Communications and Engagement during and after COVID-19

May 7, 2020
THIS WEBINAR WILL cover the following areas:

- Dealing and reflecting with the new challenges and digital transformation
- Keeping district employees motivated during a time of uncertainty and protect morale
- Maintaining a two-way dialogue to keep the trust of families and the community
- Dealing and overcoming the biggest challenges in your district and community
- Planning for the 2020-21 school year post the COVID-19 pandemic
PERRY BERRY, ED. D., SUPERINTENDENT
Queen Creek USD
pberry@qcusd.org

STEPHANIE INGERSOLL, DIRECTOR OF PUBLIC RELATIONS
Queen Creek USD
singersoll@qcusd.org

DR. CHERRYL PAUL, SUPERINTENDENT
Sacaton ESD
CPaul@sacatonschools.org
OUR PRESENTERS

DR. LEEANN AGUILAR-LAWLOR, SUPERINTENDENT
Cartwright ESD
leeann.lawlor@csd83.org

VERONICA SANCHEZ, DIRECTOR OF COMMUNICATIONS AND COMMUNITY ENGAGEMENT
Cartwright ESD
veronica.sanchez@csd83.org

MICHAEL A. PENCA, SUPERINTENDENT
Flagstaff USD
mpenca@fusd1.org

ZACHERY FOUNTAIN, DIRECTOR FOR COMMUNICATIONS AND PUBLIC RELATIONS
Flagstaff USD
zfountain@fusd1.org
FOCUS AREA 1

ADAPT TO THE FALLOUT OF THE COVID-19 PANDEMIC AND CHANGE COMMUNICATION STRATEGIES TO KEEP EMPLOYEES AND FAMILIES INFORMED AND UPDATED
Who we are?

- Cartwright is 16,000 plus students strong (K-6, K-8 Middle Schools)
- District is located in the heart of Maryvale – a landlocked community
- 92% Hispanic
- Low-income, high minority, high Spanish speaking community
- Motto – “One Team Una Familia”
Expanded communications with:

- Weekly message to staff and parents from Superintendent
- Relied heavily on parental feedback and Spanish functions on Facebook & website
- Surveyed parents on how they wanted to stay informed
- Food distribution was a big need – nearly 500,000 students fed
- SEL tips were just as important as academic online learning
HOW WAS YOUR SCHOOL BOARD INVOLVED IN THE CONVERSATION OR DECISION-MAKING?

WHAT WERE YOUR CHALLENGES AND LESSONS LEARNED?
Expanded communications with:

- Governing Board
- Administration
- Team Members
- Families
- Greater Flagstaff Community

Value in coordination:

- Incident Command
- Layered messaging practices
- Expanded reach
Tactics:

- Regular updates
- Multi-platform messaging
- Accessiblity
- Digital Hub example
  - Online platform
  - Printed resources
HOW WAS YOUR SCHOOL BOARD INVOLVED IN THE CONVERSATION OR DECISION-MAKING?

WHAT WERE YOUR CHALLENGES AND LESSONS LEARNED?
FOCUS AREA 2

HOW TO KEEP DISTRICT EMPLOYEES MOTIVATED DURING A TIME OF UNCERTAINTY AND PROTECT MORALE
Ongoing regular communication through Zoom including Q&A using Slack:

- Students – Google Classroom
- Families – website, phone calls, meal service and weekly learning packet delivery
- Board members are kept informed daily/weekly

Celebrations are communicated during Zoom meetings (T-TH) and through district email

- Thankful Thursday to recognize students and staff
- Student Council – Art Contest, Virtual Spirit Week
- Mailed Teacher Appreciation gifts
Virtual Spirit Week!

**Monday**
Take a picture of your crazy sock!
- Sock-it to Coronavirus!

**Tuesday**
Show us your sunglasses!
- The future is bright!

**Wednesday**
Take a picture wearing a hat!
- Hats off to emergency workers!

**Thursday**
Show us your favorite book!
- You don’t have to be 6 feet apart from a book!

**Friday**
Take a picture of you being active!
- Stay fit while in Quarantine!

Share your spirit on social media!
@sesd18yes @SESD_YES @sesd18yes

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**Virtual Spirit Week!**

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**ART CONTEST**
Staff and Students

**ART CONTEST GUIDELINES:**
- Creatively illustrate what “Quarantine, (COVID-19) is...” to you.
- Art entries should be on (8.5 x 11) sized paper.
- Original artwork.

All entries must be submitted to idwninga@gmail/sacaton schools.org by 3:00 p.m. on Friday, May 8, 2020, (NO LATE ENTRIES).

**Winner's Will Receive:**
1st Prize $50.00 Wal-Mart/Sam’s Club Gift Card
(One for Student - One for Staff)

2nd Prize $25.00 Wal-Mart/Sam’s Club Gift Card
(One for Student - One for Staff)

3rd Prize $10.00 Wal-Mart/Sam’s Club Gift Card
(One for Student - One for Staff)

(Winner’s will be announced on or before May 15th)
Challenge:

- Getting technology in the hands of all students / WiFi connectivity
- Student engagement
- Staff learning to use various platforms
HOW WAS YOUR SCHOOL BOARD INVOLVED IN THE CONVERSATION OR DECISION-MAKING?

