

2020 NSPRA Gold Medallion Entry

Comprehensive, Strategic, Year-Round Communication Program

Entrant:

School-Community Relations Department

Pattonville School District

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St. Ann, MO 63074

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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:

Pre-K suburban public school district

6,000 students



SYNOPSIS

About Pattonville

The Pattonville School District is located in a St. Louis suburban area that transitions from wealthy to middle- and lower-income households. The district serves a diverse population of more than 6,000 students in preschool through 12th grades at 10 schools. For more than two decades, Pattonville, working in relationship with its students and community, has lived out the district's simple but important mission, "That ALL Will Learn." In the last two decades, student achievement and educational opportunities have increased significantly for an increasingly diverse student population as the district strives to prepare students for college and careers in a constantly changing future. Pattonville's transformation was accomplished as poverty levels nearly doubled since 2000, a recession struck the region hard, and an airport buyout decimated 2,000 homes and businesses in the district (included the shuttering of two Pattonville elementary schools). During years of change, Pattonville continues to serve as an anchor and a source of stability and pride (as evidenced by community survey data), a role that continues today, due in part to its long-standing communications and engagement program. The district, which once struggled academically, is now nationally recognized for academic excellence in a diverse setting.

Pattonville's communications team

Pattonville has had a communications program since 1965, the year its first communications administrator was hired. Mickey Schoonover, APR, took on the position of director of school-community relations in 1997, only the third leader for the department since its inception. The program has grown into a multifaceted, multimedia program that uses data to monitor and improve its services to the school community. The department supports the district's mission by facilitating communication with internal and external audiences and building and maintaining relationships to continue Pattonville's high level of community support and involvement. The program is key to the district's accountability by demonstrating to stakeholders that Pattonville is fulfilling its mission and meeting goals set forth by the board of education. The communications team serves approximately 1,200 staff members, 40 administrators, more than 6,000 students and their families, the school board and 23,000 households throughout the 27-square mile district.

PROGRAM SUMMARY

Overview/Goals

The Pattonville School-Community Relations (SCR) program provides year-round strategic communications that support the district's mission, goals and success. Our goals, objectives and indicators of success are:

GOAL 1

Pattonville's SCR program supports the district's Comprehensive School Improvement Program (CSIP) efforts and the district's mission, "That ALL Will Learn," by building and maintaining relationships with our school community and preserving and enhancing the district's high level of community support.

Objective 1: The Pattonville community demonstrates a high level of satisfaction with the district and support for its goals and programs as evidenced by survey data and other measures.

- **Indicator:** External organizations or awards for which the district is nominated/applies for demonstrate the district is high performing (i.e., Top Workplaces, Outstanding Board, etc.).
- **Indicator:** District survey data indicates a high level of support and trust in the district and the work it does for students.

Objective 2: Pattonville's recognition programs and publicity efforts effectively recognize students, staff, volunteers, individual schools and the district for their accomplishments.

- **Indicator:** Achievements of students, staff, volunteers, individuals schools and the district are recognized through internal and external communication channels.
- **Indicator:** The SCR department coordinates programs which recognize students, staff and volunteers for their efforts and accomplishments.
- **Indicator:** Staff opinions about the the district on climate surveys or other workplace surveys indicate a high level of organizational health and engagement.

GOAL 2

The SCR program supports the district's CSIP efforts and mission by facilitating effective communication to and from internal and external audiences.

Objective 1: The majority of parents, staff and community members feel informed about the district as evidenced by surveys given as part of the SCR program evaluation and/or periodic community surveys.

- **Indicator:** Survey data shows at least 75% of respondents feel informed about district issues and events.
- **Indicator:** Metrics indicate Pattonville's communications channels are effective in reaching parents, staff and community members and are continuing to expand in reach.
- **Indicator:** The district's accomplishments, plans and challenges are routinely shared through district and external communication channels.
- **Indicator:** The SCR program provides everyday and crisis communication leadership, counsel, training and support as needed.

Objective 2: Pattonville places an emphasis on engaging its parents, staff and community members by encouraging involvement in their schools and the decision-making process in Pattonville.

- **Indicator:** Survey data shows at least 75% of respondents feel Pattonville does a good job with its efforts to involve stakeholders in their schools and the decision-making process.
- **Indicator:** Opportunities are provided to enable face-to-face communication between the district and its stakeholders.
- **Indicator:** Programs are available to involve residents who are not connected to the schools by a student.

Key Messages

In general, messages relayed in Pattonville's communications channels demonstrate how students, staff, administrators and volunteers are living out the district's mission "That ALL will learn to become responsible citizens in a nurturing environment where diversity means strength, knowledge means freedom and commitment means success." These messages illustrate the following characteristics about the Pattonville School District:

- Personalized learning supporting the needs of all students
- Caring and responsible students and staff
- Innovative in preparing students for a world yet to be imagined
- Strong sense of community
- Diversity being a strength
- High achieving students, staff and district

Research

The SCR department presents an evaluation of its year-round, strategic communications program to the board of education every two years. This includes a written document shared publicly (<http://bit.ly/PSD-SCReval18-19>) and a formal presentation before the school board during a regular meeting. This evaluation provides the foundation for future years' work. In the time between formal evaluations, the SCR team continually reviews data, metrics, survey results and public comments and questions to inform its program, practices and messages.

Research used to shape the district's ongoing communications are as follows:

- **Community telephone surveys** - Prior to every ballot issue in the last 25 years, Pattonville has partnered with Unicom ARC to conduct scientifically valid telephone surveys of its community. These surveys provide crucial insight into residents' priorities for the district, their level of support for and trust in the district, perceptions on the district's performance and value, as well as data on the district's communications program.
- **Independent workplace surveys** - For the last five years, Pattonville has participated in an employee workplace survey administered as part of the *St. Louis Post-Dispatch's* Top Workplaces program. Approximately 74% of staff completed the 2019 survey by Energage, an independent research company, providing valuable information on employee engagement, culture and organizational health of the district.
- **Climate surveys** - Pattonville also administers its own climate surveys to parents, students and staff on a regular basis, providing another layer of insight on school topics, including communications.
- **Communications surveys** - Every two years, as part of the SCR program evaluation, the SCR department issues a communications survey to parents and staff that delves deeper into communication topics, preferences and initiatives.
- **Monthly Communications Scorecard** - The SCR director assembles a monthly Communications Scorecard for the SCR team and superintendent's cabinet to regularly monitor the effectiveness of its mission-driven messages and communication tools, including what messages are most important to Pattonville's followers. The scorecard includes: social media insights (including reach and growth of followers), e-newsletter metrics, website statistics, app downloads, top stories/posts for each communication channel, along with other communications data. View a sample of the scorecard in the supplemental materials section.
- **Balanced school communications** - The SCR team monitors communications shared about each school to ensure they receive balanced coverage and messaging. Each school is also featured in every issue of the district newsletter ("Pattonville Highlights") that is mailed seven times a year to every household in the district. An additional back-to-school newsletter is mailed every summer as well.
- **Secondary research** - The SCR department reviews best practices on a variety of communications issues and tactics, ranging from how to enhance the district's reach on Facebook to how to improve open and click-through rates for e-newsletters. The team also reviews research related to communication issues and effective communication in general, such as Gallup and Phi Delta Kappa International's research on perceptions of public schools; Pew Research Center's data on social media use trends; and Blackboard and Project Tomorrow's research on the most effective ways to communicate with parents. The team also reviews results and comments gathered from independent sources that rank and recognize school districts across America (*Niche, U.S. News and World Report, Newsweek, etc.*)

Planning

The SCR team works together to plan and carry out the various components of the district's communications plan. Planning includes:

- A departmental summer retreat to review, plan and brainstorm the upcoming school year's activities, events and storytelling;
- Updating a month-by-month master list of annual tasks and deadlines, including publication schedules for district publications;
- Biennial program evaluation reports to the Pattonville Board of Education, which establishes priorities for the next two years based on the program evaluation and communications survey results;
- Weekly meetings with the superintendent's cabinet to discuss and plan communications activities; and
- Weekly staff meetings and debriefings to plan for upcoming events, initiatives and time-sensitive messaging.

