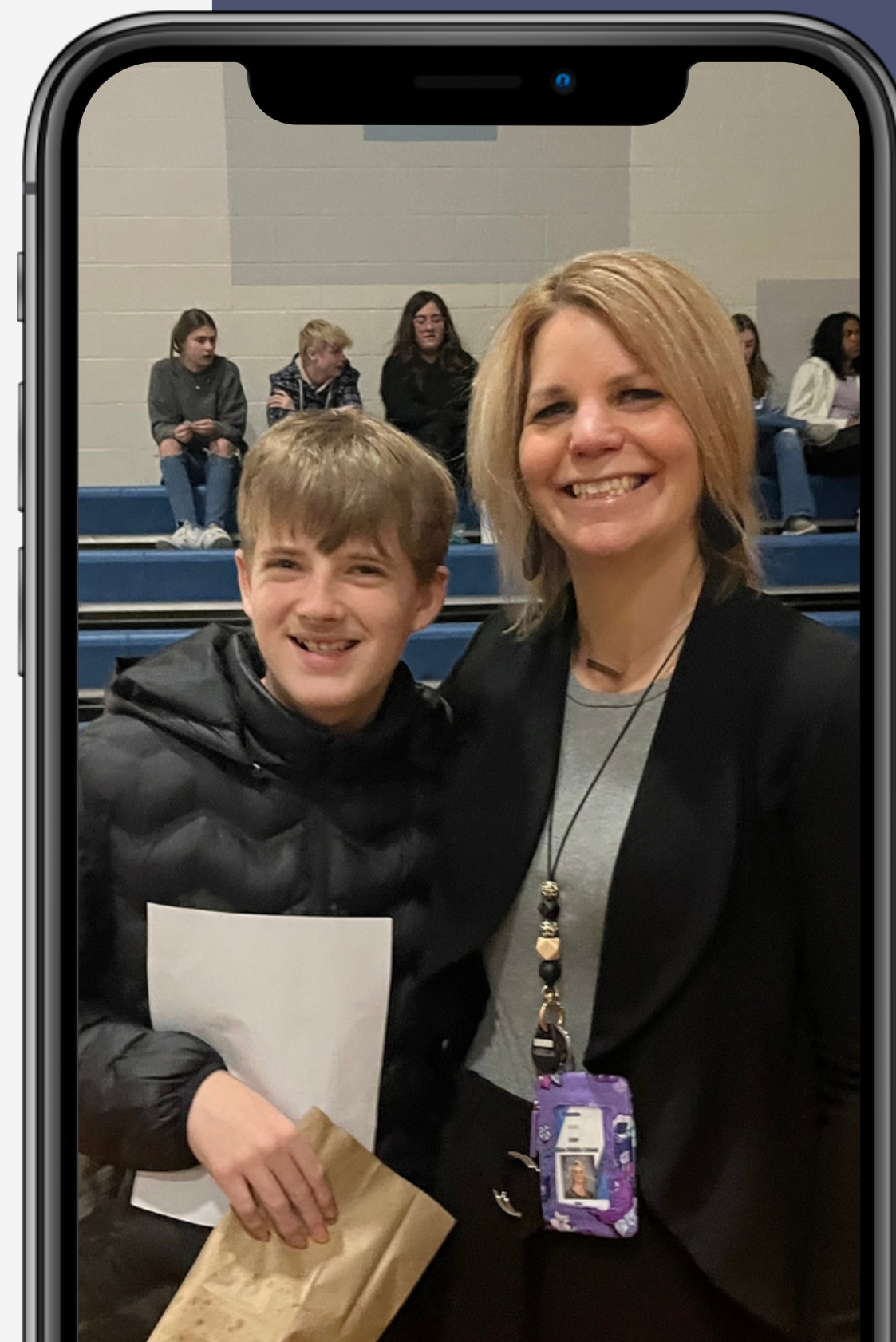




HOLDEN R-3 SCHOOL DISTRICT

# COMMUNITY RELATIONS

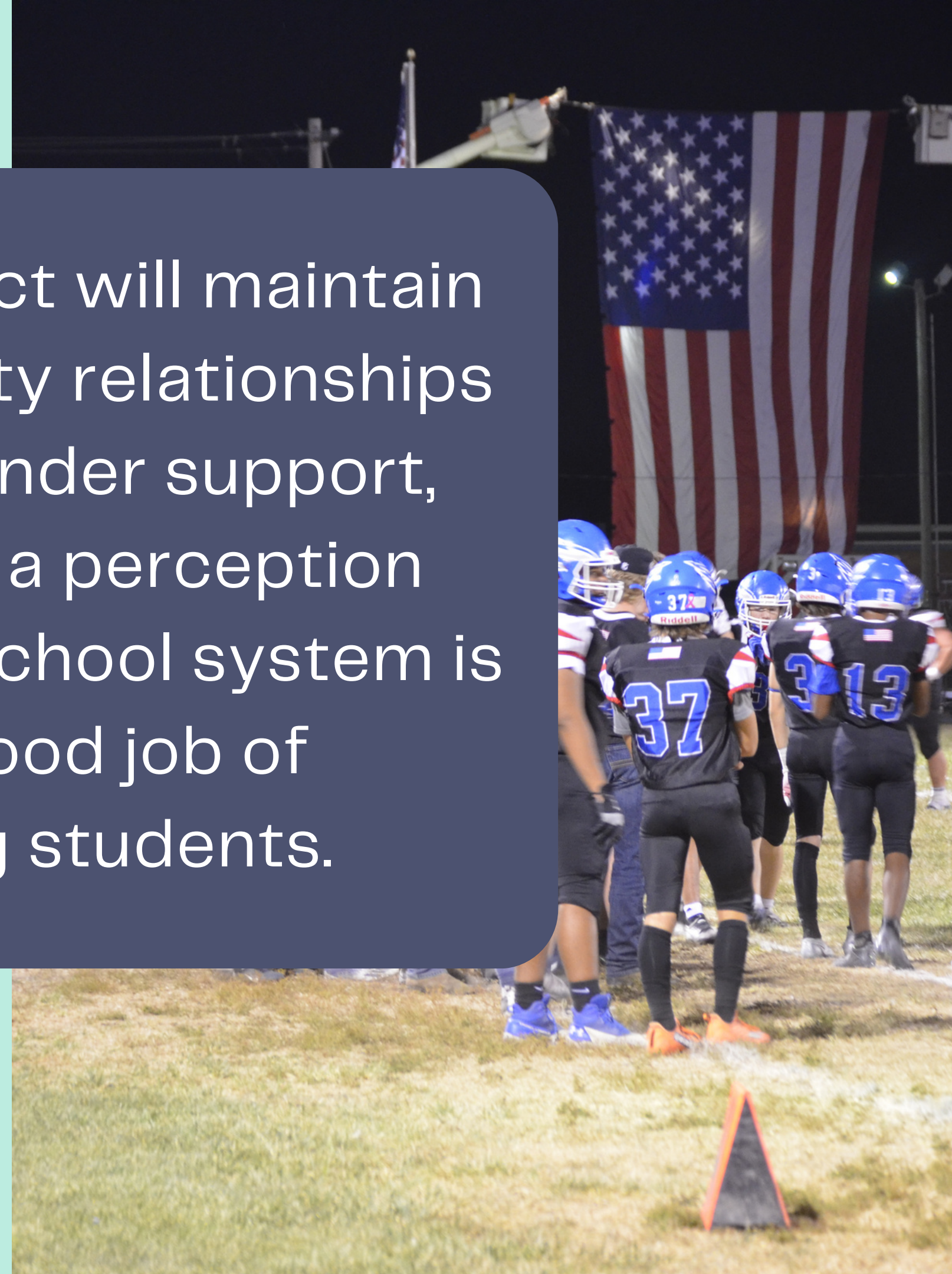


2022-2023



# PURPOSE

The district will maintain community relationships that engender support, trust, and a perception that the school system is doing a good job of educating students.

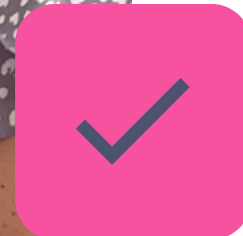






# COMMUNITY/STAFF INPUT

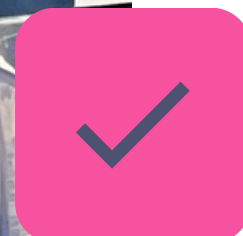
## DISTRICT STRATEGIC PLANNING - CURRENT GOALS:



Goal #1: The % of students scoring at or above the proficient level on state ELA and Math assessments or approved internal assessments will increase annually to meet or exceed the annual "on track" MSIP target for all students and subgroups.



Goal #2: The district will implement college and career readiness programs that reflect the needs of our students



Goal #3: The district will investigate alternative education programs to meet the needs of our students.



Goal #4: The district will maintain high quality programs that support the well-being of all students.



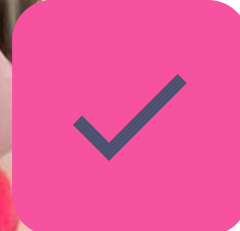


# COMMUNITY/STAFF INPUT

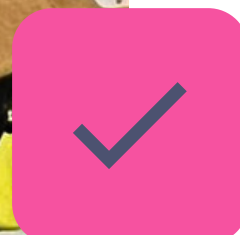
## DISTRICT STRATEGIC PLANNING - CURRENT GOALS:



Goal #5: The district will maintain appropriate programs and facilities to provide for further whole-child development beyond the school day.



Goal #6: The district will employ high qualified staff members that meet the needs of our students.



Goal #7: The district will create and monitor annual budgets that promote each student's academic success while maintaining a responsible and responsive fiscal plan.



Goal #8: The district will maintain safe and appropriate facilities and procedures for students and staff.



# COMMUNITY/STAFF INPUT

## PROFESSIONAL DEVELOPMENT

Teachers are actively engaged in planning and leading the professional learning. Major areas of focus identified are:

Technology

Instructional Strategies

Data-Based Decision Making

Collaborative Teams

Behavior Intervention Support

They are asked to reflect on their professional learning to determine whether the professional development took place as planned, teachers mastered new knowledge and skills, and whether teachers applied the new knowledge and skills in their classrooms to bring about positive changes in student learning.



