Rewind to June of 2021. We all thought COVID was in our rearview mirror, we had a new superintendent and we were excited to finally begin a school year with a sense of normalcy. We didn’t have to search far to get feedback from our constituents. The comments in every Facebook post, results of every survey and every conversation we had with employees or parents showed us loud and clear trust and support for our district were compromised at every level throughout the COVID pandemic. It was time to remind everyone we are all on the same team and have the same goal and it was time to start working together as one team. We implemented a districtwide theme of One Team STPPS to give a sense of ownership and responsibility to everyone and to maintain a consistent message across our district. Research has shown that our employees and students are the most trusted source of information for families. Our district isn’t a building or logo. It’s made up of people. What better way is there to humanize the district than to focus on the people on our team? In a review of communication from the school level, we observed school communication did not align with district communication. We had to all work together as One Team STPPS to tell our story and build back our brand.

Goals
- Build team thinking among employees, students, families and community.
- Consistent message throughout the school year at all levels.
- More and better content from schools- they tell their own story in their own voice.
- Empower all stakeholders to be brand ambassadors and cheerleaders for our district.

Strategy
Logos, print materials, decorations and other graphic elements were created and used in a wide variety of ways throughout the school year to clearly communicate the message and theme One Team STPPS. We integrated the theme, logo and hashtag across all social media channels. We kept the theme going internally with weekly emails to employees from the superintendent, monthly meetings with principals and posted consistent messages on social media, enewsletters, grassroots, and through traditional media.

To maintain consistent communication with all 55 of our schools, we provided challenge sheets for schools each month with picture and video challenges to align their communication with the district level plans. Our monthly content strategy differed based on that month’s “challenges” and specific events. Schools do not have their own social media, but they send pictures and videos to one address in our department and we handle to content and lead like a news desk- determining where and how to use it.

Results
- School created content sent to us increased by 387% compared to the previous school year thanks to buy-in from employees district-wide to act as content curators and storytellers at their schools.
- Engagement and video views have increased on every social media platform compared to previous years.
- Our social media footprint continues to expand as STPPS has the largest Twitter (7,744), Facebook (41,047) and Instagram (9,716) following of any school system in the state of Louisiana.
- Our followers have increased by over 3,000 since the end of last school year.
- STPPS’s Instagram following has grown 69% since COVID began.
- Earned media coverage has increased exponentially as a result of providing more relevant leads from schools.
- In November, we passed a millage renewal in the midst of COVID unrest and facemask controversies.
- The One Team STPPS theme is still consistently used at the district level, school level and classroom level late into the school year.
- Formal survey results are not in yet, but employees, families and community members have been more positive in social media comments and feedback we are able to get.

Following up on the success of this initiative, we are planning next year’s theme and communications plan to follow a similar formula to build on the momentum this theme has created. We plan to further train employees on communications strategy and hold classes to train employees to help improve their video and photography skills.
Each year the school system communication messaging and initiatives reflect the district theme. The theme is visible throughout the school year from the Superintendent and School Board’s communications all the way to the classroom level. The theme serves as an expectation for all members of the school system and provides a consistent message that is delivered throughout the year. Logos, print materials, decorations and other graphic elements were created and used in a wide variety of ways throughout the school year to clearly communicate the message and theme One Team STPPS.

The One Team STPPS theme was announced to administrators at our annual Administrators Conference. Decorations and activities reinforced the theme and were designed so schools could replicate them to help incorporate the theme at the school level.
Social Media Examples

The hashtag #OneTeamSTPPS was used on every social media post during the 2021-2022 school year.

Even if not directly mentioning the One Team STPPS theme, the concept of teamwork is incorporated whenever possible. This is an example post of our schools reopening after Hurricane Ida.
February Challenge Sheet
Picture and Video Ideas
All of the ideas listed below can be submitted as photo(s) or video(s). Use this as a guide and be as creative as possible.
Submit Photos and Videos: news@stpsb.org

FEBRUARY CHALLENGES
Teaching and Instruction
☐ Show your teachers, paras and other educators in action.
  • e.g. personal interaction, using technology, innovative practices, etc.
☐ Take a video of employees explaining why they like teaching or working at your school and in STPPS.

Graduating Class of...
☐ Print the "Class of..." sign and have students fill in the year they will graduate high school (a guide for years is included with the sign). Take a picture of the student holding the sign.

Inside the Classroom
☐ Engaging and creative lessons and activities at your school.
  • e.g. experiments, STEM, active learning, CTE, etc.

HOLIDAYS/EVENTS
Black History Month
☐ Show how your school is celebrating Black History Month with programs, essays, art, etc.

February 7-11 School Counseling Week
☐ Share pictures or videos of the great things your school counselor does to help students.

February 14: Valentine's Day
☐ Print the "I ♥ My School" sign and have students and employees write what they love about your school. Take a picture of the student or staff member holding the sign.

Mardi Gras
☐ Pictures and videos of your school celebrating the carnival season
  • e.g. Mardi Gras theme lessons, participating in community parades, school parades, making shoebox floats and artwork, etc.

ONE TEAM STPPS
Awards and Achievements
☐ Student or employee awards and achievements.

Team STPPS In Action
☐ Students or employees collaborating or working together as a team.

Family and Community Connections
☐ Internships, business partnerships, career days, tutoring, mentorships, students volunteering in community, etc.

Submit Photos and Videos: news@stpsb.org
November Challenge Sheet
Picture and Video Ideas

All of the ideas listed below can be submitted as photo(s) or video(s). Use this as a guide and be as creative as possible.

Submit Photos and Videos: news@stpsb.org

NOVEMBER CHALLENGES

Student Support

☐ Show how your school provides support for students to help them succeed in the classroom and life.
  • e.g. enrichment, counseling, PBIS, tutoring, etc.

School Spirit

☐ Students and staff feeling a sense of belonging.
  • e.g. pep rallies, school competitions, field day, festivals, etc.

Community Connections

☐ Contributions to the success and wellbeing of our entire parish.
  • e.g. food drives, volunteers, students helping in the community, etc.

Inside the Classroom

☐ Engaging lessons and activities.
  • e.g. experiments, STEM, active learning, learning outside.

HOLIDAYS/EVENTS

November 11: Veterans Day

☐ Students celebrating Veterans through projects or school-wide activities (Please send before November 12)

November 13: World Kindness Day

☐ Students or staff doing small or big gestures of kindness.

November 25: Thanksgiving

☐ Print the "I am thankful for" sign and have students and staff write what they are thankful for. Take a picture of the student or staff member holding the sign.

ONE TEAM STPPS

All Month: Fall Learning

☐ Lessons including Thanksgiving, fall decorations, outside learning, etc.

Awards and Achievements

☐ Student or employee awards and achievements.

Team STPPS In Action

☐ Students or employees collaborating or working together as a team.

Community Connections

☐ Students using donated school supplies, business partnerships, students volunteering in community, etc.

Submit Photos and Videos: news@stpsb.org