The team also plans and implements mini communications plans during the course of a school year, both on a district level and in support of school initiatives (i.e., raising awareness for a bond issue or marketing a new school-within-a school at a middle school).

Implementation

The SCR team implements key components of its communication plan each year, adapting and changing as research indicates the changing needs and communications preferences of Pattonville stakeholders. In addition, the team implements plans for specific district and school-level initiatives as needed. Implementation includes the following ongoing strategies and tactics (a full list of communication channels, frequencies and audiences can be found in the supplemental materials section):

- Ongoing research, planning, implementation and evaluation for district and school-level communication efforts;
- Public engagement via meetings with key stakeholders;
- Engagement with older adults through biannual dinner theaters at the district's high school, retiree communications, and implementation of the Oasis tutoring program allowing senior residents to connect with current students and, by extension, the district as a whole;
- Crisis communications for district and school-level incidents and issues;
- Communications counseling, support and training, including writing letters, speeches and talking points and training and counseling on social media, websites, marketing and more;
- Community relations with community organizations;
- Internal and external communications, including print and electronic communications;
- Brand management via monitoring the use of the district logo and graphic standards;
- Marketing for the district and for program-specific needs, such as staff recruitment;
- Media relations;
- Social media communications and engagement via Facebook, Instagram, Twitter and YouTube;
- Video storytelling and other multimedia services;
- Website management;
- Publication production and design;
- Recognition programs and events, including annual recognition programs for staff (Teacher and Support Staff of the Year) and volunteers (Pride of Pattonville), monthly board recognition program for students and staff and the annual district appreciation night for staff and volunteers; and
- Special event planning and management, including a community Donut Dash 5K and 1 mile Fun Run and the district's annual orientation kickoff event for all staff, affectionately dubbed "Rah Rah Day" by staff members.

Evaluation

Changing perception rarely happens overnight. It takes the long game of repeatedly doing a good job (or making significant improvements), exceeding expectations, demonstrating caring and earning trust to build, maintain and grow a relationship with a school community. Pattonville’s data shows that its long-standing, continual comprehensive, strategic communications program is meeting its goals related to building and maintaining relationships with our school community, preserving and enhancing the district’s high level of community support, and facilitating effective communication to and from internal and external audiences. Research shows:

Finding 1 - High level of support and improved public perception

- Pattonville routinely asks residents (those with and without students) to assign letter grades to the district via telephone surveys administered by Unicom ARC. Over the past 20 years, the percentage of residents giving Pattonville an A or B has risen from 76% to 79%, but what’s notable is the percentage of residents awarding an A grade to Pattonville. This figure has risen from 28% in 2000 to 38% in 2013, followed by 46% in 2016, the year of the district’s most recent telephone survey. This happened as the district’s poverty level grew from 29% of students being eligible for free and reduced lunch in 2000 to a high of 52% in 2016 (the district’s free and reduced lunch rate is now 46%). This question regarding the district’s performance will be asked again on a future survey before Pattonville’s next bond issue, which will likely occur in 2021.
- Last school year, the SCR team issued its biennial communications survey to parents and staff. Nearly 490 parents (9%) and 270 (15%) staff members responded. Survey participants were asked a Net Promoter Score question: “How likely are you to recommend the Pattonville School District to others?” Respondents could answer anywhere from 0 (not a chance) to 10 (very likely). Approximately 78% of parents and 76% of staff fell in the “Promoter” range with scores of 9 and 10, meaning they are highly likely to recommend Pattonville to others. The average NPS was 9.14 for parents and 9.09 for staff.
- Over the past six years, Pattonville has seen increase in recognition by regional, state and national organizations, including organizations that include options for public feedback. The district has gained repeated accolades, including Niche’s Best School Districts, Niche’s Best Places to Teach, *U.S. News and World Report’s* Best High Schools, *Newsweek’s* Best STEM High Schools, *St. Louis Post-Dispatch’s* Top Workplaces, Missouri Outstanding Board Award and FOCUS St. Louis’ What’s Right with the Region Award in the category of “promoting stronger communities.” The SCR department provided leadership in submitting nomination information and/or coordinating surveys for the following awards: Outstanding Board of Education, Top Workplaces and What’s Right with the Region.
- The Pattonville community has shown a history of placing its trust in the district by passing all but one ballot issue over the last two decades, most with high margins of approval, as seen below.

Year	Ballot issue	Cost to taxpayers	Result	Percent yes
2000	\$37 million bond issue	10-cent tax increase	Passed	58.9%
2000	Technology tax levy	10-cent tax increase	Failed	44.5%
2006	\$19 million bond issue	No tax rate increase	Passed	76.15%
2010	\$41 million bond issue	No tax rate increase	Passed	75.82%
2013	Operating tax increase	99-cent tax increase (35-cent residential promise)	Passed	70.28%
2017	\$23 million bond issue	No tax rate increase	Passed	80.11%

- In addition, on periodic telephone surveys of the community, responses show a high level of trust in and satisfaction with the district. The chart on the next page shows the percentage of respondents giving positive answers on the following statements over the last several years.

Statement (Community surveys)	2016	2013	2010	2006	1999
People move into the district because of the reputation of the district.	80%	65%	78%	78%	75%
We get an excellent value in education for the taxes we pay to the Pattonville School District.	83%	75%	76%	72%	N/A
I trust the Pattonville School District/Board of Education to spend tax dollars efficiently/make good financial decisions.	78%	71%	79%	79%	79%
I trust the administration and Board of Education to make the right decisions about improving our school buildings.	82%	N/A	N/A	N/A	N/A

Finding 2 - Engaged and supportive staff members

- For each of the last five years, Pattonville has been named among the top 50 large employers in St. Louis by the *St. Louis Post-Dispatch's* Top Workplaces program. No other school district has been ranked higher among large employers in the St. Louis region for the last three years. The Top Workplaces program recognizes companies based solely on feedback provided by employees via an independent survey. Nearly 1,300 metro St. Louis companies were nominated as a Top Workplace, but only 150 received recognition for large, medium and small businesses.
- Approximately 74% of Pattonville certified and support staff (including administrators) took the 2019 Engage workplace survey at part of the Top Workplaces program. Survey results showed Pattonville outscoring benchmark K-12 districts surveyed throughout the U.S. on measures of organizational health (effectiveness, alignment, connection and management). In fact, responses on the following statements earned scores above the 80th percentile compared to benchmark districts across the U.S on the 2019 survey:
 - I believe Pattonville is going in the right direction.
 - Pattonville School District encourages different points of view.
 - I feel well-informed about important decisions at Pattonville School District.
 - Pattonville operates by strong values.
 - At Pattonville School District, we do things efficiently and well.
 - New ideas are encouraged at Pattonville School District.
 - I would recommend working at the Pattonville School District.

Finding 3 - Decline in residents choosing private school and resurgence in enrollment

According to [Private School Review](#), there are more than 200 private schools in St. Louis County serving over 40,000 students in preschool through 12th grade. Pattonville has five private schools located within its boundaries and is in close proximity to some of the top-rated private schools in the region, including DeSmet and MICDS. While a number of factors play into parents' school choices, Census data shows that over time, fewer parents in Pattonville have opted for sending their children to private schools. Census data shows that in 2000, approximately 20% of parents in Pattonville chose to send their children to private school, but that figure dropped to 8% by 2016, the most recent data available. Across St. Louis County, an average of 20% of parents send their children to private schools. In addition, after years of losing enrollment during the early 2000s due to an airport buyout of 2,000 homes and businesses and the end of a desegregation program, the district's enrollment rebounded from a low of 5,430 students (Grades K-12) in 2008 to a high of 6,094 as of March 2020.

Finding 4 - Effective internal and external communications

Parents, staff and community members gave high ratings when asked about the district's performance with communication and involving stakeholders. The following chart shows the percent of respondents indicating the district doing an excellent or good job on questions from the 2018-2019 SCR survey of parents and staff.

Performance area (SCR surveys)	2018 -2019 Parent	2016-2017 Parents	2018 -2019 Staff	2016-2017 Staff
Keeping residents, families and staff informed on important news about the district.	93%	93%	93%	94%
Efforts to involve parents, students and staff in schools and the decision-making process.	78%	82%	84%	83%

Pattonville’s telephone surveys completed by Unicom ARC also indicate a large majority of residents, parents and staff feel informed about the Pattonville School District.

