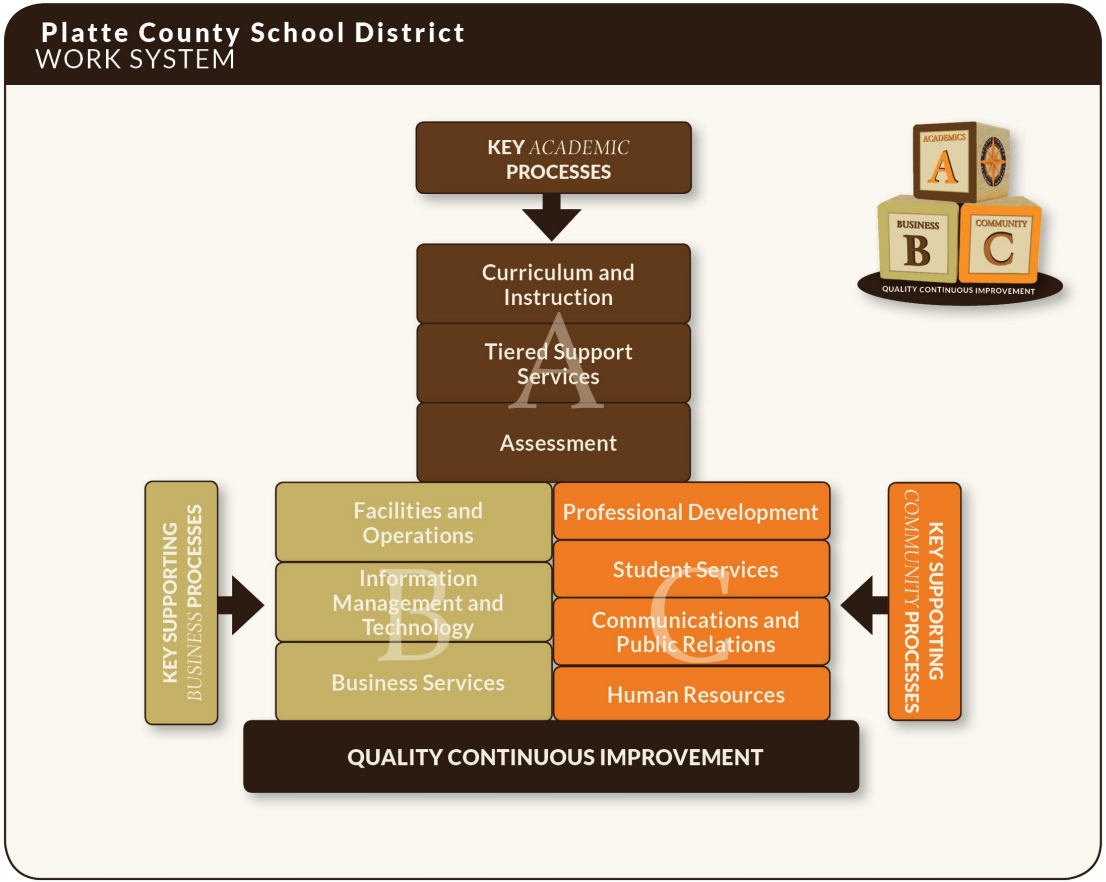
KEY PROCESS UPDATE

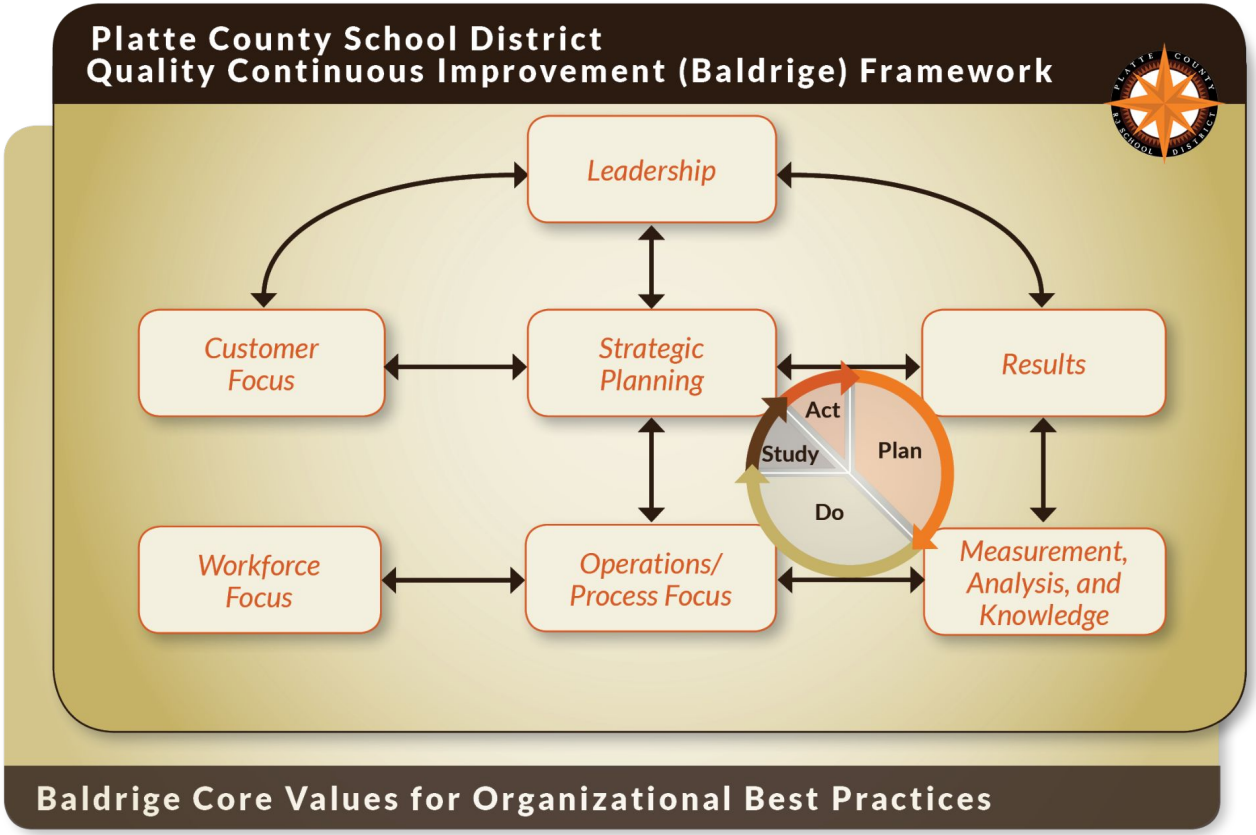
Communications & Public Relations Program

July 2022

WORK SYSTEM


Platte County School District
WORK SYSTEM
KEY ACADEMIC PROCESSES
Curriculum and Instruction
Tiered Support Services
Assessment
ACADEMICS
A
BUSINESS
B
COMMUNITY
C
QUALITY CONTINUOUS IMPROVEMENT
KEY SUPPORTING BUSINESS PROCESSES
Facilities and Operations
Information Management and Technology
Business Services
Professional Development
Student Services
Communications and Public Relations
Human Resources
KEY SUPPORTING COMMUNITY PROCESSES
QUALITY CONTINUOUS IMPROVEMENT

QCI FRAMEWORK



LEADERSHIP

- Director of Communications
- Superintendent's Cabinet
- Admin Council
- Building Communications Team Members
- Community Engagement Team

The purpose of the PCR-3 comprehensive communication program is to ensure a systematic approach to managing effective communication, thus empowering stakeholder involvement, commitment, partnership, and support for student learning.

CUSTOMER FOCUS

Stakeholder Requirements Survey 2021 & 2016 (conducted every 5 years)		
Identify the FIVE greatest challenges or issues the school district has to address over the next five years.		
	2021	**2016**
1	Hire, retain, and develop quality educators	Hire, retain, and develop quality educators
2	Meet the individual educational needs of ALL students	Class sizes
3	Ensure safety to all students and staff	Keep current with technology needs
4	Keep current with technology needs	Ensure safety to all students and staff
5	Class sizes	Keep curriculum current and up-to-date
What are the most important skills and abilities students need to know or be able to do to be prepared for a successful future?		
	2021	**2016**
1	Mastery of communication skills to include writing, speaking, presentation public speaking and listening	Mastery of communication skills to include writing, speaking, presentation/public speaking and listening
2	Ability to be a creative and critical thinker to solve problems	Mastery of core subjects (reading, mathematics, science and social studies)
3	Ability to organize, prioritize, set both short and long term goals	Ability to be a creative and critical thinker to solve problems
4	Exhibit positive character traits such as drive, determination, integrity, responsibility, pride, etc.	Ability to organize, prioritize, set both short and long term goals
5	Mastery of core subjects (reading, mathematics, science & social studies)	Exhibit positive character traits such as drive, determination, integrity, responsibility, pride, etc.

