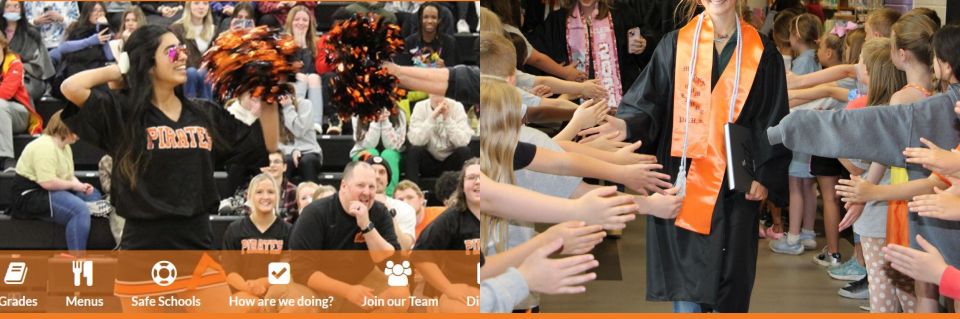





PLATTE COUNTY SCHOOL DISTRICT

About Us Leadership Schools Departments Careers Business & Comm




PLATTE COUNTY PIRATE

Grades Menus Safe Schools How are we doing? Join our Team Di

June 21, 2024



PCHS Choir Members Make Memories in New York City! In late May, members of **PCHS Concert Choir**, their families, and staff (a total of 71 in the group) traveled to New York City on what would be a trip of lifetime. Travelers had the opportunity to take in New York sites, shopping, and favors, but the highlight of the trip was taking in the show and the opportunities that came with them. Students also had the chance to perform in the Cathedral of St. John the Divine. [Click here to read more and to see additional photos.](#)

