



PARKWAY SCHOOLS

**Parkway Cares
Connecting Employees and Mission**

**2018 NSPRA National School Communication Award
Gold Medallion Award Entry
Special Communications Projects/Campaigns**

Parkway Schools Communications Department
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K-12 Public School District, 17,000+ students

Synopsis

In Parkway Schools, our work is guided by our strategic plan - Project Parkway. In 2016, we set out to design our plan for the next five years. It began with a community listening tour consisting of more than 100 focus groups. We talked to more than 1,100 parents, students, staff and community leaders. Here's what we heard.

When we asked people to describe a great school, we heard things like safe and welcoming, dedicated staff and caring adults. When we asked participants to describe Parkway, we heard similar things - *welcoming schools, great teachers, a strong sense of community and caring adults.*

As we looked toward planning for our future, we also asked participants "what do students need?" We heard students need solid academic skills, but equally important they need *social skills, acceptance of self, tolerance, inclusiveness, human interaction and character.*

As we listened, we noticed something important was missing from our mission and our strategic plan. Based on the listening tour analysis and subsequent community conversations, the school board approved the addition of an important word to our mission statement: *caring.*

The improved mission of the Parkway School District is to "ensure all students are capable, curious, **caring** and confident learners who understand and respond to the challenges of an ever-changing world."

But what is a mission statement without a human connection and a commitment to the words? The opportunity presented itself to bring awareness to our improved mission and ensure our most valuable stakeholders, our employees, feel connected to this promise to our community, feel cared for themselves and are then empowered to set the tone as role models of caring in our schools.

Our research for this plan started with the initial findings of the Listening Tour, which indicated strong support from stakeholders for caring students as a key indicator of our success. If caring is a message that resonates, and the district has added caring to its mission statement, how can we ensure we are demonstrating our commitment to this important goal?

The end result was a communications plan to ensure Parkway Cares from the inside out. Strategies included: Informing employees of the new word (caring) to our mission statement; Ensuring employees embrace and share the new Parkway mission; and Ensuring employees are recognized as caring adults.

From the fall of 2016 to the spring of 2017, Parkway Cares activities and tactics included an all-district event involving all 3,000+ employees, a new employee recognition program, branding campaign, employee apparel store and a social media campaign.

These activities, combined with ongoing evaluation of the program, connected employees to our mission, recognized employees as caring adults and Parkway Schools as an organization of caring.

Program Summary - Research

Most research suggests that communications programs should be built from the inside out. If the most important ambassadors of our brand are not aware of or engaged in our mission, we will not be successful in communicating with external stakeholders. We wanted to know how employees currently feel about Parkway. Since we did not have the budget for formal research in addition to the informal focus groups, we studied data from the two most recent annual employee surveys from our participation in the national Top Workplaces program.

We noticed in the accompanying white papers for these surveys, that research indicated employees want to feel part of something meaningful. Having employees that feel part of something meaningful is a key indicator of strong organizational health. Then, as we looked at the open-ended responses from our own employees, we noticed that what they said made them feel most meaningful were the kids. Over and over, employees responded that they feel meaningful when they get to make a difference in a child's life and watch them learn and grow as learners and people. **They felt meaningful when they were caring for kids.**

At the same time, we were preparing for an internal communications plan and noticed a trend in our social media content. There seemed to be a strong connection between the content of the posts and the reach and engagement results. Specifically, there was a strong connection between content including an element of character education or a theme of caring and the results of each post. We performed a content analysis to see if there was, in fact, a quantifiable connection. This analysis demonstrated that social media content that included a key message of caring performed significantly higher than content coded with other key messages.

