMCA.
bit.ly/1SQKOUe



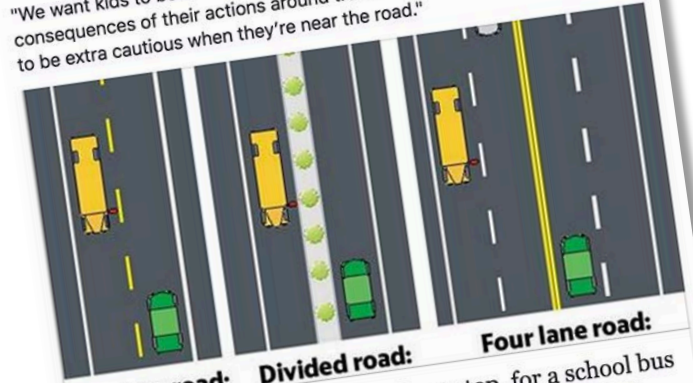
RETWEET
1

LIKES
3

11:30 AM - 20 Jul 2016

Highline Public Schools

"We want kids to be safe. Young kids don't always understand the consequences of their actions around traffic, so we have a responsibility to be extra cautious when they're near the road."



Two lane road: Divided road: Four lane road:
Road Rules: When to stop, and not stop, for a school bus
Question: Am I required to stop for a school bus that has its red lights on to let some children off if there are two lanes in both directions and I'm going the opposite direction?

BELLINGHAMHERALD.COM

2,623 people reached

Like Comment Share

Frances Maas, Jenny Tien and 29 others

22 shares

4

Share Regularly

Jun 2016 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 7,388 impressions

Congrats, Class of 2016! Stay bold and fearless and make your mark on the world!
#TimesSquareYearbook
pic.twitter.com/eMfMMqrkdc



👤 2 🍷 6

View Tweet activity

View all Tweet activity

Top mention earned 253 engagements



Catherine Carbone
 @CCarboneRogers · Jun 3

Our **@HighlineSchools** Pacific Islander students **@TheRamPack** are awesome!
pic.twitter.com/BZBsZXW7hP



👤 8 🍷 30

View Tweet

JUN 2016 SUMMARY

Tweets	238	Tweet impressions	142K
Profile visits	5,885	Mentions	412
New followers	-		

28 day summary with change over previous period

Tweets
 270 ↑147.7%



Tweet impressions
 133K ↑106.1%

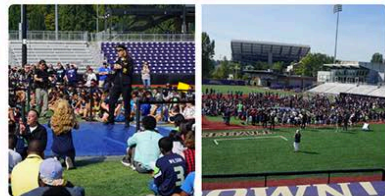


Aug 2016 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 15K impressions

"There is nothing you cannot do. You just have to dare to follow your dreams!" - Lacey Pittman, **@AlaskaAir** pilot
pic.twitter.com/uMaCJMqDdc



👤 1 🍷 8 🍷 20

View Tweet activity

View all Tweet activity

Top mention earned 116 engagements



Catherine Carbone
 @CCarboneRogers · Aug 4

Go Rams! Graduate! **@TheRamPack** **@HighlineSchools** **@GradHighline** **#EveryDayOnTime**
pic.twitter.com/hoSsVxMjmj



👤 4 🍷 7

View Tweet

AUG 2016 SUMMARY

Tweets	163	Tweet impressions	97.9K
Profile visits	3,808	Mentions	423
New followers	99	Tweets linking to you	6

5

Use Visuals

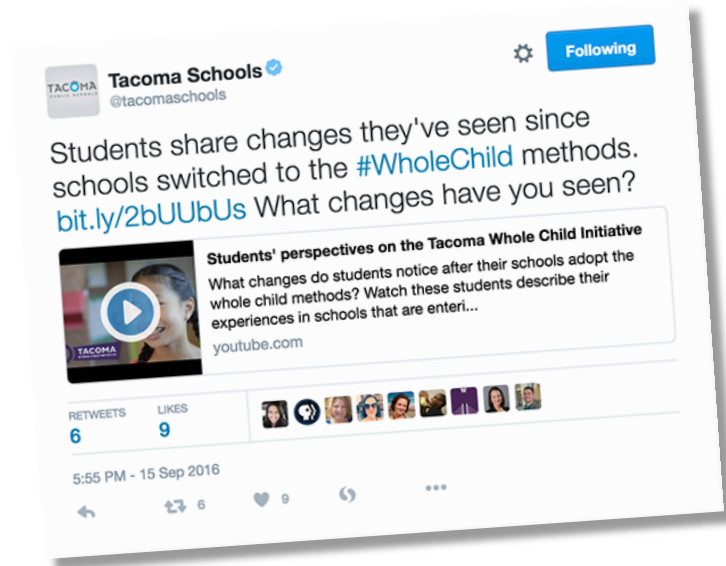
Tacoma Schools @tacomaschools Following

Students share changes they've seen since schools switched to the #WholeChild methods. bit.ly/2bUUbUs What changes have you seen?

Students' perspectives on the Tacoma Whole Child Initiative
What changes do students notice after their schools adopt the whole child methods? Watch these students describe their experiences in schools that are enteri...
youtube.com

RETWEETS 6 LIKES 9

5:55 PM - 15 Sep 2016



Highline Schools @HighlineSchools · Sep 21

A School Board work session is scheduled to discuss the future of Tye & Evergreen. bit.ly/2cZFC0w



1 5



Highline Public Schools

Savelio Makasini is inspired by his culture's traditions to pursue success in school and in life. The 2016 Health Sciences & Human Services graduate plans to attend the University of Washington in the fall. #GraduateHighline



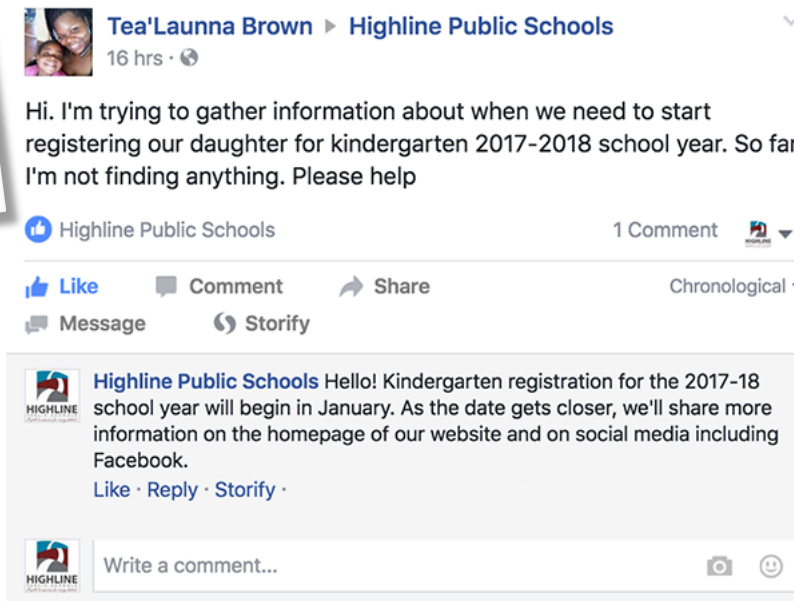
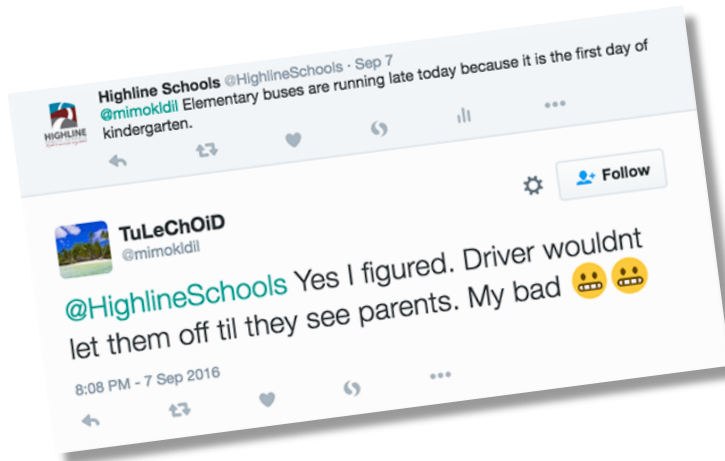
18,964 people reached

Boost Post



6

Always Reply




7

Give Kudos

Susan Enfield @SuptEnfield Following

Congrats Jen! Now the #1 high school in WA state has the #1 biology teacher! #HighlineProud

Highline Schools @HighlineSchools
Congratulations to Raisbeck @AviationHS teacher Jen Cullison for being named the Washington State Biology Teacher of the Year!




RETWEET 1 LIKES 3

12:23 PM - 23 Sep 2016

Spokane Schools @spokaneschools Following

Thanks to @stcu & @AvistaUtilities for helping SPS students learn the value of virtues like #responsibility 🙌

stcu @stcu
We're at @spokaneschools Hamblen Park w/ @AvistaUtilities, highlighting kids #CaughtInTheAct of being responsible!



RETWEET 1 LIKES 4

4:04 PM - 16 Sep 2016

Highline Schools @HighlineSchools Following

Thank you to the 400 volunteers who are wrapping their arms around our community & giving New Start a makeover! @NAIOPWA



RETWEETS 5 LIKES 16

10:35 AM - 24 Sep 2016

New Start
NAIOP WA Chapter

8

Follow Back

TWEETS
7,029

FOLLOWING
801

FOLLOWERS
2,648

LIKES
5,593

LISTS
2

TWEETS
1,492

FOLLOWING
42

FOLLOWERS
861

LIKES
8

TWEETS
2,220

FOLLOWING
382

FOLLOWERS
4,206

LIKES
1,472

9

Maintain Lists



HIGHLINE PUBLIC SCHOOLS
A path to success for every student

TWEETS 7,060 FOLLOWING 804 FOLLOWERS 2,662 LIKES 5,618 LISTS 2

Subscribed to Member of

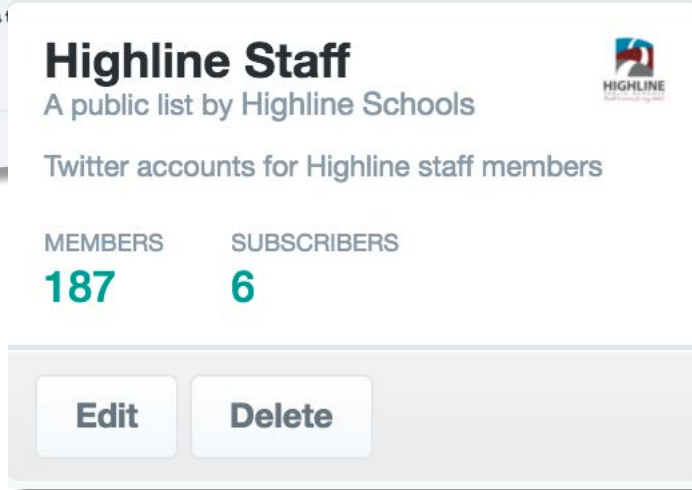
Highline Staff
Twitter accounts for Highline staff members
187 Members

Schools & Programs
Twitter accounts for Highline schools and programs
38 Members

Our Promise: Every student is known by name, strength & need. #WeAreHighline #GraduateHighline #HighlineProud

South King County
highlineschools.org
Joined April 2010

1,633 Photos and videos



Highline Staff
A public list by Highline Schools

Twitter accounts for Highline staff members

MEMBERS 187 SUBSCRIBERS 6

Edit Delete



MRHS Debate Team @MRHSDebateTeam We meet in Thursday Following

Highline.ARTS @HighlineARTS Visual and Performing Arts Education ACTION in the Highline Public Schools! Following

Mount View Elem @MtvTigers Following

Southern Heights @SouthernHtsElem Following

Evergreen @Evergreen_C.C Evergreen College & Career Center serving students at AAA, HS3 & TEC. Following

Shine Bright @volunteersshine Following

Arts & Academics @ArtsAcademics Following

MRHS Girls Soccer @MRGirlsSoccer Season 2016-17 Keep up to date with soccer!! Following

Tyee College Career @TyeeCampus Following

CascadeMiddleSchool @CMSCougs 7th and 8th grade Following

Raisbeck Aviation HS @RaisbeckHS Following

Kimberly @kinzer123 Instructional Leadership Executive Director, Highline Public Schools Following

Kisa Hendrickson @kisaforhighline Executive Director of Student Support & Family Engagement for Highline Public Schools Following

Sydni Neves @professoraneves Dream about what is possible and work to make it so! Following

Lauren Monroe @LMonroe_ Reading Coach Following

CaseyJeannot @CaseyJeannot Following

10

Market Hashtags

Tacoma Public Schools
September 6 at 8:47am · 🌐

A new year of achievement begins in 24 hours: See photos and videos and catch important announcements by following us on Facebook, Twitter and Instagram. Start by sharing your first day of school photos! Tag #FirstDayTPS and we might share your posts on our social media accounts.