DISTRICT CELEBRATIONS AND NOTICES

2024-25 Back to School Dates

First Day of School at 8:00 AM:
Monday August 26, 2024

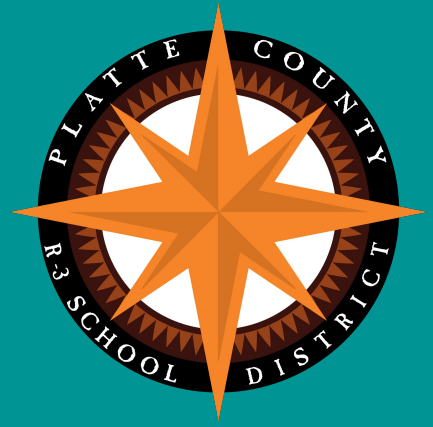
2024-25 Supply Lists



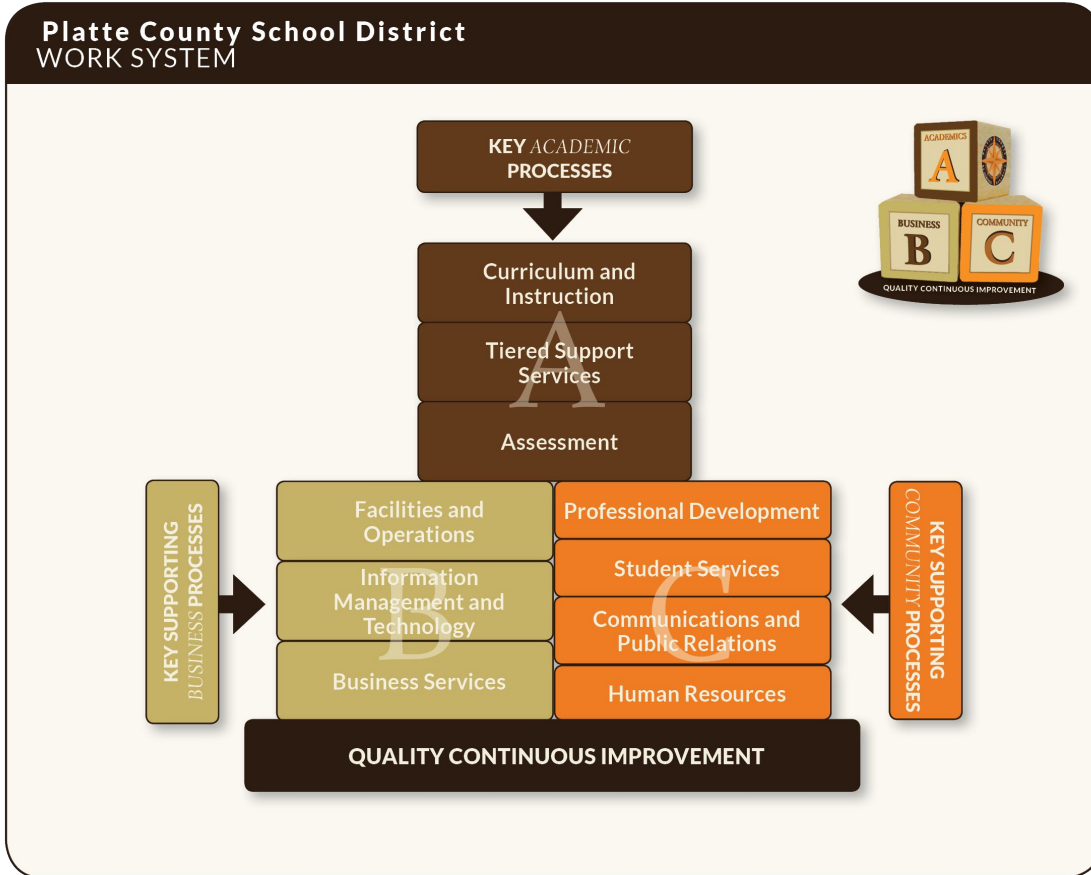
KEY PROCESS UPDATE

Communications & Public Relations Program