Feeling informed (Community surveys)	2016	2013	2010	2006	1999
Total somewhat/very well informed	79%	76%	77%	78%	N/A

Finding 5 - Communication channels that meet audiences where they are

Results also indicate the district’s communications outreach has grown significantly over the past five years with the addition of social media, video storytelling, e-newsletters, a district app and other electronic communications. The district has adapted its communication channels to meet the needs of audiences that increasingly consume their news on mobile devices, while continuing to serve those who prefer other traditional media, such as print news. Survey results also indicate the district is focusing its efforts on the most effective communication tools for various audiences as shown below.

- “Pattonville Highlights, the district newsletter, continues to be the preferred source of information about the district for Pattonville residents and parents (<https://issuu.com/pattonvillesd>). This publication is the main ways for residents to get news about Pattonville, especially for those who do not have children attending Pattonville schools. During the most recent community telephone survey conducted by UnicomARC in 2016, 44% of residents said the district newsletter was their primary or secondary source of information about the district, the highest percentage of any single news outlet. The 2018-2019 SCR survey showed this newsletter as the top news source for parents, followed by the building principal newsletter/email, and district email/newsletters. For staff, email was the top source, followed by principal email and the “Pattonville Highlights.”
- Pattonville’s Facebook page was also among the top 10 sources of information for both parents and staff. The SCR team has grown its Facebook following in the last four years by 100% to more than 6,400. A priority from the 2018-2019 communications program evaluation involved restructuring a position in order to enhance the district’s presence on social media and improve its storytelling capabilities. The subsequent reorganization in the 2019-2020 year enabled the hiring of a full-time multimedia communications specialist who has already enhanced the department’s ability to share high quality video and messages via Facebook, Twitter, Instagram and YouTube. Data shows this change has already made a noticeable impact on increasing the reach and amount of engagement on the district’s primary social media asset, Facebook.
- Pattonville’s data also shows significant growth in its Instagram following. Launched in 2015, the district’s Instagram page has grown 900% in the last four years to more than 2,350 in 2020. The department’s new multimedia communications specialist has enabled the team to focus on media platforms where its audience is showing up by giving dedicated attention to providing quality content. As an example, in 2018-2019, the SCR team shared 74 posts on Instagram. During the first seven months of the current school year, the team has already shared 251 and increased its average impressions from 1,070 per post the prior year to 1,302.
- Pattonville has also grown its readership on its e-newsletters in recent years. Pattonville’s e-newsletter for staff, parents and community members had a 31% open rate in 2016-2017, which is above the industry open for K-12 organizations. The district’s open rate grew to 37% for all audiences in the 2018-2019 school year. Eight months into the 2019-2020 school year, the average open rate for the parent/community e-newsletter sits at 40%, while the staff e-newsletter open rate is averaging 44%.

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

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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
- Legislative, municipal relations
- Oasis Older Adult Tutoring Program
- Outreach to real estate agents
- Religious leaders' brunch
- 55+ Club/senior citizens activities
- Liaison to community groups
- United Way Campaign
- Pattonville Education Foundation

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 design, maintenance and content management
- Technical support
- Other electronic communication, including email, automated phone calls, text messages
- District app

PUBLICATION DESIGN

- "Pattonville Highlights" Newsletter (7 times annually)
- "Pattonville Highlight" Back to School newsletter
- "Pattonville At Work" E-newsletter
- Crisis Reference Emergency 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

Strategies and Tactics

Clear and consistent messages are provided to key internal and external stakeholders through a variety of media year-round. *Items with an asterisk are coordinated by a department other than SCR.* The budget for the SCR program was \$73,500 for the 2018-2019 school year, excluding salaries and benefits. Our various communication channels and relevant links can be found in the chart below.

Category	Channel	Audience	Frequency
Electronic	District website http://www.psd3.org	Parents, students, staff, new families, alumni, community	Daily to weekly
Electronic	School websites* SCR assists schools as needed	Parents, students, staff, new families	As determined by building
Electronic	“Pattonville @Work” e-newsletter Parent/Community newsletter sample: https://mailings.marketvolt.com/5457265/IRwEnVN.html Staff newsletter sample: https://mailings.marketvolt.com/5457265/UYLnAAH.html	Parents, staff, media, legislators, community who subscribe	After regular board meetings (21x a year)
Electronic	Peachjar e-flyer distribution	Parents	As needed
Electronic	SchoolMessenger (automated email, phone, text)	Parents, staff	As needed by district, individual schools
Electronic	Direct email	Parents, students, staff	As needed by district, individual schools
Electronic	District app	Parents, students, staff, community members	Daily to weekly
Social media	Facebook http://www.facebook.com/PSDR3	Parents, students, staff, community members, alumni	Daily
Social media	Facebook (16 school/program sites)* SCR provides support and training	Parents, students, staff, community members, alumni	Daily
Social media	Twitter (@PattonvilleSD) http://www.twitter.com/PattonvilleSD	Parents, students, staff, community members, alumni, leaders in region, nation	Daily
Social media	Instagram (@PattonvilleSD) http://www.instagram.com/PattonvilleSD	Parents, students, staff, alumni, community members	Daily to weekly
Social media	YouTube http://www.youtube.com/PattonvilleR3	Parents, students, staff, community members	Periodically

Category	Channel	Audience	Frequency
Print	“Pattonville Highlights” district tabloid newsletter https://issuu.com/pattonvillesd	Taxpayers, district residents, parents, students, staff, retirees	Mailed 8x a year
Print	“Flash” 55+ Club newsletter	Senior citizens, 55+ Club members	2x a year
Print	“Green and White Gazette” alumni newsletter	Alumni, alumni association, visitors to select athletic events	2x a year
Print	Activities guides for high school activities/athletics program	Students, parents, staff, visitors to athletic events, community	3x a year
Print	District brochure http://bit.ly/PSDbrochure19-20	Community leaders, prospective new families and staff	1x a year
Print	Crisis Teamwork Guide	Administrators, BOE, secretaries	1x a year
Print	Emergency Procedures Guides for individual buildings (11 guides)	Administrators, staff	1x a year
Print	Retiree directory	Pattonville retirees	Once every other year
Print	Oasis tutoring program newsletter “Tutor News”	Oasis tutors, older adults	1x a month October through May
Engagement	Community forums on district issues (i.e., finances, facilities, bond issue)	Taxpayers, district residents, parents, students, staff, community members	As needed
Engagement	School improvement teams and CSIP meetings*	Parents, students, staff, community members	3-4x a year and as needed at school level
Engagement	Board meetings with municipal leaders	Community leaders, BOE	3x a year
Engagement	Board meetings with religious leaders	Faith leaders, BOE	1x a year
Engagement	Board meetings with legislators	Legislators, BOE	in conjunction with Parkway and Rockwood
Engagement	55+ Club Dinner Theater	Senior citizens, 55+ Club members, retirees	4x a year (two nights each fall and spring)
Engagement	Oasis Intergenerational Tutoring Program meetings	Senior citizens, volunteers, retirees	1x a month November through May
Engagement	All-staff orientation	Staff, administrators, BOE	1x a year
Engagement	Superintendent meetings with Teacher Advisory Council	Certified staff, administrators	2-3x a year

