
Student Voice Matters – and the analytics prove it

MOSPRA Spring Conference
March 22, 2023



Park Hill School District

Building Successful Futures • Each Student • Every Day

BUILDING SUCCESSFUL FUTURES.

Each Student. Every Day.



Park Hill School District

Building Successful Futures • Each Student • Every Day

Communication Services Team



Kelly Wachel, director of communication services

Samantha Fitzgerald, communications and marketing specialist

Paul Lewis, video technology specialist

Traci Todd Murphy, communication content specialist

Allison Zenil, graphic design specialist

Cindy Small, administrative assistant

Communication Planning

The Park Hill School District Communication Plan focuses on strategic initiatives and issues-related initiatives. The strategy will continue to build branding and messaging within the district and create increased positive exposure to Park Hill School District. The strategy will internalize a consistent message focused on performance and achievement, DEIB and long-range planning.

To support the mission of the Park Hill School District, the Communication Services Team builds its budget to support the following goals:

- Improve the flow of information and transparency within the Park Hill School District
- Showcase student voice and authenticity in learning
- Provide transparency between Park Hill and the general public
- Provide opportunities for two-way communication and feedback
- Portray excellence through intentional public perception work
- Build the advertising and sponsorship program

Communication Goals

Goal One:

Continue to keep our internal and external audiences informed about Park Hill initiatives, school experiences, programs and performance.

Goal Two:

Use our social media platforms to evolve key messages and create opportunities for engagement.

Goal Three:

Foster trust and engagement through involvement opportunities and connection to our schools - cultivating and managing the image and reputation of Park Hill School District.

Goal Four:

Involve student voice in the larger conversation of our school district and community and beliefs.

Goal Five:

Continue developing advertising partnerships to support Park Hill's mission.

Communication Goals



The Communication Plan will align with the district CSIP –highlighting these key messages:

- Performance and Academics
- Bond implementation
 - honoring the taxpayer's dollars
 - long range facilities planning
- Diversity, Equity, Inclusion, Belonging
- Student voice
- Gratitude for being in Park Hill – because you're here

Communications Department

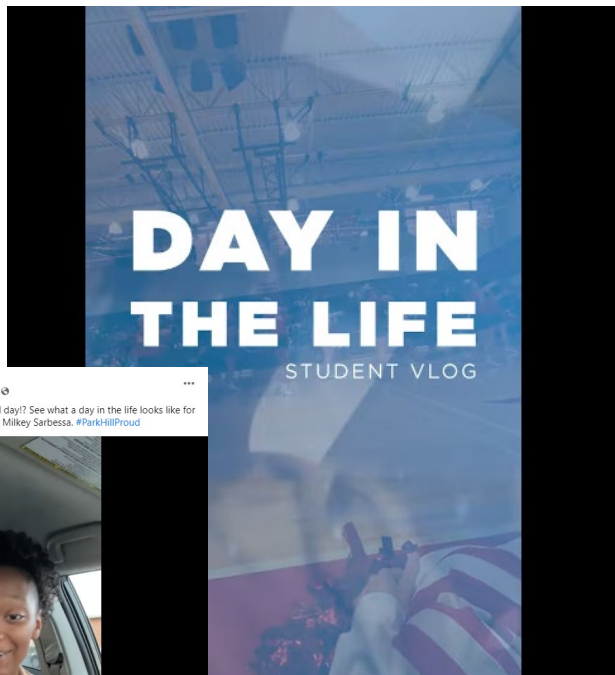


To support Park Hill in building successful futures for each student, every day, we execute functions in these areas:

1. Internal and External Communications
2. Strategic Communication Planning
3. Crisis Communications
4. Marketing and Advertising
5. News and Information
6. Media Relations
7. Event Planning
8. Website Services
9. Graphic Design
10. Public Engagement
11. Volunteer Screening

Franchise Pieces

Involve student voice in the larger conversation of our school district and community and beliefs.



Franchise Pieces

Spotlights



Park Hill Schools @ParkHillSchools · Jan 4

Students at Hopewell Elementary are "Soaring to Success." See what goes into the Soaring Hawks program in this year's "Hopewell Spotlight."

This Spotlight is sponsored by @ParkvillePD



Park Hill Schools @ParkHillSchools · Jan 20

Morning meetings are a new initiative at @PrairiePtElem. See how it's helping students throughout the entire day in this year's "Prairie Point Spotlight."

This Spotlight is sponsored by @ParkvillePD.



Park Hill Schools @ParkHillSchools · Feb 1

See how two and three-column notetaking is helping students thrive in this year's "Hawthorn Elementary Spotlight."

This Spotlight is sponsored by @ParkvillePD



Franchise Pieces

Spotlight Video Sample

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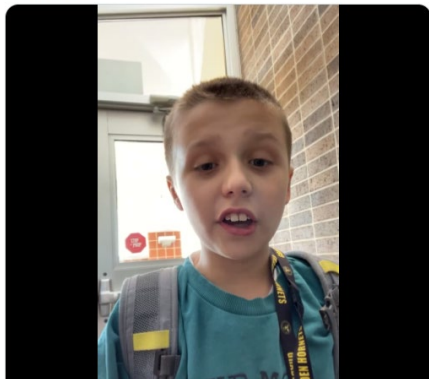
Franchise Pieces