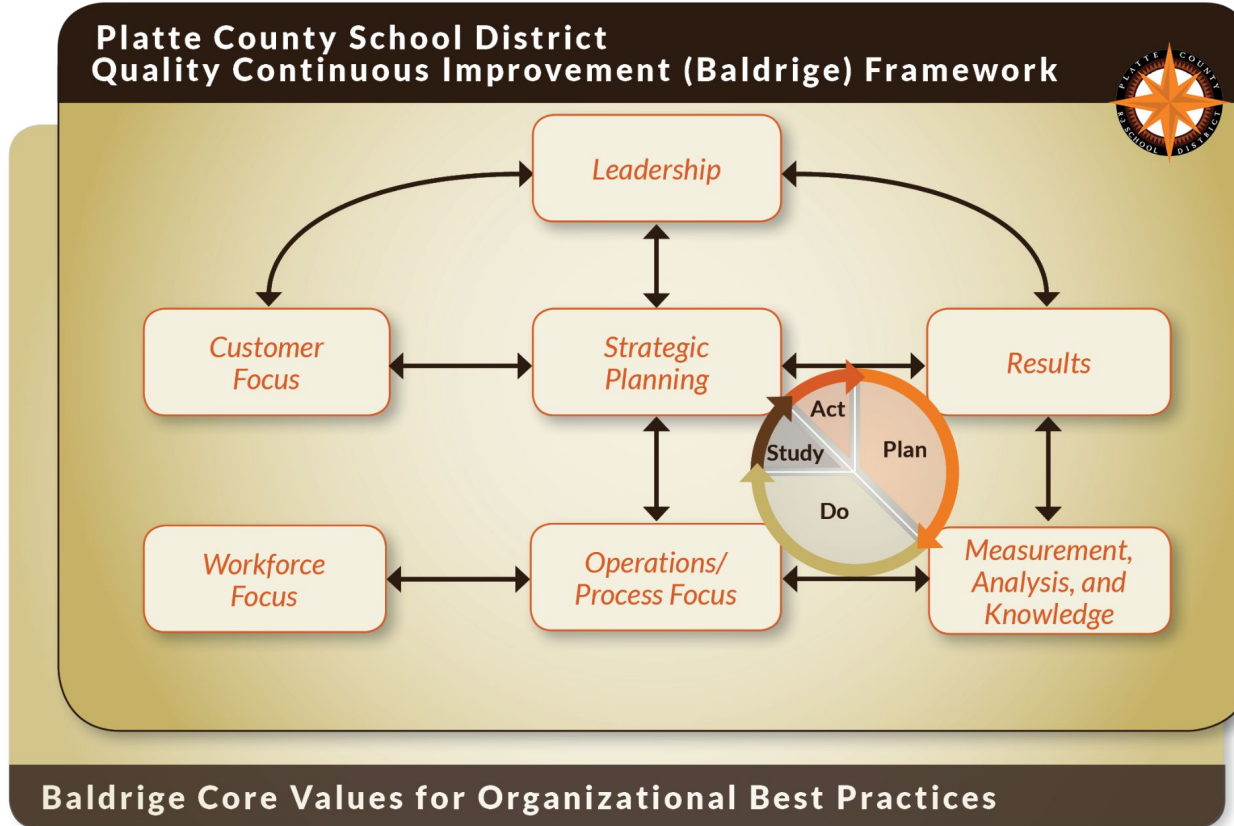
July 2024



WORK SYSTEM



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)
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
2022-23	974	73.10%	22.38%	4.51%	393.94
2023-24	570	67%	22%	10%	370.18

