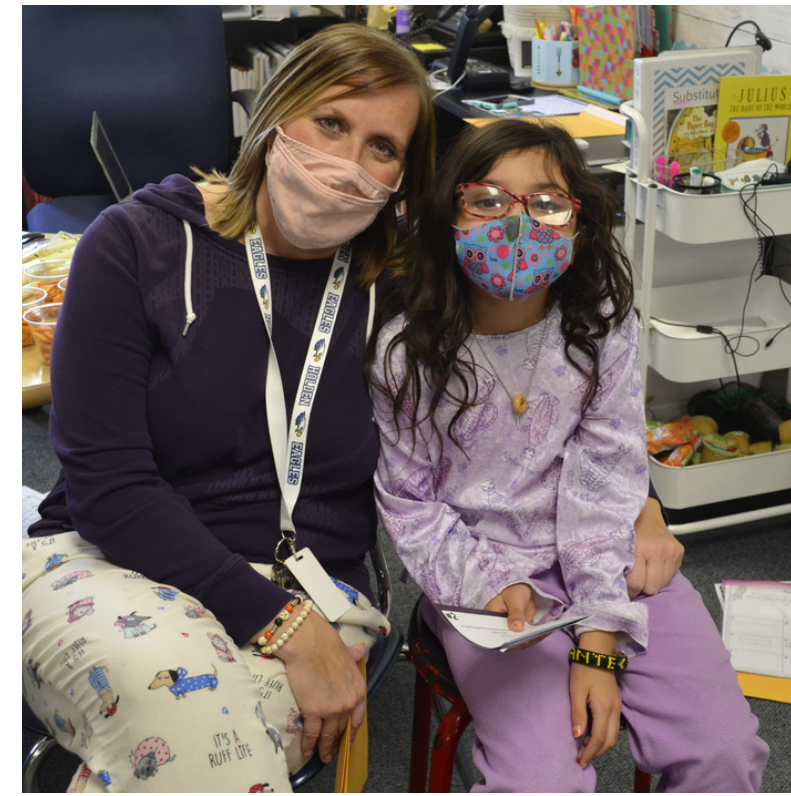
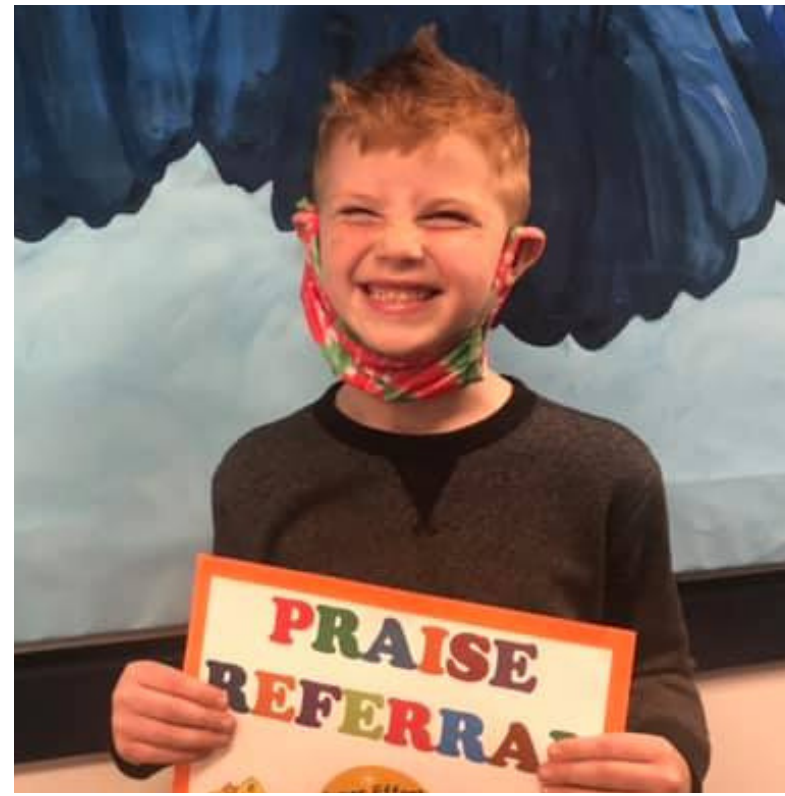


2020-2021



COMMUNITY RELATIONS

Holden R-III School District



COMMUNITY RELATIONS

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

Professional Development

Teachers are actively engaged in planning and leading the professional learning.

Major areas of focus identified are:

- **Technology**
- **Instructional Strategies**
- **Team Collaboration on Curriculum Development**
- **Behavior Intervention Support Team**
- **Trauma-Informed**

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

District Strategic Planning

Members of the community, board members, parents, administrators, staff, and students develop objectives and action steps for the District's 3-Year Strategic Plan. We are wrapping up the current plan and working to finalize and put the new, 5-year plan in place.

Current plan goals:

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

Goal #2: The % of students scoring at or above the proficient level on state Math assessments will increase annually to meet or exceed the annual "on track" MSIP target for all students and subgroups.

