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 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.

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

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

### Feeling informed (Community surveys)

<table>
<thead>
<tr>
<th>Performance area (SCR surveys)</th>
<th>2016</th>
<th>2013</th>
<th>2010</th>
<th>2006</th>
<th>1999</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keeping residents, families and staff informed on important news about the district.</td>
<td>93%</td>
<td>93%</td>
<td>93%</td>
<td>94%</td>
<td></td>
</tr>
<tr>
<td>Efforts to involve parents, students and staff in schools and the decision-making process.</td>
<td>78%</td>
<td>82%</td>
<td>84%</td>
<td>83%</td>
<td></td>
</tr>
</tbody>
</table>

### 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.

- “Pattersonville Highlights, the district newsletter, continues to be the preferred source of information about the district for Pattersonville residents and parents (https://issuu.com/pattersonvillesd). This publication is the main ways for residents to get news about Pattersonville, especially for those who do not have children attending Pattersonville 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 “Pattersonville 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

OUR MISSION
Pattonville School-Community Relations contributes to student and staff achievement by enhancing the programs of the school through planned, professional teamwork.

People both inside and outside the school 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 commitments to the community.

The Pattonville School District’s Community Relations program is guided by quality, truth, and fairness.

OUR TEAM
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Twitter: @BrianHeyman

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

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

CONNECT ONLINE
Facebook: www.facebook.com/PSDR3
Instagram: @PattonvilleSD
Twitter: @PattonvilleSD
Website: www.psd3.org
YouTube: www.youtube.com/PattonvilleR3

