

Public School Proud

MASA/MOSPRA 2023

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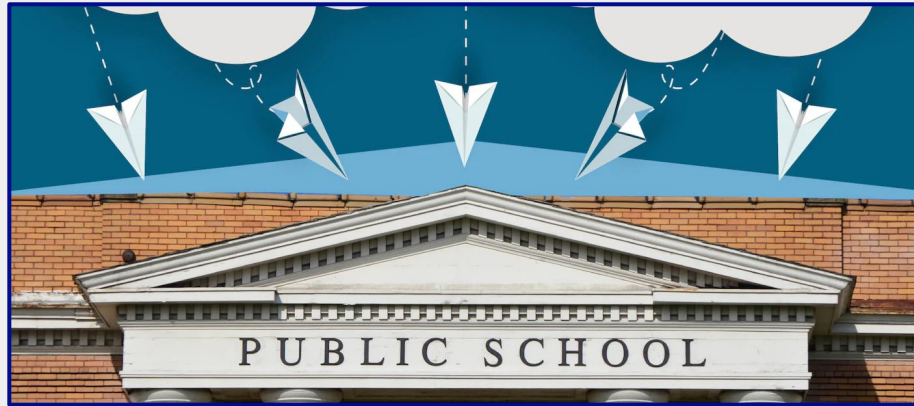


<https://bit.ly/424FxOI>



Overview

U.S. Public Schools have come under attack. Various groups and organizations are painting a negative picture of public education. Companies profiting from virtual education are lobbying at the state and federal levels for legislation that is harming, if not destroying, public education.



Overview



Overview

It is up to those of us who are in the daily trenches of public education to share our story and to be the positive voice for what our teachers, our staff, and our schools do every day. We must work together to speak up and demand that legislatures hear our voices and support and fund our public education.

IF YOU DON'T TELL YOUR STORY,



SOMEONE ELSE WILL.

Goals

- To create a campaign **highlighting** the **importance** of our **public schools** and **public education** and the great things taking place in our schools to **prepare** our **students** for **successful futures**.
- While this particular project will focus primarily on the Hollister R-V School District, the campaign will be a **template** that can be **adapted** by **other schools** in the **Tri-Lakes Region**, **Southwest Missouri**, and across other **Missouri schools**.

Hollister R-V School District

Project 2022-2023



Greater Ozarks
Centers for Advanced
Professional Studies



Where We Started

- As a result of this campaign, we want people to:
 - (Parents) Keep kids in public school. (*Enroll students in Hollister.*)
 - (Legislators) Keep current state public education dollars.
- We will know the campaign is successful if:
 - 2023-2024 school year enrollment stays the same or goes up.
 - Legislation is not passed at the state level that diverts dollars from public education to private/online institutions.

Where We Started

- We are trying to reach:
 - Parents (current & new)
 - Legislators
- We will reach them through:
 - Parents:
 - Brochures
 - Social Media
 - Website
 - In-Person Conversations
 - Commercials
 - Billboards
 - Niche, Great Schools, Google Business Profile



Where We Started

- We will reach them through:
 - Parents:
 - Realtors
 - Chamber of Commerce
 - City Hall
 - Rotary
 - Churches
 - Preschools
 - Community Events
 - School Events



Where We Started

- We will reach them through:
 - Legislators:
 - Social Media
 - Email
 - Snail Mail
 - In-Person Visits
 - Lobbyist



Where We Started

- They should care because:
 - Parents:
 - It is relevant to them. They either have kids in school or will in the future.
 - Legislators
 - Students are our future workforce and future leaders.
 - They have kids or grandchildren in school or will in the future.

What We Did

- Anonymous Surveys & In-Person Panels
 - Students
 - HS & MS
 - College of Education
 - Teachers
 - Administrators
 - Parents
 - Community Leaders



What We Did

- Look at the data collected from surveys and interviews.
 - Talked about it.
 - Analyzed it.
 - Determined what we learned.
- Organized our data.
- Organized our data some more.
- Revisited our focus and goal, adjusted as needed.
- Determined what information we still needed & how to obtain it.
- Developed our campaign plan.



