

# AMPLIFY YOUR COMMUNICATIONS FROM THE INSIDE OUT

MASA/MOSPRA 2023





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Together  
Everyone  
Achieves  
More



## Expand Team

- To help tell your story
- To help further your reach

Why is internal comms so important?



## Build Trust

- Staff first in all communications
- Positive staff culture



# Set Expectations

Stay informed, up-to-date

Speak only in positive terms of the school, teachers, students, etc. (Rule of 3)

Maintain confidentiality

Show pride in your job and your school

Avoid rumors and gossip

# Take Five

Five Items

KDS Format

Thursday Morning

#5 = Weekly Comms Tip



# Newsletters



February 23, 2023

### KNOW/DO - Nominate a colleague for our End-of-the-Year Awards - DUE TOMORROW

The Educator of the Year Award is presented to a teacher who has had a special impact on students in the district. The Educator of the Year receives a \$500 grant from the Harrisonville Public School Foundation for use in his/her classroom. Nominate here - <https://forms.gle/sY8KECryLRVhT1Yt9>

The Support Staff Employee of the Year is designed to show the district's appreciation for its support staff employees. Any non-certified employee in the district can be nominated for this award. This includes secretaries, paraprofessionals, food service, custodial, bus drivers, and nurses, etc. NOTE: The nominee must have been employed for at least one year. This winner of this award will receive \$100 from Sherwood Community Bank. Nominate here - <https://forms.gle/TfRtkgZKVG76RFx6A>

**\*\*NEW\*\*** The Rising Star Award is designed to honor a certified staff member (non-administrative) who is new to the field of education (5 or fewer years of teaching/school experience) and has already demonstrated the ability to have a positive impact on students. The winner will receive a cash award of \$100 sponsored by Community Bank of Harrisonville. Nominate here - <https://forms.gle/bELF6dJkcRuLp7YQ9>

### KNOW - At-Risk Committee Meeting Summary

Wednesday, February 22, 2023, Central Office Training Center 8:00 a.m.

In attendance: Jason Eggers, Scott Ramsey, Tim Ginnings, Jennifer Beavers, Tricia Falke, Mark Rorvig, Tonya

## Affton Insider

Week of March 5, 2023

### 5 THINGS YOU NEED TO KNOW

Welcome to the Affton Insider! We'll be sending this e-mail on a weekly basis, and will include timely information about events, notices, and topics that should be of interest to you as a district employee. If you have any questions, comments, or suggestions, [please e-mail](#).

Update for Our Team | March 5, 2023



### Congratulations to the 27th Annual SOAR Award Nominees

Congratulations to the 31 nominees for the 27th Annual SOAR Awards!

The prestigious SOAR (Service and Outstanding Achievement Recognition) Award is bestowed upon individuals who show

## Affton Insider

### 5 Things You Need to Know

Sunday Evening

Video from the Sup't

Weekly & Upcoming Events



# Additional Internal Comms Tools

Board Brief/Board of Education Summary

Closed Staff Facebook Group

Staff Area on Website/Intranet

# Building A Team



## Use Your Rockstars

- Digital Media Coordinators
- Communications Liaisons



## Encourage Participation by All

- What's Great Today
- Dates & Events Monthly Email



## Training

- New Teachers & Administrators
- Secretaries/Front Line
- Communications Manual
- Social Media Use
- Parent-Teacher Conferences



# Building A Team: Principals

Monthly Meetings

Use [Communication Planning Template](#)

Share [Building Communications Guidebook](#)

Give them content to share w/staff



# Listening/Feedback



## Listening Posts After School Chats

Conversations with superintendent on any topic; Listening Posts were 1-on-1 & scheduled

## Rounding

One-on-one conversations with staff members by Cabinet. Established set of questions. Share feedback & action steps



## Surveys

Annual engagement/satisfaction surveys, with results shared.

[Affton](#)

[Harrisonville](#)

## Shout Outs/Emails

From Rounding, Family Communications Survey, Social Media Comments



## ICYMI

Media alerts with credit for the staff member who brought the story idea

# Recognize Their Efforts

## Awards

Video Virtuoso  
Facebook Phenom  
Picture Perfect



## Kudos/Compliments

Ongoing staff recognition program. All nominees honored monthly.

[Kudos to Cats](#)  
[Cougar Compliment](#)



## Additional Tips

Ask Staff to Share Important Facebook Posts

\*\* Job Postings

\*\* Announcements

Get Out into Buildings - Be Visible

# THANK YOU

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