



WE ARE PATTONVILLE STRONG



PATTONVILLE STRONG

Pattonville COVID-19 Communications Plan

NSPRA Gold Medallion Entry 2021

ENTRANT:

Pattonville School-Community Relations Department

Pattonville School District

11097 St. Charles Rock Road • St. Ann, MO 63074

(314) 213-8025 • mschoonover@psdr3.org

www.psd3.org

ENTRY CATEGORY:

COVID-19 Communication

TEAM MEMBERS (4):

Mickey Schoonover, APR, Director of School-Community Relations

Kelly Gordon, Community Relations Specialist

Brian Heyman, Multimedia Communications Specialist

Alexis Pick, Administrative Assistant

DISTRICT SIZE/TYPE:

Pre-K suburban public school district

6,129 students

Pattonville COVID-19 Communications Plan

SYNOPSIS

In January 2020, the novel coronavirus (COVID-19) made its first appearance in America. District leaders were aware of the emerging global crisis and remained vigilant as it approached the St. Louis region. Pattonville sent a “heads up” communication to families and staff on Feb. 28, 2020. Shortly after, Pattonville leaders met internally to discuss contingencies, even before the county health department held its first meeting with area school officials. When that meeting came, school leaders learned most decisions about school closings (and communicating with families, staff and the community) would be at the discretion of the local district. On March 15, 2020, Pattonville announced it would close schools for three weeks (one week was spring break), a decision that extended through the rest of the school year due to community transmission of COVID-19. Pattonville ended the 2019-2020 school year with roughly 6,000 students in preschool through 12th grade attending classes virtually. The district began 2020-2021 with 100% virtual learning for all students before transitioning to a hybrid model and continued virtual for students in the district’s Villemade Virtual Academy. First semester, 43% opted for 100% virtual, while 57% selected in-person. Parents were given the option to change their learning choice for the second semester, and the figures changed as follows: 30% for the 100% virtual option and 70% for in-person learning.

Pattonville strives to provide as much stability and care in its approach to teaching, learning, safety and communication as possible during a challenging and unprecedented time. Our communication efforts have endeavored to keep students and families at the forefront, while highlighting the incredible efforts of our certified, support and administrative staff in meeting students’ needs and keeping our school family safe. We used a combination of our strategic, year-round communications plan and our crisis communication plan in addressing communication needs related to COVID-19. Our philosophy is to give impacted persons as much forewarning as possible, while also being ready to adapt and communicate quickly and compassionately. Our data shows our school community is with us, as partners in this journey. This connection is what makes us “Pattonville Strong.”



PROGRAM SUMMARY

Overview

Pattonville's crisis communications are developed to convey specific messages about the character of Pattonville and to reassure our school community in times of uncertainty. Pattonville's school-community relations team (SCR) pulled from both its [crisis communication plan](#) and comprehensive, strategic, [year-round communications plan](#) to address the COVID-19 crisis.

Our COVID-19 Communications Goal

Pattonville will provide accurate, timely and factual information that contributes to student, staff and community safety; promotes transparency; and builds and maintains relationships with parents, students, staff and the Pattonville community.

Our Objectives

1. Communicate "need to know" information, including status updates, changes in procedures, information to prepare families and staff for different learning environments and updates that demonstrate the district's preparedness, training and safety precautions.
 - a. Outcome Indicator: Parents and staff provide feedback on surveys that indicate the majority feel their needs were being met and they were satisfied with the district's communication efforts and approach to handling the COVID-19 pandemic.
 - b. Outcome Indicator: Facebook engagement analysis (the district's most important social media asset) indicates a super majority of followers who engage with Pattonville posts support the district's plans and messages.
 - c. Output Indicator: Reach on important Facebook posts related to COVID-19 is equivalent to at least 75% of the district's student population (4,500).
2. Support the social-emotional well-being of parents, students and staff by fostering pride and school spirit and showing caring, empathy and support.
 - a. Outcome Indicator: Parents and staff provide feedback on surveys that indicate the majority feel satisfied with the district's efforts to address the pandemic.
 - b. Outcome Indicator: Facebook engagement analysis indicates a super majority of followers engaging with Pattonville posts demonstrate positive feedback and sentiments.
 - c. Output Indicator: Reach on important Facebook posts related to COVID-19 is equivalent to at least 75% of the district's student population (4,500).

Key Messages

Key messages and communication are focused on timely and accurate information which:

- Demonstrate the district's competence and expertise;
- Demonstrate the district's empathy, caring and understanding of families and staffs' needs and challenges;
- Emphasize what audiences need to know and do; and
- Show honesty, openness, commitment and dedication.