Goal #3: The district will create a comprehensive assessment plan identifying who uses the assessment data, when and how it is used, including measures of fidelity and measures of effectiveness.

Goal #4: A district scorecard will be developed with input from stakeholders.

COMMUNITY/STAFF INPUT

Calendar Committee

Board Members, Administration, Staff Representation from each building, and parents. Staff Reps gather input from their building staff prior to the calendar committee meeting. All suggestions and ideas are then brought to a committee meeting and are used to evaluate which calendars are recommended to the board.

Facilities Committee

Parents, Community Members, Board Members, Staff, and Students. Meetings are held at each school to review the needs of that building. Then, all groups come together to assess the needs of the district as a whole. A District Facilities Plan has been developed thanks to the feedback this committee provided.

LIBRARY

Staff and students are asked to evaluate the library media center. Survey results are reported to the Board annually in the library media program evaluation report.

STAFF EXIT

Staff Members leaving the district have an opportunity to complete an exit survey.

NEE

As part of the NEE teacher evaluation system, teachers respond to a survey based on their experiences with the building principals. In addition, students respond to a survey based on their experience with the classroom teachers. Students are asked to give thoughtful responses as these responses are taken seriously in helping the teachers and the school improve student learning.



Surveys

COMMUNITY/STAFF INPUT

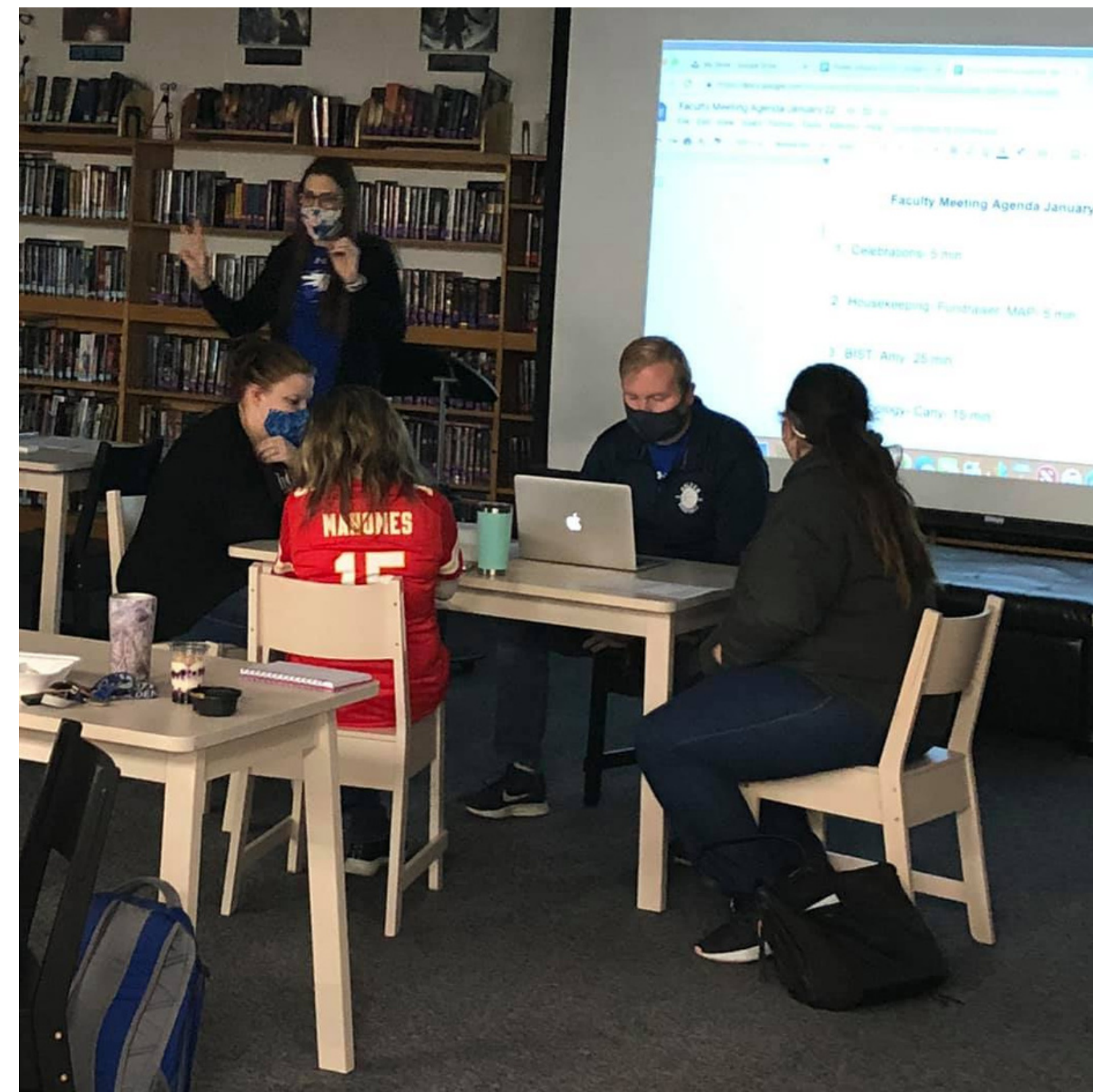
Faculty and staff of Holden R-III connect with community groups and building level focus groups to share district news and collect input.

