

EMBRACING CHAOS

ENGAGING YOUR COMMUNITY
THROUGH TRANSITION

Erica Chandler, APR @ Afpton | Jill Filer @ Harrisonville | John Scroggie @ Thoughtexchange
#embracingchaos #SuPR19

Presenters

WHO WE ARE



ERICA CHANDLER, APR

Affton School District
@ericajchandler



JILL FILER

Harrisonville Schools
@jfiler



JOHN SCROGGIE

Thoughtexchange
@JohnScroggie_Te

A dirt road winding through a forest with tall trees on either side. The road is light-colored and leads into the distance, flanked by dense evergreen and deciduous trees. The lighting is soft, suggesting an overcast day.

**Remember that the only
constant in life is change.**

Buddha



- CHANGE IS GOOD.

- YEAH, BUT IT'S NOT EASY.



*It's not going to be fine. Change is never fine.
They say it is, but it's not.*



Communicating Through Change/Chaos – Situations/Issues

- Tax Levy and/or Bond Issue
- Superintendent Transition
- Community Engagement
- Schedule Changes - Internal & Start/End Times
- Snow Days



Tax Levy & Bond Issue



Props I+N Tactics

Information

- Community Engagement
- Postcard Mailing
- Teacher/Staff Mailing
- Social Media
- Special Edition Newsletter
- Special Edition e-Newsletter
- Website
- FAQ Info Sheet
- Retiree Letter
- Video

Advocacy

- Canvassing
- Door Hangers
- Postcard Mailing
- Community & School Events
- Yard Signs
- T-Shirts
- Stickers & Buttons
- Photo Booth
- Phone Banks
- Polling Place Greeters



PROPS
T+N
VOTE NOV 8
NOV 8
EVERY VOTE COUNTS
AFFETON SCHOOL DISTRICT

Affeton
8701 Mackenzie Road
Affton, MO 63123
Remember to vote
Tuesday!
Thank you for
helping keep us
in Affton Strong!
Mrs. Badone

Affeton
8701 Mackenzie Road
Affton, MO 63123
Dear Ms. Cracchiolo,
Don't forget to vote
on Tuesday. Thanks for
keeping us Affton strong.
Amidies,
Ame Gyllenborg
Bailey is a great kid!

Ms. Janith Cracchiolo
6817 Delma Dr.
St Louis,
MO 63123

Affeton
8701 Mackenzie Road
Affton, MO 63123
**PLEASE
VOTE!**

DAVIN KOZINSKI
9379 N

Kurti
5817
St 1

Affeton
8701 Mackenzie Road
Affton, MO 63123
27 OCT 2016

Don't FORGET to
VOTE ON TUESDAY,
Nov 8th. THANKS
FOR HELPING KEEP
US #AFFTON STRONG

Affeton
8701 Mackenzie Road
Affton, MO 63123
20 OCT 2016 PMS 1

Please remember
to vote on
November 8!
- Mrs. J.
Cotton

FWD

**Affton School District**

October 31, 2016 ·

THE DELICS: AN #AFFTONSTRONG FAMILY → For over 17 years, the Delics have been a part of the Affton School District family. Uprooted from their home following the war in Bosnia, their path wasn't straight but it was a path that led them to find a new home in the Affton community:
<http://afftonschools.net/.../the-delics-an-affton-strong-fam.../>



8,752 people reached

Boost Post

183

8 Comments 24 Shares

Like

Comment

Share

Hootlet

8,752 People Reached**354** Reactions, Comments & Shares**274**
 Like | **157** On Post | **117** On Shares**43**
 Love | **26** On Post | **17** On Shares**13**
Comments | **8** On Post | **5** On Shares**24**
Shares | **24** On Post | **0** On Shares**1,724** Post Clicks**351** Photo Views | **289** Link Clicks | **1,084** Other Clicks

NEGATIVE FEEDBACK

1 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page



Mary Millard Vincent Simple question...how much is this and other ads costing to put on Facebook?

Like · Reply · Message · 1 · October 31, 2016 at 9:42pm

↪ View 3 more replies



Affton School District Hi *Mary*, thanks for your question. Our District takes very seriously its responsibility to provide information to our residents. Research indicates that many younger residents prefer getting information electronically from sites such as Facebook. Fortunately, social media communication is much less expensive than printing and postage costs for a mailer, so when there is need to provide information to our community, social media is a very cost effective solution. For example, Facebook costs about \$0.01 per impression or contact. So far, to get information to the community about our ballot proposals, we have spent a total of \$643. The cost of a single mailer, at minimum, is approximately \$3,000.

Like · Reply · 3 · Commented on by Erica Schultz Chandler [?] · November 1, 2016 at 11:08am



Mary Millard Vincent Thank you for responding Affton School District. I appreciate the transparency, rare in this day and age.

Like · Reply · Message · November 1, 2016 at 1:44pm



Chris Polka How much are your spending in political advertising during this campaign? Do paid social media posts require a disclosure statement?