Research

Pattonville's research is continual, as part of its ongoing, [year-round strategic communications plan](#), which is updated and more formally evaluated on a biennial basis. Past and ongoing research informed the types of communications Pattonville used to communicate important information related to COVID-19. Other research consisted of gathering as much information about the virus as possible, determining what information needed to be shared and conferring with the county health department and other area school districts to determine a course of action and plan for communicating with families and staff. The SCR department also collaborated with other school communicators in the region on developing consistent messages and timing at critical times.

In addition, as part of its ongoing communications program, Pattonville uses periodic surveys of parents and staff to determine the effectiveness of instruction, resources provided and communication. Surveys are also used for special events, such as a [survey that informed COVID-19-related changes to an older adult tutoring program](#) coordinated by the SCR team and an exit survey following a COVID-19 community presentation. Other research took the form of:

- Analyzing engagement on social media;
- Tracking reach on social media and websites (two COVID-19 specific websites);
- Downloads/use of resources (plan books, electronic thank you cards, etc.);
- Outputs such as number of communications sent to families and staff;
- Tracking of news media stories (positive/negative/neutral); and
- Reviewing the approach to COVID-19 communication by other districts locally and across the nation for best practices.

Planning/Analysis

While Pattonville began planning for its response to COVID-19 before it arrived in the St. Louis region, planning and situational analysis have been ongoing throughout the pandemic. The district uses its [crisis response structure](#) and process to address the constantly evolving situation, as well as any changes in county, state and federal requirements and guidance. Planning includes:

- Weekly meeting with county health officials and other regional school leaders;
- Conferring with Centers for Disease Control (CDC) experts who are [conducting a school study in Missouri involving Pattonville](#), which looks at COVID-19 transmission in schools and the effect of mitigation strategies;
- Weekly meetings with the superintendent’s cabinet;
- Monthly and intermittent (as needed) meetings with principals and other district leaders; and
- Weekly SCR staff meetings to debrief and plan messaging, adjust programs as needed and coordinate communications.

Implementation

Implementation involved a multimedia, multi-platform approach to ensure messages reached their intended audiences.

Objective 1: Communicate “need to know” information, including status updates, changes in procedures, information to prepare families and staff for different learning environments and updates that demonstrate the district’s preparedness, training and safety precautions.

The following tactics were used to communicate school closings; learning options for the 2020-2021 school year (in-person and Villemade Virtual Academy); in-person learning phase changes (100% in-person, hybrid, 100% virtual); status of activities and athletics; registration, enrollment and learning choice options; food service offerings/free curbside meal distribution; COVID-19 cases; pickup information for laptops/iPads, hot spots and instructional materials; virtual open houses and in-person bootcamps for students in kindergarten through first grade; and more.

Tactic	Audience	Frequency
Websites to serve as information hubs (including COVID-19 case dashboards for students and staff) 2019-2020 school year 2020-2021 school year	Families, staff, community members	Ongoing
Plan books to share initial plans (English , Spanish) for 2020-2021 school year	Families, staff, community members	1x
Automated messaging system to share emails , phone calls and texts regarding urgent updates (district and school)	Families, staff	Ongoing

Print and e-newsletters (district and school)	Families and staff	Monthly
Virtual learning video series to let families/staff know what to expect and reduce fears/anxiety about the new school year	Families, staff	1x
Social media posts and newsletter articles to show staff being trained by local and national experts on virtual learning, safety measures and precautions (i.e. construction of plexiglass barriers for classrooms), what the school day looks like, etc.	Families, staff	Ongoing
Video updates from the superintendent (example)	Families, staff, community members	Ongoing
Online COVID-19 community forum with CDC expert	Families, staff, community members	1x
Q&A documents	Staff	2x
Responses to individual concerns (SCR, district and building administrators immediately addressing concerns brought forth via email, phone calls or board public forum)	Families and staff	Ongoing
Quarantine and contact tracing letters	Families, staff	Ongoing

Objective 2: Support the social-emotional well-being of parents, students and staff by fostering pride and school spirit and showing caring, empathy and support.

Because students and staff were away from school for extended periods of time, Pattonville wanted to ensure people still felt connected and felt pride in their schools. The district focused on fostering school spirit and pride and keeping that connection alive. The SCR team and Pattonville leaders wanted Pattonville students, families and staff to know how much they cared about them, that they understood what they were going through and that they appreciated their ongoing support. These types of messages are consistent in the letters sent to families and staff, as well as in newsletters and social media posts.