WHAT WERE YOUR CHALLENGES AND LESSONS LEARNED?
Actions:

- Information sent via email, text, and posted on iVisions
- Staff FAQ
  - Work expectations
  - Employee PayLeave & Absences
  - Health & Safety Childcare
- Letters from the Superintendent
HOW WAS YOUR SCHOOL BOARD INVOLVED IN THE CONVERSATION OR DECISION-MAKING?

WHAT WERE YOUR CHALLENGES AND LESSONS LEARNED?
FOCUS AREA 3

MAINTAINING A TWO-WAY DIALOGUE TO KEEP THE TRUST OF FAMILIES AND THE COMMUNITY
FLAGSTAFF USD

INVESTING IN THEIR WELLBEING, GROWTH AND DEVELOPMENT

• Believe in fully informing all of our stakeholders.
• Structured our socially distanced learning strategies so that teachers and team members are still making contact and that families have resources.
• Participating in updates with area leaders, staff meetings, broadcast meetings, and briefings.
• Implementing special and regular meeting live streaming.
FLAGSTAFF USD

INVESTING IN THEIR WELLBEING, GROWTH AND DEVELOPMENT

• Balance in early days of communication being heavily district oriented and then supporting site based communication.
• Food service options and mobile routes.
• Partnering with service organizations on Navajo Nation.
HOW WAS YOUR SCHOOL BOARD INVOLVED IN THE CONVERSATION OR DECISION-MAKING?

WHAT WERE YOUR CHALLENGES AND LESSONS LEARNED?
SACATON ESD

INVESTING IN THEIR WELLBEING, GROWTH AND DEVELOPMENT

• Families contact us through email, phones, share needs during meal distribution or device pickup
• Requests are also generated through Google classroom and Facebook
• Governing Board members share needs within the community
• Tribal Education Department has provided masks and cleaning products
• Business Partners have contributed food and personal hygiene packages
HOW WAS YOUR SCHOOL BOARD INVOLVED IN THE CONVERSATION OR DECISION-MAKING?

WHAT WERE YOUR CHALLENGES AND LESSONS LEARNED?
FOCUS AREA 4

DEALING AND OVERCOMING WITH THE BIGGEST CHALLENGES IN YOUR DISTRICT AND COMMUNITY
QUEEN CREEK USD

NEW CHALLENGES
DISCOVERED
Ensure high quality instruction
K-8 Google Classroom
9-12 Edgenuity

DEVICE DISTRIBUTION
750 devices handed out

MEAL DISTRIBUTION
Demand is higher than expected
We pivoted and put meal locations at both high schools

STUDENT & EMPLOYEE RECOGNITION
This will look very different
HOW WAS YOUR SCHOOL BOARD INVOLVED IN THE CONVERSATION OR DECISION-MAKING?

WHAT WERE YOUR CHALLENGES AND LESSONS LEARNED?
CARTWRIGHT ESD

CONNECTIVITY/DEVICES FOR HOUSEHOLDS

FOOD DISTRIBUTION
HOW WAS YOUR SCHOOL BOARD INVOLVED IN THE CONVERSATION OR DECISION-MAKING?

WHAT WERE YOUR CHALLENGES AND LESSONS LEARNED?
FOCUS AREA 5

WHAT DOES PHASE TWO POST COVID-19 LOOK LIKE?

EXTENDED STUDENT LEARNING * SUMMER CLASSES * CREDIT RECOVERY * SCHOOL YEAR CALENDAR * DISTRICT FUNDING PRIORITIES * STUDENT ENROLLMENT * KINDERGARTEN ROUND UP * PLUS MORE
SACATON ESD

- Addition of hand sanitizer wall mount stations in high traffic areas
- Continue with remote learning options
- Purchasing thermometers, gloves and masks for staff
- Sanitize classrooms daily, deep clean each Friday – early release days
- Students rotate days physically at school / remote learning
- Gather input from stakeholders to determine next steps
HOW WAS YOUR SCHOOL BOARD INVOLVED IN THE CONVERSATION OR DECISION-MAKING?

WHAT WERE YOUR CHALLENGES AND LESSONS LEARNED?
QUEEN CREEK USD

Maintain Stability

- QCUSD is a growing district
- We have to keep our foot on the gas pedal to maintain that growth
- We are preparing for the 2020-21 school year as planned

Summer School in QCUSD

- Free for QCUSD Students Currently in 9-12
  - Credit Recovery/Grade Enhancement
  - Course Acceleration/Advancement
  - Earn up to 2 credits
  - Title 1 Summer School online as well
HOW WAS YOUR SCHOOL BOARD INVOLVED IN THE CONVERSATION OR DECISION-MAKING?

WHAT WERE YOUR CHALLENGES AND LESSONS LEARNED?
CARTWRIGHT ESD

- Strong leaders produce strong outcomes
- Governing Board support
- New 2020-2021 COVID-19 & post COVID-19 calendar

FLAGSTAFF USD

- Evaluating three options
- Clarifications from ADE
- Digital Learning 2.0
- CDC based safety practices
AZEdNews Scholarships
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High school seniors can enter for a chance to win $500 scholarships!

These new partnerships will provide high school seniors with the opportunity to win $500 scholarships for college-level institutions, including vocational schools and trade schools of their choice.

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