Mistakes We Made

- Doing two research projects and campaigns at the same time.
 - Public School Proud
 - Teacher Recruitment & Retention
- Underestimated the time each project would take.
- Didn't assess team members strengths & weaknesses up front.
 - Who has video skills?
 - Who has design skills?
 - Who is good at organizing?



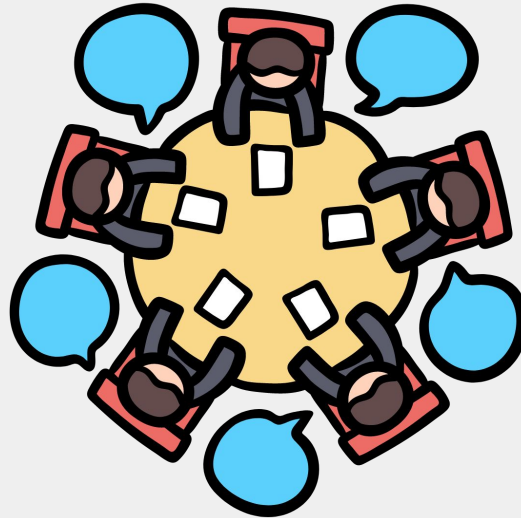
Mistakes We Made



- Surveys
 - Didn't ask pertinent questions like "which school do you go to?".
 - Didn't verify requirements from colleges to send out a survey.
 - Could have offered an incentive for filling out survey to get more responses. (We did struggle with how to do this and keep it anonymous.)

What Do You Think We Learned?

- What did each group say the **Benefits of Public Schools** are?
 - Students
 - Teachers
 - Administrators
 - Parents
 - Community Leaders



What We Learned

- Research Data - Overwhelming Themes From Each Group.

Benefits of Public Schools:

- Affordability
- Extra-curricular opportunities
- Diversity of population
- In-person, quality teachers
- Teachers & staff are invested in students
- Students can fail and they are still supported

What We Learned

- Research Data - Overwhelming Themes From Each Group.

Benefits of Public Schools:

- Quality education
- Socialization
- Healthy competition
- Fair chance for everyone
- Meet the needs of the whole child beyond teaching and learning (meals, other services & relationships)

Hollister R-V School District

Project 2022-2023



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Professional Studies

“Everyone in the public environment is an educator, not just the teacher. Everyone - custodians, bus drivers, all staff are making an impact on students.”

~ HSD Administrative Team

“We are all products of public education.”

~ Hollister Community Leaders

Hollister R-V School District

Project 2022-2023



“There is pride and ownership in Hollister. People say MY community, MY school. There is collaboration and ownership of every aspect. Everyone circles around the table and are heard and valued.” ~ GO CAPS Team

*“My children get everything they need; support, education, and anything else they need.”
~ Parent of a Hollister Student*

Hollister R-V School District

Project 2022-2023



Greater Ozarks
Centers for Advanced
Professional Studies

“School has helped me with social skills and has taught me about life.”

“All the teachers are so nice. I made so many friends in public school, and I feel like I’m home whenever I’m at school.”

“Public schools are fun. I meet new people and learn a lot at school.”

Responses recorded
from student survey.

Where We Are

Small School BIG Opportunity

Hollister Public Schools offer a multitude of opportunities including sports, clubs, and the arts.



Students can find their place in Hollister. Extracurricular activities and a variety of courses allow students to explore their interests while making lasting relationships.



#HollisterProud

Choose Family,
Choose Hollister

Hollister Public Schools foster good relationships between students, teachers, and parents.

📍 1914 State Hwy BB Hollister, MO 65672
📞 417-243-4000
🌐 www.hollister.k12.mo.us

Hollister R-Y School District



"We are a school district with an unrelenting focus on learning. All students will succeed as success is our only option."



#HollisterProud

#PublicSchoolProud

Public School Prepares Students for Life



Hollister students participating in GO CAPS

Hollister prepares students for life after high school with college and career readiness programs including:

- Civil Air Patrol Program
- Dual Credit Classes
- AP Classes
- GO CAPS
- Project-Based Learning
- STEAM Projects
- Gibson Tech
- CTE Programs (FFA, FBLA, FCCLA)
- A+ Program
- Flex-Work Program
- OTC Technical Center
- ACT Workkeys Testing

Parent of Hollister Student

"My children get everything they need; support, education, and anything else they need."