Day in the Life



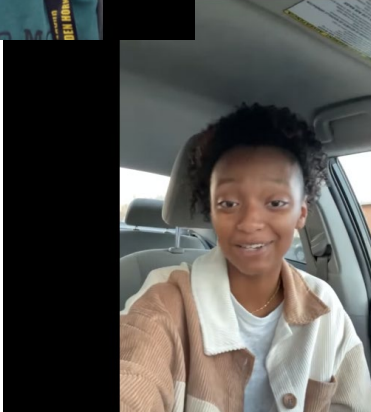
Park Hill Schools @ParkHillSchools · Mar 3

What do the Hornets do all day!? See what a day in the life looks like for students at Graden Elementary, courtesy of fifth grader Grady Narron. #ParkHillProud



er 1 at 6:30 PM ·

Trojans do all day!? See what a day in the life looks like for students at Southeast Elementary, courtesy of senior Milkey Sarbessa. #ParkHillProud



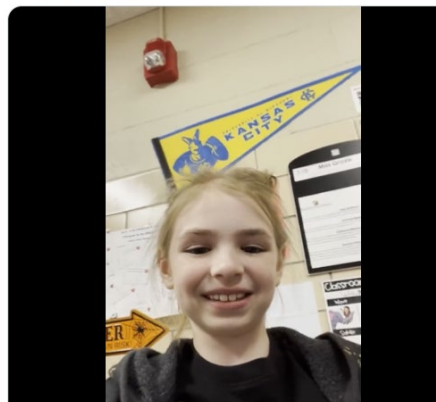
Park Hill Schools @ParkHillSchools · Dec 21, 2022

What do the Lynx do all day!? See what a day in the life looks like for students at Lakeview Middle School, courtesy of eighth grader Malah Osterhaus. #ParkHillProud



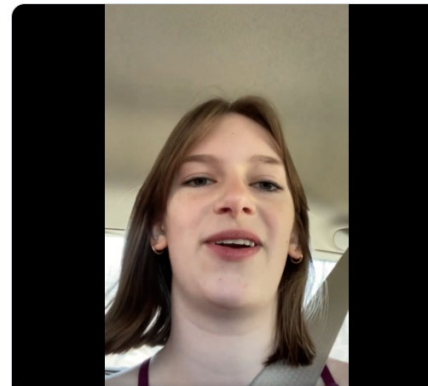
Park Hill Schools @ParkHillSchools · Nov 1, 2022

What do the Superstars do all day!? See what a day in the life looks like for students at Southeast Elementary, courtesy of fourth grader Mallina Cole. #ParkHillProud



Park Hill Schools @ParkHillSchools · Feb 8

What do the Panthers do all day!? See what a day in the life looks like for students at Park Hill South High School, courtesy of senior Rachel Bishop. #ParkHillProud



Park Hill Schools @ParkHillSchools · Oct 7, 2022

What do the Tigers do all day!? See what a day in the life looks like for students at Plaza Middle School, courtesy of eighth grader Fletcher Morrison. #ParkHillProud



Franchise Pieces

Day in the Life Vlog

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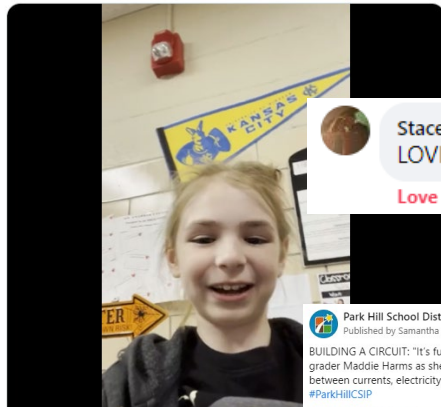
Social Approach

Involve student voice in the larger conversation of our school district and community and beliefs.



Park Hill Schools @ParkHillSchools · Nov 1

What do the Superstars do all day? See what a day in the life looks like for students at Southeast Elementary, courtesy of fourth grader Malina Cole. #ParkHillProud



Melissa DiPeri
That's my girl!

Love Reply Hide



Stacey Leiker Sturm
LOVING these day in the life VLOGS!

Love Reply Hide 2w



Park Hill School District

Published by Samantha Running Fitzgerald · 1d ·

BUILDING A CIRCUIT: "It's fun and interesting, and there are so many possibilities," said sixth grader Maddie Harms as she and Derrick Hensler learned about similarities and differences between currents, electricity, circuits and magnets at Congress Middle School. #LifeReadyParkHill #ParkHillCSIP

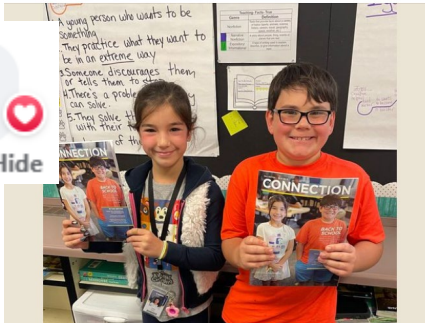


Park Hill School District

Published by Samantha Running Fitzgerald · November 3 ·

CHECK YOUR MAILBOX: Our new Connection magazine is out! Our cover stars, Violet and Kolten, were excited to receive their copies. Be sure to check your mailboxes for the newly designed district magazine. Features include bond project timelines; diversity, equity, inclusion and belonging student perspectives; and celebrations from around the district. You can also find a digital copy here: <https://www.parkhill.k12.mo.us/about/connect-with-park-hill>

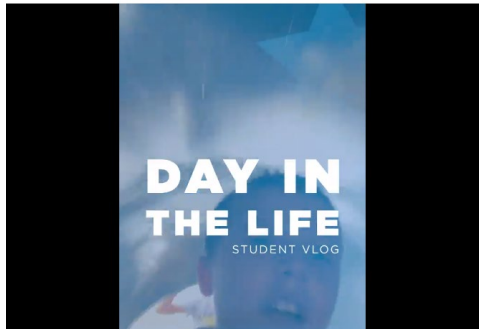
Let us know your feedback in the comments!