Like · Reply · Message · November 4, 2016 at 8:45am



Affton School District Hi *Chris*. Political -- or vote yes -- advertising comes under the umbrella of the campaign committee or PAC and not the school district. That group is required to file reports with the Missouri Ethics Committee that show both expenditures and contributions. Those reports are public information. While our District cannot produce vote-yes communications, we can provide District residents information about our ballot proposals. And we have done so including posting information on our social media sites. While those posts do not require a "disclosure statement," we have been transparent about the costs of those posts. As of November 1, we had spent \$643 on Facebook which netted more than six thousand impressions or contacts. Given the cost of printing and postage, we think this is a bargain with respect to communications.

Like · Reply · 3 · Commented on by Erica Schultz Chandler [?] · November 4, 2016 at 9:46am



Chris Polka Thank you

Like · Reply · Message · November 4, 2016 at 9:47am



Write a reply...



Oral Rose Markland Hunt Where do you go for absentee voting in person for affton residents. ...

Like · Reply · Message · November 4, 2016 at 8:47am



Affton School District From the St. Louis County Board of Elections: Absentee Voting in person for the November 8, 2016 General Election will be held at a new location, 3232 Laclede Station Road in the Deer Creek Shopping Plaza

Superintendent Transition

First 100 Days

- Develop key messages
- Be visible
- Listen, gather feedback
- Get involved/engaged

100

A large, stylized number '100' written in a thick, red, brush-stroke font. Below the number are two thick, red, curved underlines, also in the same brush-stroke style.



**Bracht, Daughtry, McGee Timeline - 100 Day Plan
Summer 2018**

Key Messages:

- Committed to our continuous journey toward excellence
- Focus on innovative teaching and learning
- Positive culture & climate - collaboration, communication
- Continue to be #AfftonStrong

| Strategies | Audience | Timeline | Person |
|--|-----------------------------|--|-------------|
| Donuts or lunch for custodians & maintenance to thank for all their work this summer | Staff | July | TB CD CM EC |
| Website - Superintendent's Welcome Letter | Staff, Parents, Community | July | TB EC |
| Administrative Office Breakfast | Administrative Office Staff | July 9 | TB CD CM |
| School Tours | Principals, B&G | Week of July 9 | TB CD CM EC |
| Affton Chamber Meeting | Community | July 11 or August 16 | TB CD CM EC |
| BOE Retreat | BOE | July 21 | TB CD CM EC |
| Admin Retreat | Principals | July 25-26 | TB CD CM EC |
| AHS Registration & Chromebooks | Parents, Students | August 1: 8a-11a Seniors Noon-3p Juniors | TB CD EC |
| AHS Registration & Chromebooks | Parents, Students | August 2: 8a-11a Sophomores Noon-3p Freshmen | TB CD EC |

| | | | |
|---|-------------------------------------|--|-------------|
| New Teacher Orientation | Staff | August 7-8 | TB CD CM EC |
| Opening Day | Staff | August 10 | TB CD CM EC |
| Donuts for Bus Drivers | Staff | August | TB CD CM EC |
| Open House - Mesnier | Parents, Students | August 13 5p-6p: Kindergarten 6p-7p: 1st & 2nd | TB CD EC |
| Open House - Gotsch | Parents, Students | August 13, 6:30p-7:30p | TB CD EC |
| 6th Grade Orientation | Students | August 14, 8a-12n | TB CD CM EC |
| 9th Grade Orientation | Students | August 14, 8a-12n | TB CD CM EC |
| 9th Grade Parents Meeting | Parents | August 14 ?? | TB CD CM EC |
| RMS Scheduled & Chromebooks | Parents, Students | August 14, 1p-6p | TB CD EC |
| First Day of School - <i>Be in every school</i> | Students, Staff, Parents | August 15 | TB CD CM EC |
| Meet the Teacher - RMS | Parents, Students | August 22, 5p-8p | TB CD CM EC |
| Affton Community Improvement Association (ACIA) | Community | August 23 | TB CD EC |
| AHS Football & Freshmen Tailgate | Students, Staff, Parents, Community | August | TB CD EC |
| Gravois Kiwanis (ask Marilyn Allen?) | Community | August/September | ? |
| Affton Parents Club | Parents, Community | September | TB CD CM EC |
| Affton Education Foundation | Community | September | TB CD |
| Faith Breakfast | Community | September | TB CD EC |
| Economic Development - Chamber | Community | September 19 | TB CD EC |
| After School Chats/Faculty Meetings | Staff | September/October | TB CD CM EC |

Superintendent Transition

- Indiv. board member mtgs.; set questions
- Meet-and-Greet events for staff, community
- Attend civic organization meetings
- Be in buildings regularly
- Attend booster group meetings
- Community leader one-on-one mtgs. (facilitated by Board members)