CUSTOMER FOCUS

Stakeholder Requirements Survey 2021 & 2016 (conducted every 5 years)		
What evidence do you use to evaluate the quality of education in our school district?		
	2021	2016
1	Quality and effectiveness of teachers	Quality and effectiveness of teachers
2	High expectations for curriculum and instruction	High expectations for curriculum and instruction
3	Attitudes and perceptions of community members, staff members, students, and graduates/alumni	Comparison to other schools/districts
4	Comparison to other schools/districts	Attitudes and perceptions of community members, staff members, students, and graduates/alumni
5	Class sizes	Class sizes
What should the financial priorities be for our school district during the next five years?		
	2021	2016
1	Attract and retain quality staff by providing competitive salaries and benefits	Maintain manageable class sizes
2	Maintain manageable class sizes	Attract and retain quality staff by providing competitive salaries and benefits
3	Maintain up-to-date technology	Maintain up-to-date technology
4	Provide students and staff with quality educational supplies, materials and resources in the classroom	Provide students and staff with quality educational supplies, materials and resources in the classroom
5	Maintain clean, well-repaired, secure buildings	Maintain clean, well-repaired, secure buildings

RESULTS

- Parent Survey

I am satisfied with the communication provided by the school district.					
Cycle	Responses	Top Level(s) Percent	Neutral Percent	Bottom Level(s) Percent	Survey Performance Index (SPI)
2016-17	955	70.16%	25.86%	3.98%	390.47
2017-18	941	74.92%	20.62%	4.46%	399.26
2018-19	1221	73.22%	22.36%	4.42%	392.96
2019-20	1148	70.56%	23.43%	6.01%	388.85
2020-21	1102	70.41%	21.60%	7.99%	384.93
2021-22	1035	68.41%	24.64%	6.96%	383.19

Where do you get your information about the District?						
	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021
Website	59%	50%	49%	44.67%	44.09%	42.61%
e-Treasures	**74%**	**76%**	**75%**	**74.65%**	**75.27%**	**76.46%**
Staff	36%	35%	32%	30.07%	27.18%	30.16%
Building/Principal Newsletters	40%	42%	41%	39.51%	46.73%	41.83%
Social Media	54%	59%	60%	71.24%	66.64%	64.49%

RESULTS

- Student Survey

Where do you get your information about the District?					
	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021
Website	68.04%	70.50%	66.26%	68.54%	58.24%
Teachers/Staff	69.67%	60.99%	66.45%	68.24%	65.66%
School Announcements or Broadcasts	55.33%	53.30%	57.18%	57.82%	61.95%
Remind or text message from school	38.62%	42.10%	35.87%	36.17%	32.64%
Social Media (Facebook, Twitter, Instagram combined)	22.27%	52.88%	56.41%	43.08%	45.17%

RESULTS

- Classified & Certified Staff Survey

Classified: I am satisfied with the communication provided by the school district.					
Cycle	Responses	Top Level(s) Percent	Neutral Percent	Bottom Level(s) Percent	Survey Performance Index (SPI)
2017-18	107	79.44%	17.76%	2.80%	408.40
2018-19	109	89.91%	5.5%	4.59%	411.01
2019-20	123	82.92%	13.82%	3.25%	410.57
2020-21	87	74.61%	16.09%	9.2%	389.66
2021-22	84	70.24%	19.05%	10.71%	373.81

Certified: I am satisfied with the communication provided by the school district.					
Cycle	Responses	Top Level(s) Percent	Neutral Percent	Bottom Level(s) Percent	Survey Performance Index (SPI)
2017-18	213	87.79%	7.51%	4.67%	410.33
2018-19	247	88.66%	7.29%	4.05%	411.34
2019-20	253	85.78%	10.67%	3.2%	405.53
2020-21	199	77.89%	9.55%	12.56%	383.92
2021-22	206	76.7%	7.77%	15.53%	384.95

