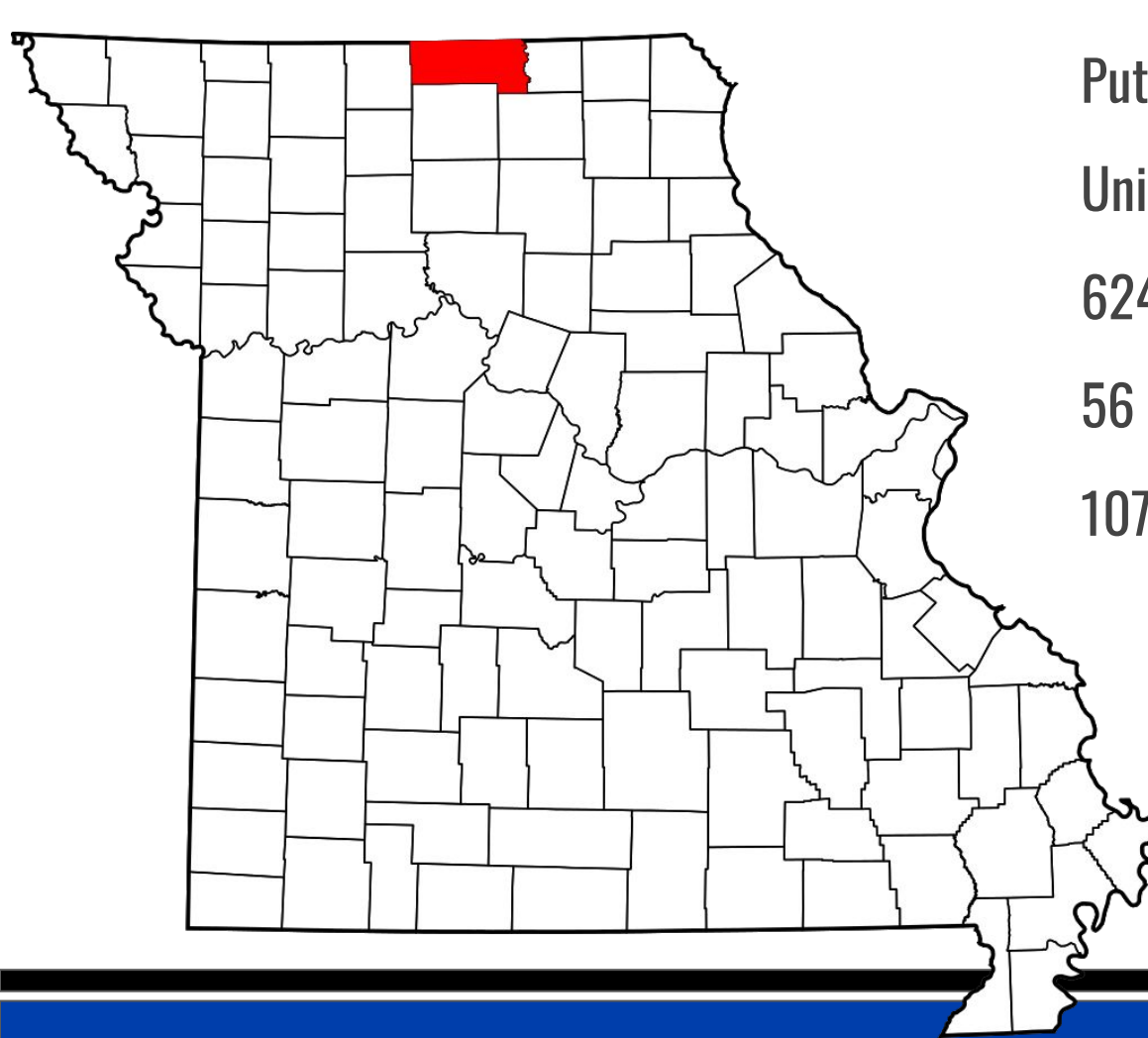


Destination Communication

Dr. Heath Halley, Superintendent
Kathy Rhodes, Business Manager
Haley Watt, District Communications Specialist





Putnam County R-I School District

Unionville, MO

624 Students K-12

56 Teachers

107 Total Staff



How we used to communicate vs. where we wanted to be

- School Website
 - School Facebook occasionally
 - Elementary Friday Folders
 - School Messenger (inconsistently)
- School Website for News
 - School Facebook DAILY for celebrations
 - Elementary Friday Folders as backup
 - Consistent, Timely and Effective School Messenger



The Communications Team

- Started with the Superintendent, Webmaster, and Library Staff
- Expanded the team to include staff who were:
 - outside-the-box thinkers, creative, positive, hard-working, happy
- Community Members (parents, vocal community members, business leaders)
- Building Staff Meetings (all buildings and areas represented)
- Reduced team to Dr. Halley, Kathy and Haley
 - Other members called in as needed...