Category	Channel	Audience	Frequency
Engagement	Superintendent meetings with Support Staff Advisory Council	Certified staff, administrators	2-3x a year
Engagement	Superintendent meetings with Parent Advisory Council and legislators	Parents, legislators	2-3x a year
Engagement	Meetings with high school students (BSAAC)*	Students, staff, BOE, administrators	Several times a year
Engagement	Administrative and cabinet meetings*	Administrators	Weekly to monthly
Engagement	Liaison with community groups (i.e., Kiwanis, Pattonville Education Foundation, Alumni, chamber)	Community leaders, administrators	Weekly to monthly
Engagement	School-business partnerships for academics and activities*	Business leaders, parents, students, staff, alumni	Ongoing throughout the year
Recognition	Board meetings with student/staff recognition	Parents, students, staff, BOE	10-11x a year
Recognition	District appreciation night	Parents, staff, administrators, BOE, volunteers	1x a year
Recognition	Teacher and support staff of the year	Certified and support staff	January-May
Recognition	Pride of Pattonville	Staff and volunteers, parents	January-May
Recognition	Oasis tutor recognition	Senior citizens, volunteers	1x a year
External media	Television	Parents, students, staff, community members	Periodically
External media	Radio	Parents, students, staff, community members	Periodically
External media	Print/online newspapers and magazines	Parents, students, staff, community members	Regularly
Evaluation	Biennial program evaluation to the Board of Education http://bit.ly/PSD-SCReval18-19	Board of Education, superintendent's cabinet, SCR team, parents, staff, community members	Every other year

Communications Plan Template

For use on district- and school-level initiatives

Pattonville School District

Communication Plan Template

Topic/Issue/Event

Background/research/situation analysis

Goal

Objective

Results that must be achieved in order to reach goal. Objectives are specific and measurable and include: Audience (who), Outcome (what), Attainment Level (how much) and Time Frame (by when). Consider what you want to achieve: create or increase awareness; influence perception, opinion/beliefs or emotions; or change/influence behavior or desired action or outcome.

Key Messages

What's most important for audiences to know? What's in it for them? Use your research to guide messages.

1.
2.
3.

Strategies

How to meet your objectives.

1. ...
2. ...
3. ...

Timeline

Date	Tactic	Person(s) responsible

Evaluation

How will the effectiveness of the plan be measured/evaluated (output, impact and outcome). Was the objective met? What needs to change going forward?

Communications Scorecard Sample

PATTONVILLE SCHOOL-COMMUNITY RELATIONS TEAM

COMMUNICATIONS SCORECARD



Statistics for February 2020

Facebook

EST: JULY 2013
Total Page Follows: 6,409
Growth: +81 (+1%)
Ave. Daily Reach: 2,963
Posts: 45
Videos: 10
Ave. Post Reach: 2,602
28-Day Total Reach: 35,321
28-Day Total Engaged: 6,717

BEST POST:
Drummond DARE graduation
 Reach: 6,948
BEST VIDEO:
"Seussical" promotion
 Reach: 4,340

Twitter

EST: MARCH 2013
Total Followers: 1,986
Growth: +23 (+1%)
Tweets: 50
Daily Impressions: 2,300
Total Tweet Impressions: 68,100

BEST TWEET:
KMOV meteorologist Steve Templeton at Bridgeway
 Impressions: 4,314

Instagram

EST: APRIL 2015
Total Followers: 2,338
Growth: +79 (+3%)
Posts: 42
Ave. Impressions: 1,385

BEST POST:
PHS class watches Iowa Caucus
 Impressions: 1,911
BEST VIDEO:
Seussical promotion video
 Views: 849

YouTube

EST: JULY 2013
Total Subscribers: 155
Subscriber Growth: +11 (+8%)
Views: 1,069
Watch minutes: 1,698
Videos: 7

MOST WATCHED VIDEO:
PHS biomedical program promo
 Views: 159
Ave. duration view: 48%
 Impressions: 363

Pattonville @Work E-newsletter

Newsletters Produced: 6
Ave. Open Rate (Parents): 35%
Ave. Open Rate (Staff): 44%
Ave. Click-Thru Rate (Parents): 15%
Ave. Click-Thru Rate (Staff): 21%

BEST STORY:
Parent: 2-year calendar
 Clicks: 726
Staff: 2-year calendar
 Clicks: 470



Print Publications

Publications Produced:

- Teacher recruitment brochure
- HR recruitment folder
- Oasis newsletter



Website

Pageviews: 28,441
Last month Pageviews: 29,608
Stories Posted: 16
Most Visited Page (not main): Services

BEST STORY:
BOE approves 2-year calendar
 Views: 1,562



Pattonville App

EST: JUNE 2017
Total iOS Downloads: 3,597
iOS Growth: +13 (>+1%)
Total Android Downloads: 680
Android Growth: +6 (+1%)



Social Media (Top Five Most Engaging Posts in Last 12 Months)

No. 5: Back-To-School Mascot Video

<https://www.facebook.com/PSDR3/videos/415209696007499>

Pattonville School District
August 14, 2019 · 🌐

Pattonville mascots have spirit, yes they do. They're excited about the first day of school, how about you? Show your excitement by downloading a First Day of School poster and sharing it with us by using #PattonvilleReady19. Find signs for students from every grade level, as well as special signs for parents and staff at bit.ly/PSD1stdaysigns. Deadline to share your photos is noon on Monday, August, 19.



15,627 People Reached 4,388 Engagements Boost Post

👍❤️👎 263 37 Comments 102 Shares

No. 4 : Senior gets surprise ACT scholarship

<https://www.facebook.com/PSDR3/videos/533237277511156>

The scholarship money may be used at any Title IV-eligible postsecondary institution in the US. The technology package includes a laptop computer, tablet, monitor, keyboard, mouse and other accessories and software, as well as a cash gift card to help fund any other technology or software needs as the winners prepare for life after high school.

He hasn't even checked his ACT score from the test yet and Alicea said he has no plans to do it now. Let's just say he scored a 15,000 on it.

"A perfect score."

More details are available on ACT's website: www.act.org/scholarshipgiveaway



19,160 People Reached 5,212 Engagements Boost Post

👍❤️👎 394 76 Comments 55 Shares

No. 3: Teacher creates sensory walk

<https://www.facebook.com/PSDR3/videos/2660184440699738>

Pattonville School District
September 4, 2019 · 🌐

Thanks to Bridgeway Elementary School art teacher Ms. Mollie Ahlers who designed, drew and painted a new sensory hallway for the school over the summer. It is located right outside of Ms. Nicole Hagedorn's first grade classroom whose students helped demonstrate how it works.

A sensory walk is a path that leads students through high-intensity activities such as jumping, bending, hopping, crawling and walking on a zig-zag line to help students focus. The walk is a great break for students to either work out some energy or for students who need to build up some energy through activity.



19,574 People Reached 4,325 Engagements Boost Post

👍❤️👎 345 29 Comments 127 Shares

No. 2 : School street "renamed" for Blues player

<http://bit.ly/Binnington>

Pattonville School District
June 12, 2019 · 🌐

Pattonville High School is located at the corner of BINNINGTON and Creve Coeur Mill Road. Good luck St. Louis Blues in Game 7 of the Stanley Cup Final!



33,222 People Reached 6,834 Engagements Boost Post

👍❤️👎 755 28 Comments 270 Shares

No.1: Pattonville High School named to U.S. News' Best High Schools List

<https://www.facebook.com/PSDR3/photos/a.10151740387987072/10157317696892072>

Pattonville School District
Published by Mickey Schoonover 191 · April 30, 2019 · 🌐

BEST HIGH SCHOOLS IN U.S. - Congratulations to Pattonville High School on again being ranked among the top high schools in Missouri and the nation on U.S. News and World Report's 2019 Best High Schools list. Pattonville ranked as No. 36 out of 596 high schools in Missouri, placing it in the Top 6 percent of high schools in the state. Nationally, the high school was ranked in the Top 12 percent of high schools. This is the sixth time Pattonville earned a spot on U.S. News' Best High Schools list in the last seven years. Find out more: <http://bit.ly/PHSbestHS2019>



BEST HIGH SCHOOLS
U.S. News & World Report
NATIONAL 2019
Nationally Ranked

41,471
People Reached

10,419
Engagements

Boost Post

795 Reactions

80 Comments 472 Shares

Sample district newsletters (mailed district-wide)

<https://issuu.com/pattonvillesd>



Back to SCHOOL

Welcome to the 2019-2020 school year. Classes begin Aug. 15.



Pattonville School District
1097 St. Charles Rock Road
St. Ann, MO 63074-1509



Board of Education
Andrea Olsen, President
Dr. Brian Gray, Vice President
Misty Hastings, Secretary
Mary Kay Campbell, Treasurer
Ruth Petrow, Director
Dr. Amanda Lorenz-Parnell, Director
Jeanne Schlottnuebel, Director

Dr. Tim Picoroso
Superintendent

Our Mission
That All will learn.