Community Connections:

- Chamber of Commerce
- Trails Regional Public Library
- R-III School Foundation
- Holden Sports Association
- H.O.P.E. Coalition
- JOCO Safety Task Force
- JOCO Economic Development
- Powell Gardens
- Parks & Recreation
- Holden Area Ministerial Alliance
- American Legion
- Booster Clubs
- Advisory Committees
- Camp Valor Outdoors
- Senior Center
- VFW
- PTO/PTSO
- Bright Futures
- FFA Alumni

- Career Technical Education
- District Strategic Planning
- Technology
- Bright Future Site Council
- Professional Learning Communities (PLC) Leadership & Professional Development
- Calendar Committee
- Distinguished Alumni Committee
- Administration Team
- Department/Grade Level Teams
- Vertical Teams
- District Facilities

ADVISORY GROUPS



COMMUNITY COMMUNICATIONS

How can our patrons reach us?

There are a variety of avenues stakeholders utilize to contact us:

- comments@holdenschools.org is the main contact email on our website. This address routes to various personnel who are well-equipped to answer any questions or concerns.
- hello@holdenschools.org is initiative-specific email address. It has allowed us to field questions specifically about the COVID-19 closure as well as accept photos and messages from our families.
- All district-wide calls and emails that go out may be replied to for a direct line of communication back to the district.
- Email addresses for staff are listed in the Staff Directory on the website.
- Phone numbers for buildings are also accessible via our school website pages.
- Extension numbers are included on our teacher website pages.
- Many followers on social media will send us messages through Facebook or Instagram.

Parent/Teacher Conferences

Conferences are held in the evenings each fall to accommodate our families' schedules. Last fall, conferences were held virtually on October 19 & 22.

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

Our community loves to be involved and actively watch for ways to participate in school activities. We hope to be able to invite families back to these engaging activities next school year:

Elementary

- STEAM Night
- 5th Grade Living Museum
- Early Childhood/
Kindergarten Screenings
- PTO Father/Daughter
Dance
- Summer School
- Music Performances
- Fundraisers - Magic Show
- PTO Christmas Store
- Katy Dental Program
- Book Fair
- PTO Mother/Son Night
- Skate Nights
- PreK Activity Nights
- Grandparent Art Night
- Snack Backpacks
- SOAR Assemblies



CONNECTING TO COMMUNITY

Our community loves to be involved and actively watch for ways to participate in school activities. We hope to be able to invite families back to these engaging activities next school year:

Middle School

- 6th Grade Bridge Day
- Music Performances
- Red Ribbon Week
- Veterans Day Assembly
- 8th Grade Celebration
- Snack Backpacks
- Tiny Food Pantry
- Science Olympiad
- National Honor Society
- Theater Productions
- Scholar Bowl
- Math Team
- Sports
- Clubs



CONNECTING TO COMMUNITY

Our community loves to be involved and actively watch for ways to participate in school activities. We hope to be able to invite families back to these engaging activities next school year:

High School

- National Honor Society
- Fine Arts Nights
- FFA Breakfast
- Financial Aid Night
- Signs of Suicide Trusted Adult Training
- College Visits
- Senior Mock Interviews
- Homecoming Activities
- Sports
- FTA
- FBLA
- FCCLA
- Missouri Boys & Girls State
- FAFSA Frenzy
- Veterans Day Assembly
- Leadership Class
- Greenhouse Class Sales



STUDENT ACHIEVEMENTS

Where we celebrate:

- Ceremonies/Assemblies
- District Print Newsletter
- Teacher Newsletters
- Building Bulletin Boards
- District Website
- Twitter
- F&C Digital Sign
- Facebook
- Emails
- Local Newspapers

- Parent/Student Handbooks
- Building Bulletin Boards
- Ceremonies/Assemblies
- Community School Report
- Mobile App
- Remind & Group Me
- Zoom
- YouTube

Analytics - Website

What pages are people visiting?

Homepage

Staff Links

Calendar

High School



Employment

Middle School

District News

Elementary School

COVID-19 Info

 **EARLY RELEASE** 
@ 1:15PM THURSDAY, MAY 20, 2021
LAST DAY OF SCHOOL











AT HOME SCREENING

If you can respond YES to the following, your child is ok to come to school.