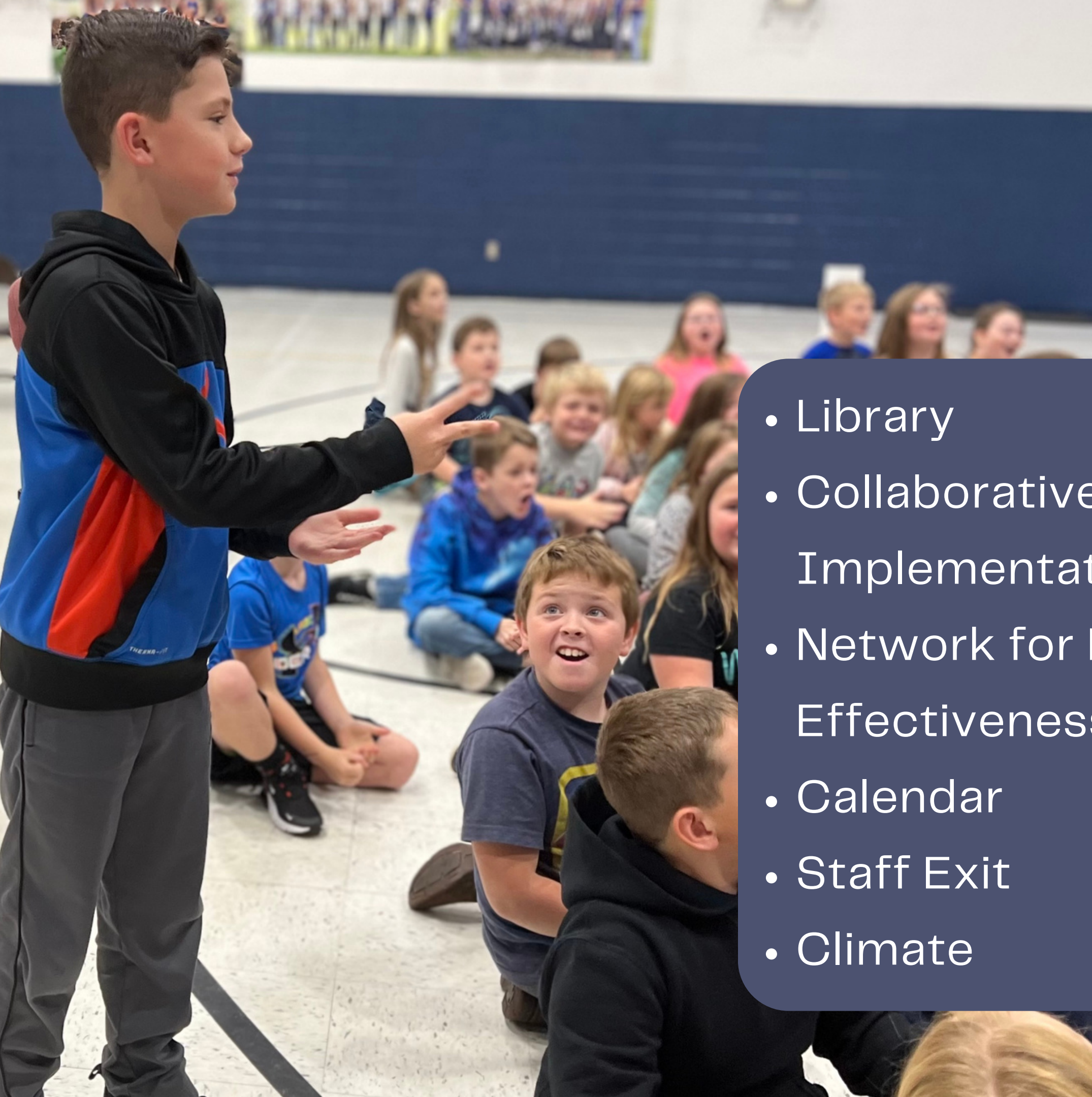
# COMMUNITY /STAFF INPUT

## COMMITTEES & ADVISORY GROUPS

---

- Calendar Committee
- Department/Grade Level Teams
- Career & Technical Education
- Bright Futures Site Council
- Distinguished Alumni Committee
- Administration Team
- Professional Learning Communities
- Technology
- Vertical Teams
- Facilities Committee





# COMMUNITY /STAFF INPUT

- Library
- Collaborative Work Implementation (CWIS)
- Network for Educator Effectiveness (NEE)
- Calendar
- Staff Exit
- Climate

SURVEYS

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# COMMUNITY/STAFF INPUT

COMMUNITY CONNECTIONS

- Chamber of Commerce
- Trails Regional Library
- R-III School Foundation
- Holden Sports Association
- H.O.P.E. Coalition
- JOCO Economic Development
- Holden Parks & Rec
- VFW
- Bright Futures
- PTO/PTSO
- FFA Alumni
- Booster Clubs
- JOCO Safety Task Force
- Holden Area Ministerial Alliance
- Senior Center



# PARENT/TEACHER CONFERENCES

Conferences are held in the evenings each fall to accommodate our families' schedules. Last fall, conferences were held on October 17 & 20.

If additional conferences are needed throughout the year, those arrangements are made directly with specific teachers and families.



## ELEMENTARY

Appointments are made ahead of time for each family. Specials teachers join conferences when requested.

## SECONDARY

Student-led conferences are held open-house style. Progress is shown and platforms like Google Classroom are explained.



# CONNECTING TO COMMUNITY

## ELEMENTARY



- STEAM Night
  - Fundraisers
  - Grandparent Art Night
  - Pre-K Activity Nights
  - PTO Father/Daughter Dance
  - Summer School
  - 5th Grade Living Museum
  - Book Fair
  - Early Childhood/Kindergarten Screenings
  - PTO Mother/Son Night
  - Music Performances
  - Donuts w/ Grown-ups
-



- Music Performances
- Sports
- Career Day
- Robotics
- Parking Lot Food Pantry
- SOAR Celebrations
- National Honor Society
- Scholar Bowl
- Theater Productions
- Red Ribbon Week
- 8th Grade Celebration
- Math Team
- Art Club
- Science Olympiad



# CONNECTING TO COMMUNITY

## MIDDLE SCHOOL





# CONNECTING TO COMMUNITY

HIGH SCHOOL



- National Honor Society
- Fine Arts Nights
- FFA Alumni Hog Roast
- College Visits
- Future Teachers of America
- Career Day
- Sports
- Future Business Leaders of Am.
- Leadership Class Outreach
- FCCLA
- SOS Trusted Adult Training
- Bright Futures Snacks to Go
- Greenhouse Sales
- Distinguished Alumni