RESULTS

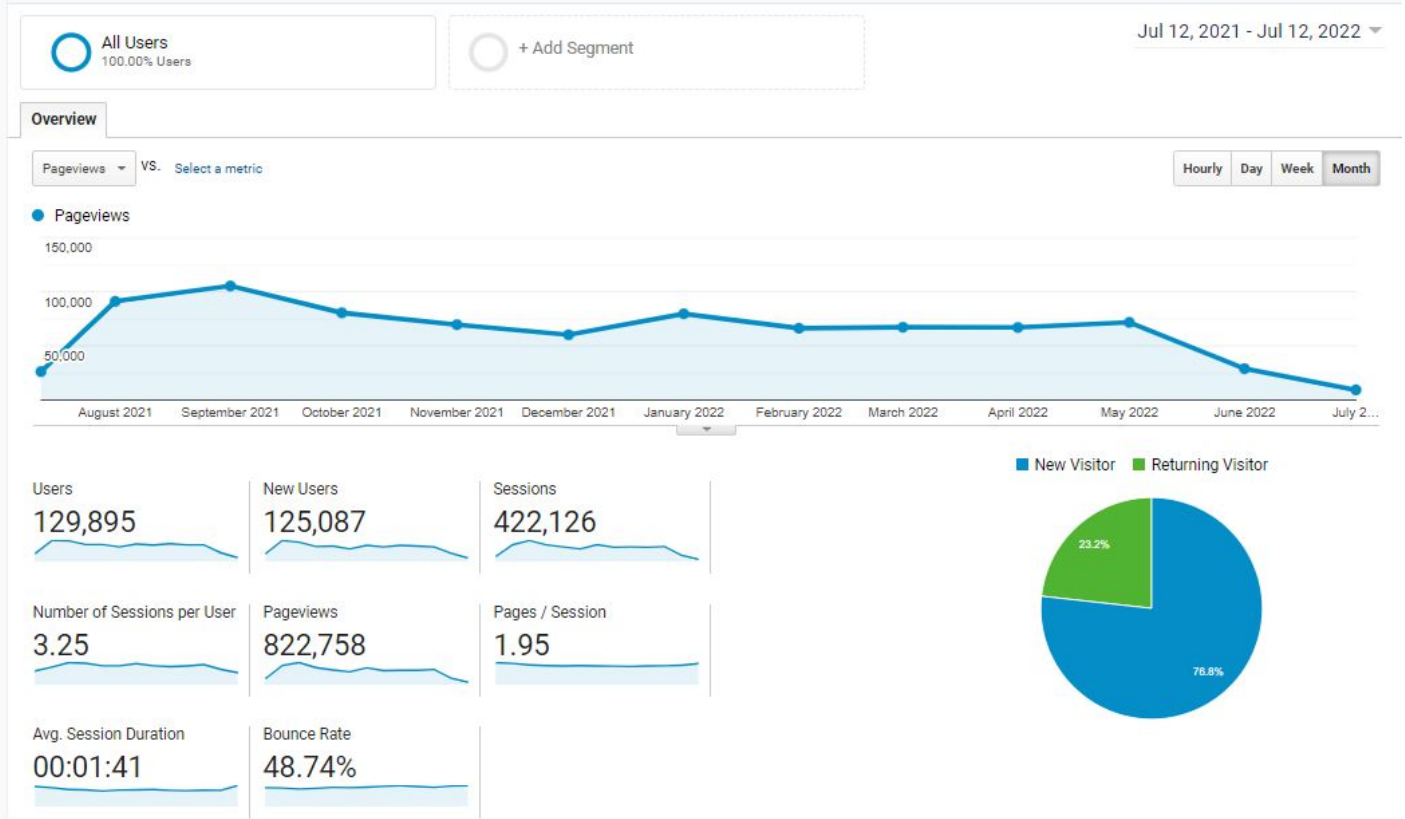
- Classified & Certified Staff Survey

Classified: I find the information included in Details from the DEC to be informative.					
Cycle	Responses	Top Level(s) Percent	Neutral Percent	Bottom Level(s) Percent	Survey Performance Index (SPI)
2017-18	108	93.52%	6.48%	0.00%	427.78
2018-19	107	94.39%	2.8%	2.8%	423.36
2019-20	124	91.94%	6.45	1.61%	420.97
2020-21	89	88.77%	11.24%	0.00%	422.47
2021-22	84	84.52%	13.10%	2.38%	409.24

Certified: I find the information included in Details from the DEC to be informative.					
Cycle	Responses	Top Level(s) Percent	Neutral Percent	Bottom Level(s) Percent	Survey Performance Index (SPI)
2017-18	213	90.14%	7.98%	1.88%	419.72
2018-19	246	91.46%	6.5%	2.03%	413.82
2019-20	254	93.71	5.51%	0.79%	420.08
2020-21	199	87.94%	10.55%	1.51%	410.05
2021-22	207	87.92%	8.70%	3.38%	409.66