An award-winning district

Pattonville is an award-winning public school district in St. Louis County, Missouri. The district is fully accredited by the state and is recognized for academic success on the regional, state and national level.

For more information

Visit Pattonville's website at www.psd3.org.

This newsletter is published each summer for residents of the Pattonville School District. The publication is produced by the Pattonville Office of School-Community Relations, 1097 St. Charles Rock Road, St. Ann, MO 63074-1509. news@psd3.org



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

HIGHLIGHTS

February 2020 School news for parents, residents and staff of the Pattonville School District

INSIDE

2020 Kindergarten registration set for March 3-5
- See page 4 for details

Five candidates file for election to board of education
- See back page for details



Winter Reading

Monthly celebrations make reading fun
Read Across America Day, also known as Dr. Seuss Day, is a yearly observance in the United States that was inaugurated by the National Education Association (NEA). It is held on the school day that is nearest to March 2, Dr. Seuss' birthday. But rather than just a day of celebrating reading in March, Drummond Elementary School organizes monthly celebrations throughout the entire year. For January, the theme was "hibernation" and students were invited to wear their pajamas to school on Jan. 15 when classes read nonfiction books about winter and animals that hibernate. In the library, the bookshelves were decorated like a cave and students used flashlights to search for books to check out. Shown above, Jeffrey Bessrahan, left, and Kaleyrah Harris use their flashlights to search for a good book at the library. At left, Liam Burnett, left, and Eadras Escalante, peruse the shelves with their flashlights. All are students in Amber Callahan's kindergarten class.

Continued on page 6

BOARD OF EDUCATION
Andrea Olsen, President
Dr. Brian Gray, Vice President
Misty Hastings, Secretary
Mary Kay Campbell, Treasurer
Ruth Petrow, Director
Dr. Amanda Lorenz-Parnell, Director
Jeanne Schlottnuebel, Director

Dr. Tim Picoroso
Superintendent




Pattonville is an award-winning public district in St. Louis County, Missouri. The district is fully accredited by the state and is recognized for academic success on the regional, state and national level.



1097 St. Charles Rock Road
St. Ann, MO 63074-1509

Pattonville School District

Sample e-newsletters

Find out who filed for school board: [View this email in browser](#) [Share with a friend](#)

New Calendars

2020 - 2021
2021 - 2022
School Years

School board approves calendars for 2020-2021, 2021-2022 school years

The Pattonville Board of Education on Jan. 28 approved calendars which outline important dates for the next two school years and comply with a new state law governing school start dates. House Bill 604 prohibits school districts from setting the first day of school more than 14 calendar days prior to the first Monday in September (Labor Day). The new calendars also include minor adjustments to school start and end times.

[Find out more and download approved calendars.](#)

Five file for open seats on Pattonville school board

Five candidates filed to be placed on the April 7 election ballot to fill three open seats on Pattonville Board of Education. Those who filed for the board, in order of filing, are incumbents Dr. Brian J. Gray and Melinda (Mindy) Ridings, Dr. Summer Johnson, Harvey (Dean) Linhardt and incumbent Andrea D. Glenn.

[Find out more.](#)

<---Parent/community e-newsletter

How to keep your New Year's resolutions: [View this email in browser](#) [Share with a friend](#)

New Calendars

2020 - 2021
2021 - 2022
School Years

Board reviews two-year calendar needed to comply with new law

Board of Education on Jan. 14 reviewed calendars which outline for the next two school years and comply with a new state law start dates. House Bill 604 prohibits school districts from setting school start more than 14 calendar days prior to the first Monday in September (Labor Day). The board is expected to vote on the calendars during the meeting.

[Find out more and view draft calendars.](#)

Staff e-newsletter--->

Coming Soon: Professional Development Day

Check out these offerings for your PD day Friday

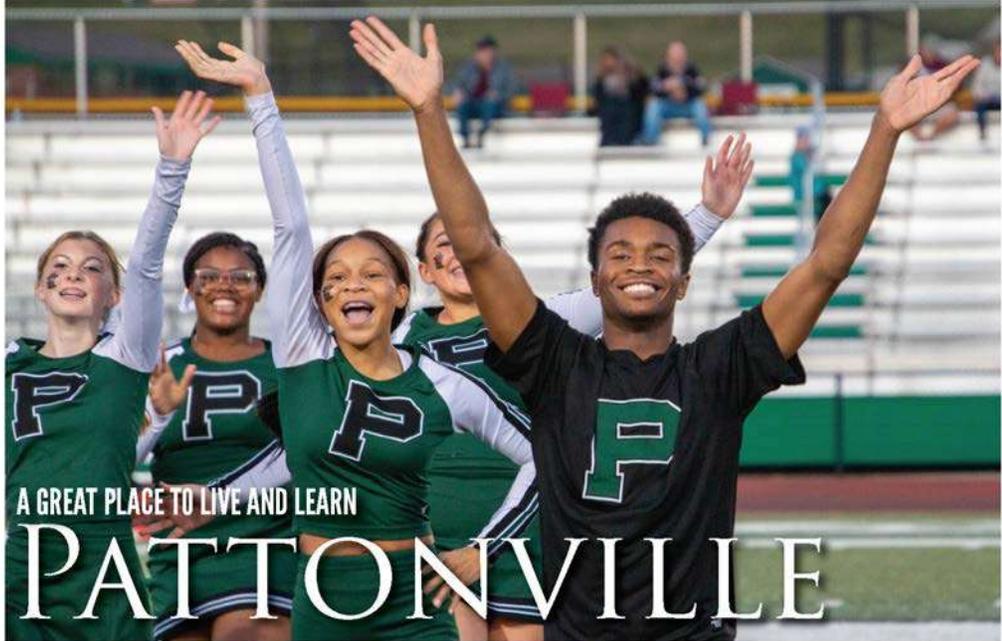
Pattonville will host an all-staff professional development day on Friday, Jan. 17, that includes a variety of sessions for certified and support staff.

Certified staff, paraprofessionals and Parents as Teachers staff will attend a PIRATE

Marketing and recruitment materials

Brochure for new families and staff (<http://bit.ly/PSDbrochure19-20>)

Related website: <https://sites.google.com/psdr3.org/get-to-know-us/>



A GREAT PLACE TO LIVE AND LEARN
PATTONVILLE



HIGH ACHIEVING • DIVERSE • CARING • INNOVATIVE • PERSONAL



OUR SCHOOLS

- 1 early childhood center
- 5 elementary schools (Grades K-5)
- 1 school of choice open to all residents (Grades K-5)
- 2 middle schools (Grades 6-8)
- 1 high school
- Alternative education (Grades 6-12)

OUR LOCATION

- Centrally located in St. Louis County at the intersection of two major interstates 65, 70 and 270 near St. Louis Lambert International Airport
- Expansive 27 square miles, including Douglas, Crown Point, Maryland Heights, St. Ann and surrounding unincorporated areas of St. Louis County, Missouri




WE ARE VILLEMADE

A graduate "made in Pattonville" is ready for success in life, whether the next step in their journey leads to college or career. Through a personalized, innovative approach to education, we equip our students with the knowledge, skills, and critical thinking abilities that enable them to thrive in a constantly changing world. In Pattonville, children are at the center of everything we do. We care about their hopes and dreams for the future. Because of this, we don't ask children to adapt to a one-size-fits-all education. We adapt to their learning needs. We get to know our students as individuals to better understand their strengths and challenges, we give students voice and choice to make their learning more meaningful and we use data to help us make smart decisions that will have the greatest impact on their academic growth. What's more, our students benefit from learning in a high-achieving, diverse school environment that enjoys the support of a connected and caring community.

This is Pattonville. You are welcome here.

Marketing and recruitment materials

Certified staff recruitment brochure



MAKE A Difference

...for Pattonville students and families

Join Pattonville, a school district that puts students first in everything we do. We believe in every child, and we care about their dreams for the future. Because of that, we offer programs and services that challenge, inspire and motivate students to do their very best. We focus on each student's unique needs, getting to know them as individuals, in order to better understand their strengths and challenges.