Additional key findings from each research method included the following:

Method: **Focus groups** - 1,100 parents, students, staff and community leaders

- The Listening Tour provided informal, qualitative data to support the following:
 - A top theme heard in the listening tour was students need character, character education, interpersonal skills, soft skills, acceptance of self and others, collaboration/social skills and diversity/tolerance.
 - Parents, students and staff indicated **support for caring as a important district goal.**

Method: **Online survey** - 1,494 employees (56 percent) - Top Workplaces employee survey April 2016

- When employees were asked to respond to the statement, "my job makes me feel like I am part of something meaningful" they positively responded at a rate eight percent higher than other similar organizations, but **the response was down slightly (one percent) compared to the previous year.**

Method: **Internet research** - Workplace Dynamics White Paper

- A report by Workplace Dynamics (now Energage), the company that leads the Top Workplaces program nationally, highlighted: one of the top lessons they have learned from over a decade of studying the Top Workplaces across the country is organizations and employees must "live with a purpose." **In the Top Workplaces, employees feel their work contributes to something meaningful.**

Method: **Content analysis**

Sample: September 2015 to May 2016 - Parkway Schools Facebook and Twitter content

- A content analysis of Parkway Schools Facebook and Twitter content for the 2015-16 school year indicated:
 - Content was coded by key messages and sorted by highest reach/impressions for the year. **Reach was high for content that included an element of caring** (character education, service learning, friendship, kindness). Among the top 30 posts of the year, the key message of caring was coded in over 50 percent

(16 of 30 posts). **Three of the top five social media posts with the highest reach for the year included caring** as a key message. Posts where caring was coded as a key message achieved a total reach of 2.7 million. **The top stories of the year (highest reach) were Facebook content.** The top content yielded a reach of 2.5 million and an average reach of 89,180 per post.

After analyzing our research, we determined in order to become recognized as caring organization, and operationalize our mission, we needed a communications program to achieve this goal. We outlined the following goal and objectives:

GOAL: To become recognized as a caring organization.

Primary Audience: **All employees**

Based on the research from the Top Workplaces survey, we had an opportunity to ensure employees felt their work was more meaningful and specifically, this meaning could be connected to caring for students.

Outcome Objective 1: Parkway employees will report their job makes them “feel like they are part of something meaningful” at a rate of 10 percent above the benchmark in the Spring 2017 Top Workplaces survey.

In order to measure if employees were in fact connected to our new mission and committed to living our mission to ensure students are caring learners, we needed a tool to measure our success. Therefore, we set out to design a new internal culture and climate survey.

Outcome Objective 2: At least 70 percent of Parkway employees will report that “we have a shared mission and vision where I work” and that “part of my job is to develop character in students” on a 2017 culture and climate survey.

Based on our analysis of social media content, we had an opportunity to use social media, and specifically Facebook, to reach our audiences with an increased focus on content including caring as a key message.

Output Objective 3: Parkway Facebook content will include the key message #ParkwayCares once per week from August 2016 to May 2017.

If successful, our social media content focused on caring would produce results equal to or (more often) higher than similar content from the previous year.

Output Objective 4: #ParkwayCares Facebook content will perform at or above the level of the top Facebook content from the previous year: Reach 3.2 million and 90,000 average reach per post from August 2016 to May 2017.

In order to produce more content focused on caring as a key message, and to ensure employees are recognized for meaningful contributions to our mission, we realized an opportunity to create a “Parkway Cares” employee recognition program. The Parkway Cares recognition program would identify employees who exemplify caring and live the Parkway mission. Through this program, employees would be empowered to recognize each other in a timely, meaningful way. It could capture the often untold stories of employees who are role models for children and colleagues as caring adults. The stories of these caring adults in our schools could then be used to support #ParkwayCares communications.

Output Objective 5: More than 120 employees will be nominated involuntarily by colleagues for Parkway Cares recognition between November 2016 and May 2017.

We outlined the following **strategies** to achieve these objectives:

- Inform employees of addition of the word caring to our mission;
- Ensure employees embrace and share the new Parkway mission; and
- Ensure employees are recognized as caring adults by parents and community members.

Analysis, Planning, Communication and Implementation

Included below are the key messages, tactics, audience(s), activities, person(s) responsible, timeline and budget/materials needed to accomplish each strategy.

Key Messages:

- Parkway Schools added “caring” to its mission and is committed to caring as an organizational goal.
- Parkway employees care for students. #ParkwayCares
- Parkway employees share our mission and vision and are role models of caring for students.