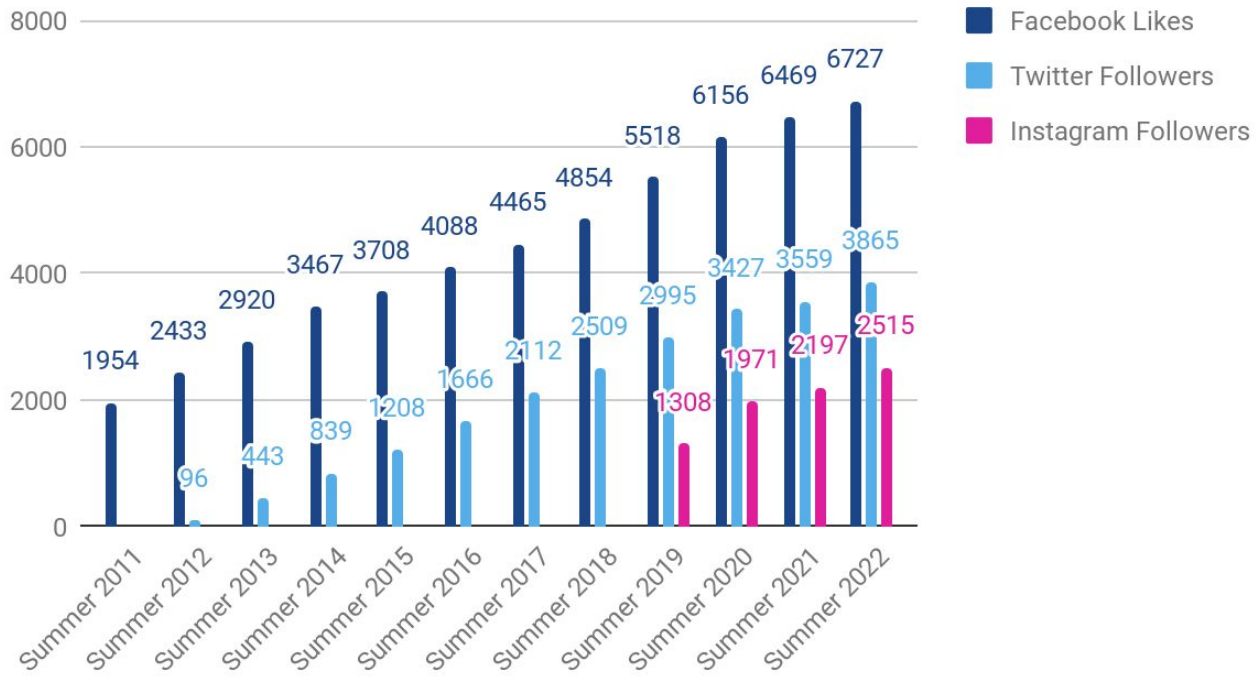
RESULTS

- **Website Statistics**



RESULTS

- Social Media



RESULTS

Boost post

STATE CHAMPIONS! With a 6-1 win over Festus, the PCHS Pirates are Class 5 Sta...
June 5, 2022 at 8:14 AM

ID: 10160104714411093

Interactions

1,649 reactions | 162 comments | 61 shares

Performance

Reach

Total
15,457 Worst | Best

This post reached more people than **100%** of your 50 most recent Facebook posts and stories.

Reach	15,457

Reactions, comments and shares

Total
1,872 Worst | Best

This post received more reactions, comments and shares than **100%** of your 50 most recent Facebook posts and stories.

Reactions	1,649
Comments	162
Shares	61

Results

Total
1,126 Worst | Best

This post received more link clicks than **100%** of your 50 most recent Facebook posts and stories.

Link clicks	1,126

RESULTS

Boost post

COMING TOGETHER TO EDUCATE: We're #PCR3Proud of the collaboration betwe...
February 11, 2022 at 9:25 AM

ID: 18153324073224280

Interactions

405 likes 7 comments

Performance

Reach

Total
1,855 Worst — Best

This post reached more people than **100%** of your 50 most recent Instagram posts and stories.

Reach	1,855

Likes, comments and shares

Total
444 Worst — Best

This post received more likes, comments and shares than **94%** of your 50 most recent Instagram posts and stories.

