



**STEM SCHOOL**

**HIGHLANDS RANCH**

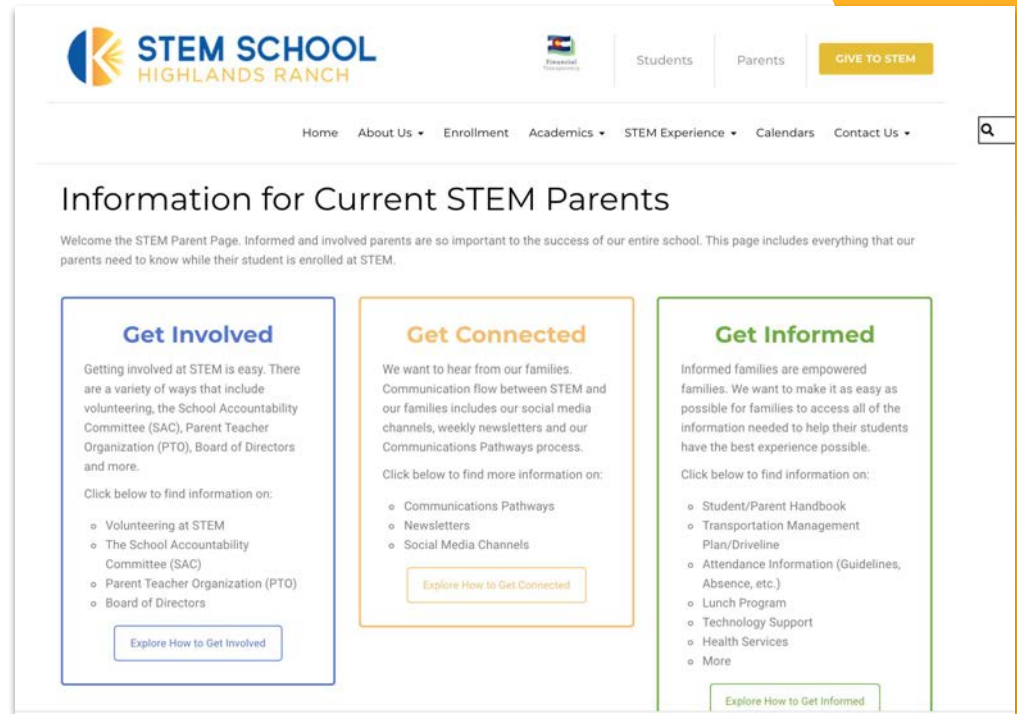
*Never Stop Innovating*

# **Back-to-School Parent Info Session**

**Topic: Getting Connected**

# Parent Website

Your Hub for Parent News,  
Procedures and Policies  
[stemk12.org/parents](http://stemk12.org/parents)



The screenshot shows the parent website for STEM School Highlands Ranch. The header features the school logo, a 'Financial Transparency' icon, and navigation links for 'Students' and 'Parents'. A prominent yellow button labeled 'GIVE TO STEM' is located in the top right. Below the header is a secondary navigation menu with links for 'Home', 'About Us', 'Enrollment', 'Academics', 'STEM Experience', 'Calendars', and 'Contact Us'. A search icon is positioned on the far right. The main content area is titled 'Information for Current STEM Parents' and includes a welcome message. It is divided into three columns: 'Get Involved', 'Get Connected', and 'Get Informed'. Each column provides a brief overview and a list of resources, with a corresponding 'Explore How to Get...' button at the bottom of each section.

**STEM SCHOOL HIGHLANDS RANCH**

Financial Transparency

Students Parents **GIVE TO STEM**

Home About Us Enrollment Academics STEM Experience Calendars Contact Us

## Information for Current STEM Parents

Welcome the STEM Parent Page. Informed and involved parents are so important to the success of our entire school. This page includes everything that our parents need to know while their student is enrolled at STEM.

### Get Involved

Getting involved at STEM is easy. There are a variety of ways that include volunteering, the School Accountability Committee (SAC), Parent Teacher Organization (PTO), Board of Directors and more.