Connect with us.

@tacomaschools



TACOMA PUBLIC SCHOOLS
EVER STUDENT. EVERY DAY.

Like Comment Share Storify

highlineschools
Highline Public Schools >



#HighlineProud
#WeAreHighline

15

highlineschools We're so excited for the #FirstDayOfSchool tomorrow! Tag your photos using #HighlineProud & #WeAreHighline! 🚌 📱 🎒 🎓 🍎

Home Search Camera Heart Profile

Monroe Public Schools added 17 new photos to the album: #FirstDayMonroe.
September 8 at 2:31pm · 🌐

Welcome back to school! You can feel the excitement in the air as we kick off another school year. We will be adding more photos to this album all day and we'd love for you to share your first day pictures with us...use the hashtag #FirstDayMonroe (make sure you share the pictures publicly so we can see them) or email them to ZachardaE@monroe.wednet.edu. Be sure to check our Twitter and Instagram feeds too!



+14

Like Comment Share



CHALLENGE: Create a plan for a social media campaign or event

WHEN: Before the WSPRA Winter Conference

IDEAS: Student Conferences, Thanksgiving, Hour of Code, Winter Break, Food & Coat Drives, New Year's Resolutions



Tove Tupper

@ToveTupper

Tove.Tupper@HighlineSchools.org

Resources: bit.ly/WSPRA2016

WSPRA 2017 Winter Workshop ~ February 24, 2017

Location: Shoreline Conference Center – 18560 1st Ave NE Shoreline, WA 98155

Time	Speaker	Topic	Contact	Notes
8:00-8:30	Registration & continental breakfast	Connect with colleagues	DB	
8:30-8:45	Catherine Carbone Rogers	Welcome, introductions, sponsors		
8:45- 10:15	Warren Kagarise, Communications Coordinator, City of Issaquah	Social Media Engagement: Measuring What Matters		
10:15-10:30	Break			
10:30-12:00	Choose a breakout session: <ul style="list-style-type: none"> • Content Creation and Curation –Tove Tupper, Highline Public Schools (Spartan Room) • Facebook Live ... Are You?– Melissa Laramie, PSESD (Highlander Room) 			
12:00-1:00	LUNCH			
1:00-2:30	Melissa Laramie	Ed Camp WSPRA		
2:30-2:45	Break			
2:45-3:15	Nate Olsen & Robyn Chastain	OSPI update		
3:15	Close - Catherine			
3:30	Adjourn			

8:00-8:30

Registration and Continental Breakfast

8:30-8:45

Welcome and Introductions

Catherine Carbone Rogers, WSPRA President
Chief Communications Officer, Highline Public Schools

Host Superintendent

Rebecca Miner
Superintendent, Shoreline Public Schools

Sponsor Messages

- Blackboard – Chris Prince
- Peachjar – Tabassum Bhaghani
- West (SchoolMessenger solutions) – Allison Stotler

Chapter Announcements

- Bylaws update passed with 2/3 voting.
- WSPRA nominations for board positions open soon. Talk with a current board member if you are interested
 - President-elect
 - Vice-President, Eastern Washington

- Vice President, Communications
- Vice President, Marketing and Membership
- Vice President, Finance
- Vice President-elect, Finance
- WSPRA Media & Publication Awards – Deadline Friday, March 17, 5 pm
- WSPRA Annual Conference April 26-28 in Leavenworth – Registration starts today
- NSPRA San Antonio Conference Scholarship(s)

8:45-10:15

Social Media Engagement: Measuring What Matters

Warren Kagarise [Kag-a-rise]

Communications Coordinator, City of Issaquah

Warren leads the City of Issaquah’s engagement through traditional and digital media tools, including the city’s website, social media platforms and e-newsletter. Issaquah’s communications team has been recognized by the City-County Communications and Marketing Association (3CMA) multiple times, including awards for a community-building Super Bowl celebration, a Sasquatch-themed tourism campaign, and the city’s Instagram presence and website. Warren has also written extensively about the role of social engagement for public agencies. Before joining the City of Issaquah, Warren worked as a newspaper and digital journalist.

10:15-10:30

Break

10:30-12:00

Choose a breakout session

Content Creation & Curation – (Spartan Room)

Tove Tupper

Web and Social Media Manager, Highline Public Schools

As we all know, using social media is vital to promoting schools and engaging families. But how do we generate enough content to keep our accounts active, relevant, and interesting? In this session, learn how Highline Public Schools curates content to grow its social media engagement, generate community support, and send a clear and consistent message. Attendees will gain an arsenal of content ideas and quick-tips for maximizing engagement. You will also learn how these tips were used to plan and execute a powerful month-long social media campaign that reached more than 100,000 people.

Facebook is Live... Are You? – (Highlander Room)

Melissa Laramie

Communications and Public Relations Interim Director, Puget Sound Educational Service District

You’ve seen your Facebook feed full of live videos. You may have read that live-streaming is only going to become more important to building credibility and engagement. In fact, using Facebook’s livestream feature can even help you reach more of your Page “likes.” In this workshop you will learn tips and tricks to get comfortable using your phone to live stream, discover what to use Facebook Lives for so you have dozens of potential topics AND the basic gear to give your livestreams a professional boost for minimum cost so it will look and sound polished. You’ll walk away with a plan and the confidence to go Live on Facebook!

12:00-1:00

Lunch

1:00-2:30

Ed Camp WSPRA

Melissa Laramie

Communications and Public Relations Interim Director, Puget Sound Educational Service District

2:30-2:45

Break

2:45-3:15

OSPI Update

Nathan Olson

Communications Director, Office of Superintendent of Public Instruction

Nathan will give us an overview of ESSA. While many pieces of the law haven't been clarified, Nathan will share what the state knows to this point and how it may affect districts as it is implemented.

Robyn Chastain

Communications and Public Relations Director, Kennewick School District

Both Nathan and Robyn will talk about ongoing efforts for the Statewide Teacher Recruitment Marketing Campaign. The campaign begins this spring. Today they will provide an overview of the campaign.

3:15-3:30

Closing Remarks

Catherine Carbone Rogers, WSPRA President

Chief Communications Officer, Highline Public Schools

3:30

Adjourn

@ToveTupper's

Ten Twitter TIPS



1. Complete a Bio
2. Be Human
3. Don't Self-Serve
4. Share Regularly
5. Use Visuals
6. Always Reply
7. Give Kudos
8. Follow Back
9. Maintain Lists
10. Market Hashtags

Twitter Terms

- **Handle** – A handle is how you're identified on Twitter, and is always preceded immediately by the @ symbol.
- **Tweet** – A Tweet may contain photos, videos, links and up to 140 characters of text.
- **Retweet** – A Tweet that you forward to your followers (RT).
- **Reply** – A response to another user's Tweet.
- **Favorite** – Favoriting a Tweet indicates that you appreciate it.
- **Lists** - You can create a group list of other Twitter users by topic or interest.
- **Tag** – Use a handle to tag that individual or organization in a tweet.
- **Hashtag** – A hashtag is any word or phrase immediately preceded by the # symbol.

Harnessing Technology to Engage a Diverse Community

WSPRA Spring Conference
April 28, 2017

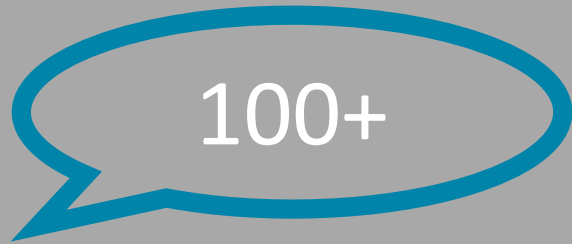
Catherine Carbone Rogers
Chief Communications Officer
@CCarboneRogers

Rexanne Graham
Director
@Rexanne_Graham

Tove Tupper
Assistant Director
@Tove Tupper



Who We Are



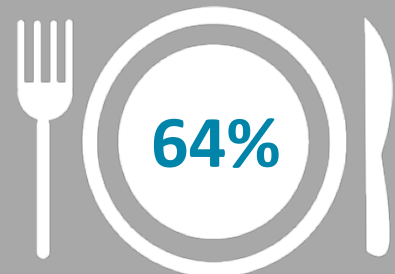
100+

languages spoken

English Language
Learners

A white circle icon with a blue outline, containing the text "25%" in blue.

25%



64%

Free & reduced-priced
meals



HIGHLINE
PUBLIC SCHOOLS

19,000+
students

39
schools

Our Promise

Every student in Highline
Public Schools is Known by
name, strength, and need, and
graduates ready for college,
career, and citizenship.

Bold Goals



Mastery by Grade 3



High School Graduation



Success in Algebra



Bilingual & Biliterate



Reduce Suspensions



Tech-Savvy & Tech-Literate



Strong
partnerships
with families &
community

How do we reach people where they are and in their language?



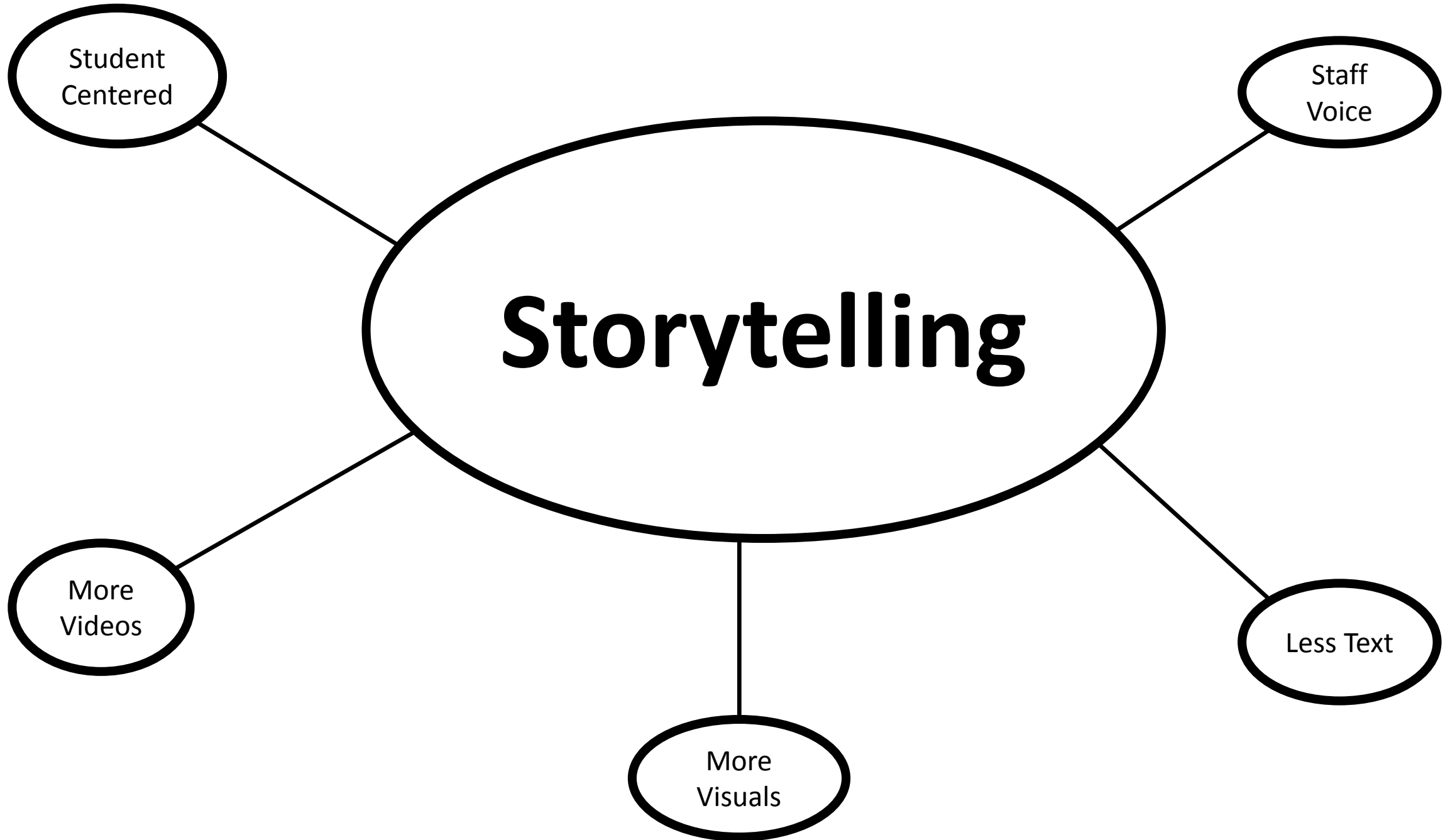
We go TO the people!