Likes	405
Comments	7
Shares	32

Results

Total
--

Link clicks	--

RESULTS

Dec 2021 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 4,001 impressions

We are de"light"ed to share that PCMS's team of 8th grade Delta students has advanced to Top 20 finalist status in @BurnsMacSTEM's #BOTBKC! Their "Circle of Light" project was chosen out of 750+ from the KC area. Stay tuned on how you can vote! #PCR3Proud @PrincipalsPCMS
pic.twitter.com/2R3KtxvmaB

4 29

View Tweet activity

View all Tweet activity

Top mention earned 353 engagements

Hannah Kasner
@HKasnerPhoto · Dec 2

Part 1of4: Honored to help @PCWRESTLE recognize their Seniors. Congrats & have a great 2021-2022 season! @PCHSHalls @PCHSAthletics1 @PCHSprincipals @PlatteCountyR3 @jared_parsons12 @BKeuhn @JaydonWalls7
pic.twitter.com/FaCbrriOJL

1 6 25

View Tweet

Top Follower followed by 1,296 people

Julie Foss
@foss_j12 FOLLOWS YOU

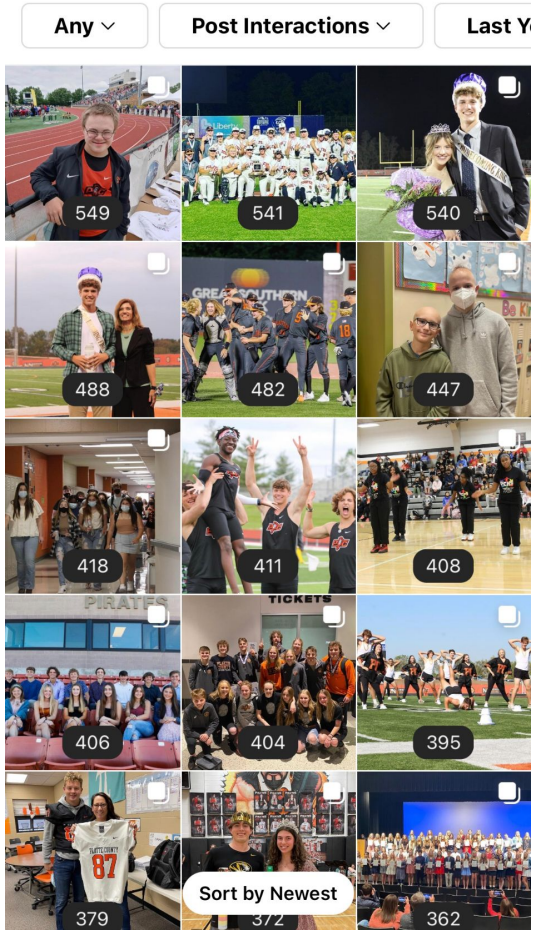
Top media Tweet earned 1,826 impressions

This past weekend @PCHSHalls played host for the 1st Annual PCHS Men's Alumni Basketball Weekend, welcoming 40 former players for a variety of events! Together they raised ~$2,000 to fund the start of their scholarship, and they re-kindled a lot of friendships as well!

DEC 2021 SUMMARY

Tweets	Tweet impressions
44	50.6K
Profile visits	**Mentions**
7,800	69
New followers	
26	