Click below to find information on:

- Volunteering at STEM
- The School Accountability Committee (SAC)
- Parent Teacher Organization (PTO)
- Board of Directors

[Explore How to Get Involved](#)

### Get Connected

We want to hear from our families. Communication flow between STEM and our families includes our social media channels, weekly newsletters and our Communications Pathways process.

Click below to find more information on:

- Communications Pathways
- Newsletters
- Social Media Channels

[Explore How to Get Connected](#)

### Get Informed

Informed families are empowered families. We want to make it as easy as possible for families to access all of the information needed to help their students have the best experience possible.

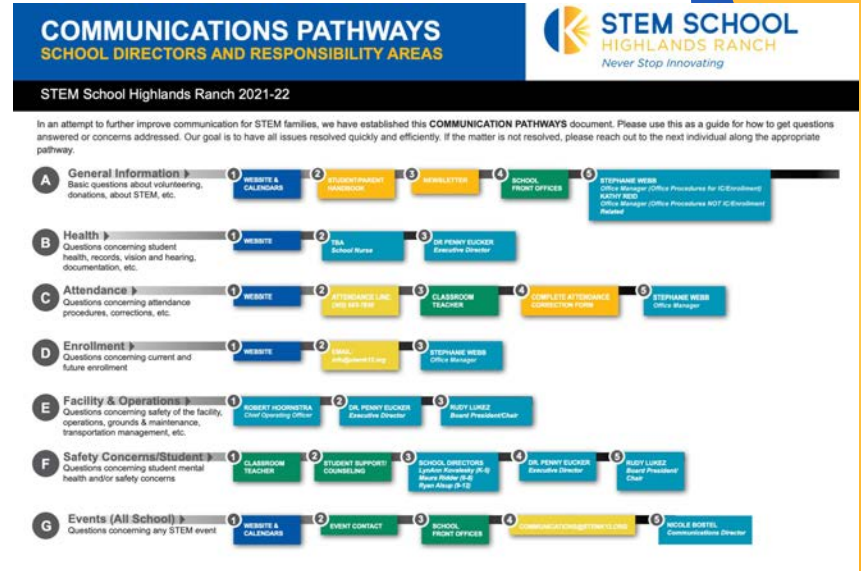
Click below to find information on:

- Student/Parent Handbook
- Transportation Management Plan/Driveline
- Attendance Information (Guidelines, Absence, etc.)
- Lunch Program
- Technology Support
- Health Services
- More

[Explore How to Get Informed](#)

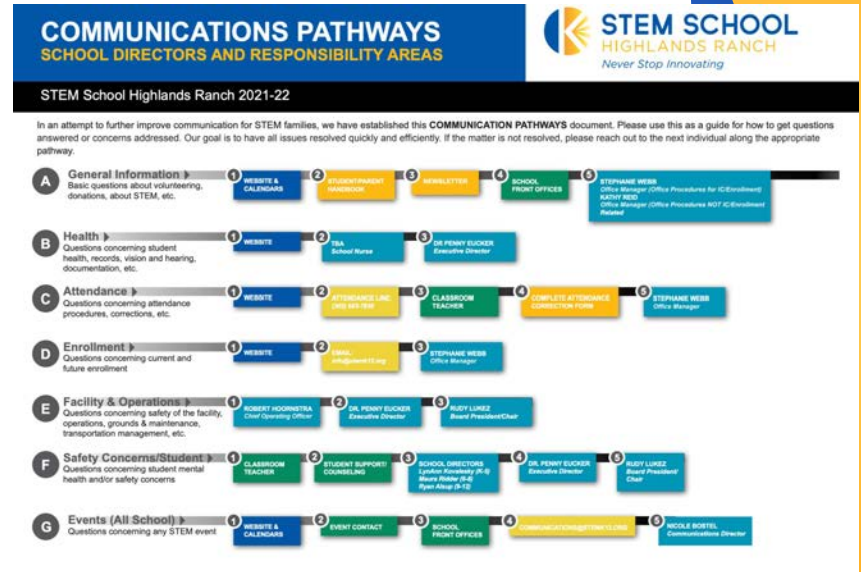
# Communications Pathways

- The Communications Pathways document can be found on our Get Connected section of our Parent page, or on our Contact Us page.
- Outlines a variety of topics that we get each year and who to contact, in what order.
- The Communications Pathways was an initiative created by our School Accountability Committee.