Park Hill School District

Published by Paul Lewis · 6d ·

A DAY IN THE LIFE VLOG: What do the Hornets do all day? See what a day in the life looks like for students at Graden Elementary, courtesy of fifth grader Grady Narron. #ParkHillProud



Timothy Osborn

Thanks for sharing your day with us Grady! YOU'RE A TOTALLY AWESOME DUDE!

Like Reply Hide 6d



Park Hill Schools @ParkHillSchools · Nov 9

Panther Pride is 25 years strong! @ParkHillSouthHS is proud to honor the previous 25 years and looks forward to the next quarter century. Hear from current students and staff members who've taught at South all 25 years! #25YearsPHS This Spotlight is sponsored by @OakesKia.



Bode Eisenmenger
Student



Park Hill Schools @ParkHillSchools · Nov 9

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Darrien Jones
Student



Park Hill School District

Published by Paul Lewis · February 6 at 6:30 PM ·

A DAY IN THE LIFE VLOG: What do the Panthers do all day? See what a day in the life looks like for students at Park Hill South High School, courtesy of senior Rachel Bishop. #ParkHillProud



Gale Perkins

Amazing job Rachel! My Walden kid and English Landing kids enjoyed your performances at their schools. What a cool "Day in the life of..." Thanks!

Connection

Involve student voice in the larger conversation of our school district and community and beliefs.

FALL EDITION | ISSUE NO. 13

CONNECTION



BACK TO SCHOOL
Violet DiPeri and Kellen Plumb at Chinn Elementary have started strong for the 2022-23 school year in Nicole McDaniel's 3rd grade class.

IN THIS EDITION
THANK YOU FOR INVESTING IN OUR COMMUNITY
LEARN ABOUT OUR BOND IMPLEMENTATION TIMELINE
BOARD APPROVES DRIVERS AND NARRATIVES FOR OUR DIVERSITY, EQUITY, INCLUSION, AND BELONGING WORK

Park Hill School District
BRAIN HILL CONNECTION GOES TO HILLERY HOUSEHOLD IN THE PARK HILL SCHOOL DISTRICT. THANK YOU FOR YOUR SUPPORT OF OUR COMMUNITY SCHOOLS.

Welcome to the New Connection!

Connection is a publication of the Park Hill School District. The Connection magazine is distributed quarterly, without charge, to patrons within the Park Hill School District boundaries. Our new magazine format is being launched in the fall of 2022.

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Kimberlee Ried, Vice President
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Sherika Barnes, Member
Bart Klein, Member
Scott Monsees, Member
Daryl Terwilliger, Member



Straight From Our Students



Ryann Banks
Park Hill South High School Junior who attends LEAD Innovation Studio co-chairs the Diversity, Equity, Inclusion, and Belonging (DEIB) Council as a student representative.

Park Hill: Why did you want to be a part of the Diversity, Equity, Inclusion, and Belonging Council?

Ryann: I really liked the idea of being able to help make a positive change for our district. When I was offered the opportunity, I was skeptical because I wasn't sure how much of a difference we were going to be making. After the first meeting, I knew that this was the kind of work that I wanted to do and that I was going to want to stick with it.

PH: What made you want to be a student co-chair?

R: I really wanted to be able to be a voice for the students in the district and be able to make a bigger impact. I definitely know the time and place to speak up, and I'm not afraid to speak up for what's right. I wanted to be able to do that not only for myself but for all the students in the district.

PH: What does this work mean to you and your peers?

R: This work means that I'm helping to create a safe space for myself and my peers so that everyone can feel like they belong.

PH: How would you explain the Council's work to the Park Hill community?

R: Our work is to ensure that everyone within the community feels like they belong and that they have a place here. We are working to make a change, and while that won't happen overnight, it's going to happen.

PH: What's the best part of being on the Council and the work you're doing?

R: I feel like I'm making a huge impact. I can help my peers and future generations feel like they belong and have a safe space here.

PH: What's the most challenging part of being on the Council and the work you're doing?

R: Understanding that the change isn't going to be immediate and having to be patient.

PH: Is there something you've learned from your Council work that has surprised you?

R: I have learned that more people are willing to share their stories and willing to help in our work than I had expected.

PH: What else would you like to share with our Park Hill community?

R: This work isn't going to go by fast. We are going to take the necessary time to ensure that everyone feels like they are included and that they belong. Once we start making changes, we aren't going to stop.

Park Hill: Why did you want to be a part of the Diversity, Equity, Inclusion, and Belonging Council?

Bralen: I chose to be a part of the DEIB Council simply because I am already a part of the Park Hill community and this work is necessary. School districts should be dedicated to creating comfortable learning environments for all their students and DEIB is the framework for this idea.

PH: What made you want to be a student co-chair?

B: I wanted to be a student co-chair when the position was offered to me because I want to have as big of an impact on the community as possible regarding this work.

PH: What does this work mean to you and your peers?

B: To me, this work means that I can impact students and future students, to protect them from negative experiences and hardships that they should not have to go through in a school setting.

PH: How would you explain the Council's work to the Park Hill community?

