




Driving the Economy: School Districts are the Economic Engine

Dr. Jim Simpson
Superintendent
jsimpson@lindberghschools.ws
 @LindberghFlyers

Beth Johnston
Communications Director
bjohnston@lindberghschools.ws
 @BethJohnstonSTL

Lindbergh's Story



<https://animoto.com/play/r4ebul9p3p5J1jZfddC2ew>

Lindbergh's Story

Lindbergh Schools is located in southwest St. Louis County and serves more than 6,300 students from all or part of nine different communities: Crestwood, Concord Village, Fenton, Grantwood Village, Green Park, Kirkwood, Lakeshire, Sappington and Sunset Hills. The district is composed of one high school, two middle schools, five elementary schools and one early childhood education center.

- Lindbergh has the fastest growing enrollment in St. Louis County, with more than 200 new students enrolling each year. Projections show more than 300 new students will enroll in 2016-17.
- City of Crestwood ranks nationally as one of the safest cities in America and one of the best cities to raise children.
- Neighboring municipalities are growing at record pace, with homes selling in fewer than 24 hours, with multiple bids at or above asking price.
- Lindbergh Schools has been the driving force in this unlikely trend of suburban renewal

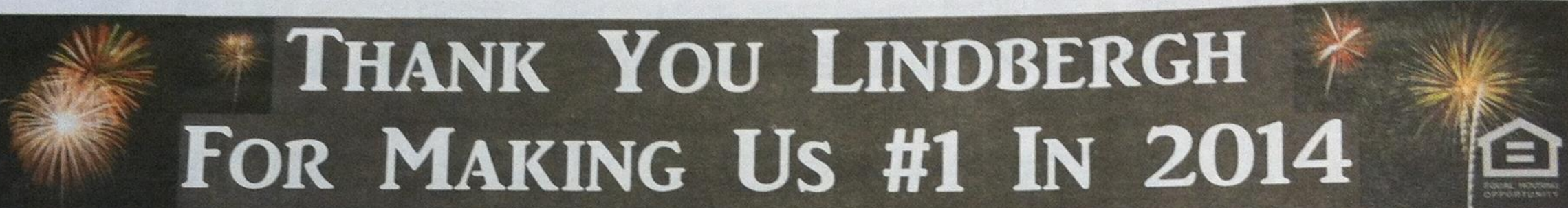


Reverse Your Thinking

Reverse Your Thinking

- Is your community on life support?
- Is housing in your community desirable?
- The local school district is actually your community's fountain of youth, a magnet for young families, vitality and neighborhood renewal.
- Growth is not based on open land, it occurs through demographic shifts based on quality of the school district.
- Young families spend their dollars locally, so high quality school districts are good for local businesses, too.

THANK YOU LINDBERGH FOR MAKING US #1 IN 2014

A dark banner with white text. On the left and right sides, there are images of fireworks exploding in a dark sky. On the right side, there is a white icon of a house with a horizontal line inside, representing a real estate logo. Below the house icon, the words "EQUAL HOUSING OPPORTUNITY" are written in small letters.

12715 Rott Road



9444 Lodge Pole Lane



112 Sappington Acres Drive



11101 Pine Forest Drive



Sell Your Strengths

...NATIONS

Sell Your Strengths

- **Young families rely on Internet research**
 - Showcase your academic strengths, whatever they are.
 - Talk about technology.
- **What are your district's soundbites?**
 - Build soundbites into every speaking engagement, press release, and interview so knowledge becomes second nature.
 - Lindbergh examples:
 - Five years, No. 1 in Missouri (for academic achievement)
 - Prop G – Planting for our Future (\$34 million bond issue for new elementary school)
 - Keep Lindbergh, “Lindbergh” (protect class sizes, prevent staff reductions)

Sell Your Strengths

- **Principal Press Release Program**

- Communications Department tracks story ideas submitted by principals and teachers, to encourage opportunities for positive publicity year round.
- Types of stories include awards, accomplishments, athletics, character, community service, technology.
- Press release program is included in monthly data packet, principal evaluations for accountability.

- **Create a strong brand that unifies your community**

- Consistent logos, mascot, monument signs in front of buildings.