# OUR ENGAGEMENT PLATFORMS



## WEBSITE

- DISTRICT NEWSLETTER
- EMAIL
- MOBILE APP
- LIVESTREAMS



## DIGITAL SIGN

- LOCAL NEWSPAPERS
- CALENDAR
- TEACHER NEWSLETTERS
- CLASS DOJO



## SOCIAL MEDIA

- PARENT/STUDENT HANDBOOKS
- CEREMONIES/ASSEMBLIES
- COMMUNITY SCHOOL REPORT
- REMIND, BAND, & GROUP ME APPS



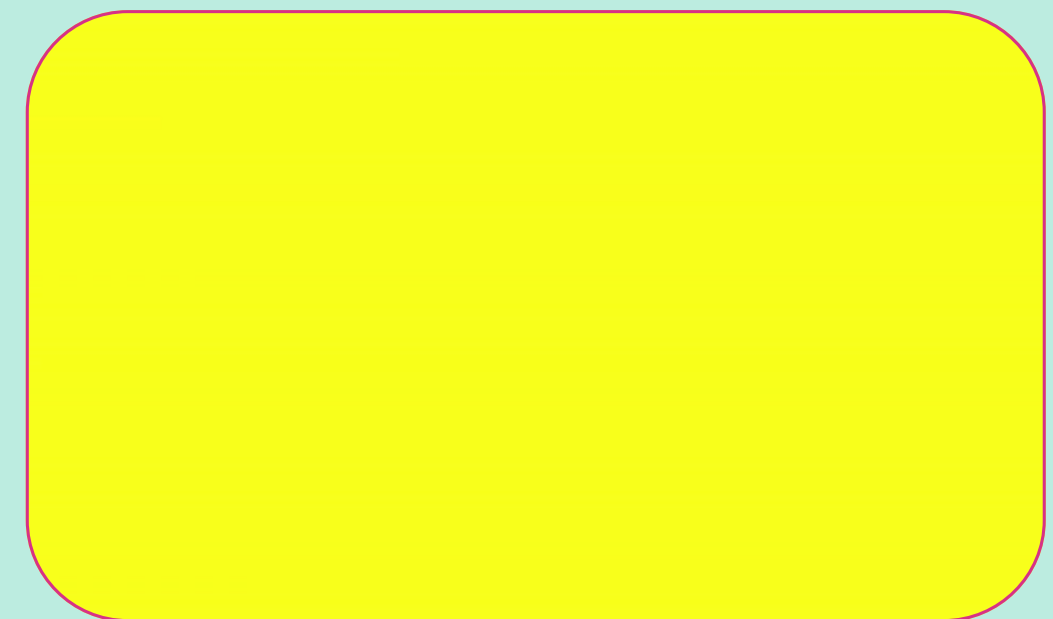
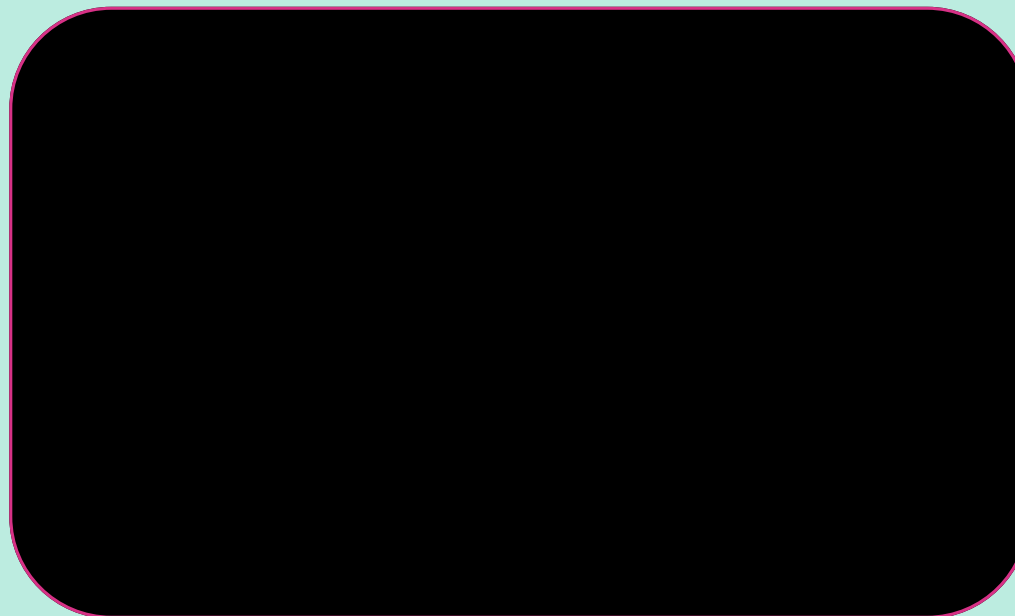
# DIGITAL SIGN

Old 😐

HS BASKETBALL  
V. LEETON  
4/7 5PM



New





# CONTACTING THE DISTRICT

## PHONE

- Phone numbers for buildings are accessible via our school website pages.
- Extension numbers are included on our District Directory.
- Replies to automated district-wide calls for an easy and direct line of communication with the district.

## EMAIL

- Email addresses for staff can be found in our District Directory.
- [comments@holdenschools.org](mailto:comments@holdenschools.org) is the main contact email which routes to various personnel who are well-equipped to reply.
- [hello@holdenschools.org](mailto:hello@holdenschools.org) is initiative-specific email address that is easy for patrons to remember.

## SOCIAL MEDIA

- Followers of our district social media accounts occasionally message us on those platforms.
- Each district social media account has multiple administrators to ensure a timely reply to messages.

## IN-PERSON

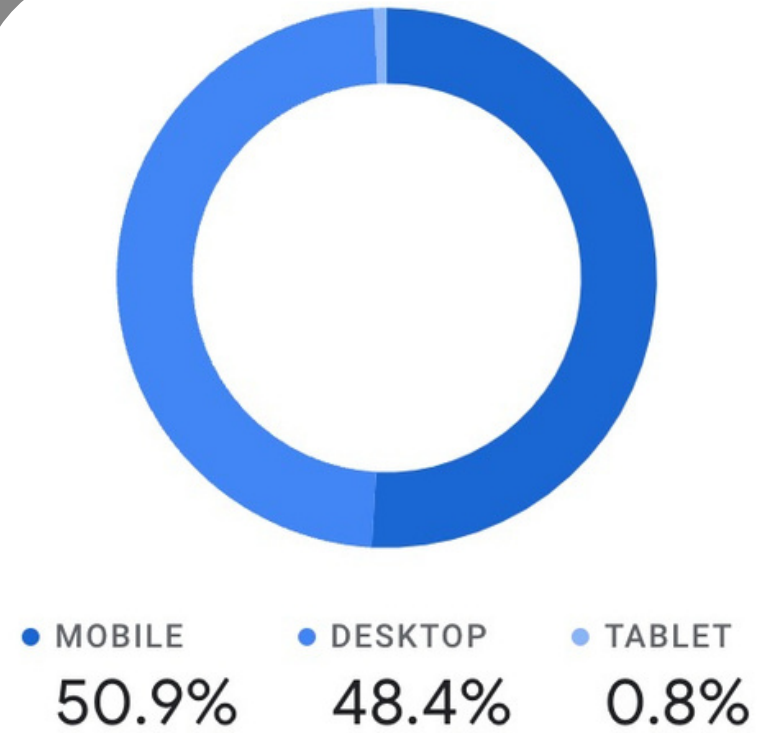
- Patrons, stakeholders, and Holden R-3 families are welcome to stop by any of our offices during the school day.
- Building administrative assistants will schedule appointments if principals, teachers, or staff are unavailable to conference at that time.