Tactic	Audience	Frequency
Social media posts focusing on school pride and spirit, caring and encouragement (i.e., goodbye video at the end of 2020 SY ; first day of school signs for students, parents and staff ; Pirate Praise posts for students excelling at virtual or in-person learning; updated series showing how teachers are engaging students with virtual learning ; shoutouts on social media to alumni working as front-liners/health professionals tackling COVID-19, school parades , music teachers performing fight song , #PattonvilleStrong , etc.)	Families, staff	Ongoing
Print and e-newsletters (district and school)	Families and staff	Monthly
Branded materials: Pattonville Strong T-shirts (first for staff, then for community due to demand), branded masks, Zoom backgrounds , Facebook frames	Families, staff	Ongoing

Virtual events: virtual All-Staff Orientation , virtual Homecoming week and virtual and/or physically distanced recognition programs, diploma pickup, senior blast with fireworks (district and school events), live stream graduation and sporting events, District Appreciation Night alternatives (plant deliveries to retirees, service year postings on social media, surprise visits/social media posts to announce Teacher of Year, Support Staff of Year , etc.)	Families, staff	Ongoing
Video pep talks (student to staff , staff to student)	Families, staff	2x
Electronic thank you cards for staff (invited staff and families to send thank you notes to staff)	Families, staff	Ongoing
Healing the Cove series - online series of mental health and wellness sessions for families and staff (coordinated by the Pattonville Community Action Team, which also worked throughout the pandemic with community partners to meet school/community needs)	Families, staff	2-3x a month
Pattonville Wellness Center website (created by Pattonville counseling staff)	Families, staff, students	Ongoing
Pen pal program for older adult volunteers and students who would have participated in an in-person tutoring program in Pattonville elementary schools	Older adult residents, students	Ongoing
Ongoing curbside meal distribution (summer and during school year)	Families, community members	Ongoing

Evaluation

In uncertain times, people need information and reassurance and the confidence that their school leaders are handling their children’s education and well-being with extraordinary care. While Pattonville has not been immune to negative feedback regarding different phases of its pandemic efforts, the majority of feedback and evidence suggest families, staff and community members feel the district is doing a good job, and their high level of support has remained consistent.

How are people feeling?

Survey data

Three months after Pattonville closed schools and went to 100% virtual learning in the spring of 2020, more than 1,300 parents responded to a survey seeking feedback on their students’ learning needs and resources, the district’s communication efforts and possible future plans for the next school year.

Specifically, parents indicated:

- 81% said email was the means of communication that worked best for reaching their child’s teacher.
- 86% said their requests for help with classwork, technology or non-academic support were met or they did not have a need for such support.
- 92% said they were satisfied or very satisfied with the quality and frequency of information shared by the district about COVID-19, including school closures, distance learning plans, safety precautions, health information and support for students, staff and families.
- 88% felt the district was doing an excellent or good job overall with handling planning and communication around the COVID-19 crisis and its impact on students, staff, families and our schools. 8% rated the effort fair.

- 67% said they would be comfortable with their children attending in-person classes at the beginning of the 2020-2021 school year (survey conducted in May 2020).

More than 400 staff took a similar survey in May 2020. They indicated:

- 75% said email was the means of communication that worked best for students' families.
- 92% said their students reached out for support with their social-emotional or other at-home needs, and 74% said the district was able to meet these needs for a student or family through district resources or an outside agency.
- 93% said they were satisfied or very satisfied with the quality and frequency of information shared by the district about COVID-19, including school closures, distance learning plans, safety precautions, health information and support for students, staff and families.
- 86% felt the district was doing an excellent or good job overall with handling planning and communication around the COVID-19 crisis and its impact on students, staff, families and our schools. 11% rated the effort fair.

Following a COVID-19 webinar on Jan. 27, 2021, with a CDC expert attended by nearly 70 parents, staff and community members, participants indicated the following on an exit survey:

- 96% said they were satisfied or very satisfied with the quality and frequency of information shared by the district about COVID-19, including school closures, distance learning plans, safety precautions, health information and support for students, staff and families.

A survey is in the works to determine family's interest in learning choices for the 2021-2022 school year.

How are people feeling? And are the messages getting out?