(We meet them where they are.)



Our people tell our story!

(Our staff, our students, our community.)



Storytelling

Student
Centered

Staff
Voice

More
Videos

Less Text

More
Visuals



HIGHLINE'S GRADUATION RATE IS RISING!

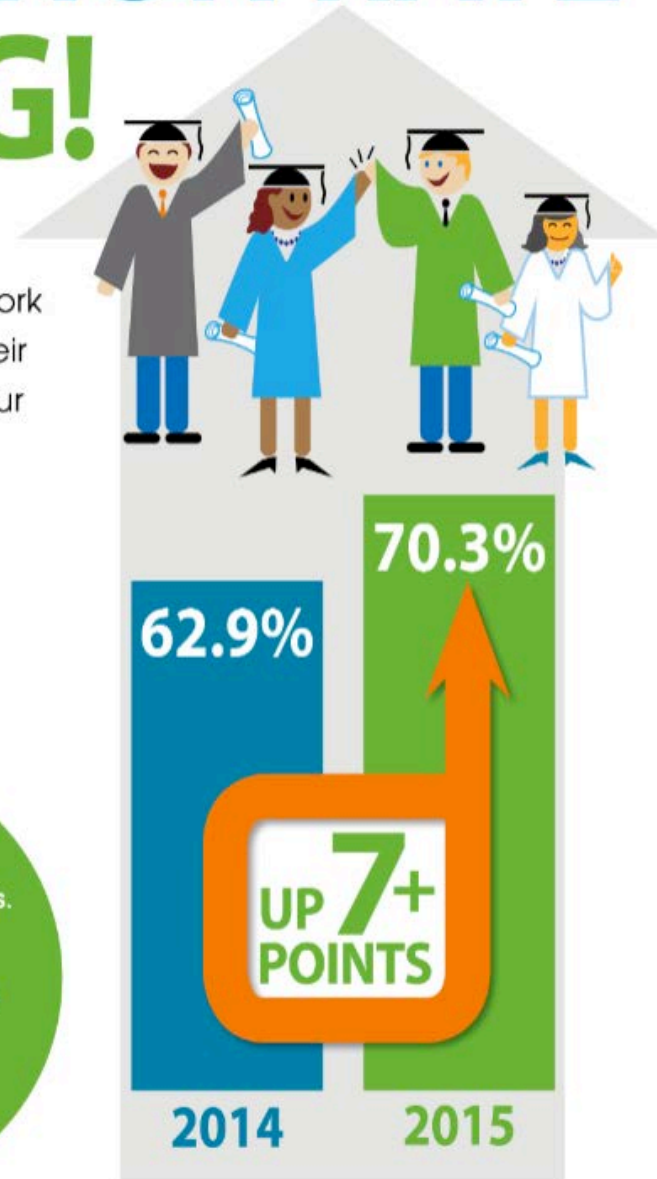
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- Superintendent Susan Entfield



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of U.S. schools offer
computer science classes.

Highline offers
computer science
classes on
EVERY
high school campus.





2015-16 Annual Report to the Community

Delivering on Our Promise

Highline's strategic plan sets 6 bold goals for students. We are tracking the progress of students who entered Kindergarten, Grade 6, and Grade 9 in 2013-14 when the plan was adopted.

MASTERY by Grade 3

At least 19 out of 20 students entering Kindergarten in 2013 will meet or exceed standards in all core subjects by the end of Grade 3.

highlineschools.org/grade3

SUCCESS In Algebra

At least 19 out of 20 students entering Grade 6 in 2013 will pass Algebra by Grade 9.

highlineschools.org/algebra

High School GRADUATION

At least 19 out of 20 students entering Grade 9 in 2013 will graduate prepared to choose their future.

highlineschools.org/graduation

OUT-OF-SCHOOL Suspensions

Out-of-school suspensions will drop to zero by 2015 (except when critical for student and staff safety).

highlineschools.org/suspension

BILINGUAL Biliterate

Every student in the class of 2026 will graduate bilingual and biliterate.

highlineschools.org/bilingual

Tech-Savvy TECH-LITERATE

Every student in the class of 2026 will graduate tech-savvy and tech-literate.

highlineschools.org/techsavvy

OUR Promise:

EVERY STUDENT in Highline Public Schools is known by **NAME, STRENGTH,** and **NEED,** and graduates ready for **COLLEGE, CAREER,** and **CITIZENSHIP.**

View Videos

GOAL: At grade level in core subjects by Grade 3

Tracking: Class of 2026 (2nd grade in 2015-16)

RESULT: Students who have been with HPS since kindergarten and are on track for grade-level MASTERY

64% In Reading



69% In Math

GOAL: Success in Algebra

Tracking: Class of 2020 (8th Grade in 2013-14)

RESULT: 64% of students who have been with Highline Public Schools since 6th grade are on track TO PASS ALGEBRA by the end of 9th grade



GOAL: Bilingual/Biliterate

Tracking: Class of 2028 (2nd grade in 2015-16)

RESULT: 820 students or 13% of students in grades K-3 were enrolled in a Dual Language Program

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In 2015-16, 150 students graduated with the Seal of Biliteracy representing 24 DIFFERENT LANGUAGES

Advanced Placement Enrollment

Number of students enrolled in AP courses over time

2013-14 = 746
2014-15 = 834
2015-16 = 941

2016-17 = 1,068



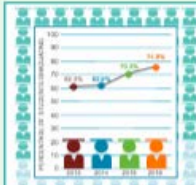
Workplace Experience

466 job shadows, informational interviews & mentorships

3,640 career-exploration trips

819 career-readiness events

Number of students who participated in career-exploration trips, job shadows, informational interviews, mentorships, internships, and career-readiness events



GOAL: High School Graduation

Tracking: Class of 2017 (11th grade in 2015-16)

RESULT: 74% of students who have been with HPS since 9th grade are on track to GRADUATE ON TIME

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GOAL: Out-of-School Suspensions

Tracking: Actual number of out-of-school suspensions and expulsions over time

RESULT: 2012-13 = 1628
2013-14 = 975
2014-15 = 685

2015-16 = 475



This process was truly community-driven.

— CFAC Co-Chair Rose Clark

Community-led Plan for School Facilities

Highline School District Proposition 1

A committee of 39 community members representing every corner of the district met for 10 months during 2015-16 to assess the district's facility needs and develop a long-range facilities plan. The Capital Facilities Advisory Committee (CFAC) studied enrollment projections, construction costs, building condition reports, and tax rate data. They toured aging schools and learned about the challenges in overcrowded schools.

In June, CFAC unveiled a three-phase, 20-year, fiscally responsible plan for improving facilities across the district. A bond measure on the November ballot would fund Phase 1 of the plan.

Learn more at: highlineschools.org/CFAC





Delivering on Our Promise

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To download the printable report, click [here](#).

Click on "**GOAL**" in each section below to see current measurements.

MASTERY BY GRADE 3

[View Video](#)

GOAL: At grade level in core subjects by Grade 3

Tracking: Class of 2028 (2nd Grade in 2015-16)

RESULT: Students who have been with HPS since kindergarten and are on track for grade-level **MASTERY**



64%
in Reading

$$\frac{24}{72} \times 3$$

69%
in Math

SUCCESS IN ALGEBRA

[View Video](#)

GOAL: Success in Algebra

Tracking: Class of 2020 (6th Grade in 2013-14)

RESULT: **64%** of students who have been with Highline Public Schools since 6th grade are on track **TO PASS ALGEBRA** by the end of 9th grade

$$\frac{a}{b}, 3x-y, \sqrt{x}$$

HIGH SCHOOL GRADUATION

[View Video](#)



GOAL: High School Graduation

Tracking: Class of 2017 (11th grade in 2015-16)

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of students who have been with HPS since 9th grade **are on track to GRADUATE ON TIME**

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Elementary Students Teach Coding



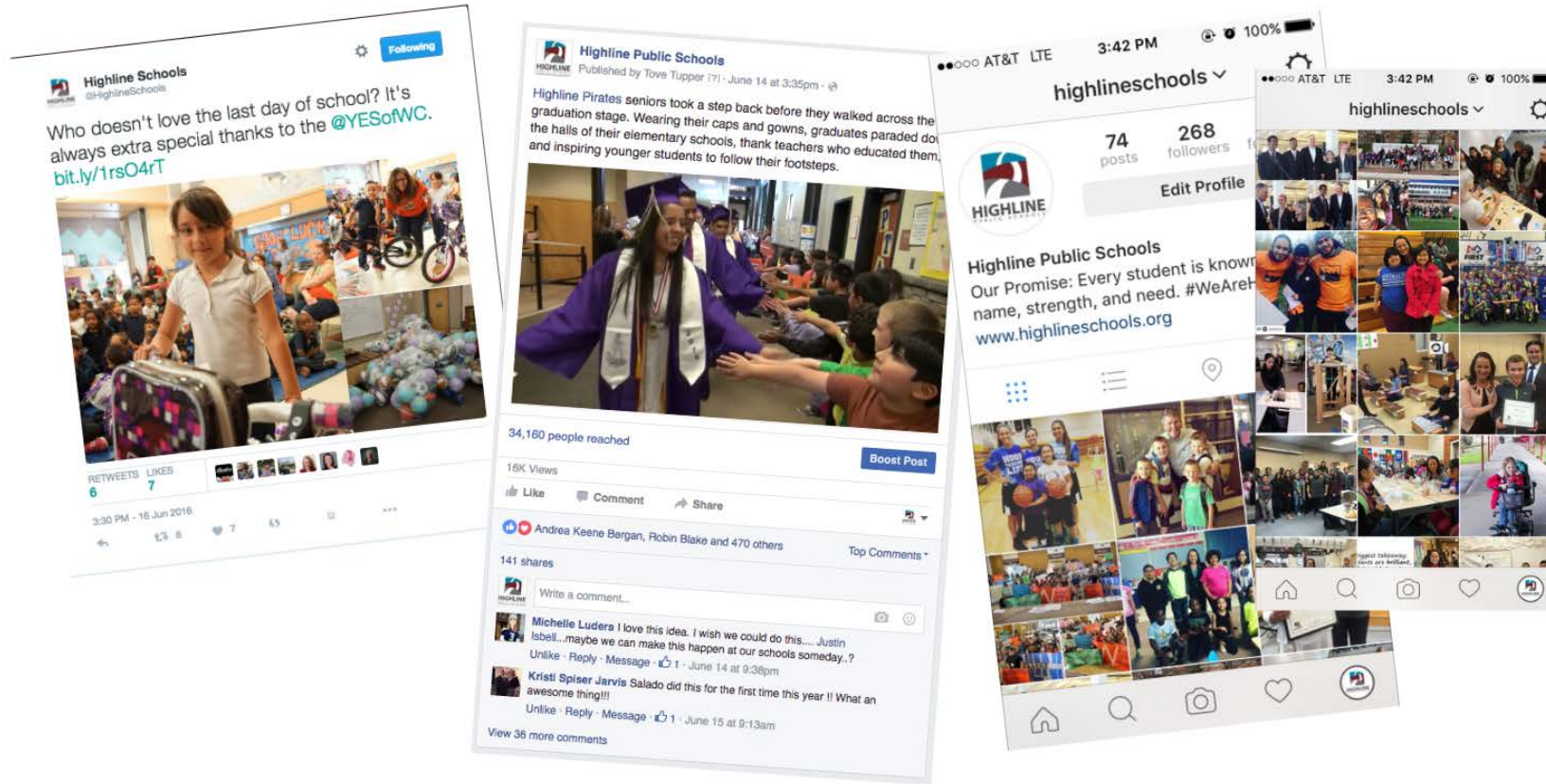
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[STORY & VIDEO](#)

2-Way Conversation



Social Media














@HighlineSchools

Internal Communications





Site Shortcuts

-  HOT TOPICS
-  HELP DESK
-  EMAIL ACCESS
-  EMPLOYEE ONLINE
-  iLLUMINATE
-  ABSENCE REPORTING
-  COLLAB
-  PD CALENDAR
-  CANVAS
-  eTOOLS
-  STAFF DIRECTORY

School Budget Updates

Like school districts across the state, we are headed into a particularly difficult budget year. Highline faces a significant budget shortfall for 2017-18.