- ☒ **My child is fever free without the use of medication.**
Less than 100.4°F is deemed fever free.
- ☒ **My child is free from any of the following symptoms:**
Difficulty breathing, shortness of breath, loss of taste or smell,
new or worsening cough
- ☒ **My child has not been in close contact with an individual who is**
suspected of having or has tested positive for COVID-19.
- ☒ **Does your child have their face covering to wear to school?**

HOLDEN R-III SCHOOL DISTRICT



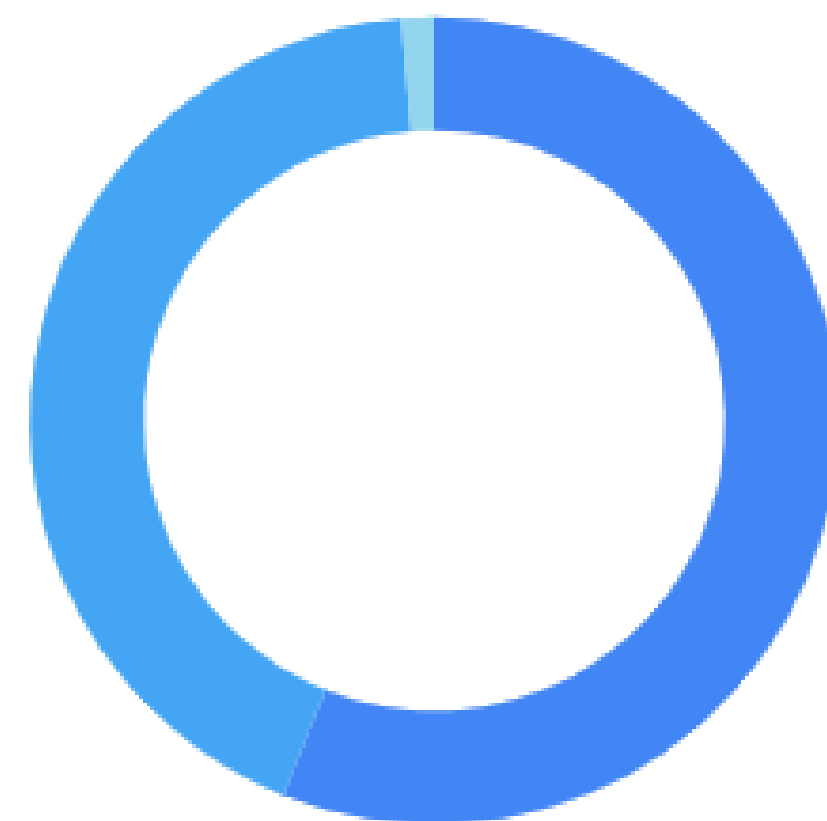
<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?
		4,208 % of Total: 100.00% (4,208)	3,485 % of Total: 100.00% (3,485)
<input type="checkbox"/>	1. / 	1,338 (31.80%)	1,141 (32.74%)
<input type="checkbox"/>	2. /domain/24 	440 (10.46%)	354 (10.16%)
<input type="checkbox"/>	3. /Page/2063 	230 (5.47%)	161 (4.62%)
<input type="checkbox"/>	4. /Page/2668 	190 (4.52%)	145 (4.16%)
<input type="checkbox"/>	5. /domain/34 	183 (4.35%)	155 (4.45%)
<input type="checkbox"/>	6. /domain/524 	115 (2.73%)	84 (2.41%)
<input type="checkbox"/>	7. /Page/1 	108 (2.57%)	82 (2.35%)
<input type="checkbox"/>	8. /domain/520 	60 (1.43%)	50 (1.43%)
<input type="checkbox"/>	9. /domain/525 	58 (1.38%)	47 (1.35%)
<input type="checkbox"/>	10. /site/Default.aspx?PageID=2944 	53 (1.26%)	48 (1.38%)

Analytics - Website

How is our website accessed?

While our social media is accessed more by mobile, our website is still more commonly accessed by computer, though this number has increased from 38.8% to 42.6% this year. Mobile-friendly display options are increasingly important as more people use their phones to stay connected.

Sessions by device



Desktop

56.1%



Mobile

42.6%



Tablet

1.3%

Analytics - Social Media

Facebook

So far in 2021, we have reached 12,917 people, which is 10,884 more people than the 2,033 people who follow the district on Facebook!