Communications Planning August 2016 - May 2017					
Strategy	Tactics	Audience	Activities	Timetable	Budget
Inform employees of addition of the word caring to our mission.	Develop Parkway Cares brand	Employees	<ul style="list-style-type: none"> ● Design Parkway Cares logo and brand complementary of Parkway Schools logo/brand; design animated version of logo (working with outsourced graphic designer) ● Develop Parkway Cares brand standards 	Sept. 2016	\$450
	Hold all-district employee event to promote improved mission, brand	Employees	<ul style="list-style-type: none"> ● Design invitations, email employees ● Develop event program and script ● Produce event videos ● Design and distribute Parkway Cares T-shirts for event planning committee and event greeters 	Nov. 2016	\$750 Parkway Cares T-shirts
	Use internal district communications tools to share ongoing key messages	District leadership, all employees	<ul style="list-style-type: none"> ● “eStreak” employee newsletter ● Add Parkway Cares logo to the header of internal Gmail inboxes for increased visibility ● “Leaders Memo” to district administrators ● “PayDay Notes from Superintendent” ● News story on “Inside Parkway” employee intranet ● Share Parkway Cares logo with employees for email signature 	Sept. - Nov. 2016	\$0
Ensure employees embrace and share the new Parkway mission.	Use promotional items/apparel to promote connection to brand	Employees	<ul style="list-style-type: none"> ● Develop line of apparel featuring Parkway Cares brand ● Develop online apparel store ● “eStreak” employee newsletters promoting apparel store 	Sept. 2016	\$0

	Encourage employees to recognize each other as caring role models	Employees	<ul style="list-style-type: none"> ● Design a Parkway Cares employee recognition program ● Meet with Superintendent's Advisory team to get approval of award program and buy-in ● Promote opportunity to district leaders to recognize employees at meetings and with follow up emails. ● Design a Parkway Cares lapel pin, letter and card to recognize winners ● Write and communicate award program procedures and guidelines ● Develop and communicate Google form for nominations 	Nov. 2016	\$800 for 500 lapel pins and cards
	Evaluate if employees feel connected to the new mission.		<ul style="list-style-type: none"> ● Design an internal culture and climate survey for employees, including key indicators including "we have a shared mission and vision where I work" and "part of my job is to develop positive character in students." 	Spring 2017	\$0
Ensure employees are recognized as caring adults	Use digital and print communications to share stories of caring employees, with social media focus on Facebook content	Employees, parents, community	<ul style="list-style-type: none"> ● Idea creation for back to school video using the key message of "caring." ● Produce back to school video ● #ParkwayCares employee recognition content on Facebook for external publics - content re-purposed for Twitter. ● Parkway Cares employee recognition content re-purposed in digital and print publications - "Parkway Today" community newsletter and "This is Parkway" annual report ● Parkway Cares employee recognition in news media ● Parkway Cares award winners shared internally via "eStreak" newsletters and "Inside Parkway" website 	Aug. 2016 -May 2017	\$0

Evaluation

Outcome Objective 1: Parkway employees will report their job makes them “feel like they are part of something meaningful” at a rate of 10 percent above the benchmark in the Spring 2017 Top Workplaces survey.

- A staff survey, conducted by Workplace Dynamics in April 2017 (sample = 1,671) as part of the national Top Workplaces program, yielded the following results:
 - Parkway employees reported that their “job made them feel like they were part of something meaningful” at a rate of **nine percent higher than the benchmark for similar primary and secondary schools.**
 - The overall percentage of employees who reported their job made them feel like they were part of something meaningful **increased by two percent compared to the previous year (April 2016).**
 - The number of employees who reported they **felt part of something meaningful was the highest percentage ever recorded** in any Parkway Top Workplaces survey (completed annually 2014-2017).
 - An analysis of the free-text comment question showed a high frequency of positive statements including the words “character, mission, and (adding) caring to mission.”
 - “Parkway Cares” as a “mission, program, slogan, platform” was mentioned in the free-text comments and associated with a high frequency of positive statements.

Outcome Objective 2: At least 70 percent of Parkway employees will report that “we have a shared mission and vision where I work” and that “part of my job is to develop character in students” on a culture and climate survey in Spring, 2017.

- An internal staff culture and climate survey (sample=1,437) in Spring 2017 demonstrated:
 - 74.9 percent of employees agree or strongly agree with the statement “**we have a shared mission/vision where I work.**”
 - 86.9 percent of employees agree or strongly agree with the statement “**part of my job is to develop positive character in students.**”

Output Objective 3: Parkway Facebook content will include the key message #ParkwayCares once per week from August 2016 - May 2017.