# Communications Pathways

- Our goal is to have all issues resolved quickly and efficiently.
- Jumping the pathway could result in a delay in getting a response.
- Staff have 72 hours to respond back to families.
- If the matter is not resolved, please reach out to the next individual along the appropriate pathway.



# Communications Pathways

- If there is something that is not identified on the Communications Pathways, please either email [communications@stemk12.org](mailto:communications@stemk12.org) or complete the STEM Feedback Form located on the Contact Us page.
  - <https://stemk12.org/contact/>
- Please keep in mind that at the start and end of each semester, the workload for school staff increases so please allow for patience.
- Teachers are not required to respond during the day when they are teaching.

# Communications at STEM

The communications team at STEM manages all communications efforts for STEM School Highlands Ranch. The team develops STEM's messaging direction and strategy, maintains and expands the Communications Plan, communicates to both internal and external audiences, responsible for all promotion of events, coordinates media interviews and conducts media training, and so much more.

# Communications Team



Nicole Bostel

Director of Communications

[nicole.bostel@stemk12.org](mailto:nicole.bostel@stemk12.org)  
[communications@stemk12.org](mailto:communications@stemk12.org)

Office: P-Tech Building

Responsible for: Overall messaging for STEM, Website, Board and Leadership Team Communications, Event Approvals