RESULTS


Any
Post Interactions
Last Y
549
541
540
488
482
447
418
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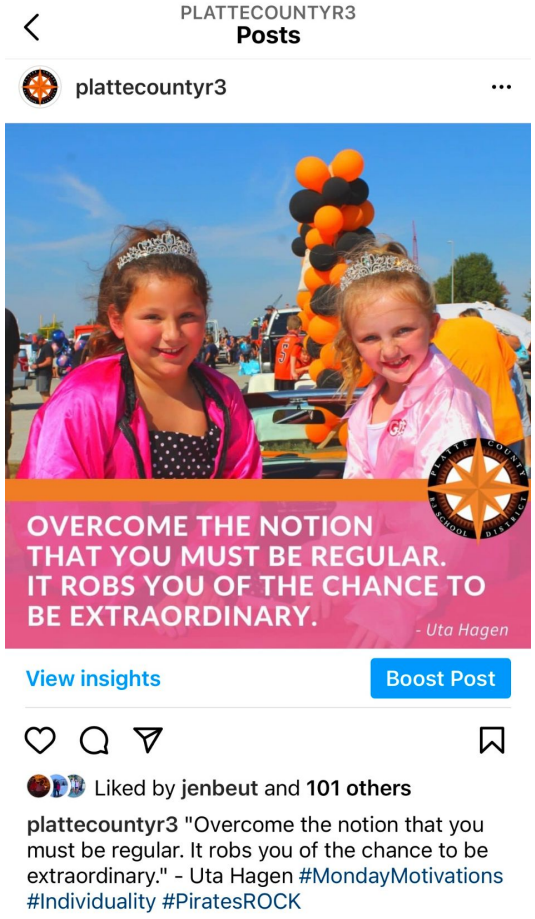
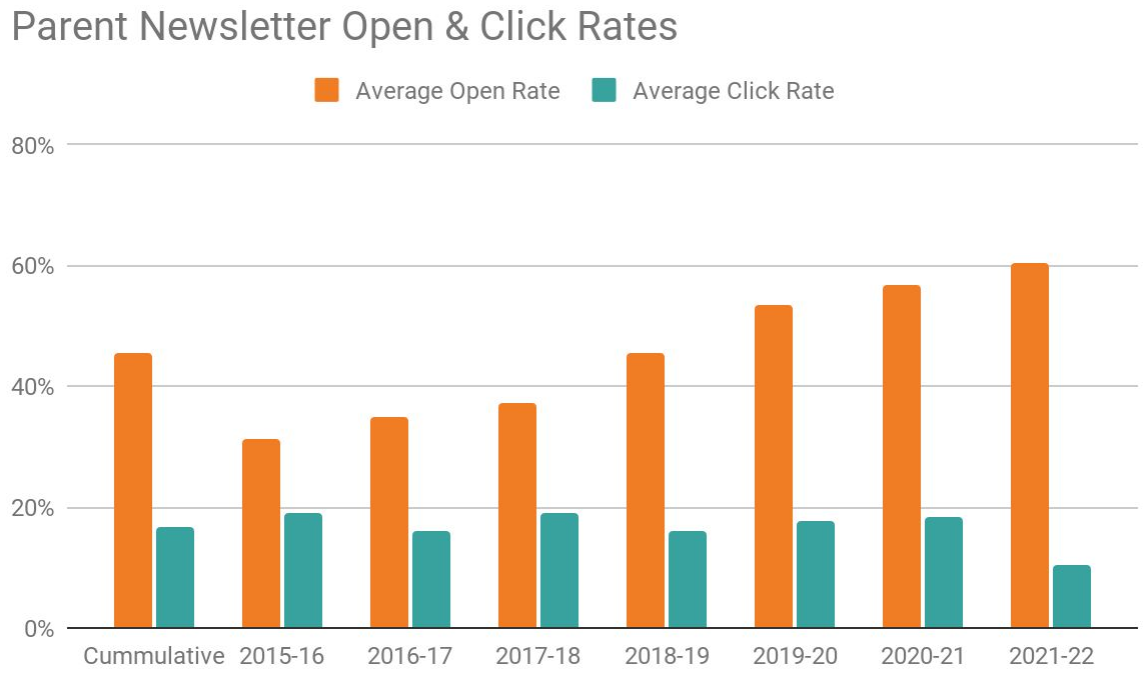
408
406
404
395
379
372
362
Sort by Newest


PLATTECOUNTYR3
Posts
plattecountyr3
OVERCOME THE NOTION
THAT YOU MUST BE REGULAR.
IT ROBS YOU OF THE CHANCE TO
BE EXTRAORDINARY.
- Uta Hagen
View insights
Boost Post
Liked by jenbeut and 101 others
plattecountyr3 "Overcome the notion that you must be regular. It robs you of the chance to be extraordinary." - Uta Hagen #MondayMotivations #Individuality #PiratesROCK