- From August 2016 - May 2017 #ParkwayCares Facebook content totaled 46 (average 1.3 posts per week).

Output Objective 4: #ParkwayCares Facebook content will perform at or above the level of the top Facebook content from the previous year: Reach 3.2 million and 90,000 average reach per post from August 2016 - May 2017.

- #ParkwayCares social media content (Facebook) from August 2016-May 2017 achieved the following outcomes:
 - #Parkway Cares 2016-17 Facebook content performance: 46 #ParkwayCares posts, **reach over three times higher:** 9.2 million on caring content compared to 2.7 million the previous year, **average post reach over 10 times higher** - 190,093 compared to 16,721 previous year, **average post engagement over 10 times higher** - 529,411 engagements, average post engagements 11,509 (1,071 previous year).
 - The “Hope” video produced the following results within 30 days (August-Sept. 2016): 8,007,435 reach on Facebook (6.5 million higher reach than any previous content), 3,144,315 video views on Facebook (2.5 million more views than any previous video), Increase in Facebook page followers from 13,444 to 16,369 (21 percent increase)
 - The ‘Hope’ video received a prestigious 2017 Bronze Anvil Award of Commendation from the Public Relations Association of America (PRSA).

Output Objective 5: More than 120 employees will be nominated involuntarily by colleagues for Parkway Cares recognition between November 2016 and May 2017.

- The Parkway Cares employee recognition program launched mid-November 2016. By the end of the school year, more than 145 employees were nominated by their peers for a Parkway Cares award.

Informal evaluations demonstrated:

- Fifty-five employees purchased their own Parkway Cares apparel in the first online apparel store, accounting for 35 percent of all Parkway apparel purchased.
- Parkway Central High, North High, Northeast Middle, Central Middle and West Middle schools were inspired by the #ParkwayCares hashtag - creating hashtags including #PNHCares, #ColtsCare, #McKCares, #CMSCares, #WestMiddleCares, #NEMCares.
- Five schools immediately requested a school version of the Parkway Cares logo, (Parkway Southwest Middle Cares) leading to the development of consistent versions of the logo for each school and Parkway Cares brand standards.
- Three departments requested versions of the Parkway Cares logo for internal and external communications and employee apparel - Transportation Cares, Technology Cares and Health Services Cares. In addition, multiple schools purchased apparel for employees, using school budgets.
- West Middle School requested new signage for its front door entry buzzer with the Parkway Cares logo, saying “isn’t this the first thing we want people to know when they enter our buildings (that we care)?”
- Traditional news media covered the new employee recognition program, including a story in *West Newsmagazine*.

Next Steps and Improvements

Based on the evaluation of the Parkway Cares communications program, we plan to implement the following:

- Continue focus on caring as a key message, with a goal of 20 percent of digital content connected to caring.
- Continue Parkway Cares employee recognition program, with annual output goals for employee recognition; develop additional activities to ensure employees are recognized for when they are nominated. Consider involving students in how employees are recognized.
- Continue opening an online employee apparel store twice a year, with previous best-sellers and new Parkway Cares merchandise.
- Consider the opportunity to develop a Parkway Cares communications plan focusing on parents and students as the primary audience - how can we connect parents and students to mission?
- Consider a Parkway Cares award for student recognition.

Supporting Materials

Social media posts - Videos:

'Hope' video -- <https://www.youtube.com/watch?v=dlcU5uHMdTM>

What is your hope? #ParkwayCares

Parkway Schools
about 2 years ago · 48

We asked students one simple question.