OUR SERVICES
COMMUNICATIONS
• 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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Channel</th>
<th>Audience</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic</td>
<td>District website <a href="http://www.psdr3.org">http://www.psdr3.org</a></td>
<td>Parents, students, staff, new families, alumni, community</td>
<td>Daily to weekly</td>
</tr>
<tr>
<td>Electronic</td>
<td>School websites* SCR assists schools as needed</td>
<td>Parents, students, staff, new families</td>
<td>As determined by building</td>
</tr>
<tr>
<td>Electronic</td>
<td>“Pattonville @Work&quot; e-newsletter Parent/Community newsletter sample: <a href="https://mailings.marketvolt.com/5457265/IRwEnVN.html">https://mailings.marketvolt.com/5457265/IRwEnVN.html</a> Staff newsletter sample: <a href="https://mailings.marketvolt.com/5457265/UYLnAAH.html">https://mailings.marketvolt.com/5457265/UYLnAAH.html</a></td>
<td>Parents, staff, media, legislators, community who subscribe</td>
<td>After regular board meetings (21x a year)</td>
</tr>
<tr>
<td>Electronic</td>
<td>Peachjar e-flyer distribution</td>
<td>Parents</td>
<td>As needed</td>
</tr>
<tr>
<td>Electronic</td>
<td>SchoolMessenger (automated email, phone, text)</td>
<td>Parents, staff</td>
<td>As needed by district, individual schools</td>
</tr>
<tr>
<td>Electronic</td>
<td>Direct email</td>
<td>Parents, students, staff</td>
<td>As needed by district, individual schools</td>
</tr>
<tr>
<td>Electronic</td>
<td>District app</td>
<td>Parents, students, staff, community members</td>
<td>Daily to weekly</td>
</tr>
<tr>
<td>Social media</td>
<td>Facebook <a href="http://www.facebook.com/PSDR3">http://www.facebook.com/PSDR3</a></td>
<td>Parents, students, staff, community members, alumni</td>
<td>Daily</td>
</tr>
<tr>
<td>Social media</td>
<td>Facebook (16 school/program sites)* SCR provides support and training</td>
<td>Parents, students, staff, community members, alumni</td>
<td>Daily</td>
</tr>
<tr>
<td>Social media</td>
<td>Twitter (@PattonvilleSD) <a href="http://www.twitter.com/PattonvilleSD">http://www.twitter.com/PattonvilleSD</a></td>
<td>Parents, students, staff, community members, alumni, leaders in region, nation</td>
<td>Daily</td>
</tr>
<tr>
<td>Social media</td>
<td>Instagram (@PattonvilleSD) <a href="http://www.instagram.com/PattonvilleSD">http://www.instagram.com/PattonvilleSD</a></td>
<td>Parents, students, staff, alumni, community members</td>
<td>Daily to weekly</td>
</tr>
<tr>
<td>Social media</td>
<td>YouTube <a href="http://www.youtube.com/PattonvilleR3">http://www.youtube.com/PattonvilleR3</a></td>
<td>Parents, students, staff, community members</td>
<td>Periodically</td>
</tr>
<tr>
<td>Category</td>
<td>Channel</td>
<td>Audience</td>
<td>Frequency</td>
</tr>
<tr>
<td>-----------------</td>
<td>-------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td>Print</td>
<td>“Pattonville Highlights” district tabloid newsletter</td>
<td>Taxpayers, district residents, parents, students, staff, retirees</td>
<td>Mailed 8x a year</td>
</tr>
<tr>
<td>Print</td>
<td>“Flash” 55+ Club newsletter</td>
<td>Senior citizens, 55+ Club members</td>
<td>2x a year</td>
</tr>
<tr>
<td>Print</td>
<td>“Green and White Gazette” alumni newsletter</td>
<td>Alumni, alumni association, visitors to select athletic events</td>
<td>2x a year</td>
</tr>
<tr>
<td>Print</td>
<td>Activities guides for high school activities/athletics program</td>
<td>Students, parents, staff, visitors to athletic events, community</td>
<td>3x a year</td>
</tr>
<tr>
<td>Print</td>
<td>District brochure</td>
<td>Community leaders, prospective new families and staff</td>
<td>1x a year</td>
</tr>
<tr>
<td>Print</td>
<td>Crisis Teamwork Guide</td>
<td>Administrators, BOE, secretaries</td>
<td>1x a year</td>
</tr>
<tr>
<td>Print</td>
<td>Emergency Procedures Guides for individual buildings (11 guides)</td>
<td>Administrators, staff</td>
<td>1x a year</td>
</tr>
<tr>
<td>Print</td>
<td>Retiree directory</td>
<td>Pattonville retirees</td>
<td>Once every other year</td>
</tr>
<tr>
<td>Print</td>
<td>Oasis tutoring program newsletter “Tutor News”</td>
<td>Oasis tutors, older adults</td>
<td>1x a month October through May</td>
</tr>
<tr>
<td>Engagement</td>
<td>Community forums on district issues (i.e., finances, facilities, bond issue)</td>
<td>Taxpayers, district residents, parents, students, staff, community members</td>
<td>As needed</td>
</tr>
<tr>
<td>Engagement</td>
<td>School improvement teams and CSIP meetings*</td>
<td>Parents, students, staff, community members</td>
<td>3-4x a year and as needed at school level</td>
</tr>
<tr>
<td>Engagement</td>
<td>Board meetings with municipal leaders</td>
<td>Community leaders, BOE</td>
<td>3x a year</td>
</tr>
<tr>
<td>Engagement</td>
<td>Board meetings with religious leaders</td>
<td>Faith leaders, BOE</td>
<td>1x a year</td>
</tr>
<tr>
<td>Engagement</td>
<td>Board meetings with legislators</td>
<td>Legislators, BOE</td>
<td>in conjunction with Parkway and Rockwood</td>
</tr>
<tr>
<td>Engagement</td>
<td>55+ Club Dinner Theater</td>
<td>Senior citizens, 55+ Club members, retirees</td>
<td>4x a year (two nights each fall and spring)</td>
</tr>
<tr>
<td>Engagement</td>
<td>Oasis Intergenerational Tutoring Program meetings</td>
<td>Senior citizens, volunteers, retirees</td>
<td>1x a month November through May</td>
</tr>
<tr>
<td>Engagement</td>
<td>All-staff orientation</td>
<td>Staff, administrators, BOE</td>
<td>1x a year</td>
</tr>
<tr>
<td>Engagement</td>
<td>Superintendent meetings with Teacher Advisory Council</td>
<td>Certified staff, administrators</td>
<td>2-3x a year</td>
</tr>
<tr>
<td>Category</td>
<td>Channel</td>
<td>Audience</td>
<td>Frequency</td>
</tr>
<tr>
<td>------------</td>
<td>-------------------------------------------------------------------------</td>
<td>---------------------------------------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>Engagement</td>
<td>Superintendent meetings with Support Staff Advisory Council</td>
<td>Certified staff, administrators</td>
<td>2-3x a year</td>
</tr>
<tr>
<td>Engagement</td>
<td>Superintendent meetings with Parent Advisory Council and legislators</td>
<td>Parents, legislators</td>
<td>2-3x a year</td>
</tr>
<tr>
<td>Engagement</td>
<td>Meetings with high school students (BSAAC)*</td>
<td>Students, staff, BOE, administrators</td>
<td>Several times a year</td>
</tr>
<tr>
<td>Engagement</td>
<td>Administrative and cabinet meetings*</td>
<td>Administrators</td>
<td>Weekly to monthly</td>
</tr>
<tr>
<td>Engagement</td>
<td>Liaison with community groups (i.e., Kiwanis, Pattonville Education Foundation, Alumni, chamber)</td>
<td>Community leaders, administrators</td>
<td>Weekly to monthly</td>
</tr>
<tr>
<td>Engagement</td>
<td>School-business partnerships for academics and activities*</td>
<td>Business leaders, parents, students, staff, alumni</td>
<td>Ongoing throughout the year</td>
</tr>
<tr>
<td>Recognition</td>
<td>Board meetings with student/staff recognition</td>
<td>Parents, students, staff, BOE</td>
<td>10-11x a year</td>
</tr>
<tr>
<td>Recognition</td>
<td>District appreciation night</td>
<td>Parents, staff, administrators, BOE, volunteers</td>
<td>1x a year</td>
</tr>
<tr>
<td>Recognition</td>
<td>Teacher and support staff of the year</td>
<td>Certified and support staff</td>
<td>January-May</td>
</tr>
<tr>
<td>Recognition</td>
<td>Pride of Pattonville</td>
<td>Staff and volunteers, parents</td>
<td>January-May</td>
</tr>
<tr>
<td>Recognition</td>
<td>Oasis tutor recognition</td>
<td>Senior citizens, volunteers</td>
<td>1x a year</td>
</tr>
<tr>
<td>External media</td>
<td>Television</td>
<td>Parents, students, staff, community members</td>
<td>Periodically</td>
</tr>
<tr>
<td>External media</td>
<td>Radio</td>
<td>Parents, students, staff, community members</td>
<td>Periodically</td>
</tr>
<tr>
<td>External media</td>
<td>Print/online newspapers and magazines</td>
<td>Parents, students, staff, community members</td>
<td>Regularly</td>
</tr>
<tr>
<td>Evaluation</td>
<td>Bienniel program evaluation to the Board of Education</td>
<td>Board of Education, superintendent’s cabinet, SCR team, parents, staff, community members</td>
<td>Every other year</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Date</th>
<th>Tactic</th>
<th>Person(s) responsible</th>
</tr>
</thead>
</table>