Upgrade Your Neighborhoods

Upgrade Your Neighborhoods

- **Be mindful of curb appeal with new construction**
 - Older buildings can be refreshed with a new façade. This adds value to surrounding homes and businesses.
- **Create community benefits on your property**
 - Green space, walking trails, sidewalks
 - Renting facilities to teams, community organizations, churches, etc. creates value
- **Lindbergh has worked with local municipalities to create improvements**
 - Supporting City of Sunset Hills to create a dog park next door to middle school
 - Adding sidewalk in front of Lindbergh High School
 - Adding play fields at two elementary schools
 - Upgrading Moore Property to fit look/feel of Tapawingo Neighborhood



Build Productive Business Partnerships

Build Productive Business Partnerships

- **Academic All-Stars**

- Community business sponsors give financial and/or in kind support to program to recognize academic excellence in grades 4-8.
- School district publicly thanks sponsors by logo placement on event materials and 1,500+ T-shirts.
- Superintendent personally thanks sponsors during three evening events.
- Families appreciate local business support of their child's academic achievements.

- **Senior Associates**

- School district hosts group of 150+ senior citizens for monthly brunch.
- Local businesses donate door prizes, cater lunch on occasion.
 - Culver's caters once per year, donates \$500+ proceeds to scholarship for Lindbergh student.
- Senior citizens voluntarily donate what they can to fund a \$250 annual Senior Associates scholarship for Lindbergh student.

Build Productive Business Partnerships

- **Chambers of Commerce**

- In 2016, the Crestwood-Sunset Hills Chamber of Commerce presented Lindbergh Schools with the “Community Improvement” award, for drawing a record number of young families to the area and completing several facility improvement projects that have proactively addressed enrollment growth while having a positive impact on the surrounding neighborhoods. This award has traditionally been reserved for businesses.
- Lindbergh hosts back-to-school vendor fair on Opening Day, inviting local businesses to network with hundreds of teachers and support staff as they return to school for the year.
- District attends monthly chamber meetings and sponsors Student of the Month program.

- **Realtors**

- District provides resources for Realtors including district directory publication, online address finder map to help families locate which school their child will attend.
- Real estate listings always lead with “Lindbergh Schools” as the No. 1 selling point.



Work With Local Influencers

Work With Local Influencers

- **Work with aldermen and city councils to create a family friendly place to live**
 - Sidewalks, crosswalks, safe neighborhoods
 - Build relationships with local police and fire
 - Help with relief efforts when disaster strikes your community (tornado, flooding)
- **Invite local lawmakers into your schools**
 - Set up annual school tours for mayors and local officials.
 - Host a legislative breakfast for local and state lawmakers. Inform them of the issues that are affecting your district.
 - Invite state legislators to be a part of National Merit reception, ribbon cuttings, National Blue Ribbon School celebrations, etc.

Work With Local Influencers

- **Partner with local churches to meet family needs**
 - Lindbergh hosts annual breakfast for church leadership within district boundaries. Talk about ways schools and churches can work together to support children in the community.
 - Crestwood Leadership Academy – Local church mentors elementary students at school on early release days, provides dance, art and music classes in addition to leadership instruction.
 - Churches stock food pantry at elementary school for families, work with school counselor to identify families in need.
 - Social workers and directors of counseling program are great contacts to help churches get connected.
- **Give Back Through Service Organizations**
 - Administrators are members of Rotary, Kiwanis and other service organizations
 - District supports efforts of student branches such as Interact Club and Key Club
 - Service clubs assemble weekend food backpacks for Lindbergh students in need, organize “Operation Warm” coat drive each year to donate warm outerwear, and provide grants to school programs that benefit children.

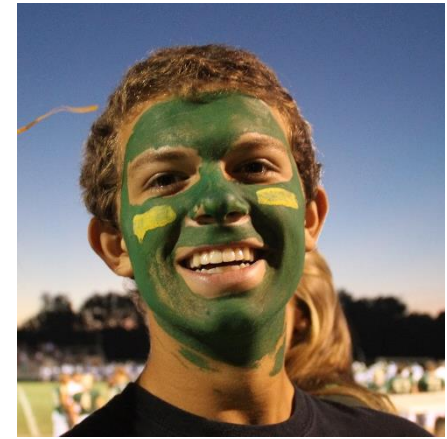
Above All, Advocate for Kids

The school district must step in when legislation threatens what is best for children. For example:

- Residential TIFs and other forms of tax abatement that bring new students into district without necessary revenue to educate them
- Unreasonable signage and special event permit fees for student fundraisers



Thank You!



Questions?