[MORE ▶](#)

Kindergraten Fall 2017

[View Full Calendar](#)

APR 14	Grades 7-12: No School for Conferences Grades K-6: Early Dismissal
APR 19	6:00 PM - 8:00 PM School Board Meeting
APR 21	Early Dismissal K-12

- Insider**
- Shortcuts
- News
- Media



Give Feedback on Dual Language Expansion

Highline plans to expand Dual Language programs in 2018. Take an online staff survey to give feedback and come to a staff meeting to learn more.



Weigh in on High School Schedule Changes

Will students have 4, 5, 6, or 7 periods in the day? Will there be 2 terms or 3? Will class periods be longer or shorter? High school course schedules will change in September 2018 to give students more choices and opportunities to earn more credits over 4 years.



Where's My Comment?

You shared your thoughts in our Thoughtexchange online conversation, but you didn't see your comments in the results report. What's up with that?

Better News About the Budget



Weigh In on Dual Language Expansion

Which 2 schools will go dual language & why does it matter to you?



Hilltop teacher Mayumi Garcia explains a lesson.

We will choose two more elementary schools to transition to dual language starting in the 2018-19 school year, and we are considering a change that will allow every child in the district to choose a dual language school.

These changes will impact staff, and we want you to have a voice. Please [click here](#) to get the details, learn about informational meetings, and participate in a survey.



[Meet](#) the latest Ducky winners Yi Lee and Robin Totten



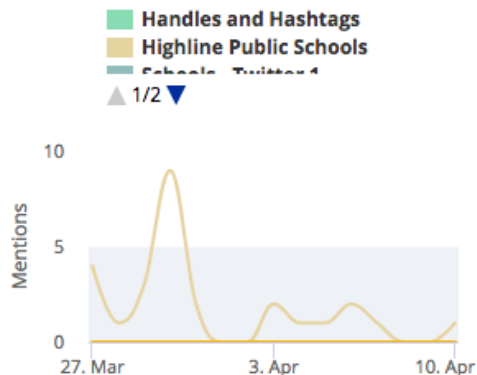
[Kudos](#) to Denise Dagley, Carolyn Sonntag, and Jeanne Stratton



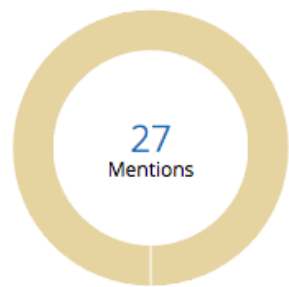
Stay up-to-date on the latest [bond](#) work

Dashboard

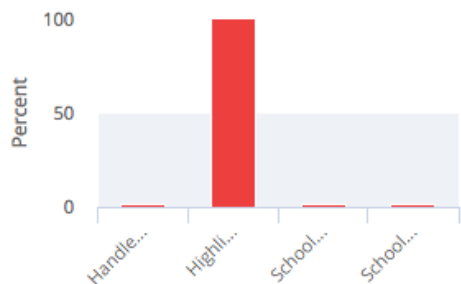
Mentions by Saved Search over Time



Mentions by Saved Search



Sentiment of Mentions by Saved Search

 TV Radio Online Twitter

Newest First

Multiple Searches

Past 14 Days

[+ Add to Report \(7 clips\)](#)

Online News

INTERNCAST: Intern Devin O..

Apr 10, 2017 10:35 AM PDT

The B-Town (Burien... | Blog Highline Public Sch...
...On Friday, April 7, our new **Big Picture High School** Intern Devin Otto met with and interviewed the five finalist candidates for Burien's new City Manager at an open meeting at the Community Center. The City Council may decide on a new manager at an Executive



Online News

George Nible

Apr 07, 2017 12:16 PM PDT

Seattle Funerals, Cr... | Blog Highline Public Sch...
...Grandchildren. George had a great impact on his family and friends and will remain in all our hearts. George was raised in **Des Moines**, Washington and was a graduate of **Highline High School** in **Burien** Washington. Following graduation George joined the U S



Online News

Yard Sale fundraiser for Hig...

Apr 06, 2017 09:25 PM PDT

The B-Town (Burien... | Blog Highline Public Sch...
...treats too! WHEN: Saturday, April 8: 9 a.m. - 4 p.m. Sunday, April 9: 9 a.m. - 1 p.m. WHERE: **Highline High School** front lawn, 225 S. 152nd Street...



Online News

Highline Public Schools see...

Apr 06, 2017 11:03 AM PDT

The B-Town (Burien... | Blog Highline Public Sch...
...**Highline Public Schools** is seeking feedback on proposed changes to high school schedules, and the next community meeting is set for Tuesday, April 11. The open meeting will be held from 6 to 7:30 p.m. in the **Mount Rainier High School** theatre. More



Barbara Walters Presents A...

Apr 05, 2017 01:01 PM PDT

OWN | National Programm... | Documentary Crime Highline Public Sch...
...two decades younger. they became lovers. the question was, why would this lovely woman be attracted to this boy? >> in is the **shorewood elementary** in **seattle**. in december, 1995, plt la ter know, the teacher held her sixth grade party and they worked



Radio

94.9 National Public Radio

Apr 04, 2017 01:01 PM PDT

KUOWFM (NPR) | U.S. Radio | Special Entertainme... Highline Public Sch...
...this happened but i don't know anything about you i don't know you and in order for me to get to know you i have to do just that i can assume anything about you and it was an in valuable lesson i'm ko w. **seattle** that's and gary heidi a teacher in the **high line school**



Online News

Geoffrey 'MacDaddy' McElro...

Apr 03, 2017 10:48 PM PDT

White Center Blog | Blog Highline Public Sch...
...By Devin Otto **Big Picture High School** Intern On Saturday night (April 1), the race for Mayor of White Center finally came to an end. In an increasingly fast-paced race, the 5 nominees (previously 6, but Donnie McDermott had dropped out a few days before the

Community Input



ThoughtExchange

Highline Public Schools Community Conversations



Join the Conversation

FALL 2015



1,500
Participants



2,976
Thoughts



81,736
Stars

In October and November we invited our community to share their thoughts about what we're doing well and where we can improve.

[READ MORE >](#)

Tyee Campus Cafeteria; 4:15 - 5:15 p.m.
Cafeteria del Campus de Tyee
Martes, 18 de abril

April 18

May 25

Seahurst Elementary Cafeteria 9:30 -10:30 a.m.
Cafeteria de la Escuela Primaria Seahurst
Jueves, 25 de Mayo

All families and community members are invited to

CONVERSATIONS WITH THE SUPERINTENDENT



Todas las familias y miembros de la comunidad están invitados

CONVERSACIONES CON LA SUPERINTENDENTE



Face to Face

@HighlineSchools



@CCarboneRogers



@Rexanne_Graham



@ToveTupper

Harnessing Technology to Engage a Diverse Community

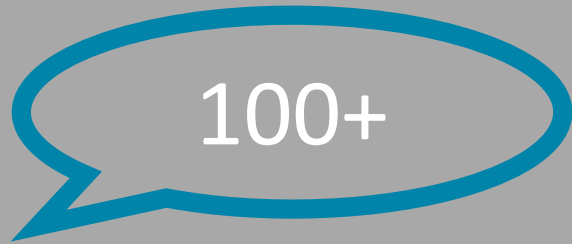
OSPRA Spring Conference
April 14, 2017

Catherine Carbone Rogers
Chief Communications Officer
@CCarboneRogers

Tove Tupper
Assistant Director
@Tove Tupper



Who We Are



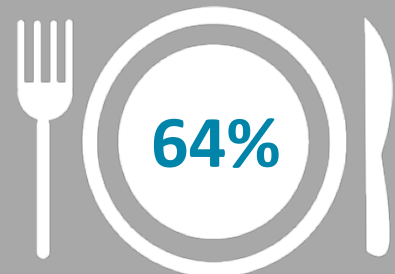
100+

languages spoken

English Language
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A white circle icon with a blue outline, containing the text "25%" in blue.

25%



64%

Free & reduced-priced
meals



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39
schools

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Bold Goals



Mastery by Grade 3



High School Graduation



Success in Algebra



Bilingual & Biliterate



Reduce Suspensions



Tech-Savvy & Tech-Literate



Strong
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How do we reach people where they are and in their language?



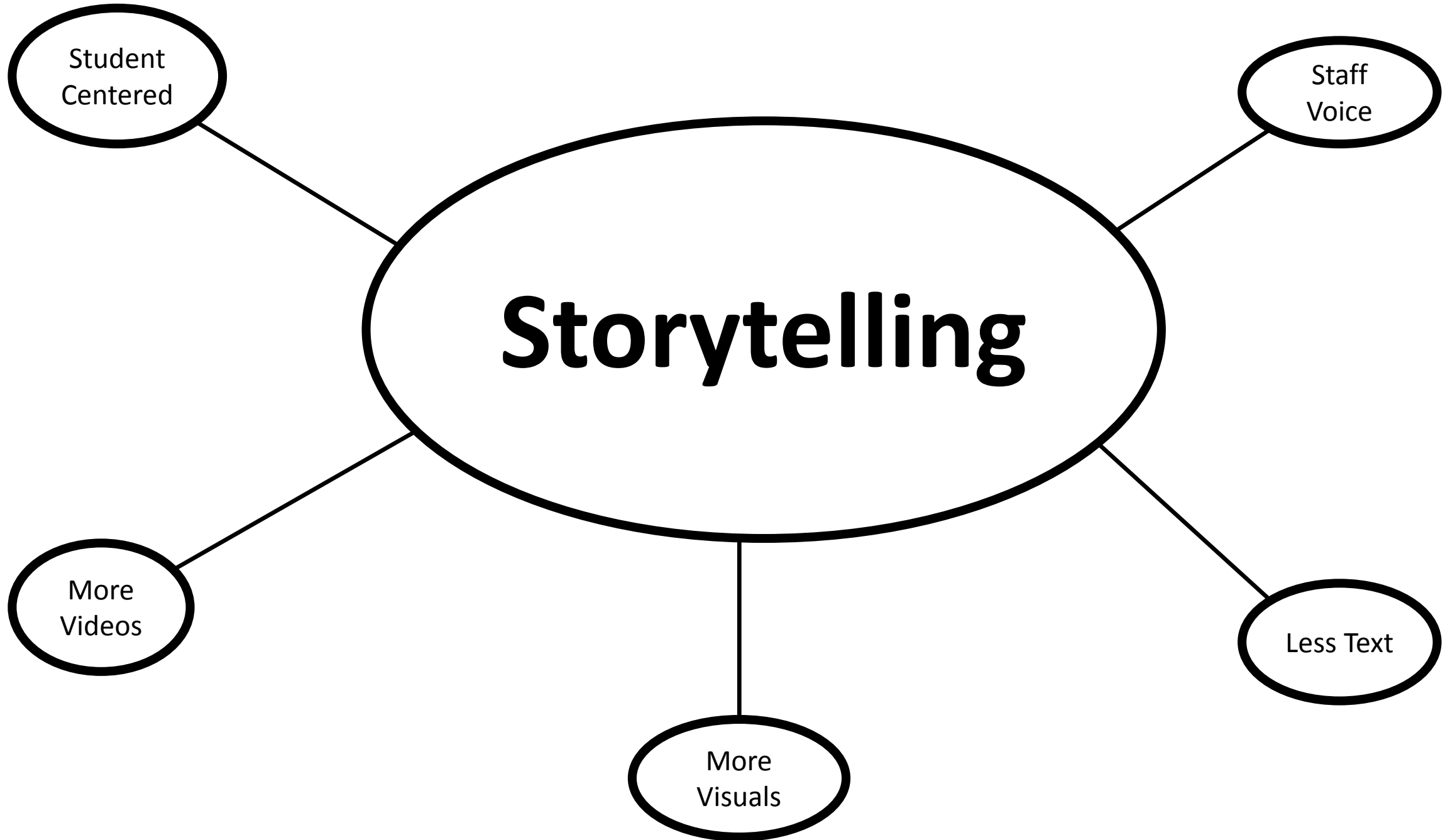
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(Our staff, our students, our community.)