# INSIGHTS/DATA

## WEBSITE

- 1 Holden R-III School District / Homepage
- 2 Staff Resources / Quick Buttons
- 3 Calendar / School Calendar
- 4 Employment / Home
- 5 HHS / Homepage
- 6 District Directory / District Directory
- 7 Parents/Students / Parents/Students Homepage
- 8 Staff Directory
- 9 HES / Homepage



Engaged sessions ▼ by  
Session default channel group ▼



SESSION DEFAULT CHAN...	ENGAGED SESSIONS
Organic Search	3.1K
Direct	2.1K
Organic Social	163
Referral	86

How is our website accessed?  
What pages are most popular?  
Where does the traffic originate?



Our number of followers  
continue increase -

2021: 2,033

2022: 2,195

2023: 2402

And our reach has risen:

2021: 12,917

2022: 12,979

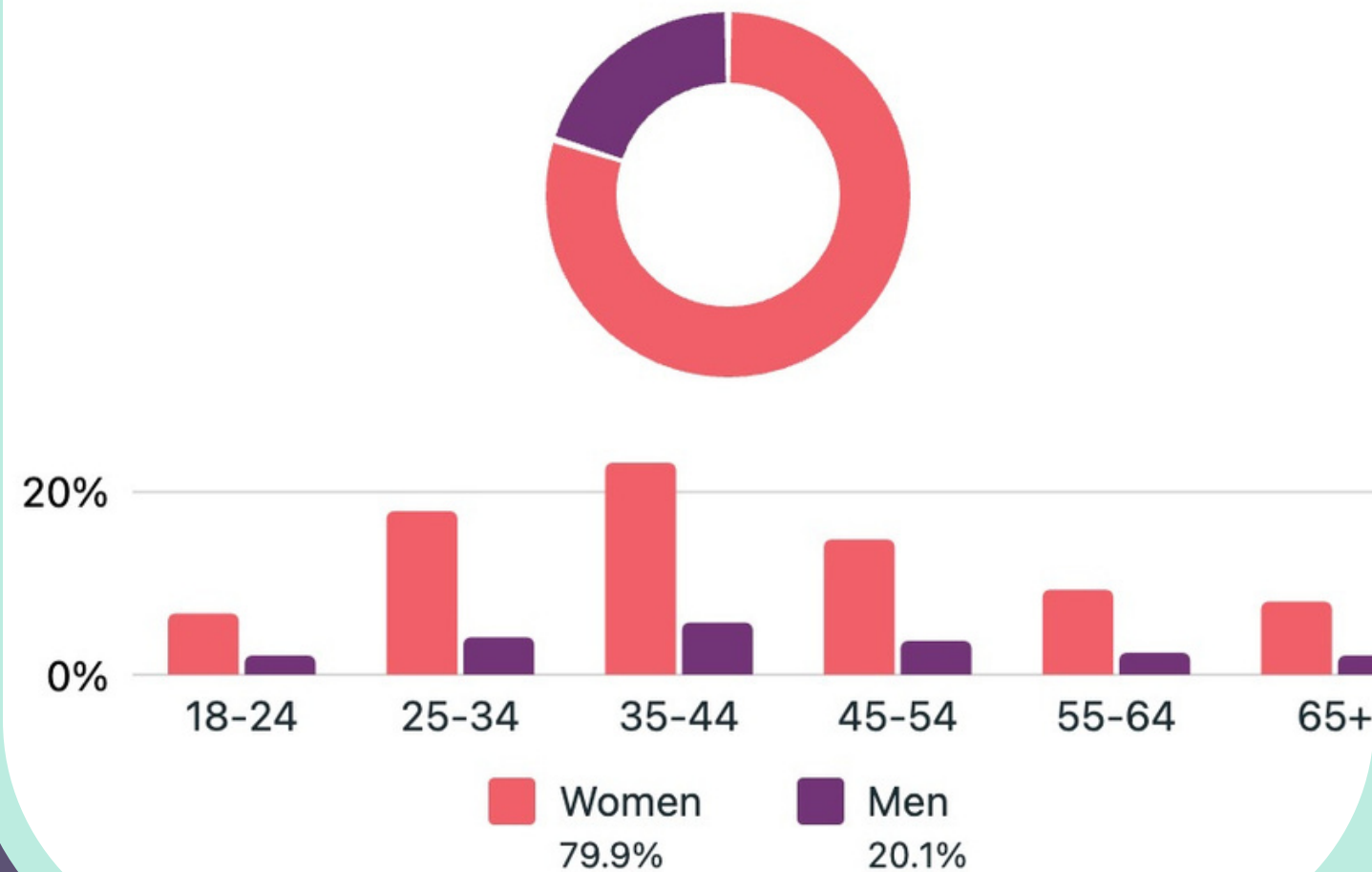
2023: 18,700\*

\*Two of our top-  
performing posts of the  
year were made within  
the past 90 days, so this  
is higher than usual!