15K likes · 47K Shares · 3.2M Views

Like · Comment · Share · Save

Comments (1.1K) · Chronological

View previous comments

- Barbara Bice Claire Gerlach Amber Leigh Harper Melissa English Merideth Stevenson Keller Heather Vincent Guerin · Like · Reply · Message · 1y
- Mandi Towle Yazmene Canty · Like · Reply · Message · 1y
- Ferman Covington Now that was too awesome!! Love Mitt · Like · Reply · Message · 1y · Edited
- Pamela Tabel Roger tried to find you. There is an opening at Granada high ceramics. Please apply Pamela · Like · Reply · Message · 1y
- Nancy Kelly The most inspirational thing I've seen in a long time · Like · Reply · Message · 1y
- Nayla Khatib Dime Assaf · Like · Reply · Message · 1y
- Mark Burnett Terrific! · Like · Reply · Message · 1y
- Kristina Caputo-Kelch Grace Couto Shepard, how neat! · Like · Reply · Message · 1y · 2 Replies
- Jan Burroughs Simply masterfull I hope you do this every year. · Like · Reply · Message · 1y
- Sarah Walker yes I have time of my life 1989 · Like · Reply · Message · 4tw
- Bill Honza Maybe this question has already been asked, but where did you get the music for this video? · Like · Reply · Message · 26tw

Parkway Schools
Published by Derek Duncan [?] · August 10, 2016 · 48

We asked students one simple question.

What is your hope? #ParkwayCares
03:15

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

8,216,733 people reached [Boost Post](#)

15K likes · 1K Comments · 47K Shares

Like · Comment · Share · Save

Performance for Your Post

8,216,733 People Reached

3,251,462 Video Views

269,234 Reactions, Comments & Shares

153,995 Like · 12,587 On Post · 141,408 On Shares

34,963 Love · 2,728 On Post · 32,235 On Shares

119 Haha · 4 On Post · 115 On Shares

837 Wow · 130 On Post · 707 On Shares

111 Sad · 1 On Post · 110 On Shares

26 Angry · 0 On Post · 26 On Shares

27,362 Comments · 1,240 On Post · 26,122 On Shares

48,995 Shares · 47,756 On Post · 1,239 On Shares

#ParkwayCares social media posts:

“What is Caring?” Video -

<https://www.facebook.com/parkwayschooldistrict/videos/vb.116830783577/10154800402723578/?type=2&theater>



Parkway Schools

Published by Derek Duncan [?] · November 8, 2016 · 🌐

⋮

It's who we are in Parkway. It's why we're here every day. #ParkwayCares



What is caring?
03:03

🌱 **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 3,200 people.

📍 Your video is popular in [Missouri](#) Boost Post

👍❤️ 153

👍 Like 💬 Comment 🔗 Share ⋮

12 Comments 107 Shares

Performance for Your Post

20,248 People Reached

8,227 Video Views

741 Reactions, Comments & Shares ⓘ

430 👍 Like	119 On Post	311 On Shares
114 ❤️ Love	34 On Post	80 On Shares
1 😂 Haha	0 On Post	1 On Shares
1 😞 Sad	0 On Post	1 On Shares
86 Comments	17 On Post	69 On Shares
111 Shares	107 On Post	4 On Shares

1,550 Post Clicks

327 Clicks to Play ⓘ	1 Link Clicks	1,222 Other Clicks ⓘ
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Parkway Schools

Published by Derek Duncan [?] · February 10, 2017 · 🌐

Ashley Winslow (left), FACS teacher at South High, has welcomed a student into her own home who did not have anywhere to go, providing them with a safe home, food, and support so that this student can complete their high school education and have that "senior year experience" of graduation. Thank you for giving this student a launching pad for life, Ashley! You exemplify caring by giving of yourself and your resources so that this young student can make a way in this world. #parkwaycares



🟢 **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 3,200 people.

👤 **16,804 people** reached

Boost Post

👍❤️ Dan Hobson, Montell Seaward and 439 others 21 Comments 28 Shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for Your Post

16,804 People Reached

722 Reactions, Comments & Shares ⓘ

505 👍 Like	337 On Post	168 On Shares
150 ❤️ Love	104 On Post	46 On Shares
38 Comments	23 On Post	15 On Shares
31 Shares	28 On Post	3 On Shares

2,064 Post Clicks

325 Photo Views	0 Link Clicks	1,739 Other Clicks ⓘ
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NEGATIVE FEEDBACK

4 Hide Post **5** Hide All Posts
0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Video - <https://www.facebook.com/parkwayschooldistrict/videos/10154938334153578/>

 **Parkway Schools**
Published by Derek Duncan [?] · December 16, 2016 · 🌐

Big hearts at Craig Elementary School. Helping those in need.
#ParkwayCares #CraigCares