Where do you get your information about the District?					
	2019-20	2020-21	2021-22	2022-23	2023-24
Website	44.67%	44.09%	42.61%	38.59%	36%
e-Treasures	74.65%	75.27%	76.46%	75.93%	76%
Staff	30.07%	27.18%	30.16%	30.60%	34%
Building/Principal Newsletters	39.51%	46.73%	41.83%	47.72%	48%
Social Media	71.24%	66.64%	64.49%	67.12%	65%



RESULTS

- Student Survey

Where do you get your information about the District?					
	2019-20	2020-21	2021-22	2022-23	2023-24
<i>Website</i>	66.26%	68.54%	58.24%	56.51%	52%
<i>Teachers/Staff</i>	66.45%	68.24%	65.66%	68.64%	61%
<i>School Announcements or Broadcasts</i>	57.18%	57.82%	61.95%	58.15%	53%
<i>Remind or text message from school</i>	35.87%	36.17%	32.64%	34.90%	38%
<i>Social Media (Facebook, Twitter, Instagram combined)</i>	56.41%	43.08%	45.17%	41.85%	40%



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)
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
2022-23	100	81.00%	11.00%	2.00%	393.00
2023-24	60	57%	25%	18%	340.00

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)
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
2022-23	258	83.72%	11.24%	5.04%	401.55
2023-24	139	71%	18%	11%	373.38



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)
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
2022-23	98	90.81%	8.16%	1.02%	422.45
2023-24	60	79%	20%	2%	393.33

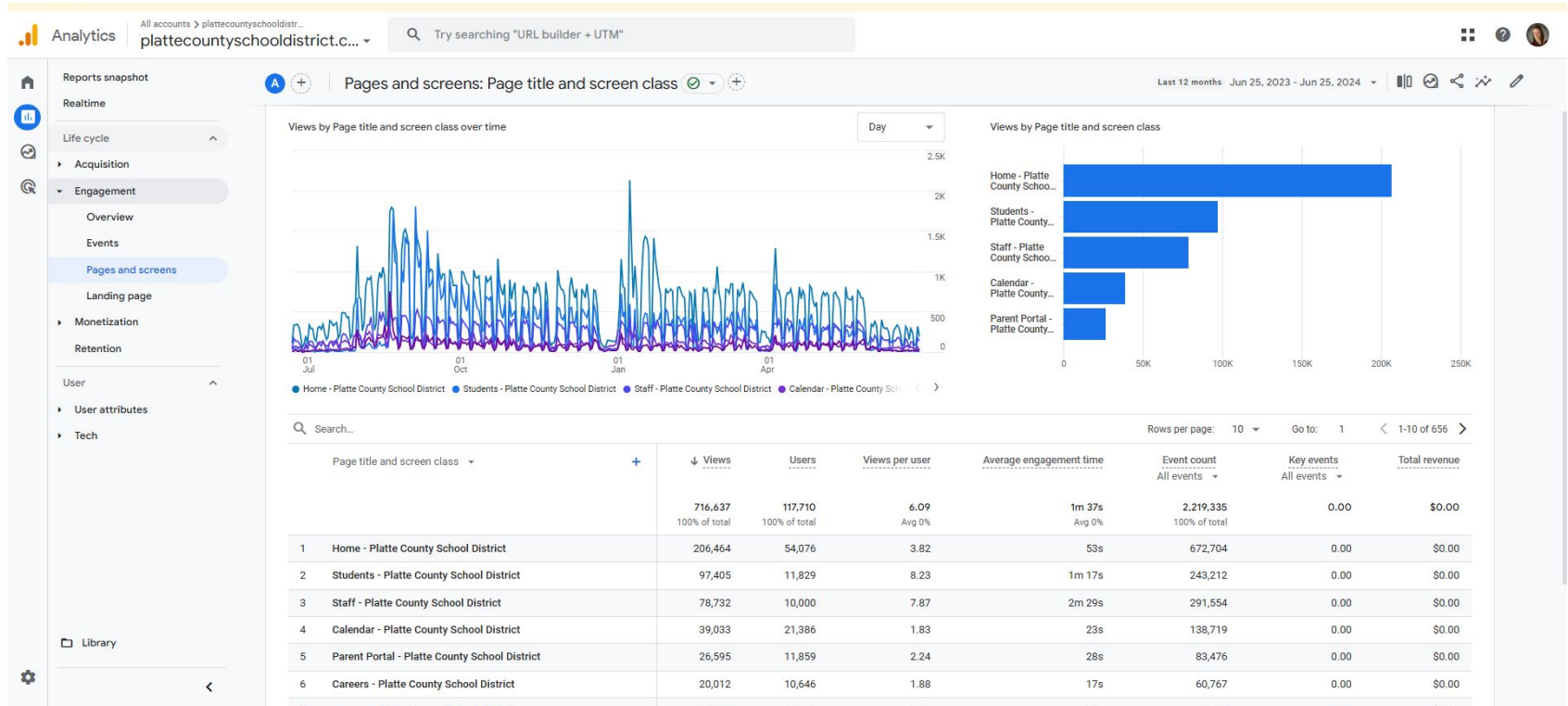
Certified: I find the information included in Details from the DEC to be informative.