Storytelling

Student
Centered

Staff
Voice

More
Videos

Less Text

More
Visuals

HIGHLINE'S GRADUATION RATE IS RISING!

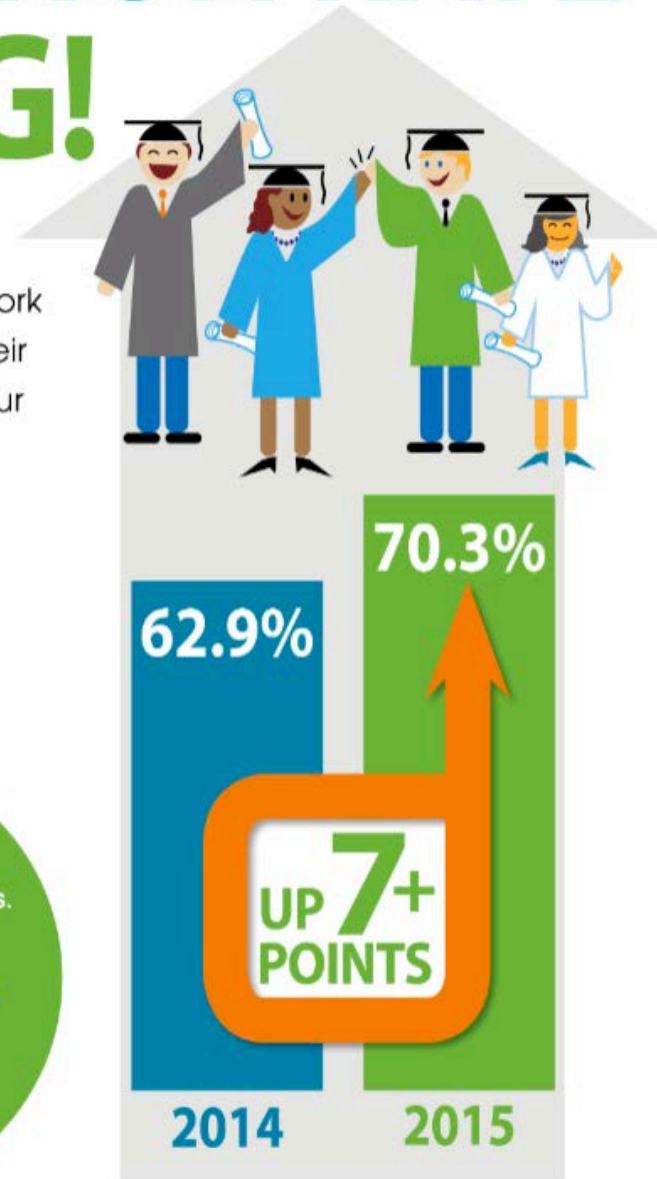
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MASTERY by Grade 3	SUCCESS In Algebra	High School GRADUATION	OUT-OF-SCHOOL Suspensions	BILINGUAL Biliterate	Tech-Savvy TECH-LITERATE
At least 19 out of 20 students entering Kindergarten in 2013 will meet or exceed standards in all core subjects by the end of Grade 3.	At least 19 out of 20 students entering Grade 6 in 2013 will pass Algebra by Grade 9.	At least 19 out of 20 students entering Grade 9 in 2013 will graduate prepared to choose their future.	Out-of-school suspensions will drop to zero by 2015 (except when critical for student and staff safety).	Every student in the class of 2026 will graduate bilingual and biliterate.	Every student in the class of 2026 will graduate tech-savvy and tech-literate.
highlineschools.org/grade3	highlineschools.org/algebra	highlineschools.org/graduation	highlineschools.org/suspension	highlineschools.org/bilingual	highlineschools.org/techsavvy

GOAL: At grade level in core subjects by Grade 3
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$\frac{a}{b}$ $3x-y$ \sqrt{x}

GOAL: High School Graduation
 Tracking: Class of 2017 (11th grade in 2015-16)

RESULT: **74%** of students who have been with HPS since 9th grade are on track to GRADUATE ON TIME

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 Tracking: Actual number of out-of-school suspensions and expulsions over time.

RESULT:
 2012-13 = 1628
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 2014-15 = 685
 2015-16 = **475**

GOAL: Bilingual/Biliterate
 Tracking: Class of 2026 (2nd grade in 2015-16)

RESULT: **820** students or **13%** of students in grades K-3 were enrolled in a Dual Language Program

¡Bienvenidos!
 반갑습니다!
 Welcome 歡迎!

In 2015-16, **150** students graduated with the Seal of Biliteracy representing **24 DIFFERENT LANGUAGES**

Advanced Placement Enrollment
 Number of students enrolled in AP courses over time

2013-14 = 746
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 2016-17 = **1,068**

Workplace Experience
 Number of students who participated in career-exploration trips, job shadow, informational interviews, participation, internships, and career-readiness events

career-exploration trips: **3,640**
 job shadow, informational interviews & mentorships: **466**
 career-readiness events: **6,390**
 internships: **819**

October 2015-16

“This process was truly community-driven.”
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HIGH SCHOOL GRADUATION

[View Video](#)



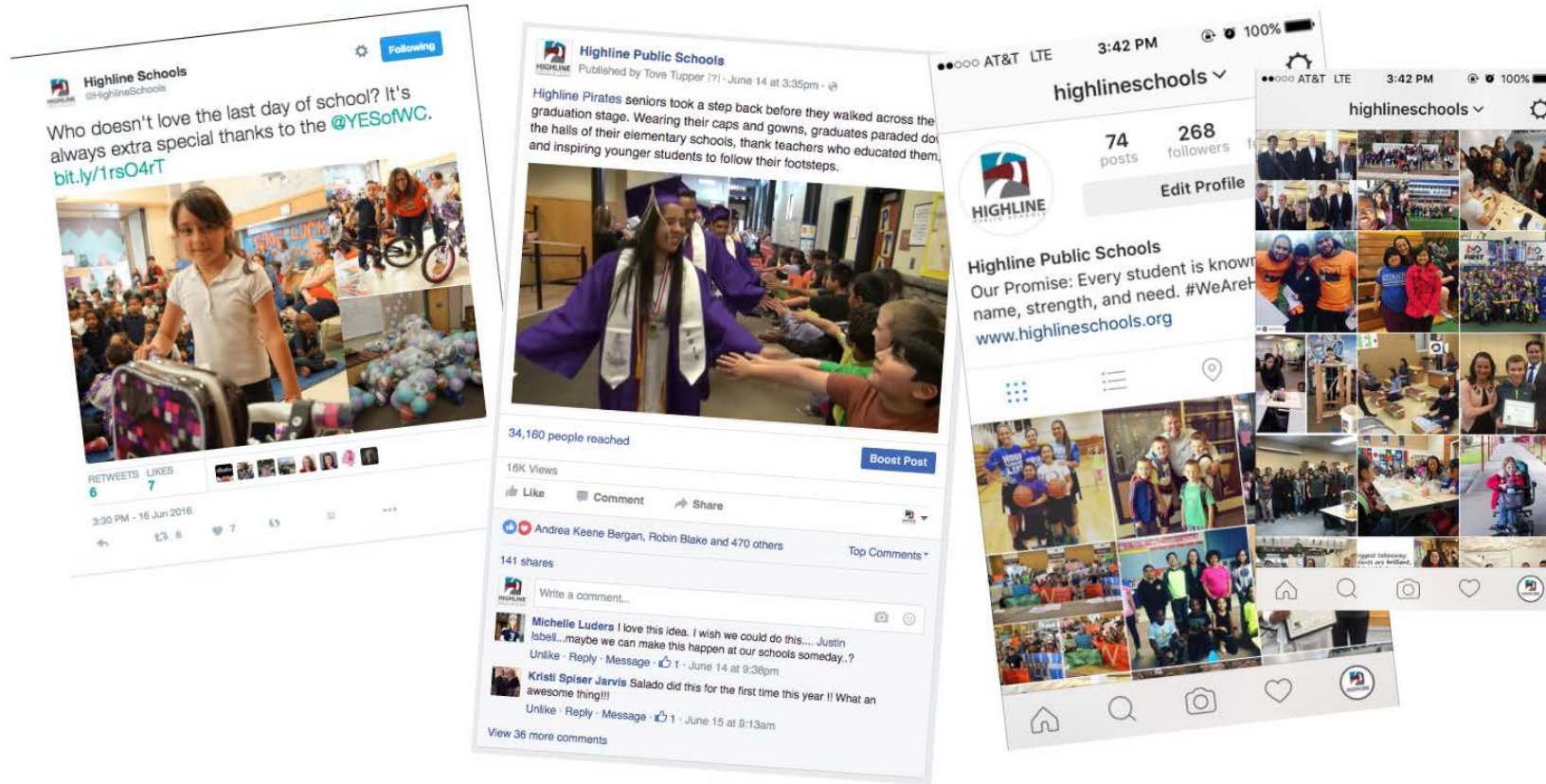
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of students who have been with HPS since 9th grade **are on track to GRADUATE ON TIME**

Social Media



@HighlineSchools

1

COPE

Create Once.
Publish Everywhere.

2

It's Not All About You

King County Employees
@kcmemployees

High school students from @HighlineSchools interned w/ our @KCProsecutor, saying the opportunity changed their lives
ow.ly/8JD3304opuz

RETWEETS 3 LIKES 5

10:15 AM - 20 Sep 2016

Highline Schools
@HighlineSchools

There are still a lot of great summer camps and programs happening at @MattGriffinYMCA.
bit.ly/1SQKOUe

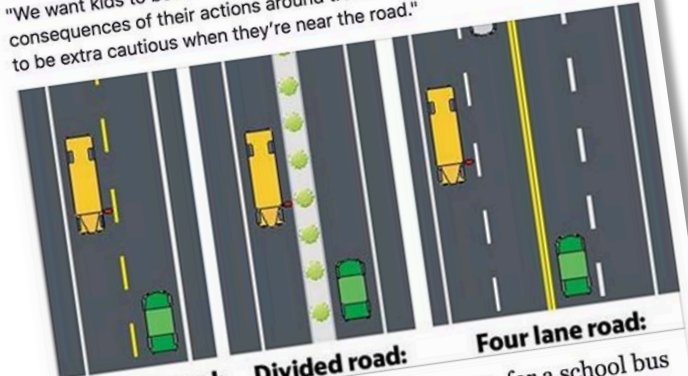


RETWEET 1 LIKES 3

11:30 AM - 20 Jul 2016

Highline Public Schools

"We want kids to be safe. Young kids don't always understand the consequences of their actions around traffic, so we have a responsibility to be extra cautious when they're near the road."



Two lane road: **Divided road:** **Four lane road:**
Road Rules: When to stop, and not stop, for a school bus
Question: Am I required to stop for a school bus that has its red lights on to let some children off if there are two lanes in both directions and I'm going the opposite direction?

2,623 people reached

Like Comment Share Storify

Frances Maas, Jenny Tien and 29 others

22 shares

3

Use Visuals

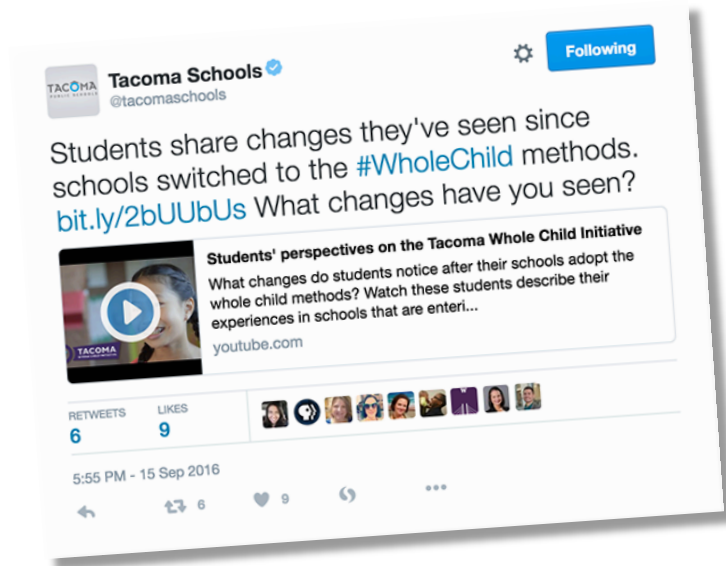
Tacoma Schools @tacomaschools Following

Students share changes they've seen since schools switched to the #WholeChild methods. bit.ly/2bUUbUs What changes have you seen?