Community Engagement (as a part of Supt. Transition)

Conversations

Listening Posts

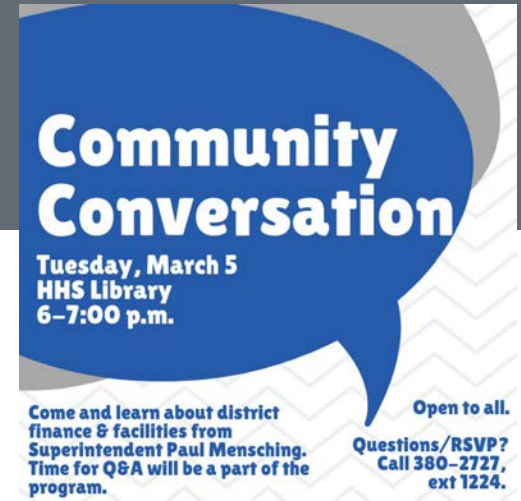
- Internal - 1:1 meetings w/staff
- Group meetings w/MS & HS students
- External - come-and-go opp. at places people already are



Community Engagement

Conversations


- Internal - As part of opening meeting, sm. group discussions; facilitated by admin
- External
 - Fall 2018 - State of the District, sm. group discussions; follow-up w/survey
 - Spring 2019 - Finance/Facilities
 - Fall 2019 - CSIP Update



Community Engagement

Challenges

- Compiling, summarizing feedback
- Getting parents, community to attend
- Ensuring everyone has a voice
- Sharing out info gained



Harrisonville Schools
CONVERSATIONS SUMMARY - FALL 2018
Feedback from Staff, Students, Parents, Community Members
Through Listening Posts, Surveys, Focus Groups

STRENGTHS

- **People** "Strong educators who have the best interests of kids at heart."
- **Community Support** "Community is extremely supportive (PTO; band booster; athletic booster; Bright Futures)"
- **Opportunities for Students** "I think the small school district creates advantages through more opportunities for students to participate in activities and the opportunity to build strong relationships between the school and the community, not just parents."
- **Location/Size** "Our school is a size that allows students and teachers the ability to work together to succeed while offering many classes and extracurricular activities if desired. Not too big and not too small."
"Proximity to the city but small town life"

AREAS FOR IMPROVEMENT

- **Continuity/Consistency**
- **Curriculum & Instruction**
- **Safety**
- **Student Behavior/Mental Health**
- **Communication**
- **Parent Involvement**
- **Expectations & Accountability (Discipline & Academics)**

ADDITIONAL THOUGHTS

Location makes us stronger.

Achievement levels are affected by home and situation variables - deep rooted problems.

Utilizing resources in community to teach skills and gain experiences.

Surprised by attendance being such an issue.

Need more services for behaviors & mental health problems.

Teachers that take the time to get to know the students & families are the backbone of our district.

Communication needs to be improved - too much is left to the student when it comes to giving out information.

We need to set and follow a clear vision.

Create school pride - a place that students and parents are proud of & will work every day to make better.

Too much leniency on homework & test retakes. Graduates are not prepared for life after high school.

We need to work on staff retention and satisfaction.

I feel that so much is constantly changing - ideas, programs, schedules are not always giving a chance to work before they are changed.

Need more opportunities for career training.

The main obstacle is the lack of desire in some students who don't care about school or activities to become involved in.

We feel safe at school.

BARRIERS

- **Clear, unified vision**
- **Staff retention**
- **Socio-economic factors impacting families**
- **Funding**
- **Facility needs**
- **Education apathy (Parents & Students)**

NEXT STEPS

Community Conversation #2
Finance & Facilities
Tuesday, March 5, 6 p.m., HHS

Update/Review of District Comprehensive School Improvement Plan

Community Engagement

**SHARE
YOUR
THOUGHTS**

GET READY TO **SHARE**
YOUR **THOUGHTS** WITH
THOUGHTEXCHANGE TO
HELP US **BETTER**
UNDERSTAND WHAT'S
IMPORTANT TO YOU,
BOTH IN YOUR **SCHOOL**
AND IN **AFFTON**
SCHOOL DISTRICT.



SHARE

Submit Thoughts

Let stakeholders provide feedback on issues that matter to them.



STAR

Prioritize Thoughts

Enable stakeholders to consider and communicate which ideas are most important.



DISCOVER

Reveal What Matters

Stakeholders discover what they collectively care about the most.



Join the conversation...

In K-2, I appreciate how learning is individualized, such as children reading on their level and spelling lists based on where they are in spelling.

It's important to give children successful interactions at school but also for them to be challenged at their level.

4.8 ★★★★★ (13)

Ranked #1 of 132



Better emphasis on music programs. Far behind nearby districts in our music offerings in upper grades and the music staff is stretched too thin.

Music programs benefit students in countless ways academically and emotionally. Quality music programs would enhance the reputation of the district.