Goals

EXTERNAL COMMUNICATION

- Website
 - Upgrade & update often
 - Increased article submissions
- Facebook
 - Daily posting goals
 - Blast POSITIVITY to drown the negative
 - Increase engagement
- School Messenger
 - Consistent voices
 - Coaches communication

INTERNAL COMMUNICATION

- Timely staff communication
 - Always tell the staff FIRST
 - Staff Meetings when needed
- Consistent messages across buildings
 - All admin on the same page
 - Resources from Haley & Kathy
- Staff who feels informed/empowered
 - FERPA & HIPPA



First Steps

- Haley and Kathy joined professional communication and PR organizations
 - Prioritize attending all communications meetings
 - Haley and Kathy joined MOSPRA, NSPRA, SocialSchools4EDU, etc
 - Plan to implement ONE THING from each meeting
 - School Communications Pros Discussion Page
- Website Upgrade



External Strategies

- MO Beef
- 60 Seconds with the Superintendent
- Parent & Community Surveys
- Table Toppers at Community Businesses (pre-COVID)
- School Messenger guidelines for transportation/closings/sports
- Social Media Accounts for Sports/Clubs/Activities
- Learning how to really utilize Facebook and increase engagement

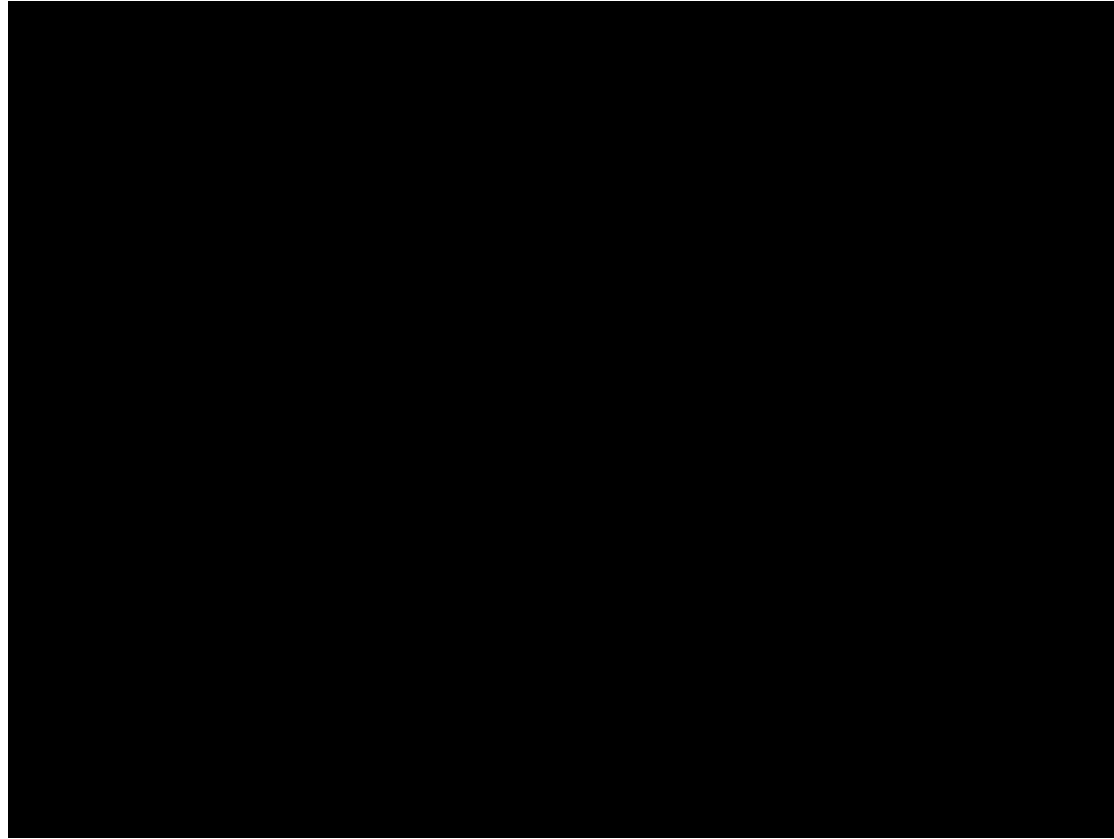


Equipment/Software



MO BEEF

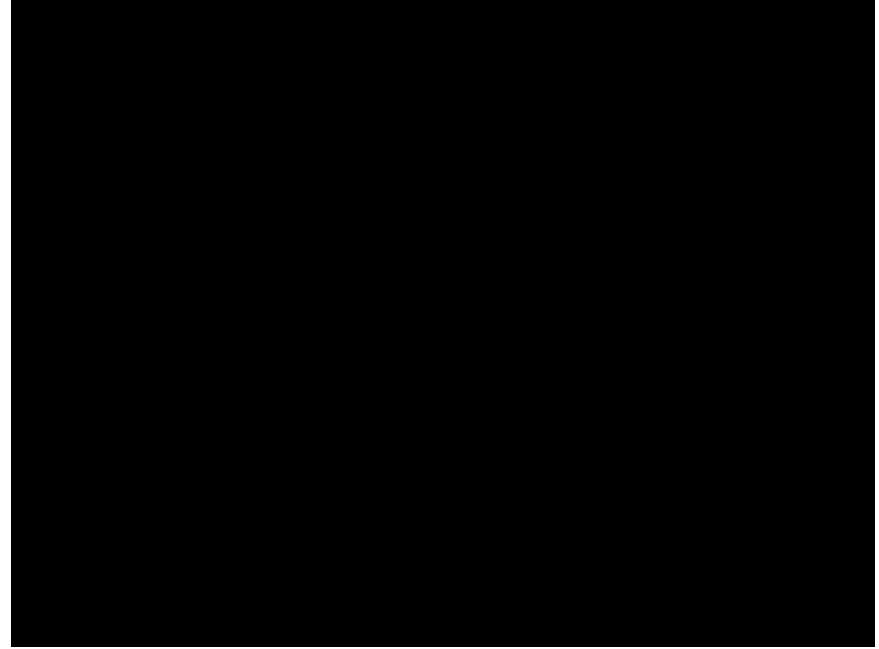
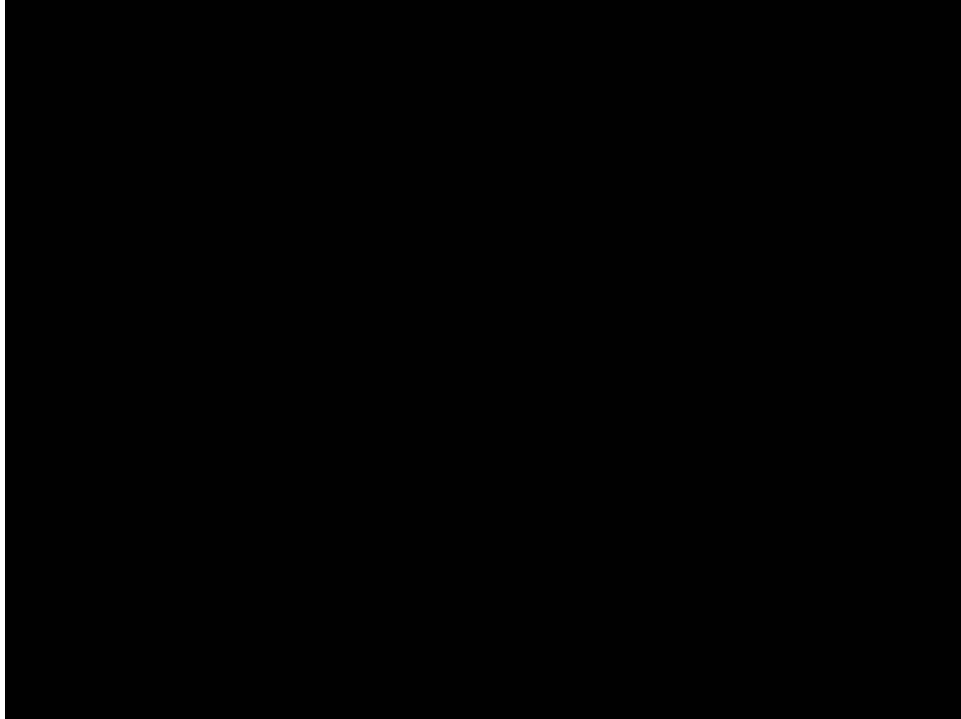
[MO Beef Article](#)