Book Page followers ⓘ

2,402

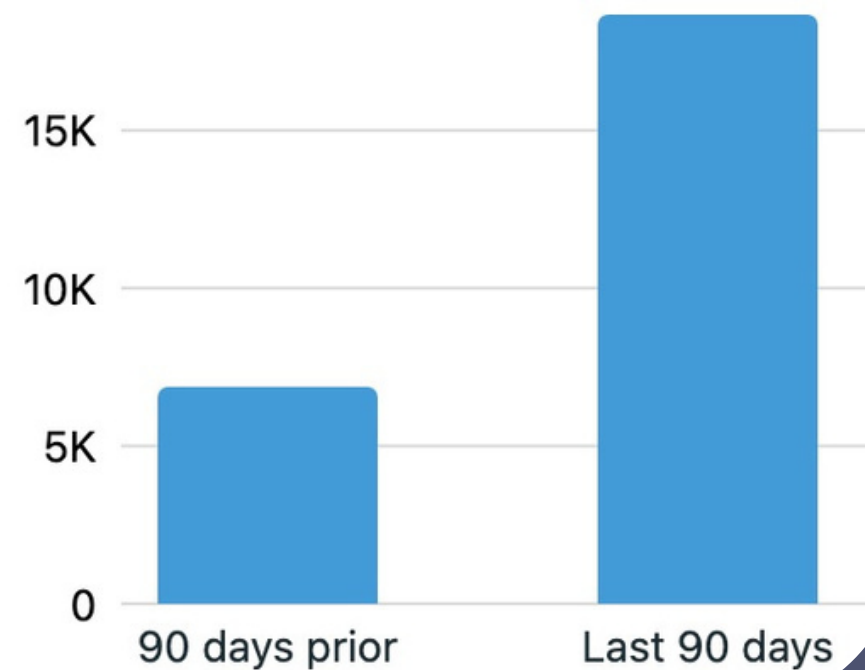
Age & gender ⓘ



st reach ⓘ

18.7K ↑ 171.6%

Total from last 90 days vs 90 days prior



# INSIGHTS/DATA

## SOCIAL MEDIA



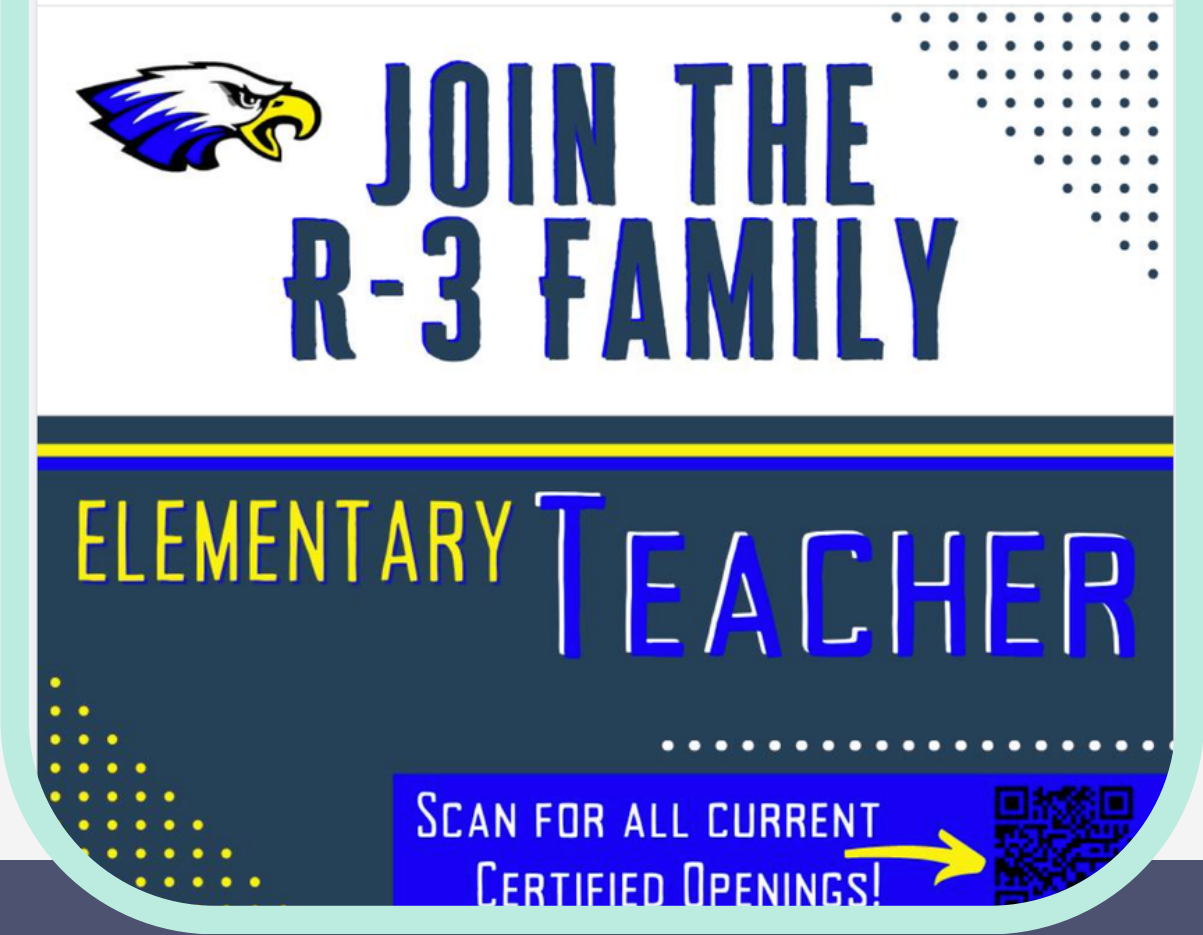
# Top Performing Posts

Shared by Bekki Currier · March 1 ·

Join the Eagle R-3 Family!

- ◆ We have an Elementary Teacher opening at [Holden Elementary School](#).
- ◆ This position begins Fall 2023.
- ◆ Interested candidates may apply at <https://www.holdenschools.org/apply> or call (816) 732-6071 with questions.