Social media analysis

Pattonville posts information and stories on Facebook, Instagram and Twitter almost daily, often multiple times a day, providing the community an insider view of what's happening in the schools (which are closed to the public). Facebook is the district's top social media platform, with nearly 7,800 followers to date. The SCR team monitors comments and engagements on social media posts on a daily basis, as well as private messages. This monitoring indicates the Pattonville community remains supportive of Pattonville and its efforts on behalf of children during the COVID-19 pandemic. Our specific findings related to Facebook include:

- While Pattonville was not immune to negative comments, the majority of comments were positive and supportive or seeking information (questions).
- In the last year, Pattonville's Facebook following has grown by more than 1,100 followers to 7,768. From March 2020 to February 2021, approximately 60 Facebook posts highlighting important information about the district's plans and response to COVID-19 reached an average of 10,000 people per post. Analysis of engagement on these 60 posts showed:
 - The Like button was used 16,949 times and the Love reaction 7,875 times on these posts (24,824 combined positive reactions).
 - A Sad reaction was used 1,015 times in reaction to the posts.
 - An Angry reaction was used 43 times in reaction to the posts (between a third to a half of these were from one or two people).
- The posts with the greatest reach and engagement were as follows:

Facebook Analysis

Date	Post Topic	Reach	Video Views	Love	Like	Sad	Angry
3/15/20	Pattonville closes school due to COVID-19 for 3 weeks	28,333	n/a	23	379	44	4
3/17/20	You'll be OK... staff bid farewell to students at PHS	165,020	107,600	3400	4500	130	0
3/19/20	Pattonville offering free breakfast and lunch curbside	43,018	n/a	299	887	0	3
3/24/20	Pattonville begins meal distribution	5,173	n/a	26	86	0	0
3/29/20	At home learning begins - librarians checked out books	2,441	n/a	25	98	0	0
4/9/20	In-person classes canceled through end of year	22,091	n/a	225	59	647	4
5/15/20	Last day for seniors - photo collage	21,890	n/a	1000	1808	3	0
5/26/20	Poem for last day of at-home learning	11,801	n/a	224	381	95	0
5/27/20	PHS diploma drive through	9,100	3,900	133	333	0	0
7/20/20	Superintendent update: plans to return with hybrid start	14,400	7,800	56	227	0	0

7/24/20	Maintenance building/installing plexiglass barriers	35,565	n/a	246	1044	26	2
7/29/20	Superintendent update: starting year 100% virtual	23,300	13,000	83	407	58	8
8/10/20	Virtual learning series: what does VL look like?	9,300	6,100	31	217	1	4
8/11/20	Virtual learning series: schedule and planning	7,400	5,000	35	196	0	6
8/12/20	Virtual learning series: technology	6,400	4,300	25	140	0	1
8/13/20	Virtual learning series: Grading and assessment	4,000	2,300	9	61	0	1
8/14/20	Virtual learning series: Special education	7,100	3,600	11	62	0	1
8/17/20	Student to staff pep talk	15,892	8,800	212	271	0	3
8/28/20	Staff to student pep talk	19,243	11,400	314	620	0	0
8/31/20	Teachers return to classroom to teach virtually	9,800	n/a	245	568	0	0
9/16/20	Homecoming postponed/virtual homecoming	4,267	n/a	18	82	2	4
9/17/20	Transportation safety for in-person learning	5,000	3,000	13	120	0	0

Are the messages getting out?

Output analytics

The following chart shows the impact of different communication pieces/tactics:

Communication tool	Reach to date
2019-2020 COVID-19 website hub	740
2020-2021 COVID-19 Return to School website/information hub	13,110
2020 Return to School Plan Book PDF	3,935 (English), 402 (Spanish)
Electronic thank you cards for staff	1,210 website visits, 476 cards sent
Healing the Cove online wellness series (ongoing)	1,044 website visits, 215 participants to date
Pattonville Wellness Center website	817 website visits
Pirate Praise Facebook posts honoring student efforts during COVID-19	210 posts featuring more than 3% of district students
Emails sent to parents, staff	More than 160
News media stories	41 positive, 8 negative**, 22 neutral

****Note:** Five of the negative stories were related to a political issue and not about any actions taken by the Pattonville School District.

Ongoing evaluation

The SCR team will recommend a follow-up survey for the end of the 2020-2021 school year to gauge community opinion on the district's COVID-19 efforts for the current school year and determine needs for the 2021-2022 school year. Even with COVID-19 vaccines in play, we know the next school year will not yet be the "normal" we have all known before the spring of 2020. Pattonville will continue to address the ever-changing academic and social-emotional needs of our students and staff who have endured unimaginable losses and changes. It will be our job to continue to provide stability, support and compassion through it all.

