



STEM SCHOOL
HIGHLANDS RANCH

Never Stop Innovating

STEM Communications 2022-23 Plan

STEM Admin Meeting - July 28, 2022

How the Plan is Developed

- The Communications Team meets at the end of each school year to review what was done and to begin planning for the next school year.
- Retreat includes the following:
 - SWOT Analysis of the Communications team and current plan
 - Development of the next school year's Communications Plan as well as theme.

Communications Planning

- SWOT Analysis
 - Strengths
 - i. Strong creative content creation
 - ii. Positive Community and Staff Engagement
 - iii. Great collaboration between STEM, PTO, SAC and BOD
 - Weaknesses
 - i. Strategic Plan Communications focus throughout the year
 - ii. Not complete buy-in to Staff Culture changes
 - iii. New admin team to start the school year slowed building of trust (this improved as the year went on)

Communications Planning

- SWOT Analysis
 - Opportunities
 - i. P-TECH, Career Discovery and Concurrent Enrollment
 - ii. Athletics
 - iii. New STEM Leadership/Organizational Structure is clearer
 - Threats
 - i. Declining enrollment
 - ii. Teacher/Staff Retention and Attrition
 - iii. Civil Court Cases
 - iv. Mill/Levy Not passing

Communications Plan Purpose

STEM School Highlands Ranch is committed to open, honest and ongoing communication with our internal (staff and students) and our external (families and community partners) audiences. We understand that maintaining a two-way conversation with our audiences is essential for building relationships and trust. This plan is a working document and we welcome feedback as the year progresses.

- The Communications Plan is intended to:
 - Foster strong relationships through clear and timely communication with all audiences.
 - Provide a framework for how clear and concise communication will be developed and communicated.
 - Outline a communications program that directly helps achieve our strategic goals

Communications Audiences

Internal Audiences

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

External Audiences

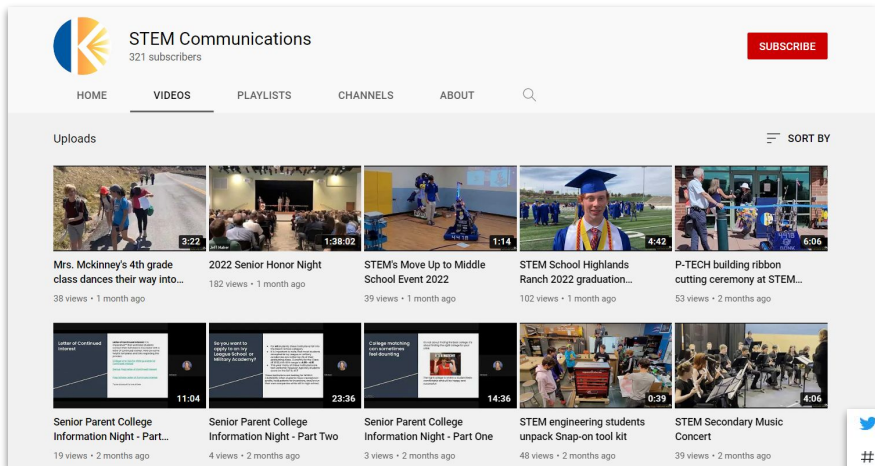
- Parents
- DCSD Board of Education
- Prospective Employees and Families
- Peer Schools
- Parent Organizations (PTO/SAC)
- Industry Partners/Business Organizations
- Elected Officials
- Civic Groups/Neighborhood Associations
- Education Institutions
- Media Members/News Outlets

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
- More

Communications Channels

5,892 followers



The YouTube channel page for STEM Communications shows 321 subscribers and a red 'SUBSCRIBE' button. The navigation bar includes links for HOME, VIDEOS, PLAYLISTS, CHANNELS, and ABOUT. The 'Uploads' section displays a grid of 10 video thumbnails with their titles and view counts. The videos include: 'Mrs. McKinney's 4th grade class dances their way into...', '2022 Senior Honor Night', 'STEM's Move Up to Middle School Event 2022', 'STEM School Highlands Ranch 2022 graduation...', 'P-TECH building ribbon cutting ceremony at STEM...', 'Senior Parent College Information Night - Part...', 'Senior Parent College Information Night - Part Two', 'Senior Parent College Information Night - Part One', 'STEM engineering students unpack Snap-on tool kit', and 'STEM Secondary Music Concert'.

