



**STEM SCHOOL**

**HIGHLANDS RANCH**

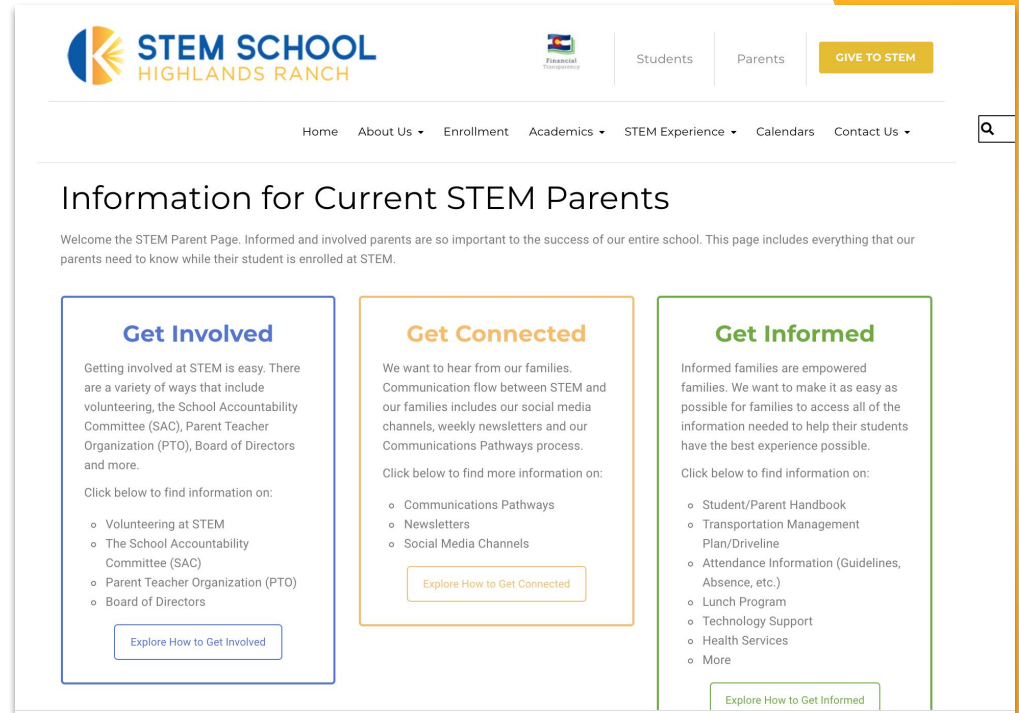
*Never Stop Innovating*

# **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 includes 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 bar with links for 'Home', 'About Us', 'Enrollment', 'Academics', 'STEM Experience', 'Calendars', and 'Contact Us'. A search icon is positioned on the far right of this bar.

## 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](#)

# Back-to-School Hub

Visit the Back-to-School Hub to find out all the important information to prepare for the first day of school.

<https://stemk12.org/back-to-school-2024-25-information-hub/>

Email [info@stemk12.org](mailto:info@stemk12.org) with any questions.

## Back to School – 2024-25 Information Hub



📅 July 16, 2024 📁 Athletics News, Elementary News, High School News, Home Page, Middle School News, Parent News, School News, Student News 👤 by Nicole Bostel