From the Students

"School has helped me with social skills and has taught me about life."

"I think Hollister is an excellent school. I felt welcome on my first day here. I think everyone here is kind and amazing - all the teachers, people, and classes."

"All the teachers are so nice. I made so many friends in public school, and I feel like I'm home whenever I'm at school."

"Public schools are fun. I meet new people and learn a lot at school."

All responses recorded from 2022 student survey

Where We Are

#HOLLISTERPROUD



H

A COMMUNITY WHERE EVERYONE CAN FIND THEIR PLACE!

Hollister R-V School District

FIND YOUR PLACE IN HOLLISTER

"We are a school district with an unrelenting focus on learning. All students will succeed as success is our only option."

CONTACT US

DISTRICT PHONE
(417) 243-4000

WEBSITE
www.hollister.k12.mo.us

ADDRESS
1914 State Hwy BB
Hollister, Missouri 65672

#HollisterProud



EDUCATIONAL ADVANTAGES

Hollister's student-teacher average ratio is 17:1. Almost half of the staff have their master's degree, while others have their doctorate, and some are nationally board certified. District facilities provide students with a safe and secure place to learn and grow, complete with state-of-the-art technology.

VARIETY OF ACTIVITIES AND PROGRAMS

The Hollister R-V School District recognizes interscholastic activities as an integral part of the total education program and provides a wide variety of activities that help keep students engaged and connected, contributing to the development of good citizenship.

- Football
- Golf
- Trap Team
- Esports
- Bass Fishing
- Choir
- Band
- Theater
- Broadcasting and more...



WE ARE A DISTRICT COMMITTED TO STUDENT SUCCESS

COMMUNITY OF LEARNERS

Hollister takes pride in giving all students equal opportunities to grow and accomplish their goals. The district serves students from birth through graduation at one centralized location. Students live, study, and grow together, making a community of lifelong learners. Hollister consistently has at or near a 100% graduation rate.

COLLEGE AND CAREER READINESS PROGRAMS

The Hollister R-V School District is committed to your child's success in both college and career readiness.

- Civil Air Patrol Program
- Dual Credit Classes
- AP Classes
- GO CAPS
- Project-Based Learning
- STEAM Projects
- Gibson Tech
- CTE Programs (FFA, FBLA, FCCLA)
- A+ Program
- Flex-Work Program
- OTC Technical Center
- ACT Prep

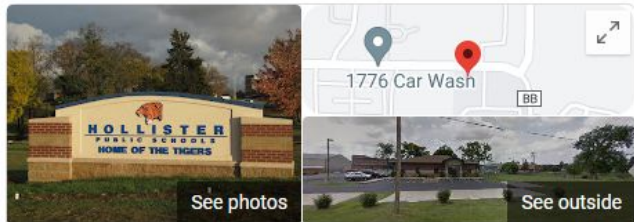
JOIN OUR FAMILY, A FAMILY COMMITTED TO YOURS!

The Hollister R-V School District is conveniently located just south of Branson, accessing Lake Taneycomo, Table Rock Lake, and the beautiful Ozark Mountains. Hollister has that small-town feel with big-town pride.

Where We Are



Where We Are



Hollister R-V School District

[Website](#) [Directions](#) [Save](#) [Call](#)

School district office in Hollister, Missouri · 0.5 mi

Located in: [Hollister High School](#)

Address: 1914 State Hwy BB, Hollister, MO 65672

Hours: [Open](#) · [Closes 4 PM](#) ▾

Phone: (417) 243-4000

[Suggest an edit](#) · [Own this business?](#)

[Send to your phone](#)

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Reviews from the web

Great! [SCHOOLS.org](#) School name, level, or type Hollister, MO

Hollister Early Childhood Center

1792 State Highway BB, Hollister, MO, 65672
Distance: 0.94 miles

[Pre-K](#) [Elementary school](#) [Public district](#)

★★★★★ (2)

[Homes Nearby](#)

Hollister Elementary School

1794 State Highway BB, Hollister, MO, 65672
Distance: 0.94 miles

[Elementary school](#) [Public district](#)