12.9K

People Reached

▲ 57.6% from previous 96 days

74

Net Followers


▲ 155% from previous 96 days

People Reached

Jan 1, 2021 - Apr 6, 2021

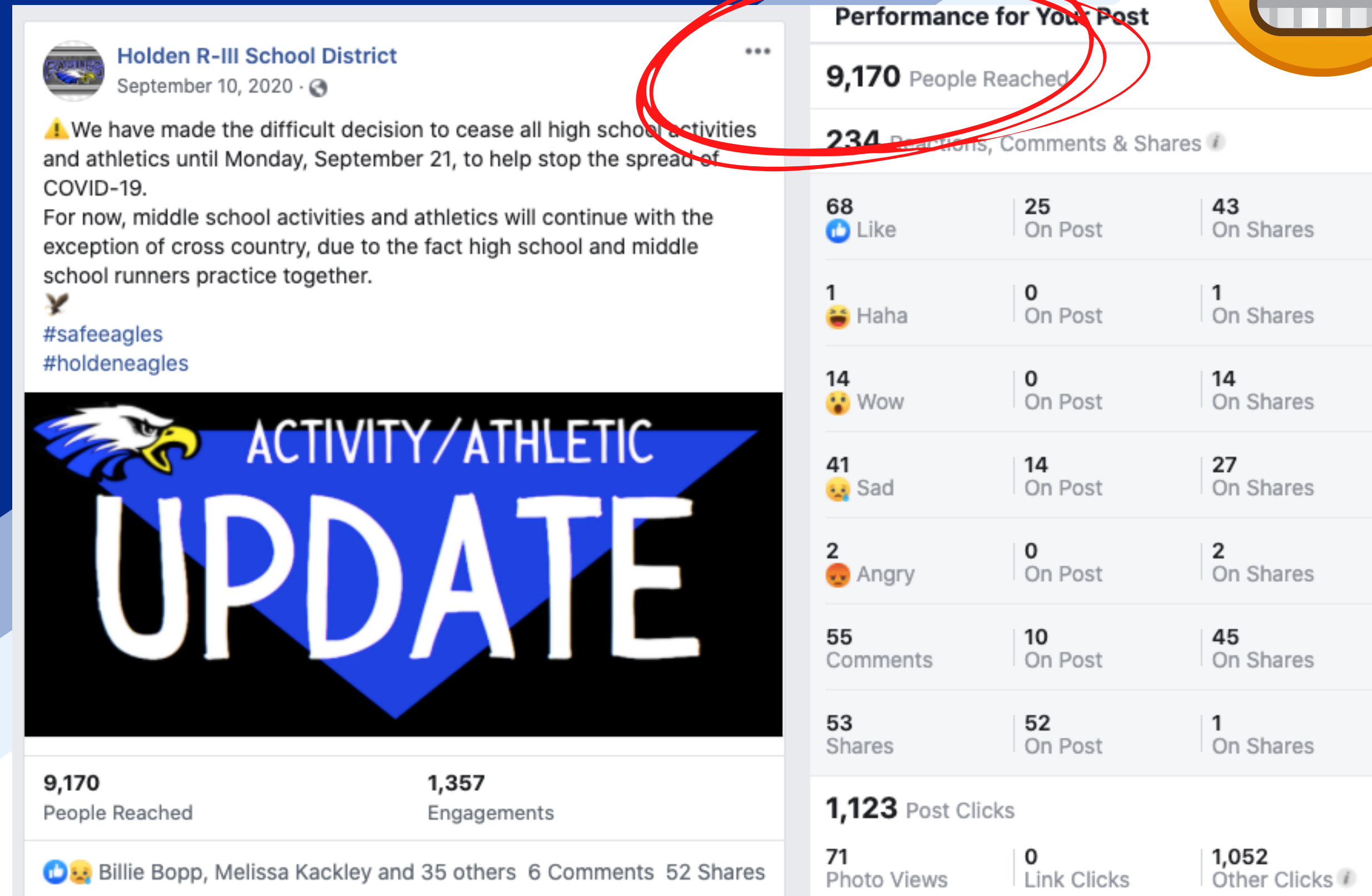
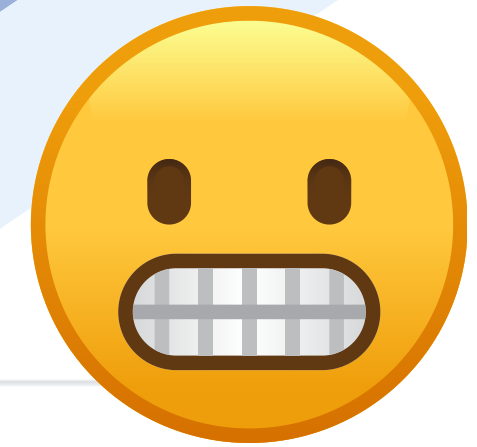
12,917 People Reached

8,196 Previous Period

Page	People Reached	Engagement	Link Clicks	Comments	Shares	Reactions
 Holden R-III School District Public School	12,917	3,233	148	86	334	763

Analytics - Social Media

What grabs
their
attention??



Analytics - Social Media

And of course these adorable kids...



Holden Elementary School
November 20, 2020 · 🌐

We are a little late posting these pics. Sorry parents! But, better late than never. Check out these students of the month.