B: I would explain this work as the district taking steps toward creating a culture of accountability for its community members by encouraging those tough conversations.

PH: What's the best part of being on the Council and the work you're doing?

B: The best part of the work that we are doing is being able to see our work and ideas from last year come together as drivers for the district's Strategic Plan. This work often feels like a constant uphill battle, but seeing that our stories as a community have initiated positive change within the district serves as a morale boost.

PH: What's the most challenging part of being on the Council and the work you're doing?

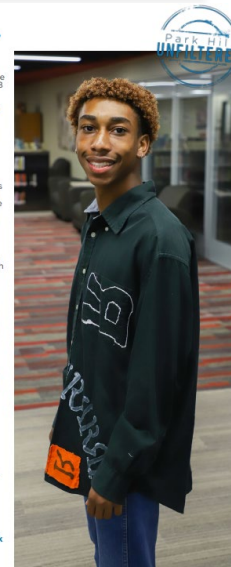
B: The most challenging part of the committee is knowing that members of our community stakeholder groups are unaware of or are actively against the exact progress we are advocating for. We are seeking conversations, understanding and perspective. We don't think this should be a challenge, but seeking perspective can be a challenge for some.

PH: Is there something you have learned from your Council work that has surprised you?

B: Through my work with the committee, I have learned the value of an individual's story. You can argue about anything, but firsthand experiences cannot be negated.

PH: What else would you like to share with our Park Hill community?

B: I encourage community members and parents to get involved in the work. When parents get involved in school systems, it opens the floor for communication, and when students see that this work is important to their parents, they will also prioritize the work and feel supported in their DEIB learning.



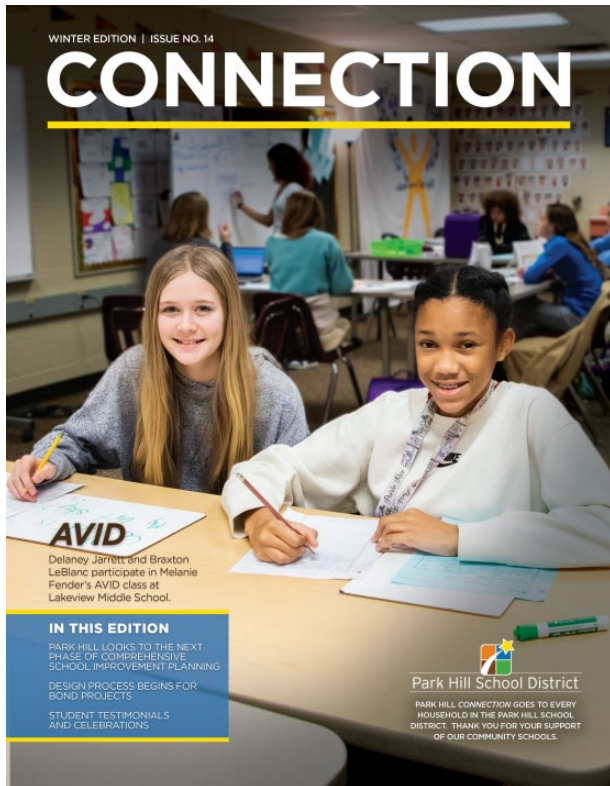
Bralen Ashley
Park Hill High School Junior who attends LEAD Innovation Studio co-chairs the Diversity, Equity, Inclusion, and Belonging (DEIB) Council as a student representative.

Connection

Involve student voice in the larger conversation of our school district and community and beliefs.


WINTER EDITION | ISSUE NO. 14

CONNECTION



AVID
Delaney Jarrett and Braxton LeBlanc participate in Melanie Fender's AVID class at Lakeview Middle School.

IN THIS EDITION
PARK HILL LOOKS TO THE NEXT PHASE OF COMPREHENSIVE SCHOOL IMPROVEMENT PLANNING
DESIGN PROCESS BEGINS FOR BOND PROJECTS
STUDENT TESTIMONIALS AND CELEBRATIONS


Park Hill School District
PARK HILL CONNECTION GOES TO EVERY HOUSEHOLD IN THE PARK HILL SCHOOL DISTRICT. THANK YOU FOR YOUR SUPPORT OF OUR COMMUNITY SCHOOLS.

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Daryl Terwilleger, Member



AROUND THE DISTRICT



Straight From Our Students



Park Hill: Why did you want to be a part of the CSIP committee?

Jonathan: When I was asked to join the CSIP committee, I saw it as an opportunity to represent my peers while learning more about our district. I have had the opportunity to make positive changes at Park Hill South, and I was excited to see what impact it could make on this committee for our community.

PH: How would you explain the committee's work to your peers?

J: The committee worked to create a plan and set goals that would help advance the Park Hill School District to benefit all students, staff and the community.

PH: You're also the PHS student body president and are an involved voice for your peers. How is that?

J: The opportunity to serve as Student Council President at Park Hill South has allowed me to be involved with multiple activities and committees, such as CSIP. I feel fortunate to represent my peers by providing input that serves in the best interest of the student body.

PH: What's the most rewarding or challenging part of being on the committee?

J: The most challenging part of being on this committee was defining each of the objectives as they relate to Park Hill. While the most rewarding part of being on this committee is knowing that our efforts will help facilitate change in the district for years to come.

PH: Is there something you've learned from your committee work with CSIP that has surprised you?

J: As we worked through the CSIP, I learned how educators play a role in students' lives. The committee had to take all perspectives into consideration when creating the plan to ensure that all would benefit.