Students' perspectives on the Tacoma Whole Child Initiative
What changes do students notice after their schools adopt the whole child methods? Watch these students describe their experiences in schools that are enteri...
youtube.com

RETWEETS 6 LIKES 9

5:55 PM - 15 Sep 2016



Highline Schools @HighlineSchools · Sep 21

A School Board work session is scheduled to discuss the future of Tye & Evergreen. bit.ly/2cZFC0w



1 5



Highline Public Schools

Savelio Makasini is inspired by his culture's traditions to pursue success in school and in life. The 2016 Health Sciences & Human Services graduate plans to attend the University of Washington in the fall. #GraduateHighline



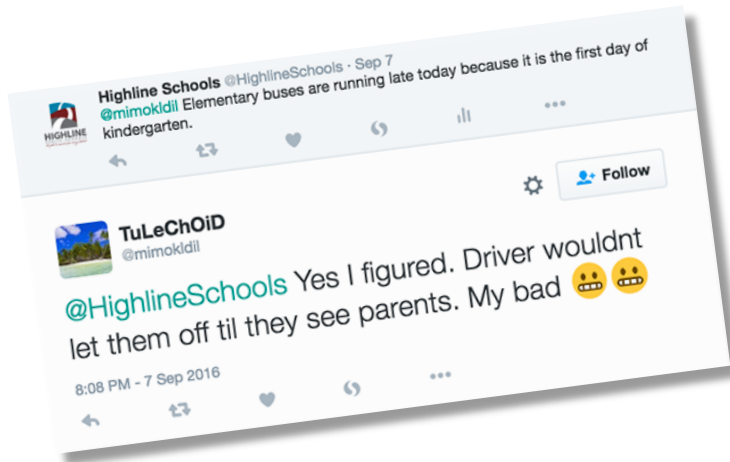
18,964 people reached

Boost Post



4

Always Reply



5

Give Kudos



Susan Enfield
@SuptEnfield

Following

Congrats Jen! Now the #1 high school in WA state has the #1 biology teacher! #HighlineProud



Highline Schools @HighlineSchools
Congratulations to Raisbeck @AviationHS teacher Jen Cullison for being named the Washington State Biology Teacher of the Year!

RETWEET 1 LIKES 3

12:23 PM - 23 Sep 2016



Spokane Schools
@spokaneschools

Following

Thanks to @stcu & @AvistaUtilities for helping SPS students learn the value of virtues like #responsibility 🙌



stcu @stcu
We're at @spokaneschools Hamblen Park w/ @AvistaUtilities, highlighting kids #CaughtInTheAct of being responsible!

RETWEET 1 LIKES 4

4:04 PM - 16 Sep 2016



Highline Schools
@HighlineSchools

Following

Thank you to the 400 volunteers who are wrapping their arms around our community & giving New Start a makeover! @NAIOPWA



RETWEETS 5 LIKES 16

10:35 AM - 24 Sep 2016

New Start
NAIOP WA Chapter



6

Maintain Lists



Highline Schools
@HighlineSchools

Our Promise: Every student is known by name, strength & need. #WeAreHighline #GraduateHighline #HighlineProud

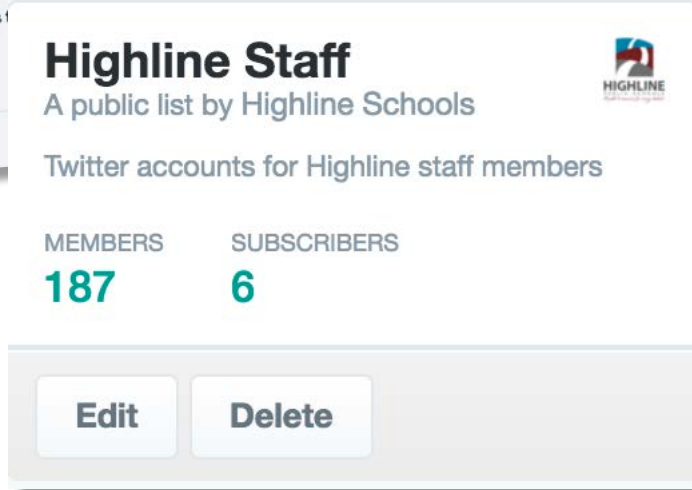
South King County
highlineschools.org
Joined April 2010

1,633 Photos and videos

TWEETS 7,060 FOLLOWING 804 FOLLOWERS 2,662 LIKES 5,618 LISTS 2

Subscribed to Member of

- Highline Staff
Twitter accounts for Highline staff members
187 Members
- Schools & Programs
Twitter accounts for Highline schools and programs
38 Members



Highline Staff
A public list by Highline Schools

Twitter accounts for Highline staff members

MEMBERS 187 SUBSCRIBERS 6

Edit Delete



- MRHS Debate Team @MRHSDebateTeam We meet in Thursday Following
- Highline.ARTS @HighlineARTS Visual and Performing Arts Education ACTION in the Highline Public Schools! Following
- Mount View Elem @MtvTigers Following
- Southern Heights @SouthernHtsElem Following
- Evergreen @Evergreen_C_C Evergreen College & Career Center serving students at AAA, HS3 & TEC. Following
- Shine Bright @volunteersshine Following
- Arts & Academics @ArtsAcademics Following
- MRHS Girls Soccer @MRGirlsSoccer Season 2016-17 Keep up to date with soccer!! Following
- Tyee College Career @TyeeCampus Following
- CascadeMiddleSchool @CMSCougs 7th and 8th grade Following
- Raisbeck Aviation HS @RaisbeckHS Following
- Kimberly @kinzer123 Instructional Leadership Executive Director, Highline Public Schools Following
- Kisa Hendrickson @kisaforhighline Executive Director of Student Support & Family Engagement for Highline Public Schools Following
- Sydni Neves @professoraneves Dream about what is possible and work to make it so! Following
- Lauren Monroe @LMonroe_ Reading Coach Following
- CaseyJeannot @CaseyJeannot Following

7

Market Hashtags

Tacoma Public Schools
September 6 at 8:47am · 🌐

A new year of achievement begins in 24 hours: See photos and videos and catch important announcements by following us on Facebook, Twitter and Instagram. Start by sharing your first day of school photos! Tag #FirstDayTPS and we might share your posts on our social media accounts.



Connect with us.

@tacomaschools



TACOMA PUBLIC SCHOOLS
EVER STUDENT. EVERY DAY.

Like Comment Share Storify

highlineschools
Highline Public Schools >



#HighlineProud
#WeAreHighline

15

highlineschools We're so excited for the #FirstDayOfSchool tomorrow! Tag your photos using #HighlineProud & #WeAreHighline! 🚌 📱 🎒 🍎

Home Search Camera Heart Profile

Monroe Public Schools added 17 new photos to the album: #FirstDayMonroe.
September 8 at 2:31pm · 🌐

Welcome back to school! You can feel the excitement in the air as we kick off another school year. We will be adding more photos to this album all day and we'd love for you to share your first day pictures with us...use the hashtag #FirstDayMonroe (make sure you share the pictures publicly so we can see them) or email them to ZachardaE@monroe.wednet.edu. Be sure to check our Twitter and Instagram feeds too!



+14

Like Comment Share

8

Targeted Ads

 **Highline Public Schools** shared their event.
Sponsored · 

Please come with questions and ideas so Superintendent Susan Enfield can learn about the issues that are important to you.



APR 18
Conversations with the Superintendent
Tue 4:15 PM · Tye Campus cafeteria (4424 Sout...

★ Interested

 Like  Comment  Share

 **Highline Public Schools**
Sponsored · 

 Like Page

Pedro Montoya discovered his love for carpentry while attending Puget Sound Skills Center (PSSC). The 2015 graduate is now paying it back by helping to build the school's new state-of-the-art learning center. Thanks to funding from the state legislature, students from Highline and four neighboring school districts will soon have access to a new health sciences facility as part of PSSC. The new building is under construction and will be done in August. <http://bit.ly/2oqRXwG>



20 Reactions 2 Comments

 Like  Comment  Share

 **Highline Public Schools**
Sponsored · 

 Like Page

Do you know a child who will be five years old on or before August 31? Now is the time to register for kindergarten.



Get Ready for Kindergarten Fall 2017

Families who register early will receive a free book and a kindergarten readiness kit.

HIGHLINESCHOOLS.ORG

[Learn More](#)

9

Social Superintendent



Susan Enfield
@SuptEnfield FOLLOWS YOU

Superintendent for @HighlineSchools where every student is known by name, strength & need & graduates prepared for college, career & citizenship.
#HighlineProud

Burien, WA
highlineschools.org
Joined December 2014

[Tweet to](#) [Message](#)



Susan Enfield
@SuptEnfield Following

Such an honor to celebrate tonight with our @HighlineSchools staff & families who completed Parent University! #WeAreHighline #HighlineProud



RETWEET 1 LIKES 10

8:46 PM - 30 Mar 2017



Susan Enfield
@SuptEnfield Following

Thanks @cindyblack for ensuring ALL @HighlineSchools students & families are welcome at Parkside ES. #WeAreHighline



RETWEET 1 LIKES 17

6:24 PM - 28 Mar 2017



Susan Enfield
@SuptEnfield Following

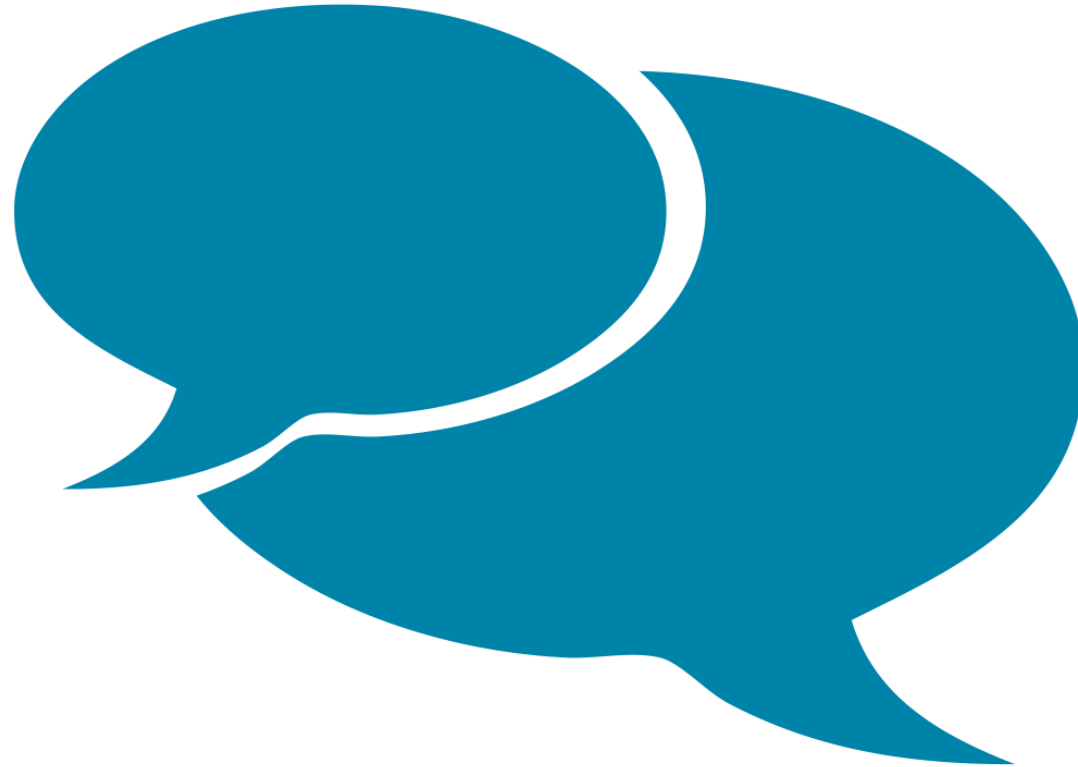
The faces of our @HighlineSchools students. Each one brilliant, beautiful & brimming with promise. #WeAreHighline #HighlineProud #ProudSupe



RETWEETS 3 LIKES 22

3:16 PM - 30 Mar 2017

2-Way Conversation



Community Input

Highline Public Schools Community Conversations



Join the Conversation

FALL 2015



1,500
Participants



2,976
Thoughts



81,736
Stars

In October and November we invited our community to share their thoughts about what we're doing well and where we can improve.