Performance for Your Post

4,607 People Reached

77 Reactions, Comments & Shares

46 Like	42 On Post	4 On
19 Love	19 On Post	0 On
0 Comments	0 On Post	0 On
12 Shares	12 On Post	0 On

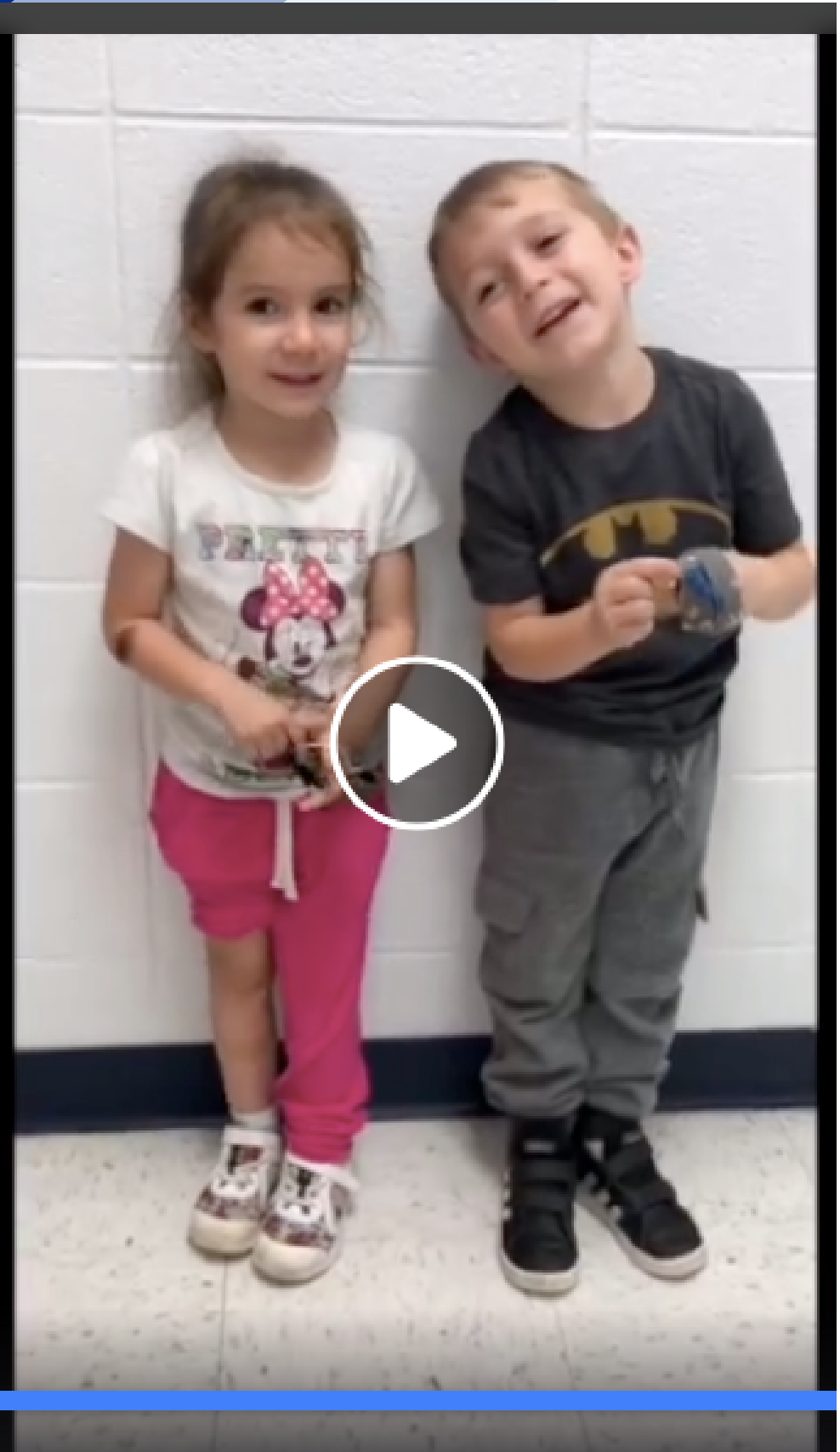
142 Post Clicks

39 Photo Views	0 Link Clicks	103 Other
-------------------	------------------	--------------

NEGATIVE FEEDBACK

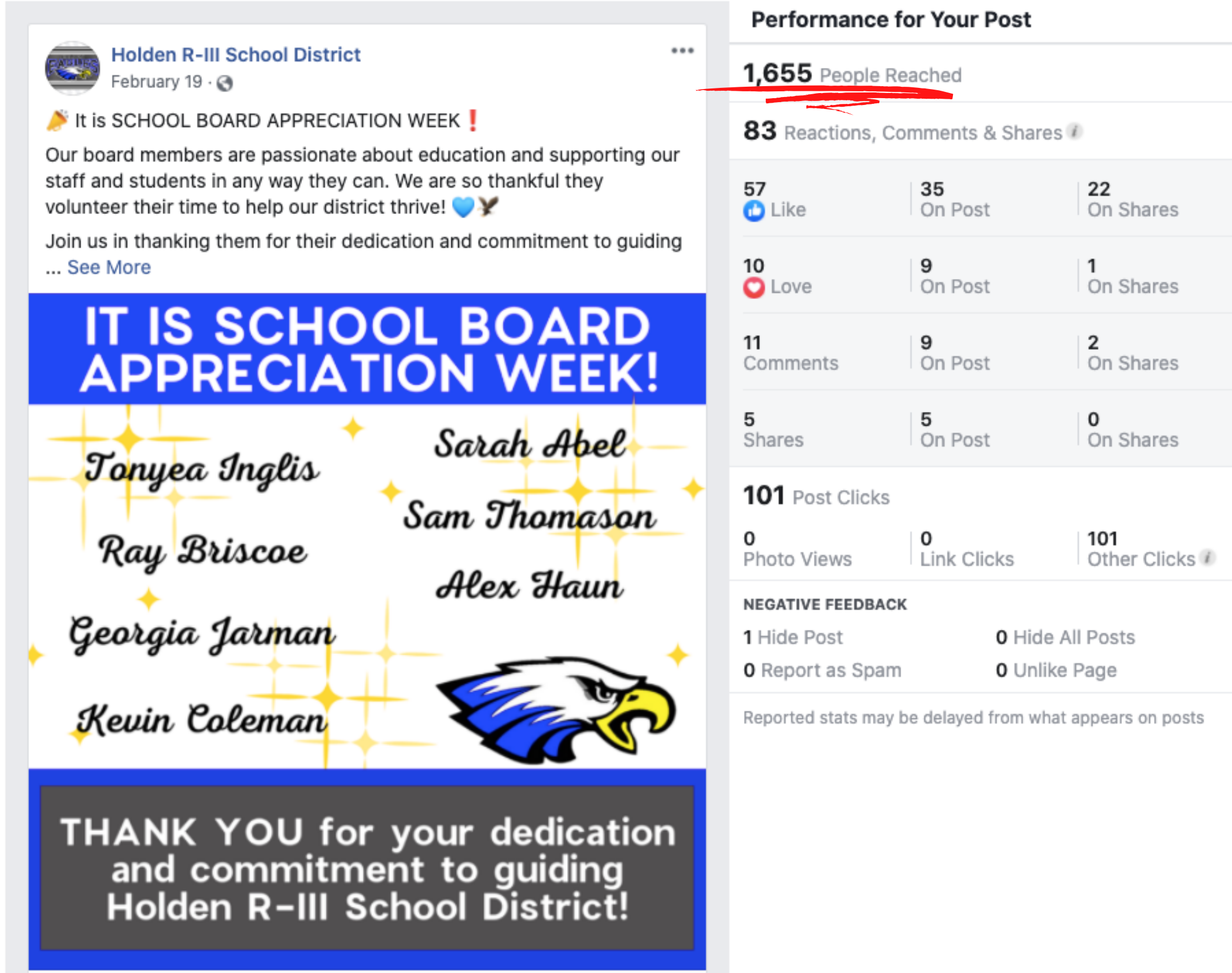
0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on the post.



Analytics - Social Media


But also
- YOU!



Analytics - Social Media

What do they like to see?


Celebrations &
Normalcy



Holden High School
February 22 · 🌐

🏆 Annually, the National Center for Women & Information Technology (NCWIT) recognizes high-school women for their accomplishments and aspirations in computing and technology.

Elaina Young, a junior at Holden High School, is one of thirteen young women this year who won the NCWIT Western Missouri and Kansas Affiliate Award for Aspirations in Computing, which recognizes high-school women for their computing-related achievements and interests. She will receive a glass trophy and... [See More](#)




Congratulations!

ELAINA YOUNG

JUNIOR AT HHS & RECIPIENT OF THE

NCWIT Western Missouri and Kansas Affiliate
Award for Aspirations in Computing



Performance for

1,440

People Reached

234