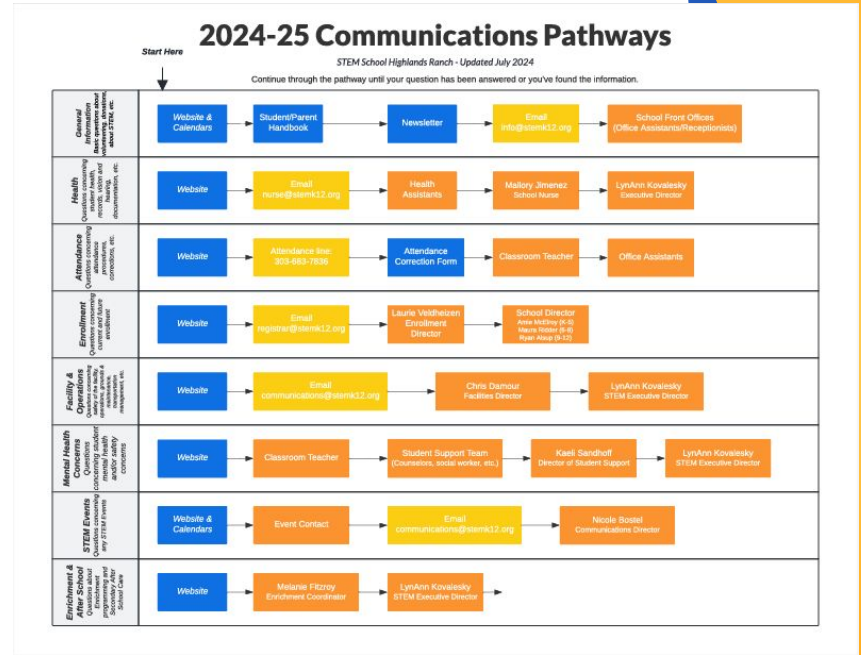
School Starts on Tuesday, Aug. 6

# Express Check-In Update

- DCSD Express Check-In is open and we are asking all families to complete this step (Phase One) by Monday, Aug. 5.
  - If having difficulty with DCSD Express Check-In, please call DCSD IT. We cannot help with this part.
- STEM's Express Check-In (Phase Two) was emailed on Saturday, July 27.
  - Email includes the STEM Express Check-In Google Form
  - Please complete by Monday, Aug. 5.

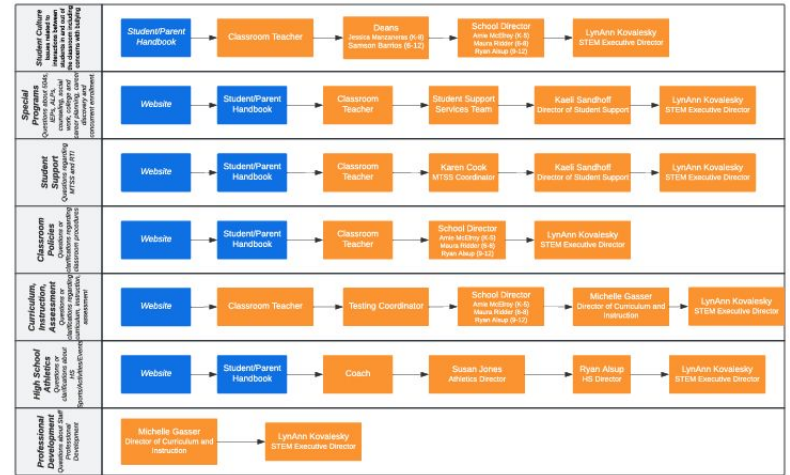
# Communications Pathways

- 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.

# STEM Feedback Form

Have feedback for the leadership and/or administration at STEM School Highlands Ranch? [Complete this form](#) so that we can log your feedback and get it to the appropriate person. This will assist us in adequately addressing and responding to all feedback.

Please do not use this form to submit any concerns related to mental health concerns as submissions are not checked on a 24-hours basis.



# Need Translation or Interpretation Services

Parents with limited English proficiency have a right to be provided oral and/or written information in a language they can understand about any program, service, or activity that is provided to parents who are proficient in English (i.e., parent-teacher conferences, language assistance programs, special education meetings and consents, grievance procedures). Parents also have a right to access language assistance.

Families who need translation services need to complete the Request for Language Assistance Form.

[Click here to learn more about Translation and Interpretation Services at STEM.](#)

# Need Translation or Interpretation Services

## Argo Translations and Website Tools

To support our families' translation needs, STEM utilizes Argo Translation. It is an on-demand service with interpreters available in 230+ languages. We also can access video interpretation for American Sign Language (ASL). This tool can be accessed at parent-teacher conferences, special education, and other formal program meetings, and settings across the school.