Jeff Maher

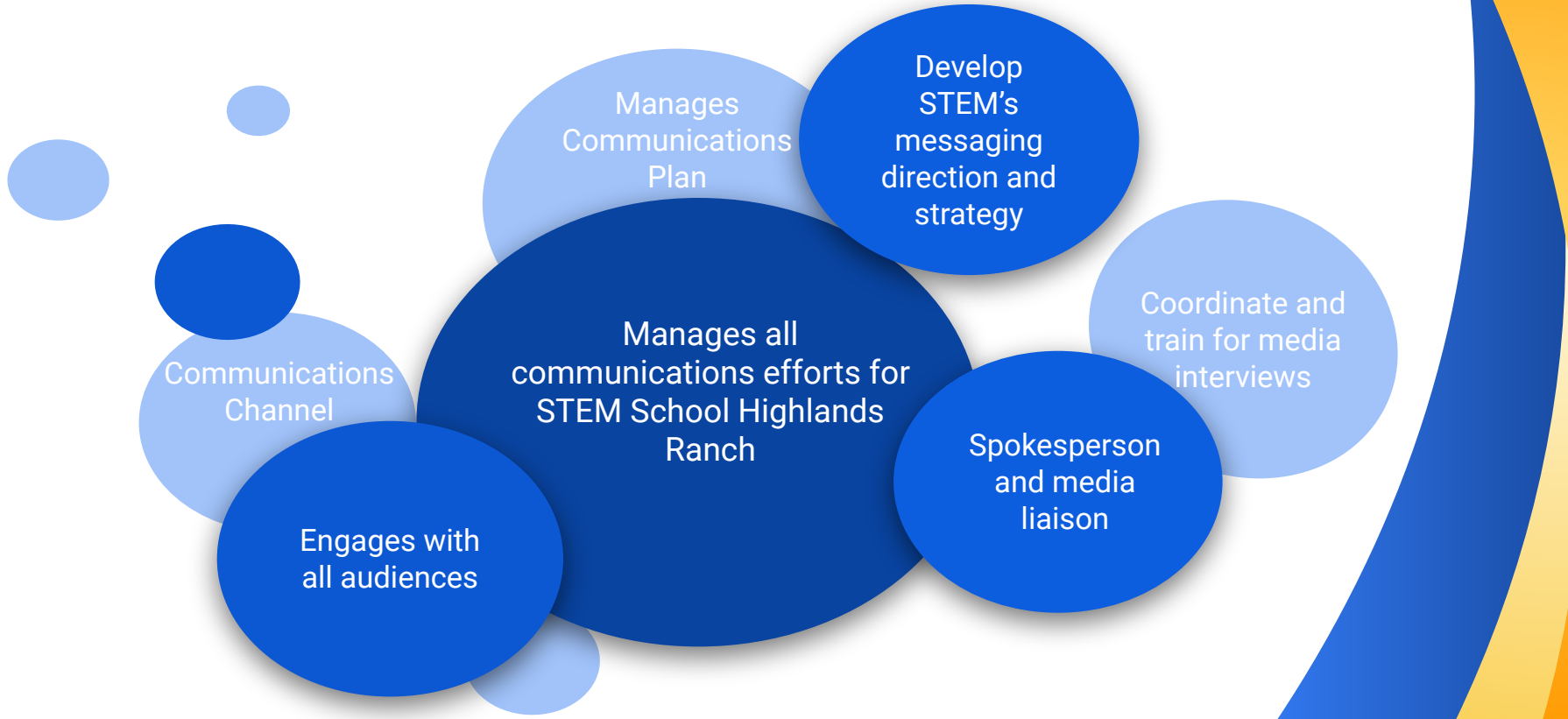
Communications Manager

[jeff.maher@stemk12.org](mailto:jeff.maher@stemk12.org)  
[communications@stemk12.org](mailto:communications@stemk12.org)

Office: P-Tech Building

Responsible for: Social media content/analytics, multimedia content development, Website, Media Training

# Roles and Responsibilities





# Audiences and Platforms

## INTERNAL AUDIENCES

- Students
- Staff and Teachers
- STEM Board of Directors
- Leadership and Administration

## EXTERNAL AUDIENCES

- Parents
- DCSD Board of Education
- Prospective Employees and Families
- Peer Schools
- Parent Organizations
- Industry Partners/Business Organizations
- Elected Officials
- Civic Groups/Neighborhood Associations
- Colleges/Universities
- Media Members/News Outlets

## COMMUNICATIONS CHANNELS

- Stemk12.org
- Social Media
  - Facebook
  - Twitter
  - Instagram
  - YouTube
  - LinkedIn
- Newsletters
  - Staff
  - Parent
  - Student (grades 6-12)
- Infinite Campus/School Messenger
- Advertisements
- Media Stories

# How to Collaborate with us

## Communication, Communicate, Communicate!

- Working with STEM Communications is easy. Involving STEM Communications early is the key to a successful event or message. The STEM team will help with strategy, best practices and navigating STEM's internal procedures.
- Have news that you'd like to share with the STEM community, click the button below to access our Share Your Good News Parent Submission Form.
  - Find the form here:  
<https://stemk12.org/about-us/communications-at-stem/>

# How to Stay in the Know

- All information will be posted to our website
- Each Friday parents will receive the Weekly Parent Newsletter
  - Emails are downloaded from IC each week.
  - Parents can subscribe:  
<https://lp.constantcontactpages.com/su/ybYtY5c>
- News and Highlights will be subsequently posted to our Social Media sites
- You will only receive IC/School Messenger notifications in the event there is an Emergency, or a message of a timely nature that cannot wait until the Parent Newsletter on Friday.

# Parent Newsletter

The Parent Newsletter includes:

- Dr Eucker's Weekly Message
- STEM School-Wide News/Initiatives
- Elementary News/Updates
- Secondary News/Updates
- Athletics and Enrichment (NEW!)
- Social and Emotional Supports
- STEM Center for Strength
- PTO and SAC News

Archives of all Parent Newsletters are on the Get Connected section of the Parent Page



# Social Media

- STEM is on Facebook, Twitter, Instagram, Youtube and LinkedIn. Check us out!
- Parents can get connected with other parents via their student's Class Page on Facebook
  - Links to those Parent Class pages will be posted to our Get Connected section of the Parent page this week.
  - Please note: Fellow STEM Parents are a great resource for getting your questions answered and for learning best practices. However, information does change so please consider reaching out to us as well.

# Best Practices

1. If you have questions, please use the Communications Pathways to start.
2. Email [communications@stemk12.org](mailto:communications@stemk12.org) if the Communications Pathways does not apply.
3. Complete the STEM Feedback Form if needed.

***We are here for you!***