3.7 ★★★★★ (35)

Ranked #92 of 132



START TIMES

Why is Rogers still starting so early? Is it really that difficult to change? All the parents I know would love it to be even 20 minutes later.

3.4 ★★★★★ (36)

Ranked #111 of 132



Teachers and the staff, including bus driver are extremely supportive and friendly

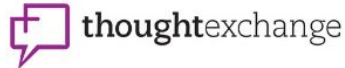
Although it is our first year in USA my child didn't struggle with culture shock.

4.4 ★★★★★ (10)

Ranked #25 of 132



AFFTON
SCHOOL DISTRICT



<https://my.thoughtexchange.com/#959982547>



T H A N K Y O U
F O R S H A R I N G

8774

STARS
ON 214 THOUGHTS
BY 342 RESPONDENTS



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SCHOOL DISTRICT



AFFTON SCHOOL DISTRICT FALL 2018 EXCHANGE

September 2018



Affton School District engaged their community in an exchange about feedback on their district. We invited participants to share thoughts and rate the thoughts of others. Keep scrolling to discover the results of the exchange by using the interactive tools below.

Start Time Changes



Communications Plan: Start Times

Overview:

Over the past six years, our stakeholders have consistently identified the district's Start Times as an opportunity for improvement through surveys, focus groups, community engagement forums, and Thoughtexchange feedback. In the coming weeks, Affton School District will engage internal and external stakeholders to gauge their appetite for pushing school start times later starting in the 2019-2020 school year.

Research:

Primary/Secondary (define method):

- Primary research includes an internal (staff) and external (parents) survey implemented in 2013. At that time, the district was looking at shifting start times later by 15 minutes.
 - o 52.4% of staff supported the change
 - o 69.1% of parents supported the change
 - o Some comments/concerns:
 - High school needs early dismissal time due to sports/activities
 - Students should not have to wait for the bus in the dark
 - Mesnler and Gotsch should switch times
 - Staff at Gotsch do not want to work later
 - Current times have worked well for many years
 - Combine some schools to shift to 3 tiers of buses, rather than 4 tiers
 - Implications of more parents needing before/after care
 - 15 minutes later is not enough
- Secondary research includes looking at area school districts who have successfully changed start times:
 - o Columbia (MO)
 - o Ritenour
 - o Rockwood
 - o Parkway
 - o Mehlville (has not made the shift based on a student sur

Situation Analysis (SWOT):

| | <i>Positive</i> | <i>Negative</i> |
|-----------------------|---|--|
| Strengths: | <ul style="list-style-type: none"> • Longitudinal studies have shown later start times have a direct impact on improved student performance. • Looking at later start times demonstrates that our stakeholders' voices are heard. | <p>Weaknesses:</p> <ul style="list-style-type: none"> • Change is hard, and some pain is to be expected. |
| Opportunities: | <ul style="list-style-type: none"> • Hearing authentic stakeholder voice through a variety of engagement methods. • Demonstrating that input and feedback is heard, valued, and then doing something about/with their priorities. | <p>Threats:</p> <ul style="list-style-type: none"> • Not everyone will agree on one outcome; must still demonstrate that input and feedback is heard and valued. |

Planning:

Goals:

Through various methods of community engagement, Affton School District will learn what is important to and valued by all stakeholders on the issue of school start times and will make a decision on whether they should be pushed later beginning in the 2019-2020 school year.

Key Publics: Internal: Employees, Secondary Students // External: Parents, Community (those without kids in our schools)

Objectives:

- By December 10, 2018, X% of Affton stakeholders will participate in engagement around start times; this should include:
- 40% of District staff (188 participants)
 - 20% of secondary students (274 participants)
 - 30% of District parents (836 participants)

| Strategy | Messages | Tactics | Person Responsible | Timeline |
|--------------------------------------|--|---|--------------------|---|
| Thoughtexchange: Letter to Employees | <ul style="list-style-type: none"> • Thoughtexchange on start times is live • Three-step process • Link to sign up: https://my.thoughtexchange.com/#442072749 | <ul style="list-style-type: none"> • Email • Workplace • Affton Insider | EC | October 23 (EM and Workplace) October 29 (Insider) |
| Letter to Parents | <ul style="list-style-type: none"> • Thoughtexchange on start times is live • Three-step process • Link to sign up: https://my.thoughtexchange.com/#442072749 | <ul style="list-style-type: none"> • Email • School Newsletters • District Social Media • Access Affton | EC | October 24 (EM, SM) Week of October 29 (School newsletters) November 1 (AA) |
| Letter to Students | <ul style="list-style-type: none"> • Thoughtexchange on start times is live • Three-step process • Link to sign up: https://my.thoughtexchange.com/#862473159 | <ul style="list-style-type: none"> • Email • Staff Facilitation | EC | October 24 |