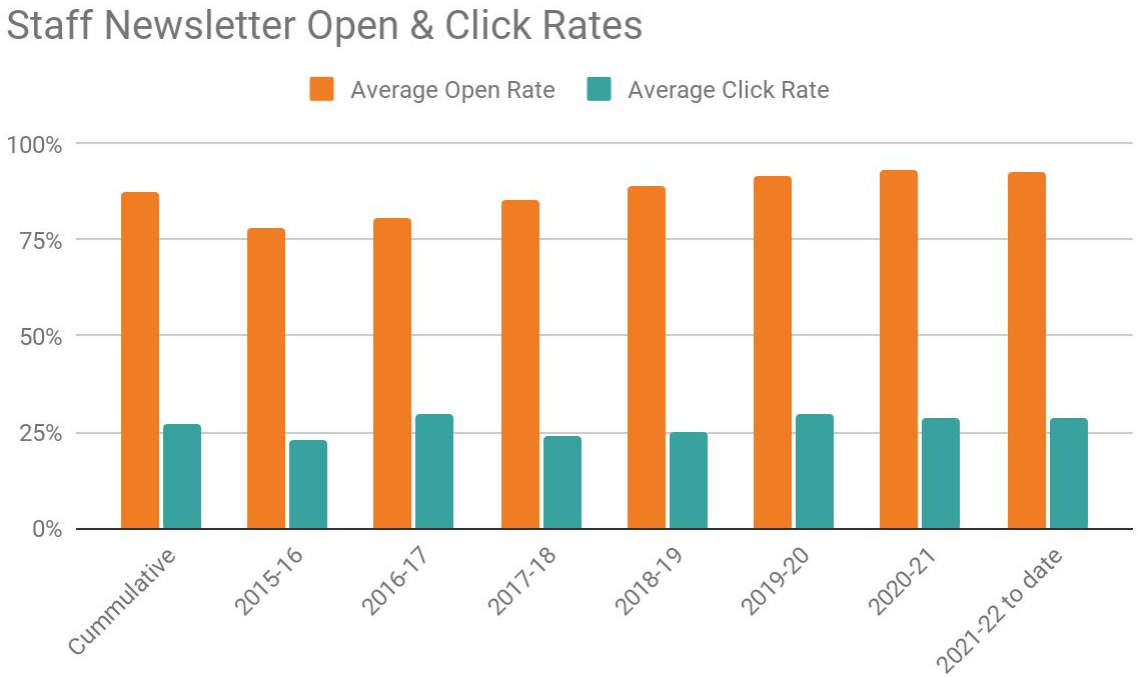
RESULTS

- **E-Communication Open and Click Rates - Parent/Community Newsletter**



RESULTS

- **E-Communication Open and Click Rates - Staff Newsletter**



STRATEGIC PLANNING

- **Goals/Actions/Improvements 2021-22**
  - Streamline communication to all stakeholders to increase communication effectiveness
    - Continue to build and enhance District brand and reputation
    - Provide communication strategy and professional development to building-level and teacher-level staff to increase community engagement and customer satisfaction
    - Improve/upgrade communication mediums
  - Provide effective community engagement and involvement processes
    - Align community engagement efforts to stakeholder requirements
    - Assess and readdress community engagement as we pull out of the pandemic
    - Continue professional development with front-line staff to improve customer service and community engagement

C3 CSIP Goal:

The Platte County School District will improve internal and external communication, involvement, and partnership

STRATEGIC PLANNING

- **Goals for 2022-23**
  - Streamline internal and external communication to increase communication effectiveness
  - Provide effective community engagement and involvement processes

STRATEGIC PLANNING

- **Action Items for 2022-23**
  - **Streamline internal and external communication to increase effectiveness**
    - Continue to build and enhance District brand, reputation, consistency
      - Create/update key messages and talking points relating to our VMV, stakeholder requirements
    - Provide communication strategy and professional development to district-, building-, and teacher-level staff
      - Continue to share Smore Best PRactices with building staff
      - Create building-specific Communication Plans around CSIP action items
      - Work with District leadership to model effective communication processes for building-level and staff-level communication
    - Review, modify, and strengthen efficiencies in internal and external communication tools and processes

STRATEGIC PLANNING

- **Action Items for 2022-23**
  - **Provide effective community engagement and involvement processes**
    - Align community engagement efforts to stakeholder requirements (character education and leadership program alignment, Parent IgNIGHT, Community Advisory)
    - Improve customer service/welcoming environment
      - Continue professional development with front-line staff
      - Explore improvements to welcoming new families, student transitions
      - Work with Operations to enhance physical welcoming environment in our buildings and on our campuses
    - Build and maintain partnerships with business leaders, community leaders, and alumni

QUESTIONS & FUTURE UPDATES

Work System Key Process Updates	
Work System Process Update	**Month**
Quality Continuous Improvement	Aug
Results Preview/Strategic Plan	Sept
Comprehensive Results Summary	Oct/Nov
Curriculum, Instruction, and Assessment	Nov
Professional Development	Nov
Tiered Support Services	Dec
Information Management and Technology	Jan
Facilities and Operations	Feb
Human Resources	Apr
Student Services	May
Business Services	Jun
Communications and Public Relations	Jul