02:02

 **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 3,200 people.

 Your video is popular with **women between the ages 35-44** [Boost Post](#)

  151 7 Comments 79 Shares

 Like  Comment  Share 

Performance for Your Post

28,441 People Reached

8,997 Video Views

757 Reactions, Comments & Shares ⓘ

512  Like	116 On Post	396 On Shares
113  Love	35 On Post	78 On Shares
54 Comments	9 On Post	45 On Shares
79 Shares	79 On Post	0 On Shares

1,474 Post Clicks

271 Clicks to Play ⓘ	0 Link Clicks	1,203 Other Clicks ⓘ
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NEGATIVE FEEDBACK

5 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Parkway Cares All-district employee event:

Roll call video with theme music-

<https://drive.google.com/open?id=0BwheBhEe4f2rZ19kb1ImMUdTawS>

How we got here video: <https://drive.google.com/open?id=0BwheBhEe4f2rZVowY0dMaWlANnc>

Animated logo video - <https://drive.google.com/open?id=0BwheBhEe4f2rVVRaZTkWUUtXbjg>

Event script -

https://docs.google.com/document/d/1FBBJ4D1R8IFWcxBDw_PfRwuFyp3Jp5sJUz4G51zVbIY/edit





All-District Celebration

November 8, 2016

8 am to noon

St. Charles Family Arena

All Parkway employees will come together for an All-District Celebration on November 8, 2016. This morning of professional development for all employees is designed to celebrate hope, inspire our future and recognize the addition of the word caring to our mission.

Event Details:

8 am: Buses begin boarding at schools.

8:30 am: Doors open.

9 am: Event begins.

Transportation:

Catch a bus from any of Parkway's four high schools. Or if it is more convenient, you can drive to venue. [St. Charles Family Arena Map/Directions](#)

Featured Speaker:

Manny Scott, an original Freedom Writer whose story is told in part in the 2007 hit movie, "Freedom Writers." He has energized over a million leaders, educators and students with his inspiring messages of hope.

Special Accommodations:

[Click here](#) if you need special seating or other accommodations (ADA or interpreter).



What a Wonderful Day

1 message

estreak@parkwayschools.net <estreak@parkwayschools.net>
To: estreak <estreak@parkwayschools.net>

Wed, Nov 9, 2016 at 3:18 PM



What a wonderful day for the Parkway family yesterday at the All-District Celebration! We have received positive feedback from so many of you. We have heard how much you enjoyed everyone being together from across the district and the impact of Manny Scott's message for us.

Thank you! Thank you for being there, for traveling and for making the time to be together for this powerful day. And thank you for your patience and understanding as we all handled the unforeseen traffic issues.



Check out this photo collage of the day - click here to see if you can find yourself inside the mosaic of the Parkway Cares heart: <http://mosaically.com/photomosaic/02c0453b-f202-4732-8cb4-29bf4bd9a87e>. Feel free to add your own photos from the day to the heart as well.

The Parkway apparel store re-opened today with additional items including **limited edition Parkway Cares apparel!** Many of the apparel items you saw at the All-District Celebration have been added to the store along with the most popular items from the last order (with the standard Parkway logo). Orders need to be in by November 28 and items will be delivered from Administration to your building approximately two weeks afterward (just in time for holiday gifts if you want). View and order apparel here: <https://parkwaycares2016>.

itemorder.com

Employee Recognition Program:



Parkway Cares Employee Recognition Program 2017-18

The Parkway Cares recognition program identifies employees who exemplify caring and live the Parkway mission. Through this program, employees are empowered to recognize each other in a timely, meaningful way. It often captures the untold stories of employees who are role models for children and colleagues as caring adults.

Procedures:

- Select an employee in each building that is living the mission as a caring adult and role model for others. Nominate them for a Parkway Cares award using this online nomination form: <https://goo.gl/forms/dpz9fcCsWvFa0qVz1>
- The nominee is presented with a Parkway Cares lapel pin, a note of gratitude/recognition and instructions on how to nominate another employee for Parkway Cares recognition (sent from HR to employee). The employee keeps their Parkway Cares pin to wear or display
- To nominate the next employee to be recognized, winners then complete the online form. The nomination should include a specific example of why this employee was selected at this time.
- When the next employee is nominated, a Parkway Cares lapel pin and a congratulatory letter is sent to them as well. The pay-it-forward model continues as winners are all offered the opportunity to nominate someone else for an award. Everyone nominated receives a pin and recognition. An employee can only be nominated once per school year.
- Administrators receive notification of the employee(s) from their building or department who have received pins/recognition.