Reactions, Comments & Shares

131

Like

3

Comments

63

Love

1

Comment

2

Wow

0

Comments

33

Comments

4

Comments

5

Shares

5

Comments

138

Post Clicks

2

Photo Views

0

Link Clicks

NEGATIVE FEEDBACK

0

Hide Post

0

Hide All Posts

0

Report as Spam

0

Unlike Page

Reported stats may be delayed from what appears on posts



Holden R-III School District
December 16, 2020 · 🌐

🎵 🎶 Mrs. Doll and some choir students toured the town today, caroling outside various businesses, stopping by Central Office before heading back to school. 🌲 🎤

#holdenchoir
#holdeneagles



+2

Performance for Your Post

1,105

People Reached

101

Reactions, Comments & Shares

76

Like

69

On Post

21

Love

16

On Post

2

Comments

1

On Post

2

Shares

2

On Post

77

Post Clicks

44

Photo Views

0

Link Clicks

NEGATIVE FEEDBACK

0

Hide Post

0

Hide All Posts

0

Report as Spam

0

Unlike Page

Reported stats may be delayed from what appears on posts

Analytics - Social Media

What do they like to see?

Excitement
for our
Eagles!



Holden R-III School District

October 2, 2020 · 🌐

It's HOMECOMING, Holden! 🦅💙📣🎉👑

👏 Congratulations to the students who have been nominated for Homecoming Court. 🎉👑

👑 Prince, Princess, King, & Queen will be crowned during halftime at the varsity football game tonight versus Lafayette County.