PH: What else would you like to share with our Park Hill community?

J: I am truly excited to see this plan go into effect and see how these guidelines will help advance the Park Hill School District. Even though I will be graduating in 2023, I look forward to seeing other students benefit from this CSIP.

PH: What's your best memory from your time in Park Hill?

J: My favorite memory was as a new student to the district my freshman year on the first day of school when we had one of the best assemblies I've ever experienced, and I felt so welcomed and excited to be at South. I made it a goal earlier this year to recreate this moment for all students at South on the first day.



Jonathan Smith
Park Hill South High School Senior who is a participant in our CSIP planning process as a student representative.

Connection

Involve student voice in the larger conversation of our school district and community and beliefs.

SPRING EDITION | ISSUE NO. 15

CONNECTION

PROFESSIONAL STUDIES

Park Hill High School student Nathan Katerew is part of our Park Hill Aspiring Professionals program. He spends part of his day at an internship with Thoroughbred Ford.

IN THIS EDITION

PROFESSIONAL PROGRAMS IN THE PARK HILL SCHOOL DISTRICT

PARK HILL EARNS QUALITY TEXAS FOUNDATION HIGHEST QUALITY AWARD

STUDENT VOICE AND CELEBRATIONS



Park Hill School District

PARK HILL CONNECTION GOES TO EVERY HOUSEHOLD IN THE PARK HILL SCHOOL DISTRICT. THANK YOU FOR YOUR SUPPORT OF OUR COMMUNITY SCHOOLS.

Straight From Our Students



Samantha Barges
Senior, LEAD, Aspiring Medical Professionals

Park Hill: How would you explain Professional Studies to your peers?

Samantha: Professional Studies is a program in our district where students are given the opportunity to branch out in the community and participate in an internship of their interest to both further their education and learn more about the professional world in this program. We have a multitude of opportunities, and it's split up depending on what career we want to pursue—medicine, education, business, etc.

PH: Why did you choose the Aspiring Medical Professionals track?

S: I chose the Aspiring Medical Professionals track because I am interested in pursuing a future career in Pediatric Physical Therapy or Nursing! I knew this would be the best route for me because through the AMP class, I was able to shadow in a variety of departments at University Health Truman Medical Center, and this gave me an insight into careers that I didn't even know existed. I chose AMP because I knew I'd be able to learn about medicine through hands-on experiences, and I knew that this program would strengthen my networking skills as well.

PH: What's the best part of being in the program?

S: I think the best part of this program is definitely the connections I've been able to gain while being in class with Ms. Katzenberger as well as the different sponsors I've had throughout shadowing. Ms. K has taught us everything we need to know about preparing for the real world (from creating resumes to learning how to give a professional handshake). I've also loved the family my class has grown into throughout the semester; we grow together through our experiences and the time we share.

PH: What's the most challenging part of being an Aspiring Medical Professional?

S: The most challenging part of this program has probably been the difference in what a "classroom" looks like. It's been an adjustment trying to navigate the professional aspect of AMP after being a normal high school student for so long. Learning how to have professional communication and flexibility with adults is hard but rewarding! Another small challenge I've experienced was the transition from University Health Truman Medical Center to the University of Kansas Health Systems. For AMP, we shadowed at University Health with many different rotations of departments. But at KU, we're shadowing one unit the entire semester every day. It's a change but a fun one!

PH: What advice would you give to students just starting in the Professional Studies program?

S: It's extremely important to go into any professional experience with an open mind. By openly helping with all kinds of tasks, you'll be thought of in the future as someone who's highly respectable and easy to work with.

PH: What else would you like to share with our Park Hill community?

S: I'm incredibly grateful to have grown up in the Park Hill School District. I've always loved being able to say that I'm a Park Hill student because we have so many cool opportunities that other schools might not have. Park Hill has been nothing short of an amazing school, and I'm lucky to have been a student here!

PH: What advice would you give your kindergarten self?

S: I would love to just remind myself that everything happens for a reason. The ability to grow as someone with optimism is something I want to foster cherish, so I'd want to give the advice to just power through every experience because it's happening for a reason!

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Park Hill: How would you explain Professional Studies to your peers?

Braeden: For me, Professional Studies is an opportunity to explore a wide range of careers, whether that's culinary, HVAC, or even IT Services. It gives people like me a chance to learn their craft while still in high school, and once I graduate, I can get straight to interning and eventually working with a company.

PH: Why did you choose Diesel Technology as your focus?

B: I was originally interested in working with a more automotive-based course, but my counselor said this would be a great opportunity for some experience whether I chose to go to a trade school or college. Looking back at it now, I think I made the right decision as I not only learned how to work in a shop but also got to learn how to use tools and accessories not normally available to someone like me.

PH: What's the best part of being in the program?

B: I think the best part about the program is being able to go out into the shop and work on our projects. For a couple of months, I had been working with my partner on a nice Oldsmobile LP9 350 diesel engine. We were tasked to disassemble the engine, obtain measurements of clearance, and then reassemble it. It was the first time I had ever worked on an engine outside of doing the general maintenance I had done on mine, and I can say that it was a very pivotal moment in my career.

PH: What's the most challenging part of Diesel Technology?

B: I think the most challenging part is the computer work we do, which is realistically a big part of the industry. It's the type of thing no one likes to do, but it's that necessary element that really helps work towards getting your ASE Certifications.

PH: What advice would you give to students just starting in the Professional Studies program?

