

## 1. Stories to Tell Reference Sheet

Example: The mission of the Parkway School District is to ensure all students are **capable**, **curious**, **caring** and **confident** learners who understand and respond to the challenges of an ever-changing world.

What are your key messages? (Objectives):

- **Develop Capable Students**  
Story or Message example: College and career readiness, excellence in academics
- **Develop Curious Students**  
Story or Message example: Real-world solutions, Experiential learning, Technology
- **Develop Caring Students**  
Story or Message example: Character recognition, community service
- **Develop Confident Students**  
Story or Message example: Perseverance, outdoor school
- **Exceptional Teachers**  
Story or Message example: Caring staff, professional development, employee wellness
- **Good stewards of our Resources**  
Story or Message example: sustainability, financial awards

**Your district's Mission Statement:**

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Pull key messages/objectives from your district's mission statement. These should be prioritized when you share stories. If your district's mission is broad, come up with key messages that show examples of how you are fulfilling the mission. Your stories should support these key messages

- Objective 1:

Examples that illustrate Objective or Value:

- Objective 2:

Examples that illustrate Objective or Value:

- Objective 3:

Examples that illustrate Objective or Value:

# Parkway's Strategic Communications

## Goals + Key Messages

### Goal 1: Students – 80% of our stories

#### Key Message: Capable Students– 20% of our stories

Story/message examples: Excellence in academics, state tests, AP exam scores, college and career readiness, best high schools, Blue Ribbon schools, fine arts/athletic achievements, successful graduates/alum, curriculum efforts, personalized learning, co-curricular

#### Key Message: Curious Students – 20% of our stories

Story/message examples: Experiential learning, creativity, real-world solutions, technology integration, digital citizenship, internet safety, entrepreneurs, emerging careers - STEM, coding, innovation, problem-solving, seeking solutions, global learning, international travel

#### Key Message: Confident Students– 20% of our stories

Story/message examples: Growth mindset, perseverance, keeping kids safe, kids feeling safe, safe schools, social-emotional development, happy and healthy kids, health, fitness, Leader in Me, outdoor school, safe and drug-free, student leadership, pursuing your passion

#### Key Message: Caring Students– 20% of our stories

Story/message examples: Character and character recognition, social and civic goals, community service, anti-bullying efforts, diversity and inclusion, making a difference, service learning and giving back, social justice, environmental questions, when someone is hurting what can I do? restorative practices

### Goal 2: Staff

#### Key Message: Exceptional Staff –10% of our stories

Story/message examples: staff achievements, caring staff, PLCs, diverse staff, staff awards and recognition, certification and qualification of teachers, top workplace, recruitment strategies, exceptional staff, development outside of work/school, Spark! For educators, teachers/staff developing individualized learning plans for themselves, global learning for teachers, employee wellness, employee safety

### Goal 3: Resources

#### Key Message: Goal 3: Manage Resources Responsibly– 10% of our stories

Story/message examples: Financial awards, resource savings, creative new revenue strategies, energy efficiency, grants, sports marketing, partnership opportunities, program sponsorships, transparency, bond issue communications, future needs, facility needs, financial stability, school value as it relates to property value, management of technology resources, sustainability, better building challenge, employee wellness, employee safety, successful audits