STEM Communications
321 subscribers

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

Uploads SORT BY

Mrs. McKinney's 4th grade class dances their way into... 38 views • 1 month ago

2022 Senior Honor Night 182 views • 1 month ago

STEM's Move Up to Middle School Event 2022 39 views • 1 month ago

STEM School Highlands Ranch 2022 graduation... 102 views • 1 month ago

P-TECH building ribbon cutting ceremony at STEM... 53 views • 2 months ago

Senior Parent College Information Night - Part... 19 views • 2 months ago


Senior Parent College Information Night - Part Two 4 views • 2 months ago

Senior Parent College Information Night - Part One 3 views • 2 months ago

STEM engineering students unpack Snap-on tool kit 48 views • 2 months ago

STEM Secondary Music Concert 39 views • 2 months ago

367 subscribers



The Facebook page for STEM School Highlands Ranch shows 5,892 followers. The page features a cover photo of students forming the word 'STEM' on a grassy field. The left sidebar includes a 'Manage Page' section with links to Meta Business Suite, Inbox, Planner, Publishing tools, Insights, News Feed, and Business Apps. The main content area displays the school's profile, including its name, location, and a 'Contact Us' button. Below the profile, there is a 'Facebook Post Insights' section.

STEM School Highlands Ranch

5,892 followers

Manage Page

Meta Business Suite

Inbox

Planner

Publishing tools

Insights

News Feed

Business Apps

Home

News Feed

STEM School Highlands Ranch

@STEMSchoolHighlandsRanch

Public School

Contact Us

Facebook Post Insights

952 followers



The Twitter profile for STEM School Highlands Ranch shows 952 followers. The profile includes a header with the school's name and a bio that describes the school as an innovative, free, public, charter learning community. The profile also features a 'Follow' button and a list of tweets. The tweets include a tweet from Douglas County School District and a tweet from Governor Jared Polis.

STEM School Highlands Ranch

@stemshighlandsranch

We are an innovative, free, public, charter learning community that exists to innovate K-12 education to prepare students for an exponentially changing world.

Education Highlands Ranch, CO STEMK12.org Joined August 2011

134 Following 952 Followers

Tweets Tweets & replies Media Likes

STEM School Highlands Ranch Retweeted Douglas County School District @dcosk12 · Jul 16

Apply for Free and Reduced Lunch for the 2022-2023 school year! For the past two years, the USDA provided school waivers that provided free meals to students. Now there's a return to paid meals. DCSD encourages...

Governor Jared Polis

Communications Channels



LinkedIn Jobs ▾ STEM School Highlands Ranch Worldwide 🔍

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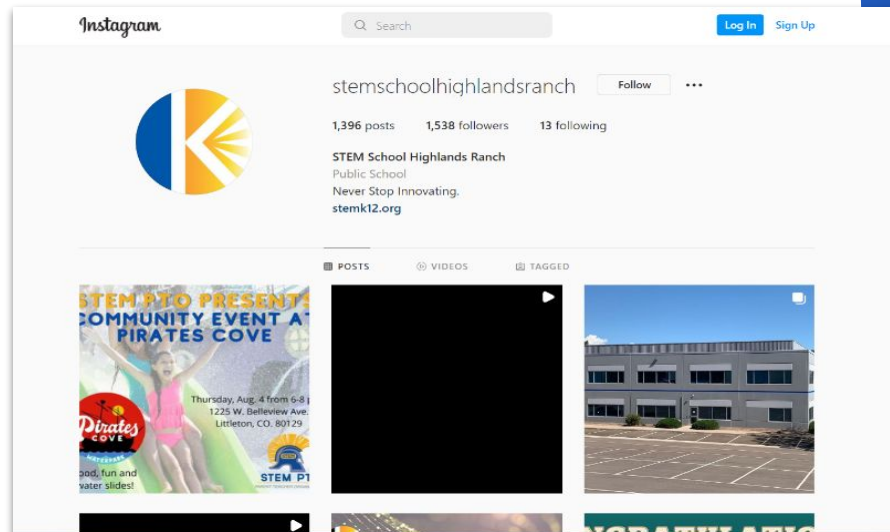
STEM School Highlands Ranch
Education Administration Programs
Highlands Ranch, Colorado · 711 followers
Never Stop Innovating.

[View all open jobs](#)
[View all 87 employees](#)

[See alumni](#) [Follow](#)

Overview Alumni

810 followers



Instagram Search Log In Sign Up

stemschoolhighlandsranch Follow ...

1,396 posts 1,538 followers 13 following

STEM School Highlands Ranch
Public School
Never Stop Innovating.
stemk12.org

POSTS VIDEOS TAGGED

STEM PTO PRESENTS
COMMUNITY EVENT AT
PIRATES COVE

Thursday, Aug. 4 from 6-8
1225 W. Bellevue Ave.
Littleton, CO, 80129

Good, fun and
water slides!