What will happen with the recognition stories?

We will use them as story ideas to support #ParkwayCares communications. Stories could be shared internally and externally, including Inside Parkway, social media and email newsletters. Winners could also be recognized at their building with colleagues and/or students.

Parkway Cares Employee Recognition Program

This form allows a Parkway Cares winner to nominate another Parkway employee for recognition and a Parkway Cares lapel pin. Please tell us below about an employee who exemplifies caring, is a role model for others and lives the Parkway mission every day.

Your email address (dduncan@parkwayschools.net) will be recorded when you submit this form. Not you? [Switch account](#)

* Required

Name of the employee you are nominating for a Parkway Cares pin *

Your answer 

Employee's position *

Your answer

Where does this employee work? Feel free to nominate someone at your school/building or at any other location in Parkway. *

Choose 

Why are you nominating this employee for a Parkway Cares pin? Please include specific examples of how this employee exemplifies caring. If you were telling a friend about this person, what story would you tell them? *

Your answer

Your name *

Your answer



Dear <First Name>,

This year, we added an important word to our mission - caring. Because it's who we are in Parkway. It's why we are here.

I am pleased to let you know that you have been nominated to receive a new, Parkway Cares award because you exemplify this word in your work every day with our students and staff. Congratulations! We have included a small thank you - a Parkway Cares lapel pin.

You now have the honor of nominating another Parkway employee for a Parkway Cares award and lapel pin. If you choose to do so, please nominate someone in the next few weeks.

As you consider making a nomination, think about an employee who exemplifies caring and lives the Parkway mission every day. Who is a role model for others as a caring adult? You can nominate anyone in any Parkway school or building.

Use this link to complete this short nomination form: pkwy.info/ParkwayCaresNominate

We are so proud of you and thankful for the gift you give to our children every day. Again, congratulations!

Sincerely,

Amy Joyce
Chief Human Resources Officer

Parkway Cares apparel:

Parkway Apparel Store is Open!



Inbox x



Parkway eStreak <estreak@parkwayschools.net> (sent by adickerson@pa
to Staff-ALL ▾)

3/7/17 ☆

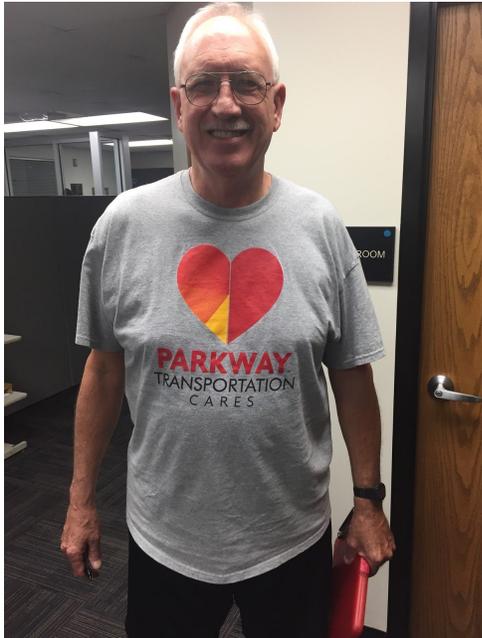


We're excited to re-open the spring Parkway apparel store! The store is open for a limited time only and includes such items as polo shirts, hoodies, quarter zips, and T-shirts. Orders need to be in by **Tuesday, March 21** and items will be delivered from administration to your building approximately two weeks afterward. You can order and pay online with any major credit card.

View and order Parkway apparel here: <https://pkwysd2017.itemorder.com/>

If your school or department wants to order other customized items, please contact Brian at Winning Streak at brian@winning-streak.com or (888-570-6194).





Parkway Cares Branding:

Parkway Cares Brand Standards

We added an important word to our mission - caring. Because it's who we are in Parkway. It's why we are here. Maintaining the legibility of the logo is very important, regardless of what the application is or the manner in which it is reproduced.