[Click here to learn more about Argo Translation](#)

Families can install Browser Extensions to assist with translations of websites. Browser Extensions include:

- [Google Translate](#) (Chrome Browser)
- [Microsoft Translator](#) (Microsoft Edge Browser)
- [Firefox Translation Add-On](#) (Firefox Browser)

These are all built-in tools for translation support.

# Need Translation or Interpretation Services

## GTranslate Option on the Stemk12.org Website

The stemk12.org website now has a feature that allows for families to select the language they need the website translated into. Click on the US flag in the top menu of the website and choose the language that you need. The flag is also located in the lower left-hand corner of the page. On a mobile browser, the flag will be in the lower right-hand corner.

# 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

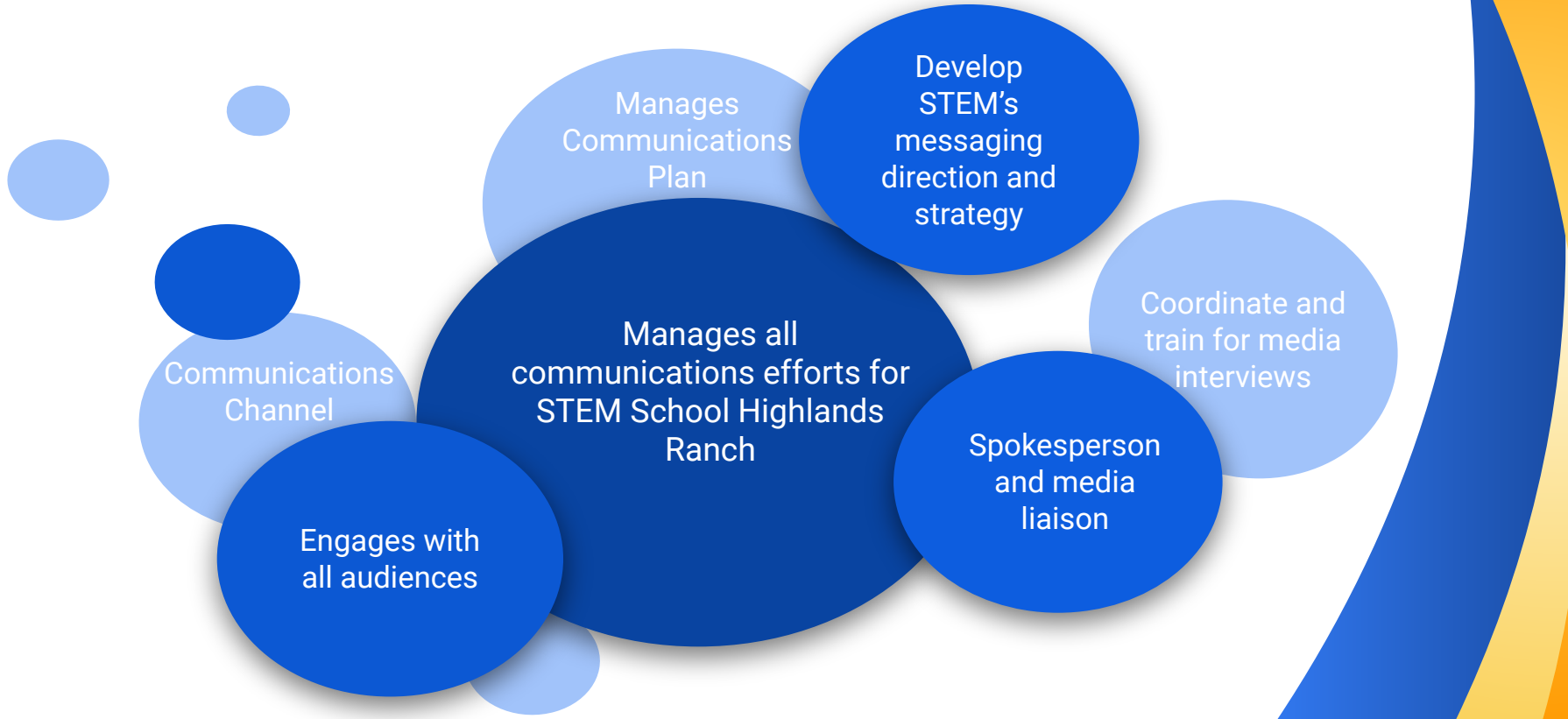
Responsible for: Overall messaging for  
STEM, Website, Board and Leadership  
Team Communications, Event Approvals

