

Back-to-School Parent Info Session

Topic: Getting Connected

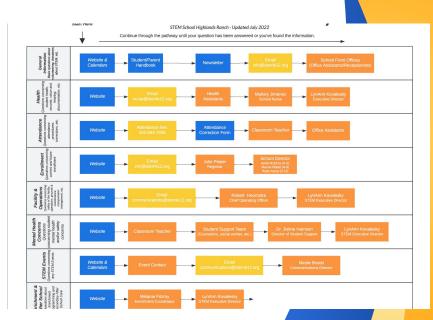
Parent Website

Your Hub for Parent News, Procedures and Policies stemk12.org/parents



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 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

communications@stemk12.org

Office: P-Tech Building

Responsible for: Overall messaging for

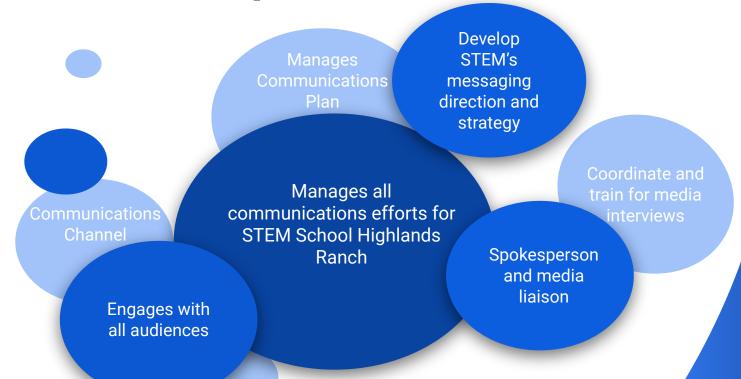
STEM, Website, Board and Leadership

Team Communications, Event Approvals



Jeff Maher
Communications Manager
jeff.maher@stemk12.org
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

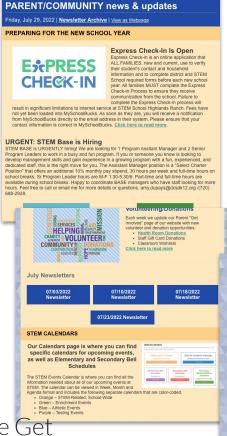
- All information will be posted to our website
- Each Friday parents will receive the Weekly Parent Newsletter
 - Emails are downloaded from IC each week.
 - Parents can subscribe:
 - https://lp.constantcontactpages.com/su/ybYtY5c
- News and Highlights will be subsequently posted to our Social Media 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:

- Message from our Executive Director
- STFM 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



SCHOOL NEWS AND UPDATES

Each Friday we send out three newsletters to our various stakeholder groups (parents/community students and staff). Parents are automatically signed up for our newsletter using the information provided in Infinite Campus. People can also sign-up for the newsletter using our sign-up form and an find archives via the Get Connected page on the Parent Page. Newsletters are sent through

Since we are a K-12 school, there is a lot of information that gets shared with our community each week. In order to be as efficient as possible with our limited resources, we break up the newsletter nto specific sections to organize the information as best as we can for our families. For Elementary specific news, please click on the Elementary News/Updates section. For Secondary (6-12)-specific news, please click on the Secondary News/Undates section



Elementary News/Updates

In this week's Elementary News, you can find information about: · Placard Pick-Up

- . Kindergarten Spartan Launch Sign-Up Elementary Spartan Launch
- Information

Click here to read more



Secondary News/Updates

In this week's Secondary News, you can find nformation about

- Secondary Spartan Launch Information Message from the High School
- · Secondary Schedule Information

Click here to read more

Upcoming Events

- . Monday, Aug. 1 Schedule Changes for Missing and required classes opens
- Monday, Aug. 1 (12-1 p.m.) Welcome Back to School Zoom Webinars Driveline Tuesday, Aug. 2 (12-1 p.m.) - Welcome Back to School Zoom Webinars - Getting Informed.
- . Tuesday, Aug. 2 (5:30-7 p.m.) STEM BOD Meeting (High School Commons) Wednesday, Aug. 3 (10-11 a.m.) - Prospective Parent Building Tour (Secondary School
- Wednesday, Aug. 3 (11 a.m.-12 p.m.) Math Placement Assessment (Secondary Front Office)
- Wednesday, Aug. 3 (12-1 p.m.)- Welcome Back to School Zoom Webinars Getting Connected
- Wednesday, Aug. 3 (1-2 p.m.) Math Placement Assessment (Secondary Front Office)
- Thursday, Aug. 4 (12-1 p.m.) Welcome Back to School Zoom Webinars Getting Involved.
- Friday, Aug. 5 (12-1 p.m.) Welcome Back to School Zoom Webinars The STEM Experience . Monday, Aug. 8 - Spartan Launch (Grades 1-12) (See News/Updates Section for more
- Tuesday, Aug. 9 FIRST DAY OF SCHOOL Grades 1-12 Tuesday, Aug. 9 (8 a.m.-2:30 p.m.) - School Picture Day
- Tuesday, Aug. 9-Thursday, Aug. 11 Kindergarten Spartan Launch (See News/Updates)
- Wednesday Aug. 10 (8 a m =2:30 n m) = School Picture Day Wednesday, Aug. 10 (10-11 a.m.) - Prospective Parent Building Tour (Secondary School
- Thursday, Aug. 11 (7:30-9 a.m.) TEM PTO Parent Coffee (STEM Center for Strength)
 Friday, Aug. 12 KINDERGARTEN FIRST DAY OF SCHOOL
- . Friday, Aug. 12 (8:30-9:30 a.m.) Kindergarten Parents Tissues and Tears (ES Cafeteria)

Click here for the STEM Events Calendar



STEM PTO Event at Pirates Cove, August 4

SAVE THE DATE! Join us on Thursday, Aug. 4 at. Pirates' Cove for a STEM PTO Community Event. This is a great opportunity to meet others in the STEM Community before the school year gets underway. The event is from 6-8 p.m., and the whole park will be reserved for the STEM Community. More

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.

STEM School Highlands Ranch Class of 2022	CO STEM School HR - Parents of Class 2023	STEM School Highlands Ranch Class of 2024	STEM School Highlands Ranch Class of 2025
TEM HR Parents of Class of 2026	STEM School Highlands Ranch Class of 2027	STEM HR Parents of Class 2028	STEM HR Parents Of Class of 2029
			STEM School HR Class of 2029
STEM School HR Class of 2030	STEM class of 2031	STEM Highlands Ranch Class of 2032	STEM Highlands Ranch Class of 2033
STEM School Highlands Ranch Class of 2034	STEM School Highlands Ranch Parents and Community		

Best Practices

- 1. If you have questions, please use the Communications Pathways to start.
- 2. Email <u>communications@stemk12.org</u> if the Communications Pathways does not apply.
- 3. Complete the STEM Feedback Form if needed.

We are here for you!