SUPPORTING MATERIALS AND INFORMATION

About Pattonville's Communications Program

PATTONVILLE SCHOOL- COMMUNITY RELATIONS

Member of the Missouri and National School Public Relations associations



OUR MISSION

Pattonville school-community relations contributes to student and staff achievement by enhancing the programs of the school district through planned, professional teamwork.

People both inside and outside the schools are involved in this two-way process of increasing understanding and support for the district's purpose "That All Will Learn."

Through creative strategies, the community relations staff seeks to understand public opinions and build relationships based upon openness, cooperation and accountability.

By focusing on students and staff, the department also serves to stimulate interest in district activities, promote accomplishments, provide communications counseling and effectively represent Pattonville's commitment to the community.

The Pattonville School District's community relations program is guided by quality, truth and fairness.

OUR TEAM

Mickey Schoonover, APR

Director of School-Community Relations
mschoonover@psdr3.org • Phone: 1021
Twitter: @MSchoonoverAPR

Kelly Gordon

Community Relations Specialist/
Secretary to the Board of Education
kgordon@psdr3.org • Phone: 1022

Brian Heyman

Multimedia Communications Specialist
bheyman@psdr3.org • Phone: 1023
Twitter: @BrianHeyman

Alexis Pick


Administrative Assistant to the
Superintendent and Community Relations
apick@psdr3.org • Phone: 1001


**And in a very real sense, every
Pattonville employee is a public
relations ambassador for the district.**


CONNECT ONLINE

 **Facebook:**
www.facebook.com/PSDR3

 **Instagram:**
@PattonvilleSD

 **Twitter:**
@PattonvilleSD

 **Website:**
www.psd3.org

 **YouTube:**
www.YouTube.com/PattonvilleR3

 **District App:**
Download at App Store for iPhones
or Google Play Store for Android

OUR SERVICES

COMMUNICATIONS

COUNSELING

- Communications planning
- Assistance with board of education meetings
- Authoring speeches, articles, letters, special-purpose documents
- Crisis communications plans and counseling
- Crisis preparedness planning
- Media training
- Surveys and research
- District calendar organization

COMMUNITY INVOLVEMENT

- Board public engagement
- Special-purpose public forums
- Advisory councils support
- Legislative, municipal relations
- Oasis intergenerational tutoring program
- Liaison to real estate agents
- Religious leaders' lunch
- 55+ Club/older adult activities
- Liaison to community groups
- Pattonville Education Foundation, Alumni Association liaison

MARKETING

- District and school marketing
- District logo, slogan and mission statement
- Newspaper, magazine, specialty advertising
- Pattonville marketing planning and materials

MEDIA RELATIONS

- Coordinating news coverage
- Crisis response
- Media clipping and archiving
- News conferences
- News releases and tip sheets
- Building relationships with media
- Media tracking

MULTIMEDIA SERVICES

- Social media management, content development and counseling
- Video storytelling
- Photo storytelling and portraits
- Website maintenance and content management
- Technical support
- Electronic communication, including email, automated phone calls, text messages
- District app

PUBLICATION DESIGN

- "Pattonville Highlights" newsletter (8 times annually, including a back-to-school special edition)
- "Pattonville @Work" e-newsletter
- School emergency procedure guides
- 55+ Club/Oasis newsletters
- Alumni newsletter
- Specialty publications as needed

RECOGNITION PROGRAMS & EVENTS

- Orientation activities
- Staff appreciation events
- District Appreciation Night
- Teacher of Year/Support Staff of Year programs
- Pride of Pattonville program
- Student/staff recognition at board meetings

Monthly communications scorecard/tracking

PATTONVILLE SCHOOL-COMMUNITY RELATIONS TEAM

COMMUNICATIONS SCORECARD



Statistics for AUGUST 2020

f Facebook
 EST: JULY 2013
 Total Page Follows: 7,340
 Growth: +219 (+3%)
 Ave. Daily Reach: 5,037
 # Posts: 32
 # Videos: 8
 Ave. Post Reach: 5,767
 28-Day Total Reach: 60,680
 28-Day Total Engaged: 10,245

BEST POST:
Staff Pep talk
 Reach: 16,982

BEST VIDEO:
Staff Pep talk
 Reach: 16,982
 Views: 10,252
 Ave. watch time: 23 secs

Pattonville @Work E-newsletter

Newsletters Produced: 2
 Ave. Open Rate (Parents): 45%
 Ave. Open Rate (Staff): 43%
 Ave. Click-Thru Rate (Parents): 27%
 Ave. Click-Thru Rate (Staff): 15%