THANK YOU FOR SHARING
YOUR THOUGHTS ON

LATER SCHOOL START TIMES

- ★ 33,930 RATINGS
- 1,106 THOUGHTS
- † 1,408 RESPONDENTS



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Start Times

NEW: 2019-2020 Start Times Approved

The Affton School District Board of Education unanimously approved new school start times effective for the upcoming 2019-2020 school year at the regular February 5th board meeting. The following new school start times were approved by the Board:



| | Start | Dismissal |
|------------------------|-----------|-----------|
| Affton High School | 7:30 a.m. | 2:15 p.m. |
| Rogers Middle School | 8:00 a.m. | 2:45 p.m. |
| Gotsch Intermediate | 8:30 a.m. | 3:15 p.m. |
| Mesnier Primary | 9:00 a.m. | 3:45 p.m. |
| Affton Early Childhood | 8:30 a.m. | 3:15 p.m. |

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SCHOOL DISTRICT



[Click here to read more from Dr. Travis Bracht, superintendent.](#)

Looking at New Start Times

Affton School District began looking into the possibility of changing starting and dismissal times at each of its schools beginning in the 2019-2020 school year. This is based on feedback gathered from community engagements, focus groups, and surveys - including two Thoughtexchange opportunities earlier this school year.

What Does the Affton Community Say?

Start Time Options Survey (November 2018)

Thoughtexchange: Later Start Times (October-November 2018)

Thoughtexchange: Strengths & Opportunities for Improvement (September 2018)

Family Survey Series: Perception (May 2018)

Parent/Staff/Student Focus Groups (February 2017)

2016-2017 Parent Survey (November 2016)

2014-2015 Start Times Survey (April 2014)

What Does the Research Say?

A substantial body of research shows that later start times in schools are shown to have the greatest benefit for middle and high school students. Adolescents who start one hour later tend to have fewer absences and some improved academic performance. Learn more:

Centers for Disease Control and Prevention

National Sleep Foundation

American Medical Association

American Academy of Pediatrics

Documents & Presentations

Board of Education Recommendation (Dec. 18, 2018)

Community Forums: Later Start Times (Nov. 26 & 29, 2018)

Board of Education Presentation (Nov. 13, 2018)

Start Time Parameters & Rationale (November 2018)

Comparison of Area School Start Times

Frequently Asked Questions



AFFTON
SCHOOL DISTRICT

OPTIONS FOR 2019-2020 START TIMES

| Option A Adjust Time Order: AHS, RMS, GIS, MPS | Option B Adjust Time Order: RMS, AHS, GIS, MPS | Option C Adjust Time Order: AHS, MPS, GIS, RMS | Option D Do Nothing Order: RMS, AHS, MPS, GIS |
|---|---|---|--|
| 7:30 am - 2:15 pm Affton High School | 7:30 am - 2:15 pm Rogers Middle School | 7:30 am - 2:15 pm Affton High School | 7:10 am - 1:55 pm Rogers Middle School |
| 8:00 am - 2:45 pm Rogers Middle School | 8:00 am - 2:45 pm Affton High School | 8:00 am - 2:45 pm Mesnier Primary | 7:40 am - 2:25 pm Affton High School |
| 8:30 am - 3:15 pm Gotsch Intermediate | 8:30 am - 3:15 pm Gotsch Intermediate | 8:30 am - 3:15 pm Gotsch Intermediate | 8:10 am - 2:55 pm Mesnier Primary |
| 9:00 am - 3:45 pm Mesnier Primary | 9:00 am - 3:45 pm Mesnier Primary | 9:00 am - 3:45 pm Rogers Middle School | 8:40 am - 3:25 pm Gotsch Intermediate |



Affton School District

February 6 · 🌐



The Affton School District Board of Education unanimously approved new school start times effective for the upcoming 2019-2020 school year at the regular February 5th board meeting. Find additional information about the 2019-2020 start times on our website: <http://bit.ly/2TxTnWn>

2019-2020
START TIMES

| | Start | Dismissal |
|------------------------|-----------|-----------|
| Affton High School | 7:30 a.m. | 2:15 p.m. |
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| Affton Early Childhood | 8:30 a.m. | 3:15 p.m. |

 **AFFTON**
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Performance for Your Post

7,372 People Reached

532 Reactions, Comments & Shares *i*

| | | |
|---|---------------|-----------------|
| 148  Like | 82 On Post | 66 On Shares |
|---|---------------|-----------------|

| | | |
|--|---------------|-----------------|
| 43  Love | 29 On Post | 14 On Shares |
|--|---------------|-----------------|

| | | |
|---|--------------|----------------|
| 6  Haha | 1 On Post | 5 On Shares |
|---|--------------|----------------|

| | | |
|--|--------------|----------------|
| 5  Wow | 2 On Post | 3 On Shares |
|--|--------------|----------------|

| | | |
|--|--------------|----------------|
| 4  Sad | 3 On Post | 1 On Shares |
|--|--------------|----------------|

| | | |
|---|---------------|----------------|
| 25  Angry | 24 On Post | 1 On Shares |
|---|---------------|----------------|

| | | |
|-----------------|----------------|------------------|
| 244 Comments | 102 On Post | 142 On Shares |
|-----------------|----------------|------------------|

| | | |
|--------------|---------------|----------------|
| 61 Shares | 58 On Post | 3 On Shares |
|--------------|---------------|----------------|