...for your own future

Join Pattonville, a school district where you can embark on a fulfilling career. It's a place where you can grow as a professional and as an individual. In addition to personal growth and the rewards of helping students succeed, Pattonville offers a highly competitive salary and benefits package that enables you to enjoy the present and plan for your future.





Join the PATTONVILLE Family

Here's what some of our certified staff members said on a recent workplace survey.

Pattonville is very child centered. Pattonville's support for the overall Pattonville community is amazing. My tenure in the district has been a gift that I will always cherish.
- Certified staff employee

Great students, forward thinking, professional development opportunities, caring staff, great support staff
- Certified staff employee

Higher salary compared to other districts, principals and superintendent who support teachers and who do what's right for kids and a supportive learning environment for all.
- Certified staff employee

The majority of the people I come in contact with have a true passion for what they do. It's not really a job but an extended family.
- An employee



HIGH ACHIEVING • DIVERSE • CARING • INNOVATIVE • PERSONAL



INSPIRE the Future



THAT ALL WILL LEARN
PATTONVILLE SCHOOL DISTRICT

TOP REASONS to Join Our Team

OUR PEOPLE

We have amazing students. They are intelligent, diverse, thoughtful problem solvers who care about their futures and their school community.

Our staff believe in our students and they have a passion for doing whatever it takes to ensure they succeed. Our staff members go the extra step to personalize the learning experience for our students in order to give them the best chance at success.

Our leadership and school board are child-centered, providing staff the support and freedom to make changes that benefit students and their success. They are forward-thinking, always planning and preparing for a constantly changing future.

Our community views Pattonville as an anchor for our area, one that is vital to its success. Residents consistently give the district high marks for its performance and provide support via ballot issues that provide funding for salaries, programs and infrastructure improvements.

OUR RESOURCES

Pattonville offers generous benefits and resources for staff. The district provides professional learning, updated technology (one-to-one) and materials to better enable staff members to do their job of educating our students. Benefits for full-time certified staff include:

- Competitive salaries, where you can reach the top of the salary schedule in 14 years, greatly increasing career earnings. Salary increases are also given for attaining specific levels of education.
- Over \$10,000 in insurance benefits, including health, dental and life insurance.
- Tuition reimbursement to help staff pay for their first master's degree.
- Leaves for illness, maternity and life and family emergencies.
- Free employee health clinic for small copay for employees with a district-provided health savings account.
- A "deferred benefits" retirement plan through PERS (Public School Retirement System), which means you can begin planning for life after retirement knowing you'll have a guaranteed income in your later years of life.



OUR RESULTS

Pattonville has gained recognition as being a great place to live, learn and work. The success of our students and staff has resulted in numerous regional, state and national accolades, including:

- Niche.com's Best Public School Districts
- Niche.com's Best Places to Teach
- Niche.com's Districts with Best Teachers
- St. Louis Post Dispatch's Top Workplaces Award
- U.S. News and World Report's Best High Schools
- Newsweek's Top STEM High Schools
- Missouri Outstanding Board of Education
- Missouri Early Childhood Program of the Year
- FOCUS St. Louis' What's Right With the Region Award




APPLY Now

View open positions and apply at hrc.psd3.org. Call the Pattonville human resources center at (314) 219-8655 if you have any questions. We look forward to getting to know you.

CONTACT Us

Pattonville Human Resources Center
at the Pattonville Learning Center
11097 St. Charles Rock Road, Room 200
St. Ann, MO 63074
(314) 219-8655
Website: hrc.psd3.org
Twitter: @Pattonville

Older adult communications



Flash



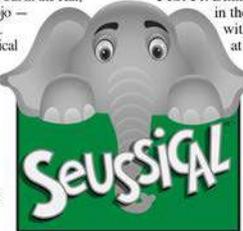
Winter 2019/
Spring 2020

Newsletter for Pattonville's 55 Plus Club

Spring dinner theater coming Feb. 13, 14

In "Seussical," the Dr. Seuss-tactical musical, some of Dr. Seuss' best-loved characters collide. Characters include Horton the elephant, the Cat in the Hat, Gertrude McFuzz, lazy Mayzie and Jojo — a little boy Who with a big imagination. Narrated by the Cat in the Hat, the musical follows Horton, who discovers a speck of dust that contains the Whos and is faced with protecting them from naysayers and dangers, all while guarding an egg left in his care by Mayzie. Mayhem ensues, but the powers of friendship, loyalty, family and community remain triumphant.

Members of the 55 Plus Club are invited to watch this year's spring musical, "Seussical," performed



by students at Pattonville High School, and attend this year's dinner on either **Thursday, Feb. 13** or **Friday, Feb. 14**. Dinner each night will begin at 5:30 p.m. in the Pattonville High School cafeteria with the show starting in the auditorium at 7 p.m. The high school is located at 2497 Creve Coeur Mill Road.

To pick up vouchers for the dinner theater, please bring the form at the bottom of the next page to the Learning Center lobby on the designated day: **Vouchers for the Thursday, Feb. 13 will be distributed on Thursday, Feb. 6 and those for the Feb. 14 show will be distributed on Friday, Feb. 7.**

(continued)



Pattonville NHS Valentine Brunch coming Feb. 1

The Pattonville High School National Honor Society (NHS) is hosting its annual Valentine Brunch for senior citizens from 9 to 11 a.m. on Saturday, Feb. 1. The event will take place in the Pattonville High School cafeteria, located at 2497 Creve Coeur Mill Road in Maryland Heights. This free social is provided by the students with generous help from area businesses. There will be door prizes and entertainment provided by the high school choir. Reservations are not required. For more information, call (314) 213-8051.

In the event of bad weather the day of the event, please check one of the following to ensure the brunch is still happening as scheduled: the 55 Plus Club hotline at (314) 213-8855, the district website at www.psd3.org or your email if you've provided it to the 55 Plus Club email update list. To receive email updates, send your email to kgoridon@psd3.org.

Community education brochure mailed

The spring 2020 Pattonville community education brochure was recently delivered to district residents and is available on Pattonville's website, www.psd3.org, under the "Programs" menu.

Residents who qualify for the Missouri Property Tax Credit can register for a free class on Jan. 14. Space is limited and pre-registration on a first-come basis is required. The new year is a great new wellness approach. Starting Jan. 14, a Day will be available on Tuesdays and Thursdays p.m. Attendees can participate on either or be taught by a fitness trainer who works with Other wellness activities include Fight Aging and Fasting; and Put On Your Best Face, your largest body organ — skin — while attendees are also available for those interested in including the Coupons 101 class which provides resources and strategies to get deals on groceries.

For more information or to register for classes, please call the Pattonville community education office at (314) 213-8025.

←---Newsletter for 2,300 members of Pattonville's 55+ Club

Newsletter for nearly 70 older adult tutors in Pattonville's Oasis program --->



Pattonville Tutor News



January 2020 Volume 10, Issue 4

BRIGHT IDEAS

Pirate Ship Game

This idea is a DIY alternative to the popular Battleship game. In addition to alphabet work, it also helps with numbers by reading each square to guess the words.

Prepping the Game:

- Print off two game boards (which can be found at the link below) onto colored card stock. If possible, laminate the paper so you can write on and erase them for reuse.
- Fold the boards in half so the "Enemy Pirate Ships" section sits on the table. Paperclip the loops together so they stay standing.

Playing the Game:

- Determine which words you want to use. Both players should have the same words.
- Prepare the boards by writing (or sticking words using a sticky note) onto the top "My Pirate Ships" portion of the board in any direction you want.
- Players take turns trying to find the other player's words. Guessing is done by saying a number from your "Enemy Pirate Ships" portion of the board. The other player responds by either saying the letter on their no letter (bonus points to those who talk like pirates). When a player discovers a full word on the enemy side, they call out the word, sinking the opponent's ship. The game ends when one player uncovers all of the other player's words.