BEST STORY:
Parent: What is virtual learning?
 Clicks: 355
Staff: Kid Pep Talk
 Clicks: 85

t Twitter
 EST: MARCH 2013
 Total Followers: 2,101
 Growth: +7 (>+1%)
 # Tweets: 10
 Daily Impressions: 911
 Total Tweet Impressions: 28,200

BEST TWEET:
Top Workplaces Award
 Impressions: 1,635

Misc Communications

Publications Produced:

- Pattonville Returns Website (5,495 visits cumulative)
- Virtual All-Staff Orientation
- All-Staff Orientation booklet
- Bridgeton/BOE Keynote and dinner

Instagram
 EST: APRIL 2015
 Total Followers: 2,763
 Growth: +41 (+2%)
 # Posts: 23
 # Videos: 3
 Ave. Impressions: 1,453

BEST POST:
Kid Pep talk for orientation
 Impressions: 2,013
 Views: 937 Av.watch: 11%

BEST VIDEO:
Staff pep talk for 1st day
 Views: 975 Av.watch: 11%
 Impressions: 1,949

Website

Pageviews: N/A
 Last month Pageviews: N/A
 # Stories Posted: 8
 Most Visited Page (not main): N/A

NOTE: New website launched May 30 - We are working to get new Google analytics set up.

BEST STORY:
 N/A

YouTube
 EST: JULY 2013
 Total Subscribers: 367
 Subscriber Growth: +126 (+52%)
 Views: 6,121
 Watch minutes: 17,862
 # Videos: 9

MOST WATCHED VIDEO:
What is virtual learning?
 Views: 1,630
 Ave. duration view: 61%

Pattonville App

EST: JUNE 2017
 Total iOS Downloads: 3,668
 iOS Growth: +27 (+1%)
 Total Android Downloads: 709
 Android Growth: +11 (+2%)

COVID-19 Websites

Current website: <https://bit.ly/PSDReturns2020web>

Spring 2020: <http://bit.ly/PSDcovid19response>

Pattonville Returns 2020

Home

- Learning Options for 2020-2021
- Pattonville COVID-19 Dashboard
- Family and Staff Updates
- Technology Assistance
- Food Service
- When Someone Tests Positive
- General Safety Measures
- Virtual Learning Video Series

Pattonville COVID-19 INFORMATION HUB

Pattonville School District logo with three stars and the motto "THAT ALL MUST LEARN".

Your resource for updates, information and the district's COVID-19 dashboard

CURRENT STATUS

Pattonville is currently in phase 1 of in-person learning for early childhood through eighth grade (in-person five days a week). At present, the high school is in phase 2 of in-person learning. This means students attend school on alternating days with health and safety precautions in place.

- Students with the last names beginning A-K attend in-person classes on Tuesdays and Thursdays.
- Students with the last names beginning L-Z attend in-person classes on Wednesdays and Fridays.
- All students participate in virtual instruction on Mondays.
- The high school will move to phase 1 on in-person learning on Monday, March 29.
- There are no changes for the Villemade Virtual Academy students.

Last Superintendent Update (3-8-21)

Need help?

If you have any questions or need assistance, please don't hesitate to reach out to your child's teacher, counselor or school. More information and resources can be found below.



En español

[Pattonville Regresos Libro Del Plan 2020](#)

[Cdc.gov/coronavirus-es](https://www.cdc.gov/coronavirus-es)

PRE-REGISTER TO RECEIVE A VACCINE

Starting on March 15, the state of Missouri will expand its eligibility criteria to include those who work in education, child care and infrastructure fields. While this is good news for school employees, the St. Louis County Department of Public Health (DPH) cautions that there remain hundreds of thousands of people in the tiers above who are on pre-registration lists awaiting an appointment. Nevertheless, the DPH is working with area school districts to ensure school staff who work in St. Louis County can get vaccinations. Pattonville will share any information it has on vaccine opportunities for school staff as soon as it becomes available.