OUR PARKWAY CARES LOGO:

The Parkway Cares logo communicates the caring nature of our schools combined with the unique Parkway bright sunrise in our Parkway bookburst logo. The spacing between the bottom of the logo, between "PARKWAY" and "CARES" and the heart is a consistent 2 Picas.



LESS FORMAL APPLICATIONS:

The Parkway Cares heart may be used in isolation where space or less formal application dictates. If the words Parkway, cares or individual school/department are used together in any way, they must be locked together as shown in the formal application. Do not write any other words with the heart besides what is shown in the formal application.



In some instances, the Parkway Cares logo with #ParkwayCares hashtag can be used as shown.

#ParkwayCares

HORIZONTAL LOGO:

Vertical orientation of the logo is preferred. Use the horizontal logo only when the vertical does not work. The spacing between "PARKWAY" and "CARES" remains 2 Picas.



PAIRING THE LOGO WITH SCHOOL IDENTITIES:





PANTONE 485 C

ORIGINAL COLORS



PANTONE 179 C



PANTONE 172 C



PANTONE 158 C



PANTONE 144 C



PANTONE 137 C



PANTONE 130 C

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Parkway recognizes 95 exemplary employees since November

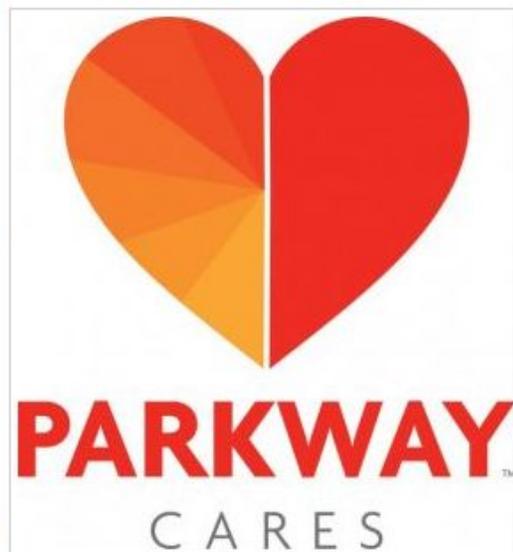
By: Bonnie Krueger

🕒 February 24, 2017 👁 603 Views

In recent years, the Parkway School District has placed a high priority on their students' character development and, in 2016, added a fourth "c" to its mission statement – it stands for "caring."

But the caring the district strives to promote does not begin and end with the Parkway students. Since November, 95 employees have been recognized with a Parkway Cares Award. The program identifies employees who exemplify caring and live the Parkway mission. Those employees are role models for children and colleagues alike.

Once they are recognized, Parkway Cares recipients have the honor of nominating another employee for recognition in a pay-it-forward fashion. Winners are presented with a Parkway Cares lapel pin and a note of gratitude.



Substitute teacher Barbara Corrigan is one of the esteemed recipients. She began her teaching career at West Junior as a French teacher, but left for a number of years to raise her family. Wanting to return to teaching in the 90s, Corrigan accepted a position at Claymont Elementary through its English for Speakers of Other Languages [ESOL] program, which at the time was largely undeveloped. Corrigan found her niche.



PARKWAY CARES

Parkway Cares Recognition Program

The Parkway Cares recognition program identifies employees who exemplify caring and exemplify the Parkway mission for students. Through this program, employees are empowered to recognize each other in a timely, meaningful way.

It often captures the untold stories of employees who are role models for children and colleagues as caring adults. The following stories are examples of Parkway staff worthy of gratitude and special recognition.



Ashley Winslow (left), family and consumer sciences teacher at South High, welcomed a student into her home who did not have anywhere to go, providing a safe home, food and support so the student could complete high school and have the full "senior year experience," including graduation.



Joe Walker doesn't just fix computers at Barretts. He recently took the time to make a connection with a fourth-grade student, who now helps Joe with technology issues throughout the building.



Sanel, Hanna Woods custodian, goes above and beyond to be helpful to all teachers and students. During his break, Sanel will go outside and play soccer with students.



Diana Ott, first-grade teacher at Wren Hollow, met with a family in St. Louis to hold their parent-teacher conference at a restaurant on a Sunday.