2,838 Post Clicks

| | | |
|--------------------|-------------------|--------------------------------|
| 403 Photo Views | 42 Link Clicks | 2,393 Other Clicks <i>i</i> |
|--------------------|-------------------|--------------------------------|

NEGATIVE FEEDBACK

3 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

7,372
People Reached

3,370
Engagements

Boost Post

   125

45 Comments 58 Shares



Kim Hults Love Highly disappointed in this decision. We did surveys and attended meetings and expressed our concerns about how this would affect our jobs. Not one parent that I know liked this idea, so what happened? All the surveys and arguments were for nothing. We are leaving the district. Thanks Affton for making it harder on working families.

Like · Reply · Storify · Message · 4w



Clyde Rhoads I just love how Dr. Bracht ramrodded this through. I was at the meeting and asked why there wasn't an option to adjust the start order and NOT shift the times by 20 minutes. He told me directly that there were other options, and THESE times were not the only ones he would pass on to the board. I feel lied to, and I feel our children deserve a superintendent who doesn't speak like a politician.

#NotAHappyAfftonParent

Like · Reply · Storify · Message · 4w · Edited



Tammy Starks Rearden Kaitlin Danner this is ridiculous! It should have been put on a ballot & voted on by registered voters in the district.

Like · Reply · Storify · Message · 4w



Katie Rhoads Very disappointed by this decision, I feel like the only opinion that mattered in this whole decision was the one for those who disliked the early start time at Rogers. Not for anyone else, so thank you for hurting the working families of the community and digging into our pocketbooks so we now have to fork out money for your before and after care or potentially have to change our schedules to accommodate these unnecessary changes. There were other options, you just chose not to explore them.


Like · Reply · Storify · Message · 4w



Elvira Husetovic Bunch od dumbasses made all of this! So disappointed!
They see our kids in early hours more than we do; high school should b latest; it's easy to carry a small child to the car if needed to wake up, even before school care is only under 12 yrs; Smaller kids don't have so many important dates/tests/exams to have to be on certain dates at school! Once they are in high school, they need more time for everything!
I hate how we parents think they r educated to respect them, they don't have a clue about life!


Like · Reply · Storify · Message · 4w





Brittany DeBolt Am I the only mesnier parent that thought about all the schools and students instead of just my own? Maybe it has something to do with being a middle school teacher in another district- I was looking at the bigger picture overall not just for one school. And personally, the mesnier times actually work better for me, but my main concern and comments were that no school should start before 7:30 because it's just too early.

Like · Reply · Storify · Message · 4w · Edited



Stephanie Peterson Hand Applaud the Board for making a difficult decision to move our district forward and put the district needs before those of the individual schools. Change is hard to accept for some, but I appreciate them making it in enough advance that families can adjust. #afftonstrong PS-Super glad our district still had busses, some others do not!

Like · Reply · Storify · Message · 4w · Edited



Catherine Serra agree! Go Affton!

Like · Reply · Storify · Message · 3w



Eric Howe Interesting that we have heard nothing on this since November where the vote was postponed, I saw nothing on the agenda for this meeting about this vote, but surprise here it is. Ridiculous!

Like · Reply · Storify · Message · 4w



Barb Neiswander This was on the agenda for the January 8th Board Meeting. It was tabled that night to give the Board more time to evaluate and form their opinions. It was posted that they would vote on it in January. They post on FB every month when they are meeting and you can see a copy of the agenda there too.

Like · Reply · Storify · Message · 4w · Edited



Sarah Bauer Bohnert Thank you Dr. Bracht, the board, and all involved for your leadership on this issue. Change is hard but this change was necessary. No option was perfect but this will ultimately be a great benefit for our kids, our schools and our community.

Like · Reply · Storify · Message · 4w



Barb Neiswander Just putting this out there.....At 10:25am the day after the vote, the Likes/Loves posted on FB for this announcement is 3 to 1 compared to the Angry/Sad/Wow.

Like · Reply · Storify · Message · 4w



Barb Neiswander 79-25 in favor of this! Go Affton Strong!

Like · Reply · Storify · Message · 4w



O

Not one of our families have said they weren't aware or didn't have a chance for their voice to be heard.