#HoldensHiring 😊  
#Hol... See more

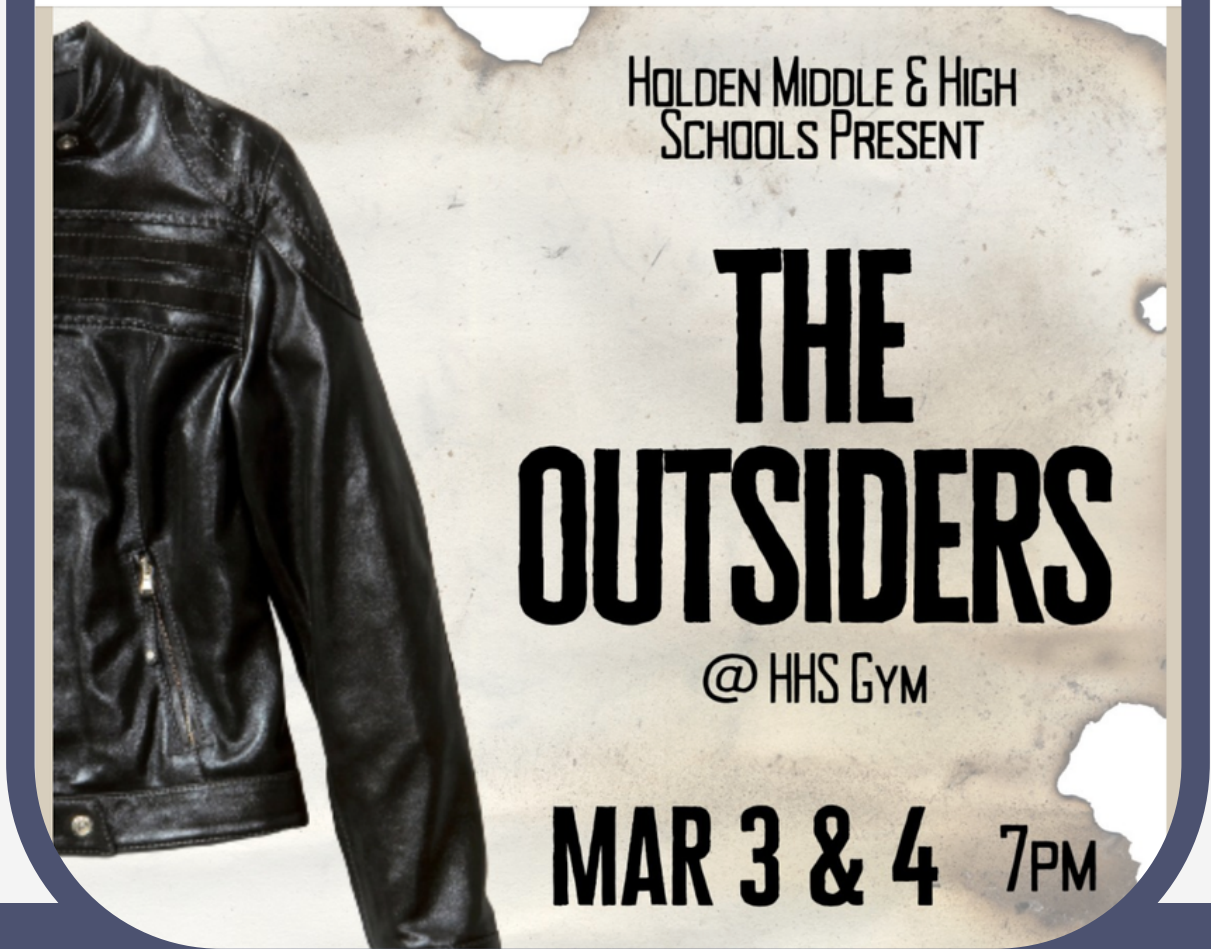


The graphic features a blue and white eagle head logo on the left. To its right, the text "JOIN THE R-3 FAMILY" is written in large, bold, blue capital letters. Below this, a dark blue horizontal band contains the words "ELEMENTARY" in yellow and "TEACHER" in blue. At the bottom, a blue banner with white text says "SCAN FOR ALL CURRENT CERTIFIED OPENINGS!" with a yellow arrow pointing to a QR code on the right.

Holden R-3 Drama Club is proud to present the play version of the beloved classic *The Outsiders* by S.E. Hinton, on March 3 and 4 at 7 p.m, and March 5 for a Sunday matinee at 2 p.m. at Holden High School.

Cost of admission is \$5 per ticket. Some different cast members each night, so come and watch it more than once! 😊

Also, the cast has signed several copies of the book, *The Outsiders*, and they will be on sale for \$15 during performance nights. 📖 Each copy comes wi... See more



The poster has a distressed, torn-paper background. On the left is a black leather jacket. The text "HOLDEN MIDDLE & HIGH SCHOOLS PRESENT" is at the top in a simple font. Below it, "THE OUTSIDERS" is written in large, bold, black letters. Underneath that is "@ HHS GYM". At the bottom, "MAR 3 & 4 7PM" is displayed in a large, bold font.

Are you coming to watch our Holden Eagles take on the Lamar Tigers this Saturday, November 19? We hope so! 🙌😄

Get your tickets now by scanning the QR code 📱 or going to <https://mshsaa.hometownticketing.com/embed/event/1628> 🖨

→→→ 📱 All ticketing for this event will be digital, meaning no cash will be accepted at the gate. 📱

#GoHoldenEagles 💙  
#HoldenEagleFootball 🏈  
#HoldenEagles 🦅



The graphic shows a brown football with white laces and stripes on a green grass field. To the right of the football is a smartphone screen. The screen displays the text "Are you ready for some football?!?" above a QR code. Below the QR code is a ticket stub that reads "HOLDEN EAGLES V. LAMAR TIGERS", "11.19.22", and "1:00pm".

# INSIGHTS/DATA

SOCIAL MEDIA



# INTERNAL INSIGHTS/DATA

## SOCIAL MEDIA

Our internal staff  
FB page has grown  
from 78 members  
to 102 this year.



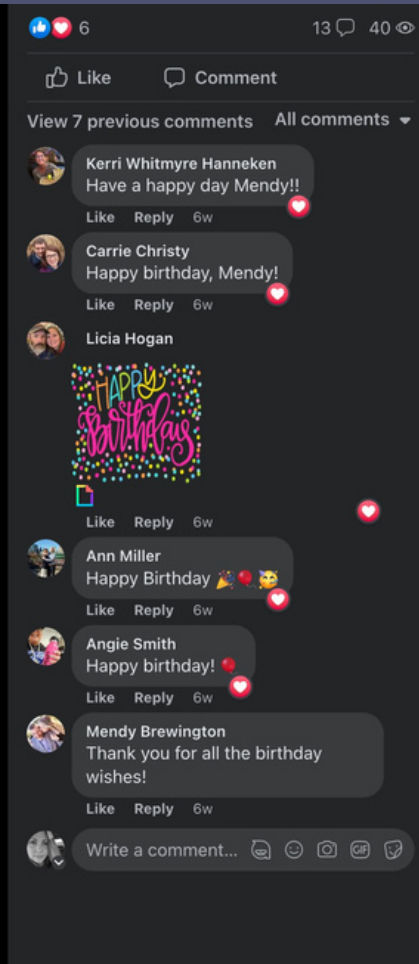
Eagle Staff

### ENROLLMENT

Mon Nov 14 @ ~~HES~~ HHS  
Tue Nov 15 @ HMS  
Fri Nov 16 @ ~~HHS~~ HES

7:15am - 4pm

Accident, Cancer, Disability,  
Hospital, Life Insurance



Thanks to the birthday  
initiative, posts have  
increased from 17 all  
of last year to 129 so  
far this year. 🤖 😊



### happening in Your Classroom

with a description of the activity - pictures are a plus!