1,552 followers

Communications Analytics - Facebook

	# of Posts	Links	Photos	Status	Videos
2020-21	526	75	313	100	71
2021-22	613	82	361	41	123

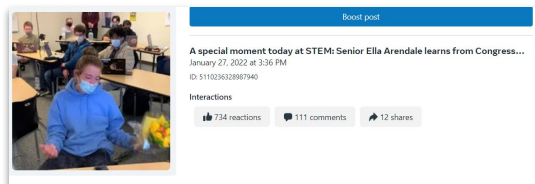
Reach/Post Clicks/Post Reactions (average numbers)

	Links	Photos	Status	Videos
2020-21	671/62/29	862/84/32	851/158/29	893/124/23
2021-22	461/24/2	892/86/32	732/69/12	808/99/39

Communications Analytics

Top performing Facebook Posts of the 2021-22 School Year

Ella Arendale accepted to USAF (video)



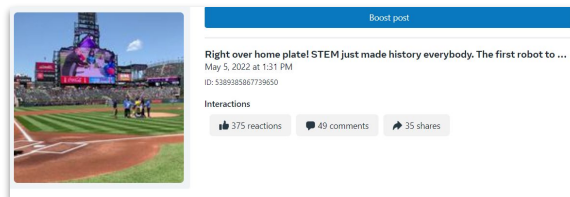
Reach – 8281 Post clicks – 1275
Post reactions - 734

STEM statewide rankings (link)



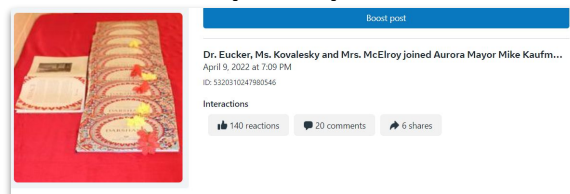
Reach – 3386 Post clicks – 408
Post reactions - 241

STEM students toss first pitch at Coors Field (video)



Reach – 4764 Post clicks – 638
Post reactions - 375

STEM admin participate in Darshana event (photo)



Reach – 3201 Post clicks – 205
Post reactions - 140

Communications Analytics

STEM Video View Counts

*STEM
Communications
team goal for
2021-2022 was
100,000 views.

	2020-21	2021-22
YouTube	86,008 (505/video) (*STEMmy the puppet anomaly – 63,648 views)	11,819 (83/video)
Facebook	45,077 (429/video)	54,057 (435/video) (+19% overall views)
LinkedIn	460 (153/video)	4,378 (59/video) (+851% overall views)
Instagram	14,674 (248/video)	15,565 (195/video) (+6% overall views)
Twitter	5,888 (245/video)	14,238 (233/video)(+141% overall views)
Total	152,107 views	100,148 views*

Communications Analytics

2021-22 Top Performing Videos

VIDEOS	VIEWS
Ella Arendale accepted to USAF	9,835
STEM students toss out first pitch at Coors Field	6,069
STEM Senior Honor Walk	3,623
STEM's Halloween costume parade	2,302
Deputy Gabe reads to kids	1,642

STEM viewership across the world



United States	Brazil	Argentina	
Japan	Italy	South Korea	Netherlands
United Kingdom	Russia	Algeria	Jamaica
Phillippines	Turkey	Ireland	Saudi Arabia
India	Germany	Spain	Guam
Indonesia	Iraq	New Zealand	Kenya
Canada	Bangladesh	Panama	Northern Mariana Islands
Australia	Pakistan	Kazakhstan	South Africa
Thailand	Israel	Brunei	France
Malaysia	United Arab Emirates	Romania	Hong Kong
Vietnam	Mexico	Venezuela	
Singapore	Laos	Kyrgyzstan	

***STEM content is being viewed in 45 different countries**

***Jumped from 24 countries during the 2020-2021 school year**

***STEM content was only seen in Colorado during the 2019-2020 school year**

2022-23 Communications Plan

Roles - Leadership & Administration Team

The School's Leadership & Administration Team guides all communication efforts with assistance from the Communications Team (Director and Manager).

Communications efforts include messaging on SWOT (strengths, weaknesses, opportunities and threats), adherence to policy, promoting engagement and relationship building, etc.

It is a team effort!

