PARKWAY SCHOOLS

Parkway Cares
Connecting Employees and Mission

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

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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
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.
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

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Tactics</th>
<th>Audience</th>
<th>Activities</th>
<th>Timetable</th>
<th>Budget</th>
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| Inform employees of addition of the word caring to our mission. | Develop Parkway Cares brand | Employees | - 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 | - 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 | - “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 | - 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 | ● 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 |
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<tr>
<td>Evaluate if employees feel connected to the new mission.</td>
<td>Employees</td>
<td>● 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.”</td>
<td>Spring 2017</td>
<td>$0</td>
</tr>
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| 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 | ● 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, #McKCare, #CMSCare, #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](https://www.youtube.com/watch?v=dlcU5uHMdTM)
#ParkwayCares social media posts:

“What is Caring?” Video -
https://www.facebook.com/parkwayschooldistrict/videos/vb.116830783577/10154800402723578/?type=2&theater
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
#ParkwayCares employee recognition social media posts:

1. Parkway Central High School
   - parkwayschoolsFollow
   - October 25, 2017
   - Kathy Williams
   - Kathy has worked to develop a strong relationship with a student with a chronic health condition and her mother. Her dedication and formative have made a significant difference in the ability of the family to live and travel to manage ongoing social and medical challenges. We are proud to have caring health professionals like Nurse Kathy working with students and their families.

2. Parkway Central High School
   - parkwayschoolsFollow
   - October 25, 2017
   - Ms. Baume
   - Ms. Baume has been a wonderful teacher and mentor to many students. Her positive attitude and dedication to her students have made a lasting impact. We are grateful for teachers like Ms. Baume who make a difference in the lives of our students.

3. Moose Elementary School
   - parkwayschoolsFollow
   - October 25, 2017
   - Mr. Staff
   - Mr. Staff always goes above and beyond to make sure our students are happy and successful. His approachable nature and positive attitude make him a great asset to our school community.

4. Parkway Central High School
   - parkwayschoolsFollow
   - October 25, 2017
   - Mr. Griffin
   - Mr. Griffin is an amazing teacher who always puts his students first. His dedication and love for teaching inspire all who know him. We are lucky to have teachers like Mr. Griffin on our team.
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_PfRwuFyp3JpSJu4G51zVblY/edit
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 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.
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/dpz9fcC5sWvFa0oVz1
- 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
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:
Parkway recognizes 95 exemplary employees since November

By: Bonnie Krueger

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.
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.

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.

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

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.

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