Print and e-newsletters

District newsletter (mailed to residents 8x a year): <https://issuu.com/pattonvillesd>

PATTONVILLE A top-tier district in Missouri and the U.S. HIGHLIGHTS

OCTOBER 2020

School news for parents, residents and staff of the Pattonville School District

INSIDE

Rose Acres Elementary earns National Blue Ribbon, Missouri Gold Star

- See back page for details

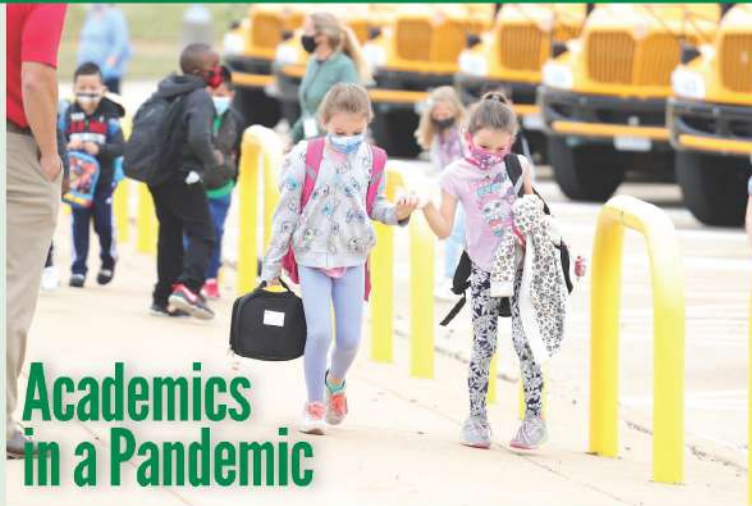
Pattonville named Top Workplace for 6th year

- See back page for details



BOARD OF EDUCATION
Andrea Glenn, President
Dr. Brian Gray, Vice President
Mindy Rodings, Secretary
Mary Kay Campbell, Treasurer
Ruth Petrov, Director
Dr. Amanda Lienau Purnell, Director
Jeanne Schottmueller, Director

Dr. Tim Pacciaro
Superintendent



Academics in a Pandemic



Pattonville adapts to support student learning

After a 100% virtual start to the 2020-2021 school year due to the COVID-19 global pandemic, the Pattonville School District began transitioning students back into classrooms part-time in September, beginning with students in preschool through second grade. Above, second grader Sophie Lambert and first grader Kayle Lambert hold hands on their first day of in-person learning at Drummond Elementary School. At left, on the first day of in-

See special events coming up below.

Pattonville @Work



A special opportunity for families and staff

Sign up for COVID-19 webinar with expert

The Pattonville School District will host a presentation on Zoom with infectious disease expert Dr. Jason Newland from 6 to 7 p.m., Wednesday, Jan. 27. During the event, Newland will provide an update on COVID-19 and the preliminary results of the Centers for Disease Control (CDC) pilot program studying COVID-19 transmission and mitigation strategies in schools. Pattonville joined other schools in Missouri to partner with the CDC on this project. **The event with Newland is free, but pre-registration for the Zoom webinar is required.** **Find out more:** Register now.

is your contact info up to date? See below.

Ship's Log

News and celebrations for the Pattonville crew



Expert offers update on CDC study including PSD

Since December, the Pattonville School District has been participating in a Centers for Disease Control (CDC) program studying COVID-19 transmission and mitigation strategies in schools. Pattonville joined other schools in Missouri to partner with the CDC on the project as a way to evaluate the district's strategies for keeping students and staff safe while attending school during the COVID-19 pandemic. Although the study is ongoing, preliminary results in the Missouri study and previous school-related studies in the U.S. have shown that in-school transmission of COVID-19 is rare when mitigation strategies are in place.

Find out more: Read story and view webinar.

Where are we with vaccine availability?

While health officials have not provided a process or timeline for vaccinating

Social media

Facebook: www.facebook.com/PSDR3

Instagram: [@PattonvilleSD](https://www.instagram.com/PattonvilleSD)

Twitter: [@PattonvilleSD](https://twitter.com/PattonvilleSD)

YouTube: www.YouTube.com/PattonvilleR3

Pattonville School District
Published by Brian Heyman · March 17, 2020 · 🌐

"We ❤️ You! It will be OK! We're an email away. #VilleMade"

165,020 People Reached 25,603 Engagements Boost Unavailable

👍❤️👉 795 85 Comments 925 Shares

Like Comment Share

View 20 more comments

Deb Page Marquart
This brought tears to my eyes. I'm so proud to know that the caring community of Pattonville lives on!
Like · Reply · Message · 51w

Pattonville School District
Published by Brian Heyman · Yesterday at 8:48 AM · 🌐

March 17, 2020: Pattonville closed schools for three weeks (one week was spring break), a decision that extended through the rest of the school year.

March 17, 2021: Pattonville is hosting a mass vaccination event for staff through a partnership with the Urban League and National Guard.