Schedule Changes (Internal Chaos)

All buildings (except one) changing their internal schedule

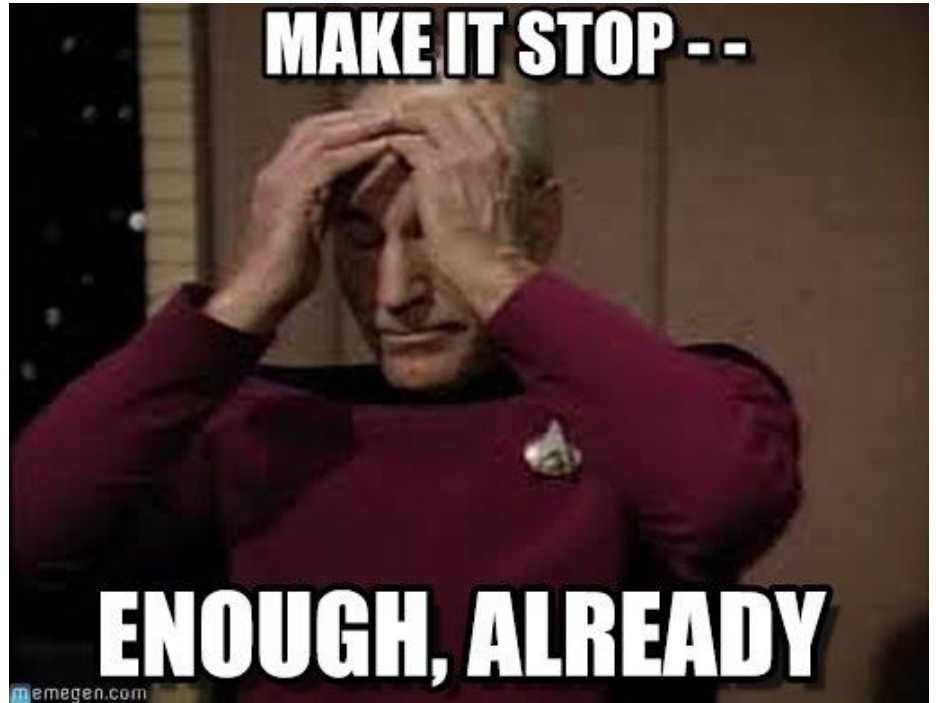
- Modified block at HS
- Middle school format to junior high
- Departmentalization at upper elementary
- Expansion of four-year-old preschool; change to three-year-old program

Key Message - all changes based on improving student opportunities, academic success

Schedule Changes (Internal Chaos)

- Building Staff Communication (BLT, staff meetings)
- BOE presentation
- Email to parents in that building
- Local newspaper coverage
- BOE approval
- Email to district staff to provide “big picture”
- Building-specific events/communication as needed

Recent Chaos...SNOW DAYS



Snow Days – Dealing with the Negative

- Answer legit questions
- Rick Kauffman’s post
- Follow SM posting guidelines



Ben Werner Is the Dual Credit/AP Info Night also canceled for this evening?

Like · Reply · Message · 1w



1



Harrisonville Schools Just sent an email to parents. Yes, canceled for tonight - rescheduled for 3/5 in two sessions, 5 & 6:30 p.m.

Like · Reply · Commented on by Jill Filer [?] · 1w



Ben Werner Thank you  1

Like · Reply · Message · 1w

Dear Families:

Looking ahead to this week's weather forecast, we expect to experience measurable snow overnight, followed by extremely cold temperatures as the week progresses. We are providing the following information in anticipation of questions you may have regarding our severe weather procedures.

Our goal is to minimize the loss of instructional time while being mindful of student and staff safety. In general, we will remain open. To cancel, delay or close schools early poses significant issues for families with transportation and child-care arrangements.

Families should always assume school is in session unless we communicate otherwise. We typically do not send out a message or post to our website or social media when school is in session. (If you don't hear from us, assume there is no change to the school schedule.)

If we decide to cancel school for the day, the decision will be communicated to staff and families no later than 5:30 a.m. However, since temperatures and windchills are more predictable than snow accumulations, we expect to make a decision the previous day/evening. We will communicate as soon as possible in the event of an early release.

We realize not everyone will agree with our decisions. However, we are deliberate and thorough in our process and decision-making as it impacts EVERY child in the school district. **Families are encouraged to use their judgment to determine what is best for their children.**

Severe Weather Team
Bloomington Public Schools



Jeff D @JD667 · Feb 28

Replying to [@AfftonSchools](#)

Just once I'd like the truth when I receive that phone call, "The Affton school district will be closed because we want a day off. Screw you parents and your jobs."



Brandon Wunderle I must say, this is getting a bit ridiculous. We live in a land with some snow. We have to be able to deal with that as a society and community. Safety is paramount, but we're talking minor predictions here. I think we can handle minor snow. We're #afftonstrong... Right?

Like · Reply · Storify · Message · 3w



2



Nick Meekins Back in my day..... 😏 1

Like · Reply · Storify · Message · 5w



Jarpo @Jarpo · Feb 15

[@AfftonSchools](#) Hello. Irritated parent here. Why are you calling for an early dismissal today when there is literally NOTHING happening? It is very inconvenient for us parents to take off work for something so trivial.