Cycle	Responses	Top Level(s) Percent	Neutral Percent	Bottom Level(s) Percent	Survey Performance Index (SPI)
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
2022-23	257	91.44%	8.17%	0.39%	417.51
2023-24	139	89%	8%	3%	407.91



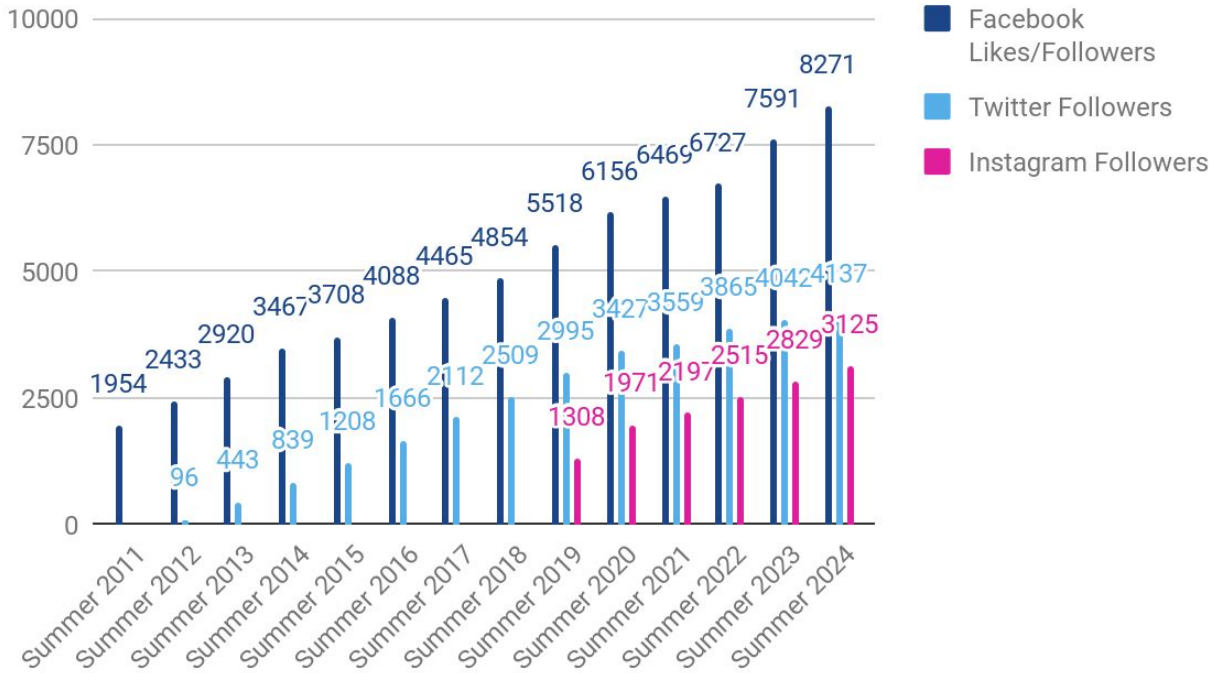
RESULTS

- Website Statistics

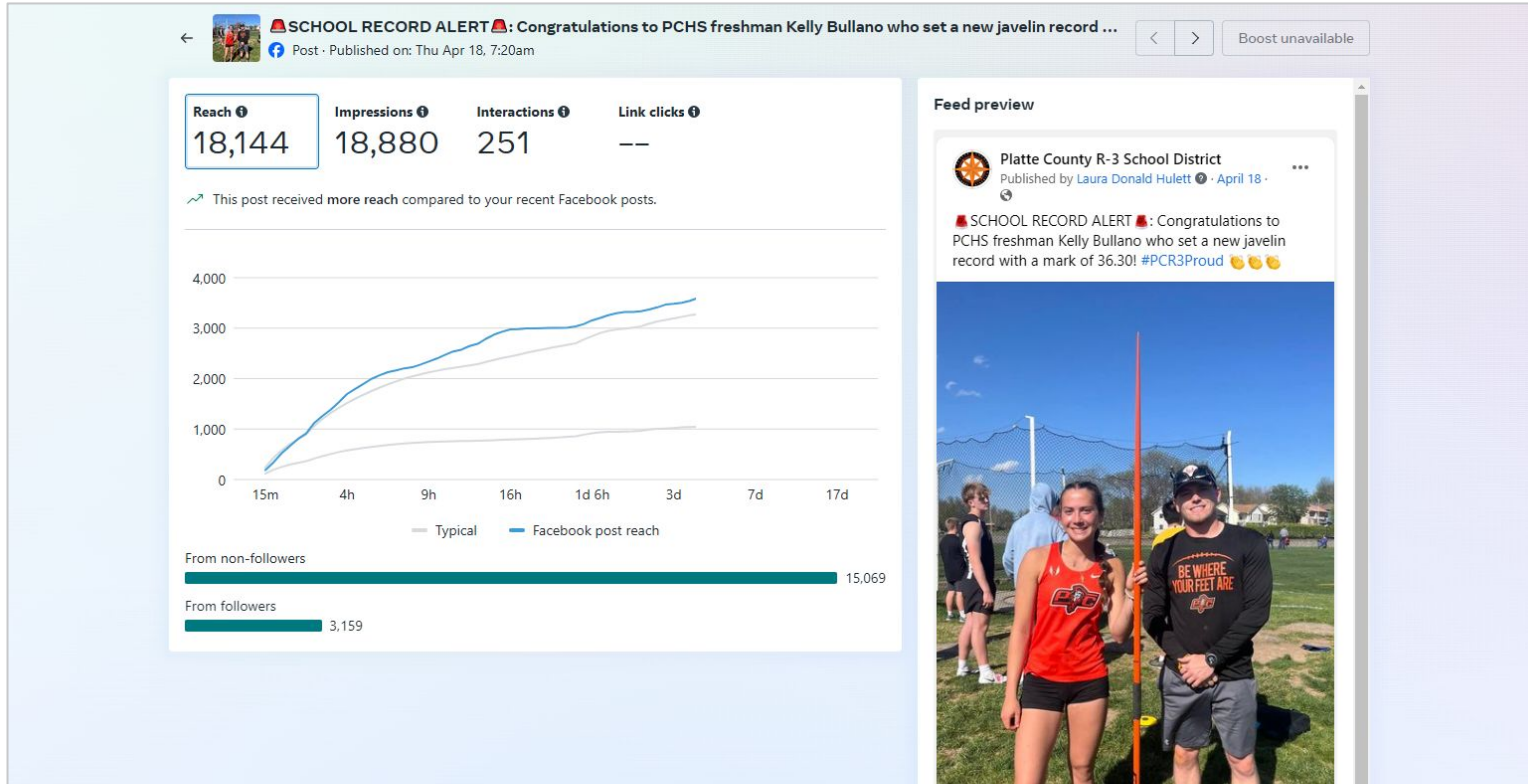


RESULTS

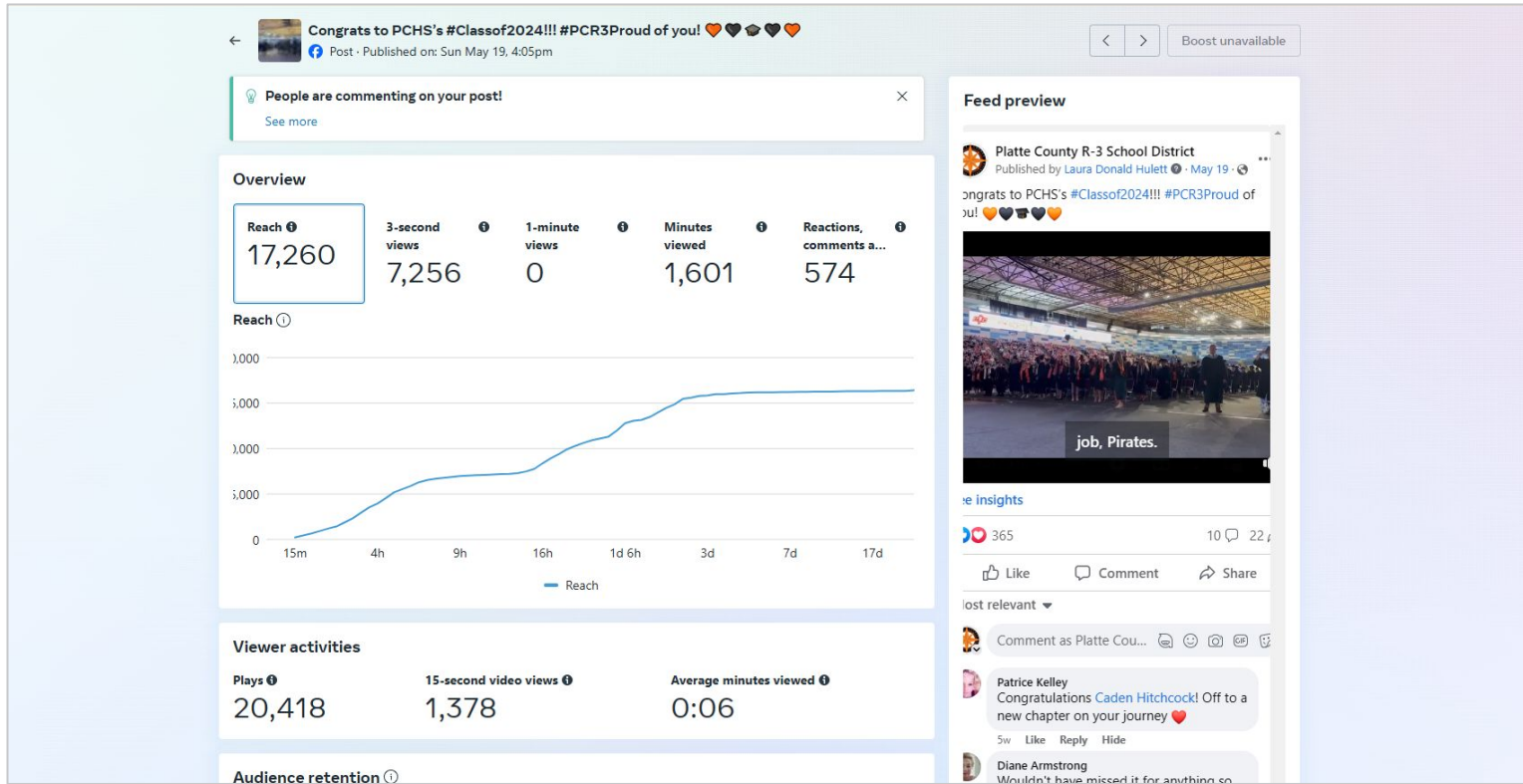