[READ MORE >](#)

Tyee Campus Cafeteria; 4:15 - 5:15 p.m.
Cafeteria del Campus de Tyee
Martes, 18 de abril

April 18

May 25

Seahurst Elementary Cafeteria 9:30 -10:30 a.m.
Cafeteria de la Escuela Primaria Seahurst
Jueves, 25 de Mayo

All families and community members are invited to

CONVERSATIONS WITH THE SUPERINTENDENT



Todas las familias y miembros de la comunidad están invitados

CONVERSACIONES CON LA SUPERINTENDENTE

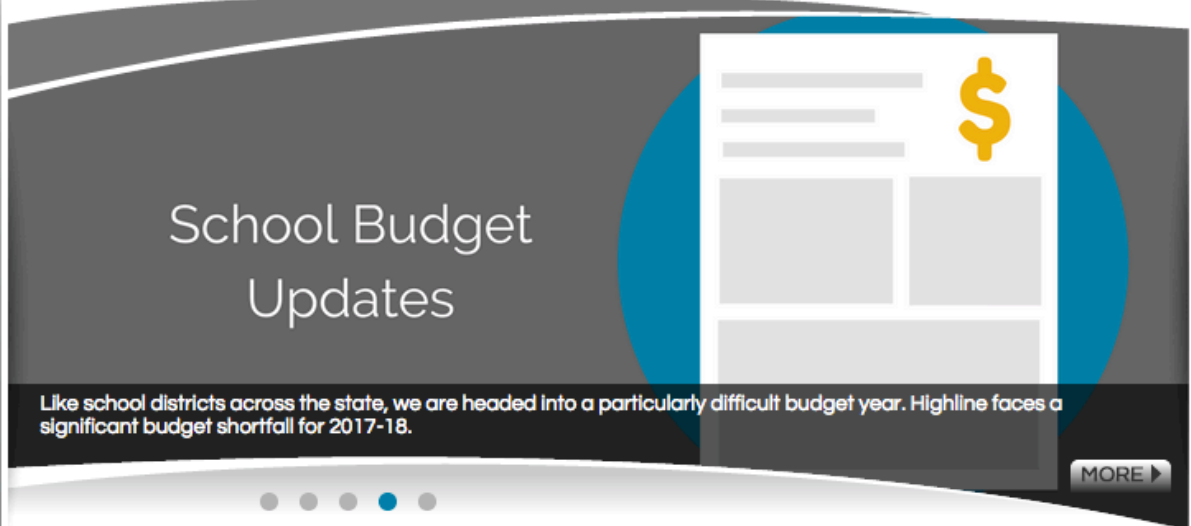


Face to Face

Internal Communications



School Budget Updates



Like school districts across the state, we are headed into a particularly difficult budget year. Highline faces a significant budget shortfall for 2017-18.

MORE ▶



Site Shortcuts

- HOT TOPICS
- HELP DESK
- EMAIL ACCESS
- EMPLOYEE ONLINE
- ILLUMINATE
- ABSENCE REPORTING
- COLLAB
- PD CALENDAR
- CANVAS
- eTOOLS
- STAFF DIRECTORY

Kindergraten Fall 2017




Register NOW!

View Full Calendar ▶

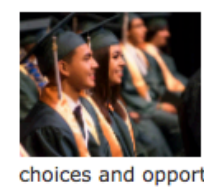
APR 14	Grades 7-12: No School for Conferences Grades K-6: Early Dismissal
APR 19	8:00 PM - 8:00 PM School Board Meeting
APR 21	Early Dismissal K-12

Insider Shortcuts News Media




Give Feedback on Dual Language Expansion

Highline plans to expand Dual Language programs in 2018. Take an online staff survey to give feedback and come to a staff meeting to learn more.




Weigh in on High School Schedule Changes

Will students have 4, 5, 6, or 7 periods in the day? Will there be 2 terms or 3? Will class periods be longer or shorter? High school course schedules will change in September 2018 to give students more choices and opportunities to earn more credits over 4 years.



Where's My Comment?

You shared your thoughts in our Thoughtexchange online conversation, but you didn't see your comments in the results report. What's up with that?



Better News About the Budget

Staff Hub

Highline Insider

Highline Insider

Keeping You in the Loop

March 29, 2017

Weigh In on Dual Language Expansion

Which 2 schools will go dual language & why does it matter to you?



Hilltop teacher Mayumi Garcia explains a lesson.

We will choose two more elementary schools to transition to dual language starting in the 2018-19 school year, and we are considering a change that will allow every child in the district to choose a dual language school.

These changes will impact staff, and we want you to have a voice. Please [click here](#) to get the details, learn about informational meetings, and participate in a survey.



[Meet](#) the latest Ducky winners Yi Lee and Robin Totten

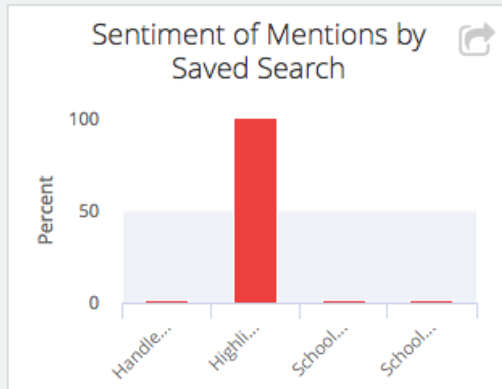
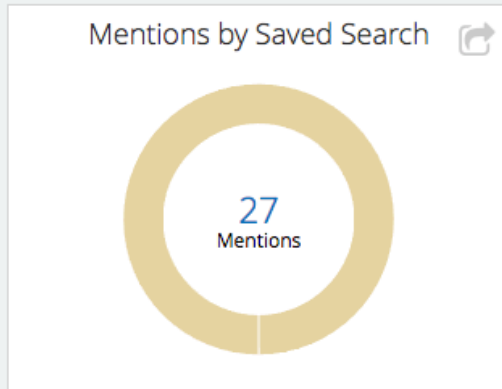
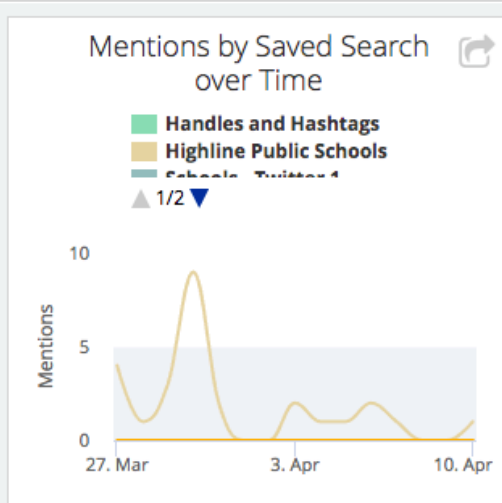


[Kudos](#) to Denise Dagley, Carolyn Sonntag, and Jeanne Stratton



Stay up-to-date on the latest [bond](#) work

Dashboard



TV Radio Online Twitter

Newest First

Multiple Searches Past 14 Days

+ Add to Report (7 clips)

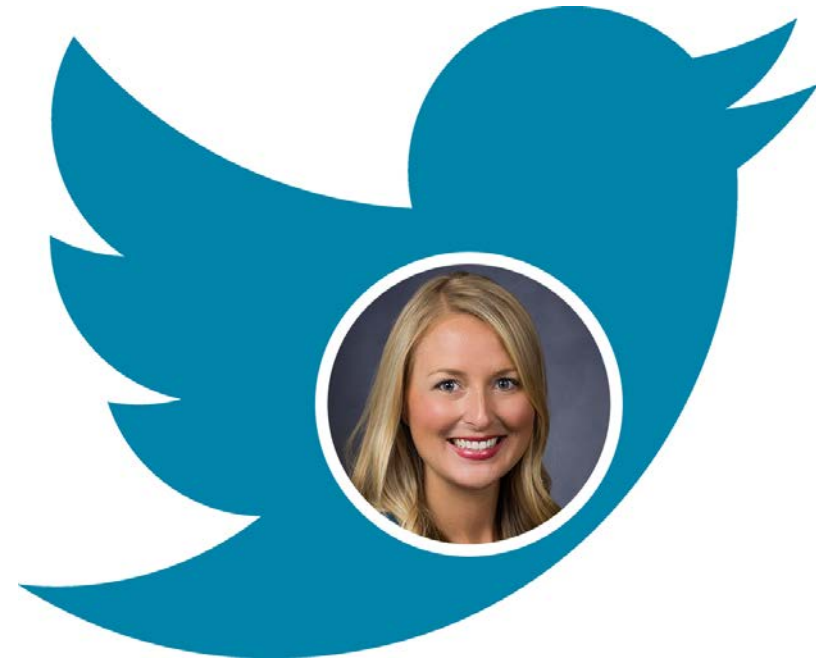
- INTERNCAST: Intern Devin O..** Apr 10, 2017 10:35 AM PDT
The B-Town (Burien... | Blog
...On Friday, April 7, our new **Big Picture High School** Intern Devin Otto met with and interviewed the five finalist candidates for Burien's new City Manager at an open meeting at the Community Center. The City Council may decide on a new manager at an Executive
- George Nible** Apr 07, 2017 12:16 PM PDT
Seattle Funerals, Cr... | Blog
...Grandchildren. George had a great impact on his family and friends and will remain in all our hearts. George was raised in **Des Moines**, Washington and was a graduate of **Highline High School** in **Burien** Washington. Following graduation George joined the U S
- Yard Sale fundraiser for Hig...** Apr 06, 2017 09:25 PM PDT
The B-Town (Burien... | Blog
...treats too! WHEN: Saturday, April 8: 9 a.m. - 4 p.m. Sunday, April 9: 9 a.m. - 1 p.m. WHERE: **Highline High School** front lawn, 225 S. 152nd Street...
- Highline Public Schools see...** Apr 06, 2017 11:03 AM PDT
The B-Town (Burien... | Blog
...**Highline Public Schools** is seeking feedback on proposed changes to high school schedules, and the next community meeting is set for Tuesday, April 11. The open meeting will be held from 6 to 7:30 p.m. in the **Mount Rainier High School** theatre. More
- Barbara Walters Presents A...** Apr 05, 2017 01:01 PM PDT
OWN | National Programm... | Documentary Crime
...two decades younger. they became lovers. the question was, why would this lovely woman be attracted to this boy? >> in is the **shorewood elementary** in **seattle**. in december, 1995, plt la ter know, the teacher held her sixth grade party and they worked
- 94.9 National Public Radio** Apr 04, 2017 01:01 PM PDT
KUOWFM (NPR) | U.S. Radio | Special Entertainme...
...this happened but i don't know anything about you i don't know you and in order for me to get to know you i have to do just that i can assume anything about you and it was an in valuable lesson i'm ko w. **seattle** that's and gary heidi a teacher in the **high line school**
- Geoffrey 'MacDaddy' McElro...** Apr 03, 2017 10:48 PM PDT
White Center Blog | Blog
...By Devin Otto **Big Picture High School** Intern On Saturday night (April 1), the race for Mayor of White Center finally came to an end. In an increasingly fast-paced race, the 5 nominees (previously 6, but Donnie McDermott had dropped out a few days before the