Source: www.les-early-learning-spot.com



Pattonville Enrichment Encounter

Feb. 5 is World Read Aloud Day (Bring a Story)

Because our meeting falls on this annual celebration, we will spend this gathering doing one of the things our tutors do best — read aloud! We'll start with an overview of why reading aloud is so important and review the reading step of the Oasis six-step process. From there, we'll split into duos or small groups and read aloud with one another. Please bring a favorite book, poem, short story, article or other piece to read (or read from). Join us for our first meeting of the new year on **Wednesday, Feb. 5 at 1:30 p.m. in Pattonville Learning Center room 201**. Our annual sharing meeting will be moved to March 4.

Upcoming Enrichment Dates

March 4 • April 1
May 27 - Tutor Appreciation Lunch at 11:30 a.m.
Meetings start at 1:30 p.m. unless otherwise indicated.

55 Plus Club - Spring Dinner Theater

As an Oasis tutor and resident of Pattonville, you are invited to participate in Pattonville's 55 Plus Club. This spring, Pattonville will host the dinner theater on Feb. 13 and 14. The musical this year is "Seussical." Newsletters should arrive to members in the next week with details.

Snow days

If school is canceled, announcements will be made on local TV and radio stations and the Pattonville website. Closure announcements will begin around 5:30 in the morning.

To find out if school is canceled:

- Watch: KTVI 2, KMOV 4, KSDK 5
- Listen to: 1120 AM KMOX
- Check online: www.psd3.org
- Check Facebook: /PSDR3
- Check Twitter: @PattonvilleSD

If school is in session and you choose not to tutor, please call the school so the teacher and student know.

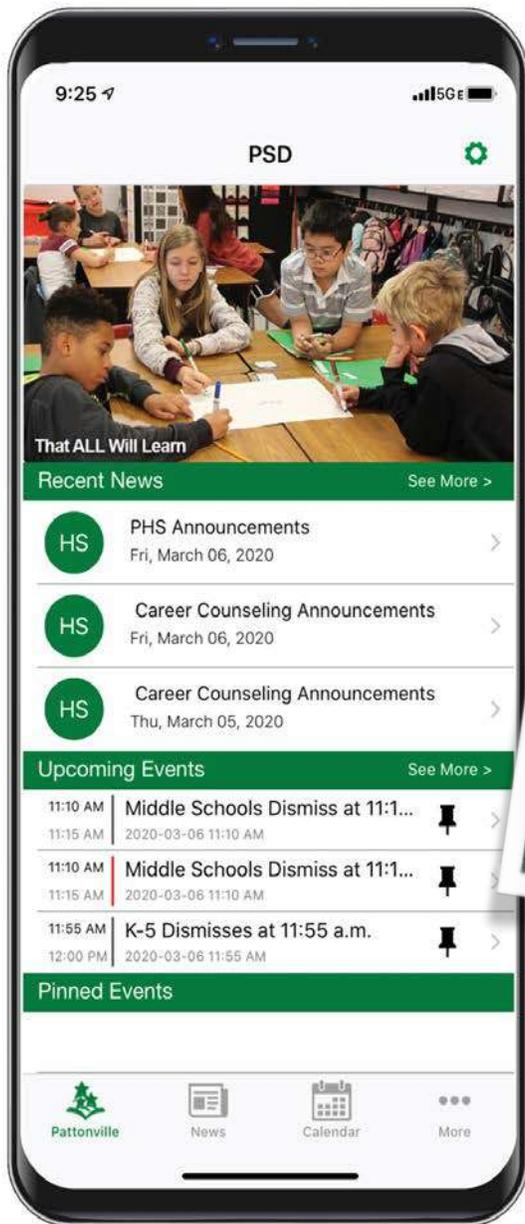
If school is canceled on the day of a Pattonville Oasis Enrichment Encounter, we will not meet. If there is a speaker scheduled, and we will try to reschedule for a meeting later in the year or next year. Unless indicated, the meeting will not be rescheduled for that month.



Contact Kelly Gordon
Pattonville Community Relations Specialist
and Pattonville Oasis Coordinator
kgoridon@psd3.org • (314) 213-8025

District app

Created by Pattonville High School computer science students in collaboration with the SCR team



Communications training and counseling

Training/tips for new teachers/staff

COMMUNICATION Tip Sheet



Pattonville "Need to Knows"

1 Media-excluded students

When enrolling or re-enrolling their children, Pattonville parents must give or deny permission for their child's name and photograph/video to be published by Pattonville or the news media for the purpose of news coverage and publicity (print and online). Any child whose parent has denied permission cannot be included in any publicity-related materials produced by the child's school or the district (newsletters, press releases, website, social media, etc.). **Please familiarize yourself with the children in your class(es) who have these media exclusions.** Your school secretary can assist you with a list or show you how to access one. This will be important to know if your class or students are part of any activities receiving district, school or news coverage.

2 Story ideas and recognitions

Story ideas: If you've got something great going on in your school or classroom or if you're doing something new, unique or different, let us know about it so we can share the good news with our school community. If you have a special event coming up, let us know a week or two in advance so we can give proper notice to the news media if appropriate.

Recognitions: The Pattonville Board of Education recognizes students and staff for their accomplishments on a regional, state or national level. Recognitions occur at the second board meeting of the month during the school year. Criteria and instructions on nominating someone to be recognized by the board can be found online at www.psd3.org/services/community_relations.

Contact us: Via email or our phone extensions, Mickey Schoonover (1021) or Kelly Gordon (1022).

3 Social media policy

Social media is a great way to connect with our community however, it's important to remember that it should be used in a manner that preserves professional boundaries between staff, students, parents and community members and portrays our students, staff, schools and the district in an appropriate manner. Find out more on our policy and guidelines at bit.ly/PSDsociamediaguide.

4 Advertising

Pattonville has a limited forum for advertising in our schools and to our families and staff. Most options are only open to nonprofits with governmental tax exempt status. More information on the approval process for flyers and what's allowed can be found at www.psd3.org/services/community_relations.

5 News Media

If you are contacted by a member of the news media about any story related to Pattonville or your school, refer them to the community relations office to arrange possible interviews, then notify us immediately, as well as your principal or supervisor.

How to be an effective communicator

- In everyday or difficult situations, **lead with compassion.** Speak, write and act in ways that value, recognize and respect the person with whom you are communicating, whether that's a student, coworker, parent or community member. See the world through their eyes, listen for understanding and then speak.

- **Over-communicate.** Everyone is busy and people may miss your first message. Communicate with parents early and often so that if there is an issue with their child, you have positive interactions with them first. Let them know the best ways to contact you if needed and that you're available to help.



- Operate by a **"no surprises"** mentality. If there is a potential problem or concern, make sure the appropriate people know (i.e., your supervisor, parents and/or your coworker) so they aren't surprised with unexpected or problematic news.

- Be careful what you put in writing (email, social media, letters, etc.). If you **wouldn't want to see it go viral** or on the 5 o'clock news, don't put it in writing. Information, photos and videos are easy to upload to the internet and never really go away.

- **Embrace your role as an ambassador** for your school and for Pattonville. What you say to friends, neighbors, parents and people in the community where you live and work has an impact on how the district is perceived. As an employee of the district, you are considered by people you know as an expert on what is happening in Pattonville, so it's critical you know all the facts and speak accurately. If you don't know, don't speculate. Get the facts and share what you can (if appropriate).

- Make sure to **follow up on promises and be prompt in communications.** Return email and telephone messages within 24 hours. If you cannot provide immediate answers to a question, return the call to let that person know that you will have to get back with them.

- Keep confidential matters confidential. Student and employee matters are confidential by law, so our job is to **safeguard the privacy of our students and coworkers.**

- **Use your manners, please.** Acknowledging others and saying please and thank you to EVERYONE goes a long way to fostering goodwill. What's more, take every opportunity to congratulate others on their accomplishments and milestones. Help others feel appreciated every chance you get.

- **Take care of you.** Working in a school setting and striving to meet the needs of our students, parents, community and coworkers can be stressful. A positive life-work balance and self-care can keep you healthy mentally and physically. Reach out to your supervisor or coworkers if you need help or support. You can only serve our students well if you, too, are well.