2022-23 Communications Plan

Roles - STEM Leadership/Administration Team

- LynAnn Kovalesky, Executive Director
- Amie McElroy, Elementary School Director
- Maura Ridder, Middle School Director
- Ryan Alsup, High School Director
- Dr. Jistine Harrison, Director of Student Support
- Michelle Gasser, Professional Development Director
- Sean Kavanaugh, K-8 Dean
- Parag Patel, 6-12 Dean
- Robert Hoornstra, Chief Operating Officer
- Mike Pritchard, IT Director
- Mallory Jimenez, School Nurse
- Star Ake, CPA, Chief Financial Officer
- Melanie Fitzroy, Enrichment Coordinator
- Nicole Bostel, Director of Communications

2022-23 Communications Plan

Roles - Communications Team

- The School's Communications Team is responsible for providing direction and strategy for messaging that is desired by the Leadership Team.
- The team will provide advice and counsel on best practices, as well as the best communications channels to use to disseminate information.
- The Director of Communications will serve as the spokesperson for the school, direct all strategic and policy communications, and all communications planning
- The Communications Manager serving as the back-up spokesperson, creative content developer, social media manager

2022-23 Communications Plan

Roles - Communications Team

Additional areas of focus include:

- Print and digital publications
- Content Development
- Website maintenance and development
- Social media engagement
- Marketing and advertising
- Media Relations and Crisis Communications
- Continued analysis and evaluation of communications functions to identify improvements (feedback)
- Provide media training to staff
- Assist with special projects in relation to PTO, SAC, Board of Directors, etc

2022-23 Communications Plan

Theme for 2022-23 is #IgnitetheSpark

Communication Goals, Objectives and Tactics

- Goal: Adopt and infuse 2022-23 Theme throughout all creative content (#IgnitetheSpark)
 - Objective: Get staff, student and community buy-in for our 2022-23 School Year Theme
 - Tactic: Create graphics for video, social media, TV screens, Newsletters and more.
 - Get with support to add the hashtag to email signatures
 - Tactic: work with Teacher Support Team to infuse theme into PBLs throughout the school year
 - Tactic: work with the Building Directors to infuse the theme into their communications and interactions with students, staff and families.
 - Tactic: Student & staff profiles at each level throughout the year

2022-23 Communications Plan

Theme for 2022-23 is #IgnitetheSpark

Communication Goals, Objectives and Tactics

- Goal: Demonstrate STEM's improvements to the work culture
 - Objective: Create/share up to one post a week that demonstrates #IgnitetheSpark #STEMStrongerTogether #STEMStaffSpartans.
 - Tactic: Create print/photo/video content that documents the work that Teacher Support is implementing with Teacher On Boarding
 - Tactic: Create print/photo/video content that documents that work that Teacher Support is implementing with Professional Development/Coaching
 - Tactic: Capture and share engaging real-time content of staff-wide events that help to build positive culture
 - Tactic: Use #IgnitetheSpark and #STEMStaffSpartans with all posts that demonstrate this (help with analytics tracking)
 - Tactic: Use #STEMStrongerTogether as it relates to May 7th, community gathering, support of our community, staff and students, etc.

2022-23 Communications Plan

Theme for 2022-23 is #IgnitetheSpark

Communication Goals, Objectives and Tactics

- Goal: Showcase student achievement, engagement, success and school pride.
 - Create/share up to one post a week that demonstrates #IgnitetheSpark, #STEMSpartans
 - Tactic: Share and create content around student internships
 - Tactic: Share and create content around student awards
 - Tactic: Share and create content around STEM's athletic department
 - Tactic: Share and create content around the creative arts (music, art and theatre)
 - Tactic: Share and create content around Enrichment Clubs/Activities
 - Tactic: Expand plan around connecting with STEM Alumni

2022-23 Communications Plan

Theme for 2022-23 is #IgnitetheSpark

Communication Goals, Objectives and Tactics

- Goal: Promote STEM School Highlands Ranch as the premier place for students to attend school; with a specific focus on STEM Secondary to help boost enrollment
 - Objective: Develop marketing materials to help increase enrollment for the 2022-23 School Year.
 - Tactic: Create evergreen content that can be used for marketing purposes on social media
 - Tactic: Create printed collateral that can be used to pass out at community events
 - Tactic: Create a group of interested staff members and students who can help to promote STEM at community events throughout the year.
 - Tactic: Identify the education reporters at each media outlet to build the relationships needed to promote the school. (create a media contact list)

2022-23 Communications Plan

Theme for 2022-23 is #IgnitetheSpark

Communication Goals, Objectives and Tactics

- Goal: Support fundraising efforts for STEM
 - Objective: Create/share one creative content element once a month on how financial ways to support STEM.
 - Tactic: Highlight efforts by DCSD to get a Bond/Mill Levy on the ballot and to get it passed in order to get more staff/teacher funding
 - Tactic: Create/share content that helps to promote STEM PTO's annual giving campaign STEMGives.
 - Tactic: Create/share content that helps to promote Colorado Gives Day, end-of-the-Year giving, Santa Gift Card Program, etc.
 - Tactic: Post/share content that shows gratitude to the community following fundraising efforts and celebrate goals that are met.

Questions?

The background features a white upper half and a lower half composed of flowing, organic shapes in shades of orange and blue. A thick blue band curves across the middle, with a lighter orange band visible beneath it on the right side.