TBA

Communications Manager

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

- Each Friday parents will receive the Weekly Parent Newsletter
  - Emails are downloaded from IC each week.
  - Parents can subscribe at:  
<https://stemk12.org/parents/get-connected/>
- News and Highlights will be subsequently posted to our Social Media sites and to our website
- You will only receive IC/Finalsite notifications in the event there is an Emergency, or a message of a timely nature that cannot wait until the Parent Newsletter on Friday.
- PikMyKid Emergency Notifications - Please make sure you have the app installed on your phone.

# Why do we communicate this way?

- Efficiency
  - K-12 school and we have many families who have students in multiple grade levels.
  - Our goal is to communicate through defined pathways so that all families know how to receive the information and not get overwhelmed.
- Best practices in the industry
- [End-of-Year Survey results](#)

# Parent Newsletter

The Parent Newsletter includes:

- Message from our Executive Director
- STEM School-Wide News/Initiatives
- Elementary News/Updates
- Secondary News/Updates
- Athletics and Enrichment
- PTO and SAC News

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

The screenshot displays the STEM School website's parent newsletter page. At the top, there are navigation links for 'SHARE', 'TRANSLATE', and 'ACCESSIBILITY'. The main content area is divided into several sections:

- Table of Contents:** Lists links for 'STEM School-Wide News and Updates (K-12)', 'STEM PTO Pool Party This Weekend!', 'Athletics Camps and Fall Sports Registration', 'Enrichment News and Registration', and 'Do You Love STEM?'
- Weekly Parent Newsletter:** A featured section for 'Friday, July 26, 2024' with a background image of pencils.
- STEM School-Wide News and Updates (K-12):** A section for 'STEM PTO Pool Party This Weekend!' with a background image of a pool party.
- Back to School Information Hub:** A section providing information for the start of the school year.
- Elementary News/Updates:** A section for 'Elementary News/Updates' with a background image of a chalkboard.
- Secondary News/Updates:** A section for 'Secondary News/Updates' with a background image of a 'STEM SCHOOL NEWS' sign.

Each news section contains a list of upcoming events and updates, such as 'Welcome Message from Mrs. McElroy', 'Medication Drop-Off and Driveline Placard Pick-Up', 'STEM PTO Pool Party', 'Welcome Back-to-School Parent Zoom Webinars', and 'Secondary School Schedule Change Make-Up Day'.

# Social Media

- STEM is on Facebook, X, 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's Social Media Channels

Like Us on  
Facebook

[Click here](#)

Follow Us on X

[Click here](#)

Like Us on  
Instagram

[Click here](#)

Like Us on  
YouTube

[Click here](#)

Like Us on  
LinkedIn

[Click here](#)

## STEM Community Facebook Pages (Parent-Moderated and Managed)

STEM School Highlands Ranch  
Class of 2025

STEM School Highlands Ranch  
Class of 2026

STEM School Highlands Ranch  
Class of 2027

STEM School Highlands Ranch  
Class of 2028

STEM School Highlands Ranch  
Class of 2029

STEM School Highlands Ranch  
Class of 2030

STEM School Highlands Ranch  
Class of 2031

STEM School Highlands Ranch  
Class of 2032

STEM School Highlands Ranch  
Class of 2033

STEM School Highlands Ranch  
Class of 2034

STEM School Highlands Ranch  
Class of 2035

STEM School Highlands Ranch  
Class of 2036

STEM School Highlands Ranch  
Class of 2037

STEM School Highlands Ranch  
Parents and Community

# Best Practices

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

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