B: When it comes to advice I would give to other students like me, I think the biggest thing would be to really get invested in the craft you want to pursue. Professional Studies does a great job of giving you the experience you need to put yourself out there, but you should really try your best to get involved early on so that once you intern with a company, you'll be more than equipped to work.

PH: What else would you like to share with our Park Hill community?

B: If you're someone looking for an alternative to college or even looking for some experience in the craft you desire to work in, I believe that Professional Studies would be an excellent chance to really find where you belong. The biggest thing to remember is that everyone is there for different reasons with varying experience, but with my time working in Professional Studies, I've learned just as much from my peers as I did from the program.

PH: What advice would you give your kindergarten self?

B: I would tell myself to continue to work hard toward the things I want to do, whether that was a sport or even something as little as completing a video game. This doesn't just apply to me either, but everyone should be true to themselves in working in an industry they enjoy. I hope that moving forward, I continue to take that to heart.



Braeden Sincere
Senior, PHS, Diesel Technology

Student Advisory Council

Involve student voice in the larger conversation of our school district and community and beliefs.

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Superintendent's Student Advisory Council

Middle school and high school students are invited to join us!

Want to be a voice for you and for students at your school? Here's your chance to share your feedback, experiences and perspectives with Superintendent Dr. Mike Kimbrel.

The new Superintendent's Student Advisory Council will meet starting in January 2023.

Our meetings will be from 11:30 a.m. to 1 p.m. on Wednesdays:

- January 18
- March 15
- May 3

Questions?

If you have questions about the Superintendent's Student Advisory Council, please contact Kelly Wachel, Director of Communication Services, at 816-359-6085.



— How to apply

1. Submit a video telling us who you are and why you want to be a part of the student advisory council.
2. The video should be no longer than two minutes.
3. Using your district email, [complete and submit this form along with your video.](#)
4. Deadline for submissions is December 16, 2022.



Analytics

Park Hill Communication Services Media Analytics October 2022



Social Media Analytics

Facebook



Likes: 13,549

+3%

Reach: 53,020

+48%

+ Indicates positive change from previous month
- Indicates negative change from previous month

Top Performers

| DATE/TIME | POST MESSAGE | POST REACH | ENGAGEMENT | SHARES |
|--------------------|---|------------|------------|--------|
| 10/15 8:36 a.m. | HALL OF FAMER: A big match win for Park Hill South High School James Mardis Kubicki . | 13,727 | 592 | 7 |
| 10/3 7:28 p.m. | THANKS FOR BEING AWESOME! During their day off on Friday, Park Hill High School football | 11,357 | 860 | 13 |
| 10/31 9:53 a.m. | SPOOKY REPOST: In the spirit of Halloween, students at Union Chapel Elementary transformed. | 7,267 | 113 | 0 |
| 10/14 3:00 p.m. | I BELIEVE IN WORK ETHIC: During Life Education class at Lakeview Middle School, Sporting | 6,341 | 303 | 5 |
| 10/3 10:00 a.m. | TROJAN HOMECOMING PARADE: Park Hill High School's 2022 homecoming parade will be | 5,690 | 115 | 16 |

Twitter



Your Tweets earned 44.5K impressions over this 31 day period



Top Performers

| DATE/TIME | POST MESSAGE | IMPRESSIONS | ENGAGEMENT | RETWEETS |
|---------------------|--|-------------|------------|----------|
| 10/3 7:36 p.m. | During their day off on Friday, @PHTroiansFB players Dario Peto & Bryce Lisaka volunteered | 6,750 | 253 | 9 |
| 10/7 3:51 p.m. | What do the Tigers do all day? See what a day in the life looks like for students at Plaza Middle | 5,679 | 352 | 3 |
| 10/21 10:13 a.m. | Just over here wondering if our students are listening to the new @JayLynnsFB album on their day | 2,491 | 202 | 4 |
| 10/13 9:59 a.m. | "I like the Avolotti in Minecraft, so it's cool to learn about it in school," said Jayden Ademiluyi as | 1,832 | 17 | 0 |
| 10/4 4:56 p.m. | During Life Education class at LakeviewLynns, @SportingKC player Graham Zusi spoke to | 1,669 | 70 | 0 |

Park Hill Communication Services Media Analytics October 2022



Social Media Analytics Cont.

Instagram

Followers: 3,758

+32

Impressions:

35,167 +20%



Top Performers

| DATE/TIME | POST MESSAGE | REACH/LIKES | COMMENTS | SHARES |
|--------------------|--|-------------|----------|--------|
| 10/7 3:55 p.m. | What do the Tigers do all day? See what a day in the life looks like for students at Plaza Middle | 2,149/173 | 8 | 10 |
| 10/3 7:07 P.M. | During their day off on Friday, Park Hill High School football players Dario Peto and Bryce | 1,630/238 | 1 | 9 |
| 10/18 9:17 a.m. | TOUCHDOWN FOR INCLUSION: The football club at Chinn Elementary includes all students of | 1,535/239 | 4 | 13 |
| 10/3 5:01 p.m. | October is Alternative and Alternative Communication (AAC) Awareness Month. See | 1,522/81 | 8 | 8 |
| 10/17 6:31 p.m. | Southeast Elementary art teacher, Katie Gray is one of this month's Park Hill Star award recipients! | 1,374/62 | 2 | 5 |