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

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

Twitter
- **EST:** March 2013
- Total Followers: 1,986
- Growth: +23 (+1%)
- # Tweets: 50
- Daily Impressions: 2,300
- Total Tweet Impressions: 68,100

Instagram
- **EST:** April 2015
- Total Followers: 2,338
- Growth: +79 (+3%)
- # Posts: 42
- Ave. Impressions: 1,385

YouTube
- **EST:** July 2013
- Total Subscribers: 155
- Subscriber Growth: +11 (+8%)
- Views: 1,069
- Watch minutes: 1,698
- # Videos: 7

E-newsletter
- Newsletters Produced: 6
- 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
- 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

No. 4: Senior gets surprise ACT scholarship

No. 3: Teacher creates sensory walk

No. 2: School street “renamed” for Blues player

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

Sample district newsletters (mailed district-wide)

https://issuu.com/pattonvillesd
Sample e-newsletters

Pattonville @Work

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 804 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 Gray and Melinda (Mindy) Ridings, Dr. Summer Johnson, Harvey (Dean) Linhardt and incumbent Andrea D. Glenn.

Find out more.

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Parent/community e-newsletter

Pattonville @Work

New Calendars

2020 - 2021
2021 - 2022
School Years

Pattonville Board of Education on Jan. 28 reviewed calendars which outline important dates for the next two school years and comply with a new state law governing school start dates. House Bill 804 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 board is expected to vote on the calendars during the meeting.

Find out more about new school calendars.

Staff e-newsletter

Staff e-newsletter

Coming Soon: Professional Development Day

Check out these offerings for your PD day Friday

Pattonville School Board is excited to host an all-staff professional development day on Friday, Jan. 17, which features a variety of options for certified and support staff.