15,820 People Reached 3,377 Engagements Boost Post

👍❤️👉 600 40 Comments 108 Shares

Like Comment Share

Oldest ▾

Cheryl Apel
Pattonville-Always a leader!
Like · Reply · Message · 1d 🗨️ 2

Christine Hager Kent
Thank you Pattonville for always looking out for our students and the staff!!
Like · Reply · Message · 1d 🗨️ 2

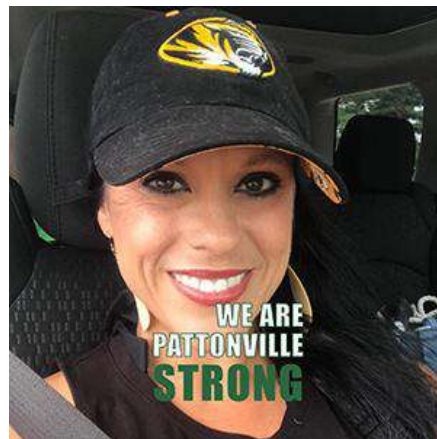
Katherine Korte
Well done Pattonville!

Pattonville Schools @PattonvilleSD · Feb 12

Remington Traditional second grade teacher Ms. Libby Hilker did not want to see the Living Museum tradition end due to the pandemic. Today, students individually stood in front of a green screen to record their part for this year's virtual event. READ MORE bit.ly/RTLivingMuseum

🗨️ 2 9 📤

Branded materials



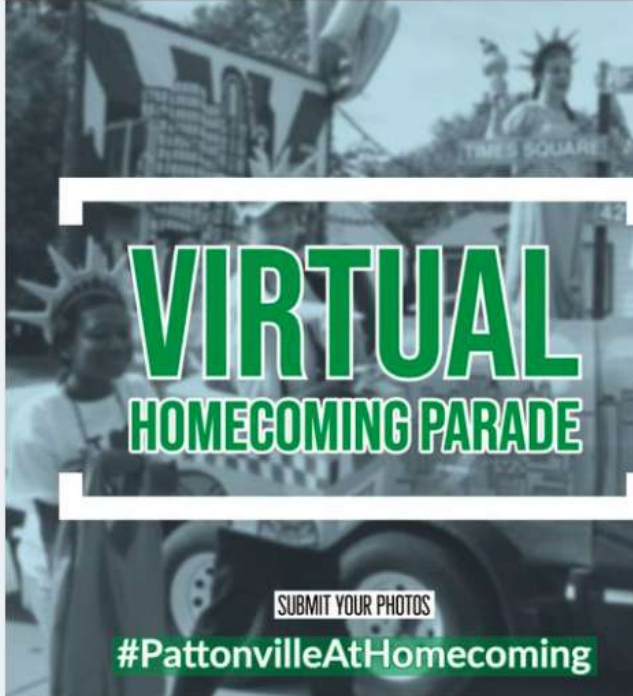
Virtual or Socially Distanced Events

Pattonville School District
Published by Brian Heyman · September 21, 2020

Homecoming is postponed to a date to be determined during the second semester, we're offering a slate of digital content from Sept. 21 to 26 for everyone in our Pattonville family - past and present - to participate in together.

We're recreating the fun of the homecoming parade online, and we need your help. During homecoming week, create a "float" or just wear Pattonville spirit and then snap a photo and share it with us by Wednesday, Sept. 23. You can send us a message or post it on social media tagging Pattonville School District and using #PattonvilleAtHomecoming (posts must be public), or email it to us at BHeyman@psdr3.org. We can't wait to see you're celebrating Pattonville homecoming at home!

A virtual #PattonvilleAtHomecoming parade will be premiered on Saturday, Sept. 26, 8 a.m. on Facebook and YouTube.



**VIRTUAL
HOMECOMING PARADE**

SUBMIT YOUR PHOTOS

#PattonvilleAtHomecoming

Pattonville Schools @PattonvilleSD · Mar 3

The @Pattonville_HS @pirateplayers proudly present "Wonderland!" Virtual performances will be Friday and Saturday at 7 p.m. and on Sunday at 2 p.m. Get access by registering online: pirateplayers.org/box-office



THE PIRATE PLAYERS PROUDLY PRESENT

Wonderland!

Book by James DeVita
Music and Lyrics by Bill Francoeur

"WAS IT ALL JUST A DREAM?"

Produced by special arrangement with
Pioneer Drama Service, Inc., Englewood, Colorado.



Transmission



Not to scale

COVID-19
Get the latest information from the CDC about COVID-19. [LEARN MORE](#)

Learn about vaccine progress from the CDC

Pattonville COVID-19 Webinar with Dr. Jason Newland
308 views · Jan 28, 2021