[holdenschools.org](https://holdenschools.org)

ed in the Apr/May newsletter or the School Report, which is distributed to nmerce, City Council, and local munity organizations monthly.

### ss & Improvement Plan (SWIP)

des an opportunity for all Holden R-III staff to earn one additional leave day for each y period (from the 11th of the month to the llowing month) in which the staff member tendance. For more detail on the program, go to [holdenschools.org/humanresources](https://holdenschools.org/humanresources)

### uary

will fall on Friday, February 17 due (No School), Monday, February 20.

### ers' Warehouse Shopping Date:

ary 4 9:00-11:00am  
ue Warrensburg  
Arwood's)



ut you don't want to miss the fun he district? Check them out here: [holdenR3](https://holdenR3)

### Board Meeting:

February 13 7pm @ MS Library  
at [holdenschools.org/boardofeducation](https://holdenschools.org/boardofeducation)

start Plan approved by the e found on the Staff page of operations: [operations](#)



### Holden Family!

ember of the family, you may not always current openings in our district - but you ay have someone in that class you're ghbor who might be a perfect fit for the see what openings there are here:

FOOTBALL THIS FRIDAY  
This just in - we will have a home football game this Friday, November 4. It is a district semifinal game and we will be hosting Hogan Prep. Grab your rain gear and come cheer on your Holden Eagles!

### AFLAC REPS IN THE BUILDING



Representatives from Aflac will be in the buildings from 7:15am until 4:00pm the week of November 14 to discuss supplemental insurance plan enrollment.

Elementary: Nov 14  
Middle: Nov 15  
High: Nov 16

### PAYDAY IN NOVEMBER

Since the 20th falls on a Sunday, payday will be Friday, November 18.



### CANVA FOR EDUCATION

Did you know that Canva for Education is FREE for teachers! Sign up here: <http://www.canva.com/edu-signup/> w @holdenschools.org email. It has tons more template elements than a basic, free Canva account!

### SHARE WHAT'S HAPPENING IN YOUR CLASSROOM!

Have a story you think the community should hear? Think a project you've done with students would interest our stakeholders? Send Bekki an email with a description of the activity, as well as how it promotes student success. Pictures are a plus! The deadline for the December/January newsletter is Thursday, November 10.

### NEXT TEACHERS' WAREHOUSE SHOPPING DATE:

Saturday, November 5 9:00-11:00am  
801 Pride Avenue Warrensburg (north end of Arwood)

### NEXT SCHOOL BOARD MEETING:

Monday, November 14 7pm @ MS Library

### DISTRICT PHOTOS



Not on social media, but you don't want to the fun photos from around the district? Ch them out here: <https://tinyurl.com/Holde>

### Payday in March

In March payday falls on Monday, March 20.

### Spring Break



### MSBA HOSTING 'SHOW-ME I'M WORTH S

MSBA is hosting the SHOW-ME I'm Worth student contest. Students K-12 are inv video, audio recording, or poster that the importance of compliance with the when the bus has stopped. Winners ea themselves AND their school! Entries a 2022. Go to <https://www.mosba.org/scontest/> for contest details and where

# INTERNAL COMMUNICATIONS

## STAFF NEWSLETTER

Monthly newsletters have been going out to staff via email, website, and the Holden R-3 Staff FB page with topics such as upcoming Teachers' Warehouse Shopping Days, reminders of Board Meeting dates, benefit enrollment and information, tech resource opportunities, and job openings in the district.



		2022-23 Editorial Calendar															
	Date	Holidays/Events	Title	Medium										Audience		Status	
				FB	T	I	W	E	C	X	D	P					
T	1/24/2023		Work on Community School Report (Feb)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	District	▼	Posted	▼	
			Create & Send Staff Calendar Survey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Staff	▼	Posted	▼	
W	1/25/2023		SNOW DAY - No School Msgs, Calls, Texts, & Posts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	District	▼	Posted	▼	
R	1/26/2023		Work on Internal Staff Newsletter (Feb)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Staff	▼	Posted	▼	
			Feb/Mar Newsletters on website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	District	▼	Posted	▼	
			Late Start Plan Info	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	District	▼	Posted	▼	
F	1/27/2023													▼		▼	
SA	1/28/2023													▼		▼	
SU	1/29/2023													▼		▼	
M	1/30/2023												District	▼	Posted	▼	
T	1/31/2023													▼		▼	
W	2/1/2023	February is Black History Month/Nat'l Freedom Day	Parent Institute New								<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Elementary	▼	Posted	▼
			Parent Institute New								<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Middle School	▼	Posted	▼
			Parent Institute New								<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	High School	▼	Posted	▼
			Send Staff Newsletter	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Staff	▼	Posted	▼	
			Teachers' Warehouse Shopping Day	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Staff	▼	Posted	▼	
R	2/2/2023	Groundhog Day		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		▼		▼	
F	2/3/2023	Nat'l Wear Red Day	HMS Talon Talk Link	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Middle School	▼	Posted	▼	
SA	2/4/2023	Rosa Parks Day	Souper Bowl HES Can Food Drive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Elementary	▼	Posted	▼	

COMMUNICATIONS

PLANNING

INTENTIONAL & TIMELY



# 2022-2023 GOALS

## DID I MEET MY GOALS?



Launch Staff Newsletter



Instagram Campaigns



Local Sponsorships & Advertising



Learn new digital sign software & utilize more



Continue to connect with community groups



# 2023-2024 GOALS

- LEARN NEW WEBSITE MANAGEMENT PLATFORM
- BUILD ON THE MONTHLY STAFF NEWSLETTER & FB PAGE
- MORE ACTIVITY ON THE HS SOCIAL MEDIA PAGES
- CONTINUE WORKING ON A SPONSORSHIP/ADVERTISING PLAN



# THANK YOU!