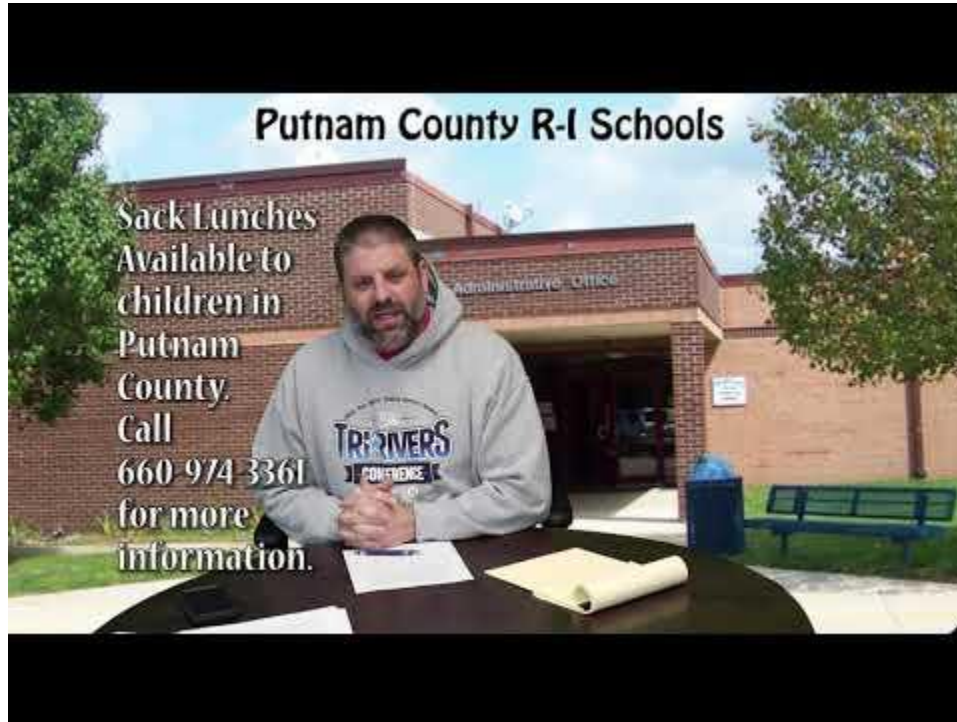
MO BEEF (youtube)