Certified staff, paraprofessionals and Parents, so teachers/staff will attend a PD day.
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/
Marketing and recruitment materials

Certified staff recruitment brochure

MAKE A Difference

For Pattonville students and families

Join Pattonville, a school district where you can make a real difference. We believe in a hands-on approach, where you can grow as a professional and as an individual. Our schools are growing growth, and our students are off to a successful future.

For your future

Join Pattonville, a school district where you can make a real difference. We believe in a hands-on approach, where you can grow as a professional and as an individual. Our schools are growing growth, and our students are off to a successful future.

JOIN THE PATTONVILLE FAMILY

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

Pattonville is a place for learning. Pattonville is a place for you.

Our mission is to educate students for their future. Pattonville is a place where you can grow as a professional and as an individual. Our schools are growing growth, and our students are off to a successful future.

Top Reasons to Join Our Team

Our people

We have amazing students, great teachers, and a supportive community that values education. Pattonville is a place where you can grow as a professional and as an individual.

Our benefits

We offer competitive salaries, health insurance, and retirement plans. We also provide professional development opportunities and a supportive work environment.

Our resources

Pattonville is committed to providing top-quality materials and resources to support our students.

CONTACT US

Pattonville School District
222 S. Main St.
St. Louis, MO 63105

Phone: (314) 205-5000
Fax: (314) 205-5050

Email: pd@pattonvilleschools.com
Older adult communications

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

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

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 2679 Creekside 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) 213-8055.

In the event of bad weather the day of the event, please check one of the following to ensure the event is still happening as scheduled: the 55 Plus Club hotline at (314) 213-8055, the district website at www.psd1.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 kgodon@psd1.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.psd1.org, under the “Programs” menu.

Residents who qualify for the Missouri Property Tax Credit are eligible for a free class on Jan. 15. Space is limited and pre-registration on a first-come, first-served basis is required. The new year is a great new wellness approach. Starting Jan. 14, a Day will be available in Tuesdays and Thursdays at 9 a.m. Attendees can participate in either or both taught by a fitness trainer who works with each group. Other wellness activities include Flight Attendant and Dancing, and Put On Your Best Face. The largest body organ — Skin — while everyone also available for those interested in research, including the Cruise 101 class which resources and strategies to get to and from the cruise. For more information or to register for class, please call the Pattonville 55 Plus Club hotline at (314) 213-8055.

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

--- Newsletter for 2,300 members of Pattonville’s 55+ Club
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 media for the purpose of news coverage and publicity (print and online). Any child whose parent has denied permission cannot be included in any publicly-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.pisd3.org/services/community_relations.
   - **Contact**: via email or our phone extension. 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/PISDsocialmediaguide.

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.pisd3.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.

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**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 6 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
Pottsville School District
Office of School Community Relations

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Page 7  Emergency Phone/Numbers/Resources
Page 6  School Baton Call List/Chain of Command
Page 7  Reunification Locations
Off-Campus/Community Locations
Page 7  Emergency Numbers/Resources
Voice and Email Instructions
Page 8  Emergency Numbers
- District Administrator
- School Principal
- School Office
- Other District Contacts
Page 9  Emergency Numbers
- Crisis Management Contacts
- Other Public Relations Contacts
Page 10  Crisis Teamwork Flow Chart

Crisis Communication Plan

1. Staff
   a. Approaching
   b. Radio
   c. Telephone
   d. Paging system
2. Student
   a. Telephone
   b. Radio
   c. School
3. Parent
   a. Telephone
   b. Fax
   c. Radio
   d. Letter
4. Visitors
   a. Telephone
   b. Fax
   c. Radio
   d. Letter
5. Vendor/Contractor
   a. Telephone
   b. Fax
   c. Radio
   d. Letter
6. Other Administrators/Appropriate Personnel (e.g., School Nurse, Doctor, Counselor)
   a. Telephone
   b. Fax
   c. Radio
   d. Letter
7. Media
   a. Telephone
   b. Fax
   c. Radio
   d. Letter

Media Personal and Contact Names: Where Appropriate
1. PTA/PTA
2. PTA/PTA
3. Parent Council
4. Student Council
5. PTA/PTA
6. Teacher
7. Student
8. Administrator
Recognitions
Activities Guides
High school athletics/activities guide (https://issuu.com/pattonvillesd/docs/final_isuu_winter_sports_guide_2019)