- Social Media



RESULTS




RESULTS



RESULTS

Reel insights



@pchstreasures collab with @pchshalls seni...
October 13, 2023 · Duration 4:00

8,116 395 17 39 21

Overview ⓘ

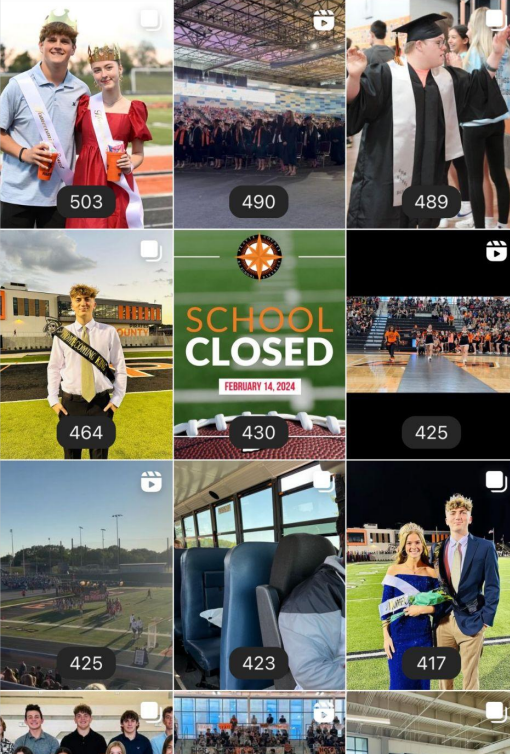
Accounts reached	3,274
Reel interactions	472
Profile activity	0

Reach ⓘ

3,274


All Last Year

Accounts engaged



503	490	489
464	SCHOOL CLOSED FEBRUARY 14, 2024 430	425
425	423	417

plattcountryr3



IN CASE NO ONE HAS TOLD YOU LATELY,
YOU ARE AMAZING, LOVED, WORTHY,
AND THERE IS NO ONE LIKE YOU.
THE WORLD NEEDS YOU.

View insights Boost post

Liked by pam.s.singer and 75 others

plattcountryr3 In case no one has told you lately, you are amazing, loved, worthy, and there is no one like you. The world needs you.
#MondayMotivations #Individuality #PiratesROCK