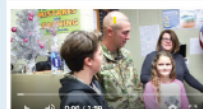
YouTube

Subscribers: 2,211

+14

Views: 3,400

+13.5%



Top Performers

| DATE | POST MESSAGE | VIEWS |
|------------|---|-------|
| 12/8/2017 | Welcome Home | 405 |
| 10/20/2022 | Mike's Minute October 22 (First Hand) | 162 |
| 10/13/2022 | Park Hill School District Board Meeting | 172 |
| 1/9/2018 | AVID Middle School Elective -- Prepare for the Future | 132 |
| 10/3/2022 | Mike's Minute October 2022 (Employee Insider) | 124 |

E-News Analytics

Employee Insider

Board Highlights

First Hand

| | DATE | TOTAL SENT | T. OPEN | T. CLICKS | T. BOUNCE | T. UNSUBSCRIBERS | T. COMPLAINTS |
|------------------|-------|------------|-------------|--------------|-----------|------------------|---------------|
| Employee Insider | 10/3 | 1,934 | 1,206 (62%) | 311 (17%) | 1 (0.1%) | 1 (0.1%) | 0 |
| Board Highlights | 10/14 | 18,640 | 8,320 (45%) | 1,163 (6.2%) | 56 (0.3%) | 13 (0.1%) | 0 |
| | 10/28 | 18,582 | 8,794 (47%) | 1,232 (6.6%) | 63 (0.3%) | 9 (0.1%) | 0 |
| First Hand | 10/20 | 18,602 | 8,843 (48%) | 630 (3.4%) | 48 (0.2%) | 12 (0.1%) | 0 |

Analytics

Park Hill Communication Services Media Analytics January 2023



Social Media Analytics

Facebook



Likes: 13,656

+4%

Reach: 48,032

+20%

+ Indicates positive change from previous month
- Indicates negative change from previous month

Top Performers

| DATE/TIME | POST MESSAGE | POST REACH | ENGAGEMENT | SHARES |
|--------------------|---|------------|------------|--------|
| 1/24 12:57 p.m. | 2023 Hall of Fame photo album | 10,143 | 182 | 6 |
| 1/6 6:00 a.m. | Student of the Week: Kinsley Fowler (Plaza Middle School) | 5,774 | 431 | 2 |
| 1/23 4:00 p.m. | P.E. for all abilities | 5,750 | 122 | 7 |
| 1/2 6:30 p.m. | Spotlight: Prairie Point Elementary | 5,461 | 163 | 7 |
| 1/5 2:19 p.m. | Park Hill Star Surprise Live (Shalia Stamper) | 5,335 | 165 | 3 |

Twitter



Your Tweets earned 50.3K impressions over this 31 day period



Top Performers

| DATE/TIME | POST MESSAGE | IMPRESSIONS | ENGAGEMENT | RETWEETS |
|--------------------|--|-------------|------------|----------|
| 1/13 1:43 p.m. | Hy-Vee Athlete of the Week | 12,997 | 427 | 19 |
| 1/23 4:00 p.m. | P.E. for all abilities | 3,072 | 106 | 1 |
| 1/23 11:20 a.m. | Student of the Week (Nick Huizenga, Russell Jones) | 2,226 | 30 | 0 |
| 1/4 6:30 p.m. | Spotlight: Hopewell Elementary | 1,213 | 42 | 2 |
| 1/9 6:00 a.m. | Student of the Week (Julian Avalon, Lakeview) | 1,111 | 20 | 1 |

Park Hill Communication Services Media Analytics January 2023



Social Media Analytics Cont.

Instagram

Followers: 3,805

+2%

Impressions:

23,033 +41%



Top Performers

| DATE/TIME | POST MESSAGE | REACH/LIKES | COMMENTS | SHARES |
|--------------------|---|-------------|----------|--------|
| 1/3 6:31 p.m. | Spotlight: Plaza Middle School | 2,373/131 | 5 | 12 |
| 1/23 4:01 p.m. | P.E. for all abilities | 1,725/124 | 1 | 5 |
| 1/25 9:57 p.m. | Bill Gilbirds Hall of Fame profile | 1,617/170 | 0 | 7 |
| 1/17 6:31 p.m. | Park Hill Stars: Janie Smith | 1,330/81 | 3 | 2 |
| 1/18 12:52 p.m. | Superintendent's Student Advisory Council | 1,280/68 | 0 | 0 |

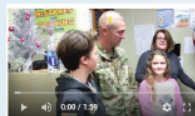
YouTube

Subscribers: 2,259

+1%

Views: 4,600

+5%



Top Performers

| DATE | POST MESSAGE | VIEWS |
|-----------|----------------------------------|-------|
| 12/8/2017 | Welcome Home | 401 |
| 1/19/2023 | Mike's Minute (First Hand) | 316 |
| 1/3 | Spotlight: Plaza Middle School | 303 |
| 1/12 | Board of Education Meeting | 294 |
| 1/6 | Mike's Minute (Employee Insider) | 201 |

E-News Analytics

| | DATE | TOTAL SENT | T. OPEN | T. CLICKS | T. BOUNCE | T. UNSUBSCRIBERS | T. COMPLAINTS |
|------------------|------|------------|--------------|--------------|-----------|------------------|---------------|
| Employee Insider | 1/9 | 1,919 | 1,226 (64%) | 435 (23%) | 0 | 0 | 0 |
| Board Highlights | 1/13 | 18,470 | 9,643 (52%) | 1,323 (7.2%) | 26 (0.1%) | 10 (0.1%) | 0 |
| | 1/27 | 18,490 | 9,423 (51%) | 1,111 (6.6%) | 30 (0.2%) | 5 (<0.1%) | 0 |
| First Hand | 1/19 | 18,472 | 10,159 (55%) | 518 (2.8%) | 22 (0.1%) | 10 (0.1%) | 0 |