#goeagles

#holdeneagles

HOMECOMING COURT
QUEEN NOMINEES



GARYCIE
HANDLEY



EMILY
MILLSTEAD



KEASTIN
REDHAR



SAVANNAH
THOMPSON

HOMECOMING COURT
KING NOMINEES



DANIEL
TRYLOR



ANDREW
CATRON



COLBY
DAVIDSON



ANDREW
HYATT

HOMECOMING COURT
PRINCESS NOMINEES



MEGAN
DANK



ASH
WHIMSLEY



JOLEE
BARRON



ALI
LES



CAMILLE
DAVIDSON



ALYSSA
WOUGH

HOMECOMING COURT
PRINCE NOMINEES



ISAAC
BELL



LOGAN
YODER



CHARCE
ASCOPRA



JOSH
TRYLOR



RECO
JENKINS



WALLY
WALKER

Performance for Your Post

2,577

People Reached

220

Reactions, Comments & Shares

127

Like

49

On Post

44

Love

11

On Post

2

Angry

2

On Post

37

Comments

2

On Post

10

Shares

10

On Post

893

Post Clicks

654

Photo Views

0

Link Clicks

NEGATIVE FEEDBACK

0

Hide Post

0

Hide All P

0

Report as Spam

0

Unlike Page

Reported stats may be delayed from what appears on posts



Holden Activities

@Activities_HHS

Lady Eagles are Conference Champs!!!



6:54 PM · Oct 22, 2020 · Twitter for iPhone

3

Retweets

1


Quote Tweet

19

Likes

Communications Planning

Intentional & timely.

		2020-21 Editorial Calendar		FB Facebook T Twitter I Instagram W Website A App	E Email C Call D Digital Sign X Text	
	Date	Holidays/Events	Title	Medium	District or Building?	
	Week of 11/15/2020					
SU	11/15/2020					
M	11/16/2020		This Week @ Holden 11.16.2020	FB	District ▼	Posted
			Updated Virtual Assignment Handbooks link	W	High School ▼	Posted
			Updated Virtual Assignment Handbooks link	W	Middle School ▼	Posted
			New Pick-up procedures HES	X	Elementary ▼	Posted
			COVID-19 Positive msg to families	E	Middle School ▼	Posted
T	11/17/2020		#stayhealthyholden post re: home screening	FB	District ▼	Posted
W	11/18/2020					
R	11/19/2020		Thanksgiving Break reminder	FB, T, W	District ▼	Posted
			COVID-19 Positive msg to families	E	Middle School ▼	Posted
F	11/20/2020		Thanksgiving Break reminder	C, X, E	District ▼	Posted
			Distance Learning Survey, Parents Sem1	E	▼	Posted

Did I meet
my goals?

2020-2021
GOALS

- More video!
I was able to produce a larger video project for Veterans Day & tackle some livestreams.

The image shows a YouTube playlist titled "Veterans Project 2020" by Holden R-III School District. The playlist is public and has 9 videos with 145 views, last updated on Nov 12, 2020. The description reads "Holden R-III celebrates our veterans." with a Texas flag emoji. The playlist contains five visible videos:

- Veterans Project Introduction** (1:42) - Holden R-III School District. Status: WATCHED.
- Holden High School Concert Choir performs the National Anthem** (1:23) - Holden R-III School District.
- Veterans Project Volume 1 - Sam Raber** (6:51) - Holden R-III School District.
- Veterans Project Volume 2 - Ray Briscoe** (7:27) - Holden R-III School District.
- Veterans Project Volume 3 - Andrew Wakeman** (6:38) - Holden R-III School District.

Did I meet
my goals?

2020-2021
GOALS

**MOOGEGA
COOPER**



AWARDS:

NASA Group
Achievement Award
(2012), Drexel
University 40 Under 40
Award (2015)


BORN: 1985




- Creative campaigns to engage students on both Twitter and Instagram.

With the help of intern, Faith McDaniel, we posted every day in February again on Instagram, this time with Black History Month info - and last summer we hosted Soaring Summer again as well!

*"I knew then
and I know
now, when it
comes to justice,
there is no easy
way to get it."*



**CLAUDETTE
COLVIN**



Did I meet
my goals?

2020-2021
GOALS

- Push notifications from our mobile app.
Didn't have time to address this yet, but it is still on my list!

ATTENTION PARENTS & GUARDIANS!



Want to receive
text alerts from
Holden R-3?

Text "Yes"
to 67587



2021-2022 GOALS



- Push notifications from our mobile app.
- Weekly series posts on Instagram with content from teachers and staff. Possibly venture into Instagram Stories...
- More video! (always)

2021-2022 GOALS



- Develop a monthly Staff Newsletter
- Get back among the students!

One last thing...

MOSPRA/NSPRA

Conferences & webinars throughout the year. This community is invaluable! Luckily I applied for and received a scholarship which will help offset the cost of my attendance to the national seminar this summer.

School Communications Pros Discussion Page

Private group · 1.5K members



Bekki Currier

In observance of Martin Luther King, Jr. Day, there is No School Monday, January 18, 2021.

Courage /'kərij/: the ability to do something that frightens you; strength in the face of pain or grief.



It would be difficult to find someone who hasn't had multiple obstacles thrown in their path in the past year; multiple times when courage was required. The things we have collectively experienced have shaped us.

Be proud of the strength you show during adversity, and know it helps those around you to carry on as well.

#holdeneagles



"Courage is an inner resolution to go forward despite obstacles."



MARTIN LUTHER KING, JR.

Like · Reply · 3h



3



Meagan Charese

Bekki Currier This is amazing. I literally just deleted the post I was going to make in favor of borrowing this! AMAZING!

Like · Reply · 2h