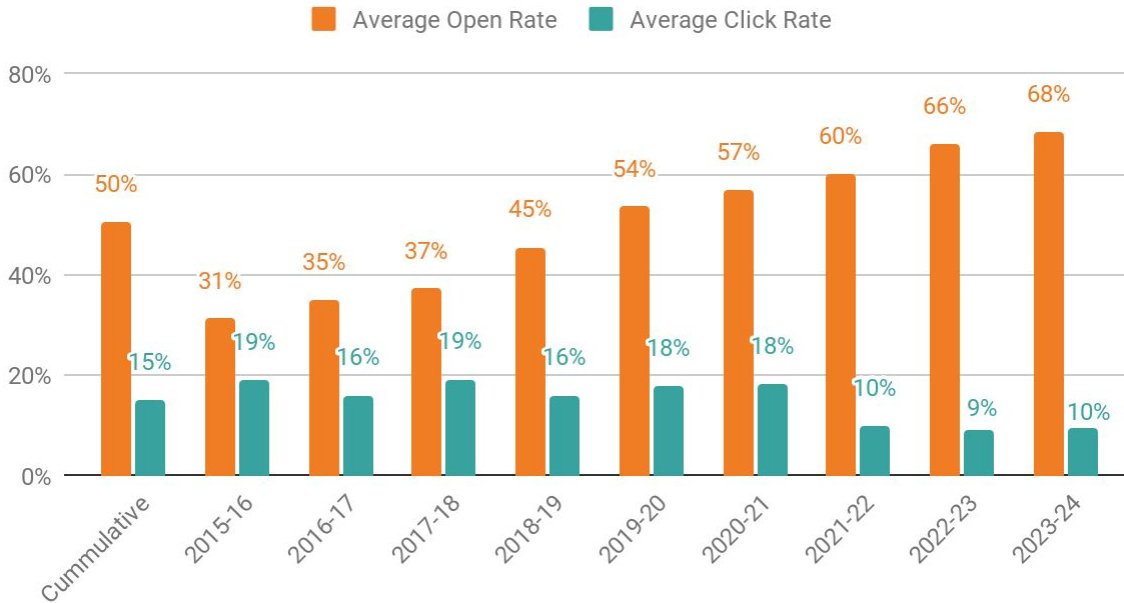
January 22



RESULTS

- E-Communication Open and Click Rates - Family/Community Newsletter

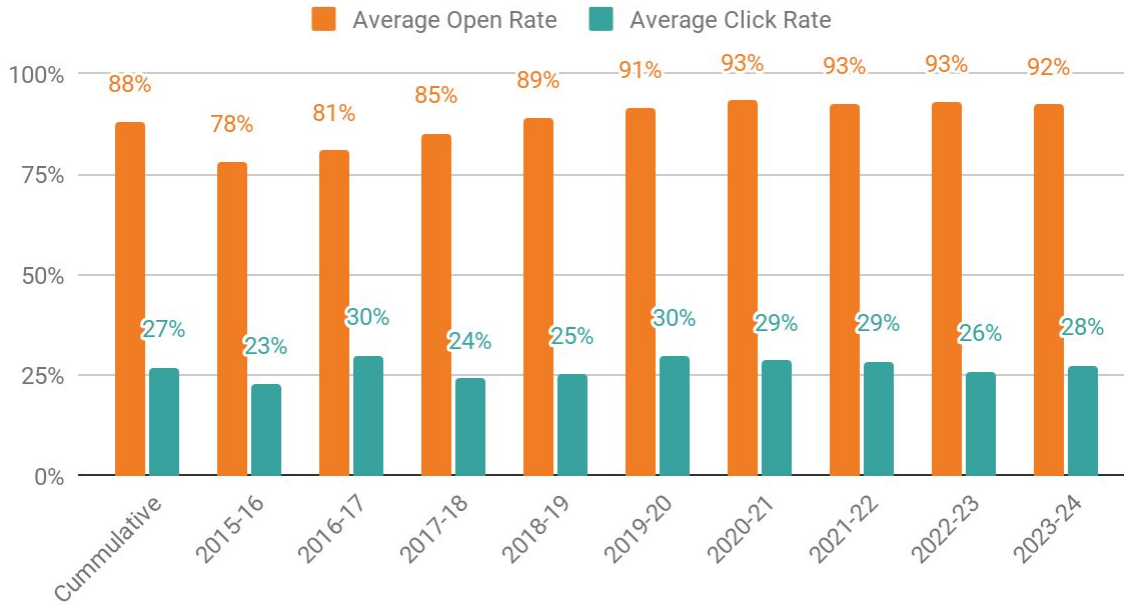
Family/Community Newsletter Open & Click Rates



RESULTS

- E-Communication Open and Click Rates - Staff Newsletter

Staff Newsletter Open & Click Rates



STRATEGIC PLANNING

- **Goals/Actions/Improvements 2023-24**
 - Streamline internal and external communication to increase effectiveness
 - Continue to build and enhance District brand, reputation, consistency
 - Provide communication strategy and professional development to district-, building-, and teacher-level staff
 - Provide effective community engagement and involvement processes
 - Develop communication and training for all stakeholders around PowerSchool Student Information System
 - Develop and implement effective stakeholder feedback plan using Thought Exchange and other feedback mechanisms
 - Continue community engagement efforts aligned to stakeholder requirements
 - Continue customer service/welcoming environment efforts
 - Build and maintain partnerships with business leaders, community leaders, and alumni

C3 CSIP Goal:

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



STRATEGIC PLANNING

- **Goals for 2024-25**
 - Enhance and streamline internal and external communication to increase communication effectiveness and support District's improvement efforts
 - Improve school-to-home communication and understanding regarding individual student academic progress
 - Engage community through two-way feedback processes, Community Advisory, parent/family education, etc.



STRATEGIC PLANNING

- **Action Items for 2024-25**
 - **Enhance and streamline internal and external communication to increase effectiveness and support the District's improvement efforts**
 - Provide communication strategy and professional development to district-, building-, and teacher-level staff
 - Develop specific Communication Plans around CSIP action items with building and department leaders
 - Work with activities department to deploy best practices in communication and streamline mediums for communication
 - Continue to share Smore Best PRactices with building and teaching staff
 - Focused efforts to develop and deploy communication plans for the District's 2025-30 Strategic Plan Update and the potential April 2025 No Tax Increase Bond Issue



STRATEGIC PLANNING

- **Action Items for 2024-25**
 - **Engage community through two-way feedback processes, Community Advisory, parent/family education, etc.**
 - Revise stakeholder feedback plan using Thought Exchange and other feedback mechanisms (focus groups, How are We Doing link, etc.)
 - Deploy Stakeholder Requirements Survey and use to inform Strategic Plan Update
 - Continue community engagement efforts aligned to stakeholder requirements (character education and leadership program, Parent IgNIGHTs, Community Advisory)
 - **Improve school-to-home academic communication and understanding**
 - Develop improved guide and supporting materials for utilizing PowerSchool Parent Portal and Canvas Observer accounts
 - Work with building administrators and teaching staff on ways to improve family communication



QUESTIONS?