Analytics

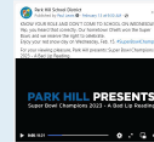


Park Hill Communication Services Media Analytics February 2023



Social Media Analytics

Facebook



Likes: 13,700

+44

Reach: 82,712

+77%

+ Indicates positive change from previous month

- Indicates negative change from previous month

Twitter



Followers: 8,125

+95

Mentions: 85

+68

Impressions:

95,500

+45,200

Top Performers

| DATE/TIME | POST MESSAGE | POST REACH | ENGAGEMENT | SHARES |
|-------------------|---|------------|------------|--------|
| 2/13 9:30 a.m. | Park Hill Presents (Red Snow Day) | 29,965 | 1,918 | 300 |
| 2/14 9:23 a.m. | Park Hill Family Valentines | 15,496 | 2,383 | 19 |
| 2/9 5:19 a.m. | AMI Day 2 | 11,685 | 259 | 48 |
| 2/2 4:04 p.m. | PHS Little Mermaid | 10,579 | 485 | 47 |
| 2/10 1:30 p.m. | Red Friday | 10,115 | 453 | 10 |

Your Tweets earned 95.5K impressions over this 28 day period



Top Performers

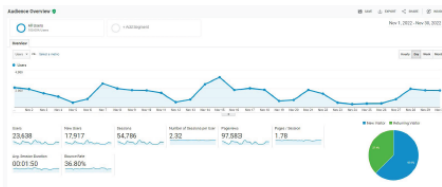
| DATE/TIME | POST MESSAGE | IMPRESSIONS | ENGAGEMENT | RETWEETS |
|-------------------|---|-------------|------------|----------|
| 2/13 9:30 a.m. | Park Hill Presents (Red Snow Day) | 30,049 | 1,450 | 25 |
| 2/8 1:13 p.m. | Mayor Lucas at PHHS | 8,309 | 748 | 12 |
| 2/9 5:20 a.m. | AMI Day 2 | 6,549 | 445 | 11 |
| 2/15 6:30 p.m. | Park Hill Star: Laura LaVine | 6,083 | 481 | 0 |
| 2/8 6:30 p.m. | Day in the Life: Rachel Bishop. PHS | 5,480 | 462 | 3 |

Analytics

Park Hill Communication Services Media Analytics November 2022



Website Analytics



Users: 23,638
1,067

New Users: 17,917
+449

Sessions: 54,786
-4,419

Pageviews: 97,583
-10,820

Top 5 Visited Pages + Number of Views

District Homepage
25,812

Staff Homepage (District)
15,898

Menus (Menu & Nutrition)
10,367

Menu & Nutrition
5,150

Families
3,778

Traditional Media Analytics

Key Messaging : [Bond Planning](#), [CSIP](#), [DEIB](#), [Long Range Facilities](#)

| DATE | OUTLET | PLATFORM | TITLE/DESCRIPTION | RATING |
|------|--------|----------|--|----------|
| 11/1 | KMBC | TV | Chinn Elementary-Flag Football | Positive |
| 11/3 | KOMU | TV | Chinn Elementary-Flag Football | Positive |
| | WBBJ | TV | Chinn Elementary-Flag Football | Positive |
| | KPNP | TV | Chinn Elementary-Flag Football | Positive |
| | WIBW | TV | Chinn Elementary-Flag Football | Positive |
| | KSCW | TV | Chinn Elementary-Flag Football | Positive |
| 11/4 | KWGC | TV | Chinn Elementary-Flag Football | Positive |

Park Hill Communication Services Media Analytics November 2022



Traditional Media Analytics

| DATE | OUTLET | PLATFORM | TITLE/DESCRIPTION | RATING |
|-------|--------------|----------|--|----------|
| 11/6 | KWGC | TV | Chinn Elementary-Flag Football | Positive |
| 11/7 | WBKO | TV | Chinn Elementary-Flag Football | Positive |
| | KWGC | TV | Chinn Elementary-Flag Football | Positive |
| 11/10 | KSBH | TV | Carter Jensen All-Star | Positive |
| | KC Star | Website | Shay Koski, Evelyn Gates Award | Positive |
| | Fox 4 | Website | Former Mizou basketball player Jed Frost kills wife, self in | Neutral |
| 11/16 | The Landmark | Website | Police say former local coach killed wife, self | Neutral |
| 11/17 | KMBC/KCWE | TV | Josh Hood Clay County trial | Neutral |
| | KCTV-5 | TV | Josh Hood Clay County trial | Neutral |
| 11/18 | KMBC/KCWE | TV | Josh Hood Clay County trial | Neutral |
| | KCTV-5 | TV | Josh Hood Clay County trial | Neutral |
| 11/25 | KCTV-5 | TV | Jenna Winebrenner joins Comets coaching staff | Positive |
| | Fox 4 | TV | Jenna Winebrenner joins Comets coaching staff | Positive |
| | KSMO | TV | Jenna Winebrenner joins Comets coaching staff | Positive |
| 11/30 | KMBC | TV | Maddie Kubicki, female athlete of the year | Positive |

Since Aug. 1, 2022:
Positive Stories: 27
Neutral Stories: 30
Negative Stories: 27

Let's Talk

@samantharfitz
@kellywachel