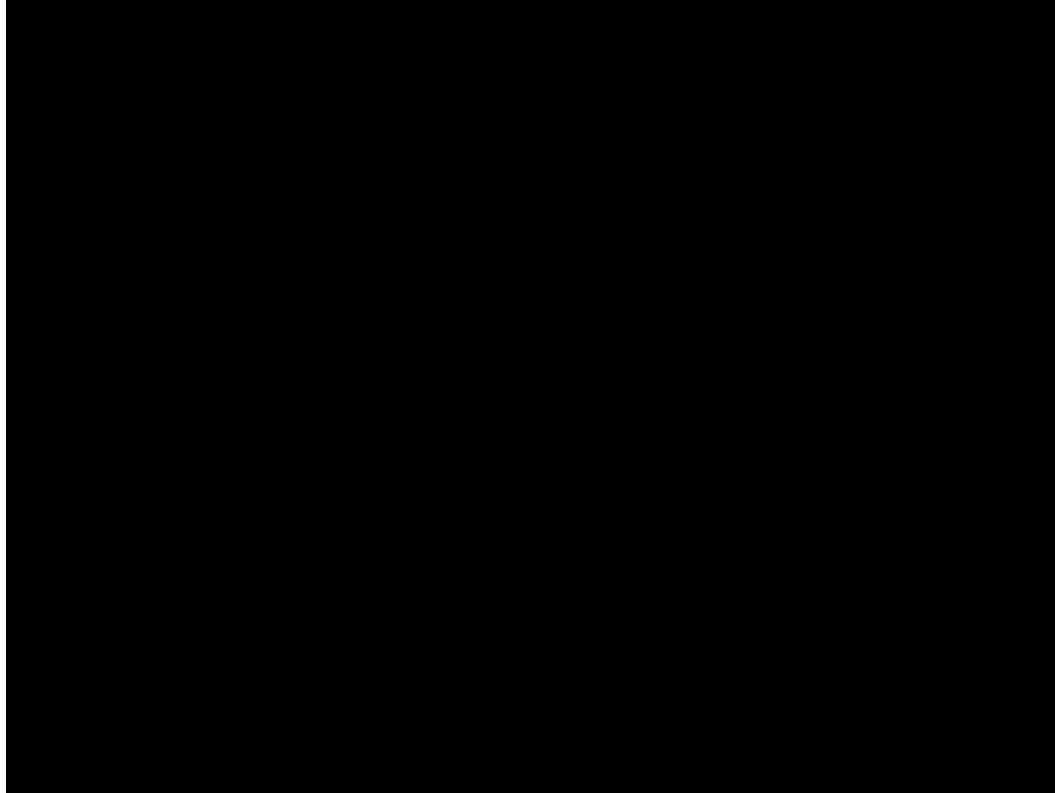
60 Seconds with the Super



60 Seconds with the Super (youtube)



Bond Issue Promotion Videos



Bond Issue Promotion Videos (youtube)



Table Toppers



Keep up with the Midgets in October!

Football:

10/4: V vs. Princeton 7pm
 10/7: JH vs. Princeton 5pm / JV Home vs. Centralia 7pm
 10/11: V @ Polo 7pm
 10/14: JV @ Wayne Co. 6pm
 10/15: JH vs. Schuyler 6pm
 10/18: V vs. Maysville 7pm Senior Night
 10/21: JV vs. Maysville 6pm
 10/22: JH @ Davis County 5pm
 10/25: V @ Gallatin 7pm

Softball:

10/1: JH vs Trenton- 5:30
 10/3: V GRC Crossover- 5:30
 10/5: V Tournament @Centralia- 9:00 am
 10/7: V/JV/JH @Brookfield- 5:00
 10/9: V/JV @ Clark-5:00
 10/10: V/JV/JH vs North Harrison Senior Night- 5:00
 10/14: JH vs. Milan-5:30
 10/16-10/19: V Softball Districts @ Trenton
 10/23: Sectionals TBA
 10/26: Quarterfinals TBA

Trapshoot:

10/5: FFA District :Trapshoot @ Prairie Grove-10 am

Girls Golf:

10/3: Brookfield 8:30
 10/7: Districts @ Chillicothe
 10/14: Sectionals
 10/21-22: State



Band

10/8: Hannibal Band Days
 10/12: JH Clark County Parade of Champions
 10/19: Trenton Missouri Days

Cheer:

10/27: Regional Cheer @ St. Francis Borgia High School (Washington, MO) - TBA

Character Education - Word of the Month is Self-Control

10/25: Character Education Assembly - 8:30am

September 30- October 4: Homecoming Week!

Monday (9/30): PJ/Hat Day
Tuesday (10/1): 50s Day
Wednesday (10/2): Twin Day
Thursday (10/3): Throwback Thursday
Friday (10/4): Blue & White Day or Homecoming Shirts Homecoming dance 9 pm



District Information:

10/4: Homecoming Assembly 9:00 am; Parade 2:00 pm
 10/7: No School (Teacher PD Day)
 10/8: Board of Education Meeting 6:00 pm
 10/9: K-12 Picture Day
 10/10-17: Middle/High School Book Fair
 10/11: End of First Quarter
 10/16: Pep Rally 3:00 pm
 10/17: Early Out/Parent Teacher Conf. 1:30 pm - 6:00 pm
 10/17: Middle School Dance 6:30 pm - 8:30 pm
 10/18: No School
 10/19: Hunters Safety Course 8:00 am-1:00 pm MS Commons
 10/26: Elementary PTO Dance 6:00 pm - 7:30 pm EL Gym
 10/24: Showing "Screenagers" 6:00 pm - 9:00 pm HS Library
 10/29: Senior Financial Aid Night 6:00 pm

Fundraisers:

October 1-4: FCCLA Fundraiser
 October 7-21: FFA Fundraiser
 October 29-31: Band Fundraiser



For an updated schedule and to check out what's going on in Classes and Clubs visit us on social media!