Communications training and counseling

Crisis Teamwork Guide for administrators, secretaries, counselors and other key personnel

Crisis Teamwork Guide

A Quick Reference of Procedures and Resources for Managing Crisis Situations in Your School

Pattonville School District
Office of School
-Community Relations



Table of Contents

Page 2	Building Crisis Management Checklist
Page 4	Teacher Checklist Custodial Checklist
Page 5	Emergency Phone Back-Up System Voicemail Instructions Emergency Phone Numbers/Resources
Page 6	Pattonville Building Directory/Chain of Command Reunification Locations Off-Campus Evacuation Locations
Page 7	Emergency Numbers/Resources Voice and E-mail Instructions
Page 8	Emergency Numbers -Board of Education -District-Level Administrators -District Facilities Contacts
Page 9	Emergency Numbers -School Administrators -SROs/DARE Officers -Other District Contacts
Page 10	Emergency Numbers -Counselors -PTO/PTA Contacts
Page 11	Emergency Numbers -Police/Fire Contacts -Crisis Management Contacts -Other Public Relations Contacts
Page 12	Pattonville's Crisis Communication Plan
Page 13	Communication Tools
Page 14	Fact and Information Worksheet
Page 16	Guidelines for Working with the Media/Media Contacts
Back Cover	Crisis Teamwork Flow Chart

Crisis Communication Plan

First Notify (with personal contacts on phone, e-mail or text):

1. Superintendent (cell # _____)
2. Community Relations (cell # _____)
3. LCAT
4. LCAT notifies appropriate departments (facilities, counseling, etc.)
5. Board of Education
6. Administration of nearby impacted buildings, transportation and/or after-school program supervisors, as necessary

Next Notify (choose one or more communication strategies listed by audience as appropriate):

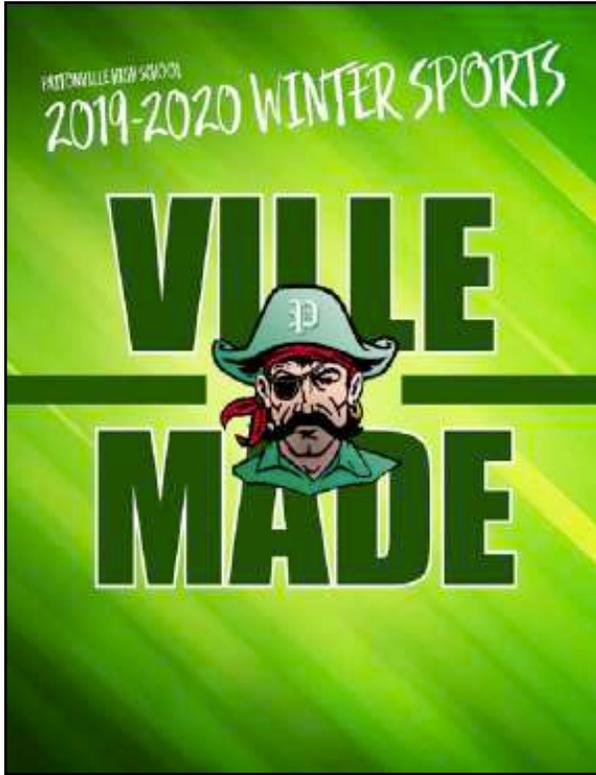
1. Staff members in building
 - a. Announcement on intercom
 - b. Email
 - c. Staff meeting
 - d. Phone tree or automated calling or personal phone call
2. Prepare a message that secretaries, other staff can share with public
3. Students
 - a. Announcement on intercom or closed circuit TV
 - b. Letter
 - c. Teachers, administrator or counselors share information in classroom
 - d. School meeting or assembly
 - e. Push alert on devices
4. Parents
 - a. Letter
 - b. Phone tree or automated phone call
 - c. Email
 - d. Parent meeting
5. Feeder schools that may be impacted or be in near vicinity (i.e., RAHS)
 - a. Phone call
 - b. Email
6. Other administrators as appropriate (including Special School District)
 - a. Phone call
 - b. Email
 - c. Administrator meeting
7. Media (by community relations when appropriate)

Make Personal Contacts With School Leaders when Appropriate:

1. PNEA leadership
2. FESP leadership
3. Parent Council
4. Superintendent's Parent Advisory Council
5. PTA/O leadership at affected building(s)
6. Student leaders at affected building(s)
7. Anyone impacted by crisis directly (students, staff, etc.)

Activities Guides

High school athletics/activities guide (https://issuu.com/pattonvillesd/docs/final_issuu_winter_sports_guide_2019)



Stay Connected

Athletics Website



Scan me

- Get news alerts, scores, announcements, forms, and more
- Learn about each of our athletic seasons
- Search for clubs and activities
- First-time is important information for athletes

pirates.psd3.org



Team Schedules



Scan me

- Click on a team and follow them
- Sign up for email and messaging subscriptions
- See sports schedules

ArbiterLive.com



Journalism Website



Scan me

- Pattonville High School Journalists keep you up-to-date on news, features, sports and entertainment
- Subscribe for updates
- Follow Pattonville TODAY on Facebook, Twitter and Instagram

PattonvilleTODAY.com



Girls Varsity Wrestling



2019-2020 Schedule				2019-2020 Roster			
Date	Time	Opponent (if both, at home)	Name	Grade	Name	Grade	
12/2	3pm	Fort Zumwalt East, at St. Charles	Daniya Adams	11	Auburn Dix	12	
12/7	TBA	at Fort Zumwalt East Tournament	Orlisa Bernick	9	Lana Rieley	12	
12/11	3pm	at Rockwood Summit	Colbya Boushe	9	Aryah Swift	9	
12/16	TBA	at Liberty Tournament	Lily Duchak	11	Orleans Trzasko	10	
12/19	3pm	Rockwood West	Brygerie Burnett	10	Jasminia Tuzic	11	
12/20	TBA	at Fort Zumwalt East Tournament	Rafaela Duvell	11	Shayla Wade	9	
1/15	3pm	at Hopedale Central	Pokeya Camp McKnight	10	Zoe Wallace	10	
1/29	3pm	Ladue Horton Watkins, Ritenour	Malyah Carl	9	Cemilia Wilkerson	12	
1/31	TBA	at Thrasher Tournament	Esther Chaves	10			
2/5	3pm	at Kirkwood	Jasmine Gordon	9	Head Coach: Brent Mullen		
			Jasmine H. Harris	9			
			Jasmine L. Harris	9	Assistant Coach:		
			Sabrina Hobe	9	Jane Kim, Paige Munniford		
			Lillian Hughes	10	and Michael Colestock		
			Jordan Johnson	10			
			Arabella Hale	10			
			Daniela Hewitt	9			

Girls Swimming and Diving



2019-2020 Schedule				2019-2020 Roster			
Date	Time	Opponent (if both, at home)	Name	Grade	Name	Grade	
12/6	4pm	Franklin Heights, Franklin Heights N.	Elizabeth Allen	12	Hanna Kucharska	11	
12/13	4pm	Hopedale Central	Samantha Esterline	11	Adapti Lewis	11	
12/13	4pm	at Ladue Horton Watkins	Wika Stone	12	Lilien Lofland	10	
12/17	4pm	Webster Groves	Haley Crowder	10	Rachel Miranda	10	
1/7	4pm	Pleasanton	Cailey Demersby	9	Cara Rutledge	11	
1/8	4-7:30pm	Captain at Center of Clayton	Ashley Farris	12	Laura Kibbe	10	
1/11	8am	Fort Zumwalt North at Rec Park	Maddisyn Freund	12	Kaitlin Rowden	10	
1/14	4:30pm	Dakota at Millersville	Kimberly Gomez	11	Emma Schotten Garbo	12	
1/18	4pm	McCluer North	Kamrynna Gossert	9	Guinevere Simpson	12	
1/17	4pm	St. Charles West, Ft. Zumwalt N.	Sara Housheer	11	Alana Sooda	11	
1/21	4pm	at Hopedale West	Anna Kuznyk	10	Rosemary Witty	11	
1/23	4pm	Rockwood Summit	Alexandria Kuster	12			
1/28	4pm	Pattonville North	Elizabeth Kuster	12	Head Coach:		
1/30	4-10pm	at Millersville			Anna Drannel		
2/1	TBA	Pattonville Dive Invitational					