5th GreatSchools Rating ★★★★★ (8)

[Academic Progress](#) [Test Scores](#) [Equity](#)

[Homes Nearby](#)

Hollister High School

2112 State Highway BB, Hollister, MO, 65672
Distance: 1.15 miles

[High school](#) [Public district](#)

★★★★★ (11)

[Homes Nearby](#)

Hollister Middle School

1798 State Highway BB, Hollister, MO, 65672
Distance: 1.01 miles

[Middle school](#) [Public district](#)

4th GreatSchools Rating ★★★★★ (6)

[Academic Progress](#) [Test Scores](#) [Equity](#)

[Homes Nearby](#)

NICHE Find a school or district... In Taney County [Log In](#) [Sign Up](#)

School Search School Rankings Schools Near You [Write a Review](#)

Hollister R-V School District

HOLLISTER, MO · ★★★★★: 23 reviews

Report Card

- About
- Rankings
- Map
- Home Listings
- Schools
- Academics
- Students

Overall Niche Grade
How are grades calculated?
Data Sources

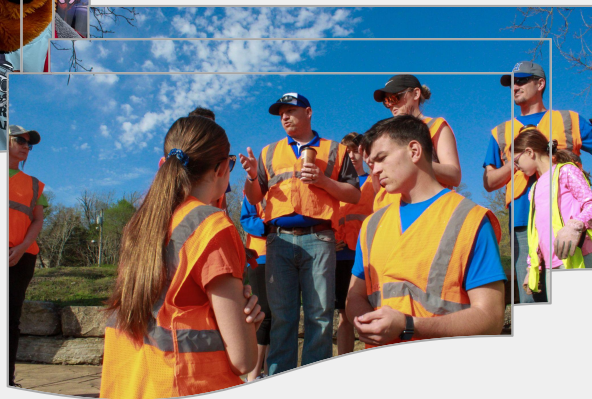
B-	B- Academics	B Diversity
A Teachers	B- College Prep	
B Clubs & Activities	B Administration	

[View Full Report Card](#) ▾

Where We Are



Where We Are



Where We Are



What's Next

- Social Media Campaign
 - #PublicSchoolProud, #HollisterProud
 - "Memories Monday"
 - "Tiger Tuesday"
 - "What we are teaching Wednesday"
 - "Think about it Thursday"
 - "Family Friday"



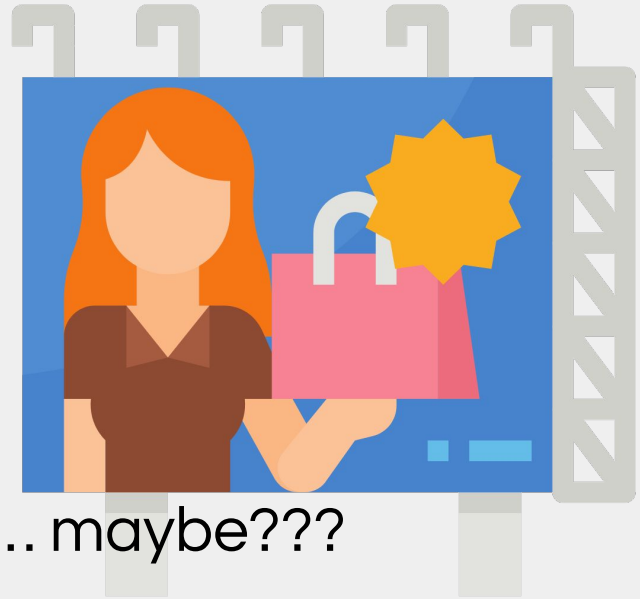
What's Next



- Website
 - Redesign students & parents page
 - Add an instructional/curriculum page
 - Evaluate other places we can “beef it up”
- Continue working to improve Google Business, Niche, and Great Schools profiles.
- Present at GOCSD.

What's Next

- Continue conversations
 - All stakeholders
 - Legislators
 - Whoever will listen.
- Open our doors even more.
- Increase our community involvement.
- Present every chance we get.
- Commercials, billboards? I don't know... maybe???



Template For You

- [Public School Proud Campaign Template](#)

Each school must tell their own story and then we must join together as one voice!



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