Google Classroom™



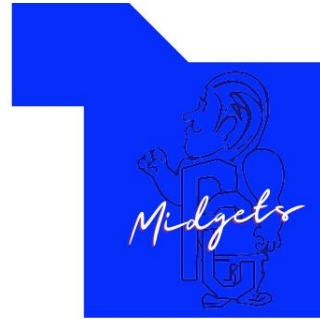
Internal Strategies

- Communications Training for New Staff
 - Weekly Leadership Team Meetings
 - Building Level Team Meetings
 - Legacy Interviews
 - Wednesday BOE Update Meetings
 - Staff Celebrations
 - PC MVP
- Online Forms
 - Time Off Request
 - Nurse E-Pass
 - Maintenance & Tech Work Request
 - Hotline Report
 - Staff Members Favorite Things
 - PC MVP Nomination Form



New Staff Communications Training

District Communications Specialist



Haley Watt

417.844.2333 (cell)

660.947.3361 x324 (direct)

hwatt@putnamcountyr1.net(email)



BRAND STANDARDS GUIDE

This guideline will provide all those charged with using the Putnam County R-1 Schools logos with the basic guidelines for use. The logos are intended to be flexible and able to be used not just by your school but by other organizations and vendors that would like to use it.

Each version of the logo has a color, black and reversed version and are provided in vector and bitmap formats.



Staff Celebrations



**CLASS 2 DISTRICT 6
ALL-DISTRICT TEAM**
Coach of the Year!



Coach Kyle Fleschman
Putnam County



*School Board
Appreciation Week*

Thank you for serving PCR-I Schools!
We appreciate you!



A large blue graphic for a teacher spotlight. It features a circular portrait of Savannah Hydorn, a woman with long brown hair wearing a grey top. The text "Teacher Spotlight" is written in white above the portrait. Below the portrait, her name "Savannah Hydorn" is written in a large, white, cursive font. Underneath her name, it says "Middle School ELA Teacher" and "#PUTNAMPROUD". In the bottom right corner, there is a logo that says "We love our teachers". The background has a pattern of white dots.

A vertical blue graphic for Coach Jordan Hollon. At the top left is the Putnam County Midgets logo. The word "WELCOME" is written in large, white, outlined letters at the top. Below it is a photo of Coach Hollon, a woman in a softball uniform, running on a field. At the bottom, the word "BACK!" is written in large, blue, outlined letters. Below that, it says "COACH JORDAN HOLLON" and "VARSITY HEAD SOFTBALL COACH & HIGH SCHOOL SCIENCE TEACHER". A yellow softball is in the top right corner.

A vertical graphic for a star communicator. At the top, it says "STAR COMMUNICATOR" in white. Below that, it says "Robin of the Year" in a cursive font. In the center is a portrait of Mrs. Frances Tennill, a woman with glasses wearing a yellow floral top. Below the portrait, it says "MRS. FRANCES TENNILL" in white. At the bottom, it says "www.putnamcountyr1.net". There is a small "2021-2022" logo in the top right corner.





Employee Recognition Program



**PUTNAM COUNTY R-I SCHOOLS
OCTOBER 2021 WINNER**



MICHELLE CUNNINGHAM
Custodian Extraordinaire



District Communications Specialist

- 12-month position
- Competitive Salary
- Equipment/Software Budget
- Professional Memberships
- Leadership Team Member



Things we've learned...

- The attitudes of team members IS IMPORTANT
- Don't get over-excited – work on one new idea at a time
- Ask your students/classes to help with projects
- Make sure the entire Admin team is on the same page as you
- In times of crisis, rely on your Communications Team and their resources
- Create timelines for implementation - delegate where needed
- Keep ALL.YOUR.NOTES.



Contact Information

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Haley Watt, District Communications Specialist

hwatt@putnamcountyr1.net