Be safe and enjoy your

3 DAY WEEKEND

We'll see you Tuesday, Feb. 19!



Melissa Pendleton Hayes It's all over the news. Icy road conditions. I'd rather my children be safe. Thank you Harrisonville Schools.

Like · Reply · Message · 1w



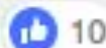
Renee Baker Thank you for making sure our kiddos stay safe!

Like · Reply · Message · 1w



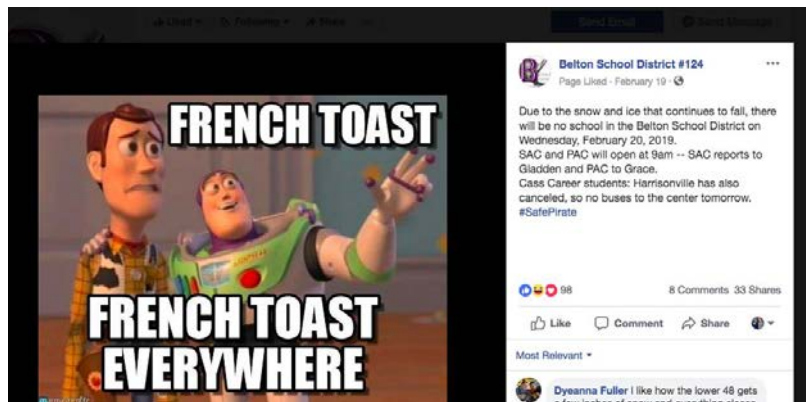
Terry Kohl Stadler It's not just students they worry about... they have to consider staffs safety as well. Be safe everyone!

Like · Reply · Message · 1w



Snow Days – Making the Best of it

- Contests
- Crowdsourcing
- Sharing educational activities
- Fun videos/memes
- Remind audiences of all the sources of info



Snow Days – Lessons Learned

- Phone/Computer Issues
- Understand make-up process in your own district, state law
- Two-Hour Delay - post all details w/announcement
 - Career-technical school - no morning session
 - No morning preschool
 - No breakfast
 - Community Center before school care info



Affton School District Communications Plan

Overview:

<Insert problem statement here>

Research:

Primary/Secondary (define method):

- <Describe research and key findings>

Situation Analysis (SWOT):

| | | |
|----------|---|--|
| Internal | <p><i>Positive</i> Strengths:</p> <ul style="list-style-type: none"> • | <p><i>Negative</i> Weaknesses:</p> <ul style="list-style-type: none"> • |
| | <p>External Opportunities:</p> <ul style="list-style-type: none"> • | <p>Threats:</p> <ul style="list-style-type: none"> • |

Planning:

Goals:

Define longer-term, broad, future statements of "being"

Key Public: Define target audience

Objectives:

Shorter-term, measurable with specific desired results - SMART

1. Define WHAT opinion, attitude, or behavior you want to achieve from specific publics
2. Specify how much change you want to achieve from each public
3. Tell by when you want to achieve that change

| Strategy | Messages | Tactics | Person Responsible | Timeline |
|----------|----------|---------|--------------------|----------|
| | | | | |
| | | | | |

Evaluation:

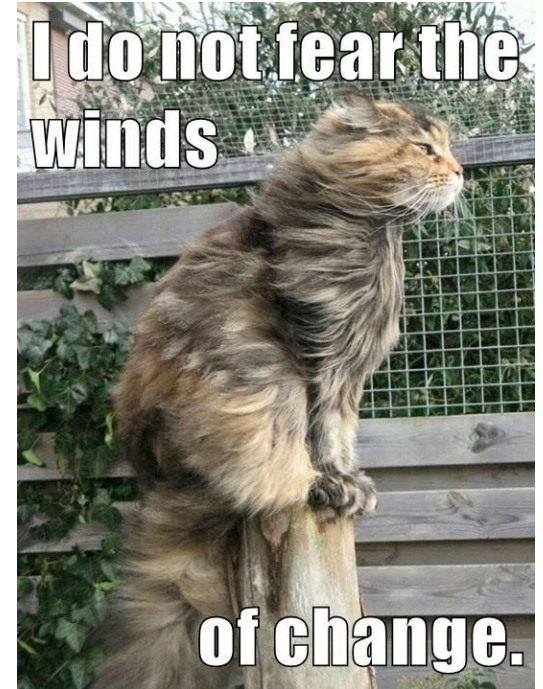
Communicating Through Change is Essential

- Build trust
- Build ownership
- Squash rumors
- Alleviate fears
- Ongoing troubleshooting
- Opportunity to adapt plans



Communicating Through Change

- Engage your stakeholders
- Ensure opportunities to listen
- Only ask the question if you truly want the answer
- Staff first, inside out
- Explain hows & whys of decision
- Show them you listened
- Continuous



BRACE YOURSELF



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