Media Monitoring

@HighlineSchools



@CCarboneRogers



@ToveTupper

WSPRA Fall Registrations

First Name	Last Name	Job Title	Company
ANGELA	DICE	Web and Social Media Content Developer	Central Kitsap School District
DAVID	BEIL	Community Relations Director	Central Kitsap School District
Molly	Curtiss	Communication & Graphics Coordinator	Educational Service District 123
Curtis	Campbell	Public Information Officer	Shoreline Public Schools
Melissa	Laramie	Interim Director	Puget Sound ESD
Kasey	High	Communications Coordinator	Puget Sound ESD
Robyn	Chastain	Director of Communications & Public Relations	Kennewick School District
Ty	Beaver	Social Media & Web Content Coordinator	Kennewick School District
Kelsey	McMahon	Director of Communications & Public Relations	Kennewick School District
Paige	Watson	Community Education Coordinator	Kennewick School District
Tove	Tupper	Web & Social Media Manager	Highline Public Schools
Catherine	Carbone Rogers	Chief Communications Officer	Highline Public Schools
Sheila	Corson	Communications Officer	Omak School District
Teri	Fink	Communications Officer	Wenatchee School District
Shannon	Focht	Communications Coordinator	Pullman Public Schools
Jayme	Tyalar	Director of Communications	Lake Stevens School District
Tiffini	Schlosser	Communications Assistant	Lake Stevens School District
Amy	Miller	Communications Specialist	South Kitsap School District
Daniel	Beatty	NW Senior Account Executive	Blackboard
Kirsten	Fitterer	Director, Community & Public Relations	Yakima School District
Wendy	Castleman	Communication specialist	Tahoma School District
Kevin	Morrison	Director, Community Relations	Spokane Public Schools
Ryan	Lancaster	Media Specialist	Spokane Public Schools
Kristy	Mylorie	Communications Specialist	Spokane Public Schools
Casey	Henry	Director Communications	Northshore School District
krista	carlson	director of communications	bethel sd
Jenn	Markaryan	Community Relations Coordinator	North Kitsap School District
Shane	Edinger	Communications Manager	Pasco School District
Rae	McNally	Administrative Secretary	Tacoma Public Schools
Lori	Oberheide	Assistant Superintendent, Communications	ESD 112
Sarah	Coomber	Communications Manager	ESD 112
Michele	Larsen	Communications Manager	ESD 112
Steve	Witter	Executive Director	NEWESD 101
Eldene	Wall	Executive Assistant/Public Relations	North Central ESD
Jodi	Thomas	Public Information Coordinator	ESD 112
Conor	Schober	Communications & Community Relations Coordinator	Olympia School District
Doug	Boyles	Assistant Director of Communications	Bethel School District
Karla	Mercer	CSA	BlackBoard
Nathan	Olson	Communications Manager	OSPI
Kristen	Jaudon	Director of Communications and Public Engagement	Capital Region ESD 113
Sarah	Gillispie	Communications Manager	Sumner School District
Alison	Dempsey-Hall	Director of Communications and Strategy	FWPS
Linda	Hardy	Primary Principal	Kiona-Benton City S.D.
Debbie Joyce	Jakala	Communications & Public Relations Manager	Edmonds School District
Elizabeth	Egan	Communications Specialist	Issaquah School District
Carolyn	Malcolm	Public Information Officer	Snoqualmie Valley School District

WSPRA Winter Registrations

First Name	Last Name	Email	Job Title	Company
Robyn	Chastain	robynchastain@hotmail.com	Director of Communications & Public Relations	Kennewick School District
Tammy	Bengen	tammy.bengen@ferndalesd.org	Director of Communications	Ferndale School District
Neil	McKay	neil.mckay@ferndalesd.org	Webmaster	Ferndale School District
Jayme	Taylor	jayme_taylor@lkstevens.wednet.edu	Director of Communications	Lake Stevens School District
Tiffini	Schlosser	tiffini_schlosser@lkstevens.wednet.edu	Communications Assistant	Lake Stevens School District
Douglas	Boyles	dboyles@bethelsd.org	Assistant Director of Communications	Bethel School District
Elizabeth	Sytman	sytmane@bsd405.org	Director of Communicationa	Bellevue School District
Teri	Pablo	tpablo@ycs.wednet.edu	Communications Director	Yelm Community Schools
Diane	Bradford	dbradford@everettsd.org	Communications Coordinator	Everett Public Schools
Curtis	Campbell	curtis.campbell@shoreschools.org	Public Information Officer	Shoreline Public Schools
Cortny	Martin	Cmartin@nthurston.k12.wa.us	Community Relations Coordinator	North Thurston Public Schools
Courtney	Schrieve	cschrieve@nthurston.k12.wa.us	Executive Director of Communications	North Thurston Public Schools
Wendy	Waits	wwaits@nthurston.k12.wa.us	Webmaster	North Thurston Public Schools
Debbie Joyce	Jakala	jakalad@edmonds.wednet.edu	Communications & Public Relations Manager	Edmonds School District
Amanda	Ralston	ralstona@edmonds.wednet.edu	Communications & Public Relations Webmaster	Edmonds School District
Tove	Tupper	Tove.Tupper@highlineschools.org	Web & Social Media Manager	Highline Public Schools
Catherine	Carbone Rogers	catherine.carbone@highlineschools.org	Chief Communications Officer	Highline Public Schools
David	Beil	davidb@ckschools.org	Community Relations Director	Central Kitsap School District
Kassie	Swenson	kswenson@fwps.org	Chief of Communications and Strategy	Federal Way Public Schools
Ivan	Lemus-Hurtado	ilemushu@fwps.org	Multimedia Manager	Federal Way Public Schools
Molly	Curtiss	mcurtiss@esd123.org	Communication & Graphics Coordinator	Educational Service District 123
Vicki	Alonzo	valonzo@auburn.wednet.edu	Public Information Officer	Auburn School District
Erin	Zacharda	zachardae@monroe.wednet.edu	Marketing Liaison	Monroe School District
Erin	Jennings	ejennings@bisd303.org	Communications and Community Relations Coordinator	Bainbridge Island School District
Lucas	Minor	lucasm@wsac.wa.gov	Assoc. Dir for GET Marketing and Communications	Guaranteed Education Tuition Program
Daniel	Payne	dnp@wsac.wa.gov	Marketing and Communications Specialist	Guaranteed Education Tuition Program
Jacquelyne	Ferrado	jackief@wsac.wa.gov	Community Relations Manager	Guaranteed Education Tuition Program
Beth	Egan	egane@issaquah.wednet.edu	Communications Specialist	Issaquah School District
L	Michelle	michelle@issaquah.wednet.edu	Executive Director of Communications	Issaquah School District
Kasey	High	khigh@psesd.org	Communications Coordinator	PSESD
Joe	Hunich	jhunich@psesd.org	Communications Coordinator	PSESD
Alexa	Mendezona	amendezona@psesd.org	Communications Coordinator	PSESD
Melissa	Laramie	mlaramie@psesd.org	Director of Communications & PR	PSESD
Celeste	Johnston	cjohnston@steilacoom.k12.wa.us	Ex. Asst to Superintendent/Public Information Offi	Steilacoom Historical School District
Jacquie	MacAlevy	jmacleavy@sheltonschools.org	Public Relations	Shelton School District
Chris	Prince	Chris.prince@blackboard.com	Senior Account Executive, K12	Blackboard
Nathan	Olson	nathan.olson@k12.wa.us	Communications Director	OSPI
Allison	Stotler	astotler@west.com	Region Director	West (SchoolMessenger solutions)
Tabassum	Bhaghani	tabassumb@peachjar.com	Senior Account Executive	Peachjar
Mariesa	Bus	mbus@cloverpark.k12.wa.us	Community Relations Manager	Clover Park School District
Kim	Doherty	kdoherly@osd.wednet.edu	Communications Assistant	Olympia School District
Conor	Schober	cschober@osd.wednet.edu	Community Relations Coordinator	Olympia School District
Ingrid	Stegemoeller	ingrid@partnership4learning.org	Communications Manager	Partnership For Learning
Emily	Wicks	emily_wicks@mssl.k12.wa.us	Communications Coordinator	Marysville School District #25
Alicia	Lawver	alawver@tacoma.k12.wa.us	Facilities & Communcations Coordinator	Tacoma Public Schools
Chelsea	Sheasley	cshesal@tacoma.k12.wa.us	Technology Communications Coordinator	Tacoma Public Schools
Warren	Kagarise	WarrenK@issaquahwa.gov	Communications Coordinator	City of Issaquah
Willie	Painter	wpainter@fpschools.org	Director of Communications	Franklin Pierce Schools
Shane	Edinger	sedinger@psd1.org	Communications Manager	Pasco School District
M Patsene	Dashiell	mdashiell@sequim.k12.wa.us	Communications Director	Sequim School District
Shannon	Parthemer	sparthemer@lwsd.org	Communications Manager	Lake Washington School District
Jenn	Markaryan	jmarkaryan@nkschools.org	Community Relations Coordinator	North Kitsap School District
Torhil	Ramsay	tramsay@asd103.org	Assistant to Superintendent/ Board	Anacortes School District
Kristina	Courttnage Bowman	kcourttnagebowman@lwsd.org	Communications Specialist	Lake Washington School District
Tamara	Krache	zachardae@monroe.wednet.edu	Communications Assistant	Monroe School District
Jessica	Morgan	jessica.morgan@sunnysideschools.org	Director of Communications	Sunnyside School District
Faith	Sisley	faith.sisley@kent.k12.wa.us	Office of Communications and Public Affairs	Kent School District
Chris	Loftis	chris.loftis@kent.k12.wa.us	Executive Director	Kent School District
Amy	Miller	millera@skitsap.wednet.edu	Communications Specialist	South Kitsap School District
Tanya	Conklin	tconklin@cvsd.org	Public Information Officer	Central Valley School District
Amy	Snyder	amy_snyder@eatonville.wednet.edu	Administrative Assistant	Eatonville School District
Ty	Beaver	ty.beaver@ksd.org	Social Media & Web Content Coodinator	Kennewick School District
Dave	Wilkins	dwilkins@tacoma.k12.wa.us	Brand Journalist	Tacoma Public Schools
Angela	Dice	angelad@ckschools.org	Web and Social Media Content Manager	Central Kitsap School District
Krista	Carlson	kcarlson@bethelsd.org	Director of Communications	Bethel School District

WSPRA Annual Conference Registrations

First Name	Last Name	Email	Job Title	Company	Work Phone
Curtis	Campbell	curtis.campbell@shorelineschools.org	Public Information Officer	Shoreline Public Schools	5098405750
David	Beil	davidb@ckschools.org	Community Relations Director	Central Kitsap School District	3606621622
Robyn	Chastain	robyn.chastain@ksd.org	Director of Communications & Public Relations	Kennewick School District	509-222-7424
Ty	Beaver	ty.beaver@ksd.org	Social Media & Web Content Coordinator	Kennewick School District	509-222-6827
Jessica	Morgan	jessica.morgan@sunnysideschools.org	Communications Director	Sunnyside School District	509-836-8703
Gary	Sabol	gsabol@asd.wednet.edu	Public Information Officer	Arlington Public Schools	360-618-6217
Sandy	Cokeley	scokeley@scopeschoolsurveys.com	CEO	SCoPE School Surveys	8454060631
Mike	Stewart	reachstew@gmail.com	Sales Manager	SCoPE School Surveys	
Nathan	Olson	nathan.olson@k12.wa.us	Communications Director	Office of Superintendent of Public Instruction	3607256015
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WSPRA Annual Conference Registrations

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Fall 2016 Workshop Survey Responses

	1 Strongly Dissatisfied	2 Dissatisfied	3 Neutral	4 Satisfied	5 Strongly Satisfied
Using Social Media in Public Education - Tyler Tullis, Desautel Hege (DH)				9	15
Social Media 101 - Tove Tupper, Highline Public Schools				3	7
Social Media 201 - Melissa Laramie, PSESD	1		4	6	5
Conference Facilities / ESD 123		1	3	12	10
Breakfast	1		10	7	6
Lunch	1	1	13	4	5
Overall Workshop			1	10	12
TOTAL	3	2	31	51	60

WSPRA 2017 Winter Evaluations

	1 Strongly Dissatisfied	2 Dissatisfied	3 Neutral	4 Satisfied	5 Strongly Satisfied
Social Media Engagement: Measuring What Matters - Warren Kagarise, City of Issaquah			2	12	19
Content Creation & Curation - Tove Tupper, Highline Public Schools			1	16	9
Facebook is Live...Are You? - Melissa Laramie, PSESD				3	5
School PR EdCamp			4	18	11
OSPI Update - Nathan Olson		2	2	14	11
TOTAL	0	2	9	63	55

WSPRA 2017 Annual Conference Evaluations

	1 Strongly Dissatisfied	2 Dissatisfied	3 Neutral	4 Satisfied	5 Strongly Satisfied
Getting Real: Lessons Learned - Steve Knagg		1	4	14	25
Beyond the Smashin Newsletter and Info-Packed Tweet - Sandy Cokeley		6	19	11	7
Storytelling: 7 secrets to Engage, Energize and Enthral - Justina Chen		1	2	11	29
Awards Banquet			3	16	21
Ethics & Leadership - Julie Thannum			2	15	27
Customizing Communication through Technology - Highline Public Schools			3	18	22
OSPI Legislative Update - Nathan Olson			6	17	17
Overall Workshop			1	13	29
Location			2	7	35
TOTAL	0	8	42	122	212