2021-22 Gold Medallion Award Submission

LET’S BE BSD CAMPAIGN

ENTRY CATEGORY: Marketing Communication Campaign

Shellie Bailey-Shah, Public Communications Officer
Karla Barrett-Curtis, Bilingual Management Secretary
Colin Elliot, Videographer
Melissa Larson, Communications Specialist
Christina Mackin, Community Resource Coordinator
Johanna Shrout, Volunteer Coordinator
Sean Van, Graphic Designer
Kara Yunck, Communications Coordinator

STAFF SIZE: 8
DISTRICT SIZE: Over 25,000 Students
Synopsis

Like in many school districts, the 2020-21 School Year was a tumultuous time for the Beaverton School District (BSD). Our students and staff started the year in remote learning and were not given the opportunity to return to school until April 2021. At that time, half of our students chose to return in-person under strict COVID-19 protocols and half remained online. The system was disjointed, and everyone – students, parents and staff – struggled. Our school board election in May was contentious and divisive over issues of Critical Race Theory, sex education and parents’ rights, garnering national media coverage. And the district’s anti-bias, antiracist work came under fire, again, attracting national media attention.

Surveys conducted with parents and staff in Spring 2021 pointed to dissatisfaction and angst in the system. We saw parents attack educators - and vice versa – on social media. Both parents and staff fired off anger emails to the school board, superintendent and senior leadership team. Our district had become almost unrecognizable. Simply put, the joy in education seemed to have disappeared.

As our Communications & Community Involvement team gathered in June 2021, we identified improving staff and community morale as our number one priority. During the coming school year, we would need to find a way to turn the page and re-center the district’s efforts on educating students, supporting their social and emotional well-being, and promoting goodwill with all our stakeholders. We needed a reminder of who we were collectively and what principles we stood for.

The “Let’s Be BSD” campaign was born – a concerted effort to identify, promote and model the values that are paramount to our identity as the Beaverton School District. To do this, we put in place a plan to leverage intentional branding, deliberate storytelling and an unapologetic focus on joy.

**LET’S BE BSD 2021 TIMELINE**

**JUNE**
- June 16: Staff retreat for reflection & brainstorming; surfaced the idea for Let’s Be BSD campaign
- June 21: Logo development
- June 22: Sourcing of B-lets

**JULY**
- July 2: Idea for video with original song

**AUGUST**
- August 5-24: Video filming
- August 16-20: Audio recording & mixing of original song
- August 25-27: Video editing
- August 29: B-lets arrive; assembly begins
- August 30: Distribution of postcards & B-lets to all employees

**SEPTEMBER**
- September 1: Launch video
- September 8: First day of school
- September - Present: Video & social media campaign
Summary: Research

As employees of Communications & Community Involvement Department, it is our job to have a pulse on what our students, parents, staff and community are feeling on a wide range of issues. We evaluate several inputs of information: social media, emails to the superintendent and district leadership team, public comments to the school board, surveys, media coverage and daily interactions with stakeholders. In Spring 2021, the issue of low staff and community morale was undeniable.

Parent and staff surveys in April and May bore that out.

Survey Question for BSD Parent: I feel welcome and accepted at my child’s school.

![68% Agree or Strongly Agree vs. 32% Disagree or Strongly Disagree]

Survey Question for BSD Staff: There are opportunities for my voice to be heard in school/department decisions.

![79% Agree or Strongly Agree vs. 21% Disagree or Strongly Disagree]

Survey Comments:

“Morale is at an all-time low across employee groups and the lack of trust is increasing.” - BSD Administrator

“Right now, I see the relationship between administration and teachers/students to be adversarial.” - BSD Teacher

“Appreciate your educators. We don’t feel like you care. Truly. Morale is TERRIBLE!” - BSD Teacher

Without a change in morale, we worried about several issues:

- How would students, parents and staff react to returning to in-person instruction under strict COVID-19 guidelines in the fall?
- Given that our current superintendent would be retiring in June 2022, would the district be able to attract suitable superintendent candidates?
- Would the community support the passage of a $723-million proposed bond in May 2022?
Summary: Planning

From our brainstorming session in June 2021 (see Additional Supporting Materials), we set four objectives and developed an action plan for the coming school year.

**OBJECTIVES**

1. **Identify, promote and model 30 traits that describe the kind of school district that we aspire to be.**
   - This branding effort would need to be consistent and noticeable to all stakeholders, especially our employees. We would need to find a means to emphasize the launch so that every staff member was aware of the campaign.
   - We decided to distribute postcards with the Let’s Be BSD logo to every employee. We encouraged staff to display the cards in their classrooms and workspaces. Attached to the cards, we gave each employee a yellow wearable surf cord bracelet. We called them “B-lets” and asked employees to wear them daily to signify our collective commitment to model the identified traits.
   - In addition to our main district hashtag (#BSDtogether), we added a #LetsBe_____ hashtag to our video and social media content, switching out different traits depending on the focus of the content.

2. **Consciously shift the tenor of our social media accounts to joy by focusing posts on student accomplishments, staff collaboration and positive community engagement.**
   - With the introduction of ParentSquare (already scheduled to launch in July 2021), we could move operational messages to an internal communications platform, thereby avoiding the back-and-forth arguments about online vs. in-person instruction, masking, vaccination requirements and the like on our public-facing social media accounts.
   - We made a conscious decision to center students’ needs – academic, social and emotional – in all the efforts that we chose to showcase. The thought was that we could all agree on and support student-centered work.

3. **Make video storytelling the centerpiece of the Let’s Be BSD Campaign.**
   - We took on an ambitious project to produce a music video featuring staff and students from across the district that focused on the diversity of the BSD family. This video would feature a BSD original song – written by an elementary school music teacher, sung by students and audio-mixed by a high school band director. We wanted the video to be fun and engaging.
   - We incorporated the Let’s Be BSD branding into every video produced during the school year by 1) including a fullscreen graphic at the end that focused on a particular trait, and 2) using #LetsBe_____ in every social post across all platforms. (The hashtag also was used in photo posts.)
   - We committed to producing a video focused on each one of our schools (54) and programs over the next year. Our team would need to average 2-3 videos per week to meet this goal.

4. **Improve the overall morale of the staff and community and their attitudes toward the district.**
   - In Spring 2022, we will be analyzing new survey data to see if there have been any gains.
**TIMING**
We wanted to launch the campaign with our staff during their inservice week prior to the start of school. That meant the bulk of the work needed to be done over the summer and would require coordinating with some staff and students during the summer break.

**ROLES AND RESPONSIBILITIES**
With just a few weeks to put the campaign together, nearly everyone in the Communications & Community Involvement Department had a part to play.

- **Public Communications Officer**
  - Oversaw the entire Let’s Be BSD campaign, including budget
  - Helped to identify potential Let’s Be BSD stories and make appropriate assignments

- **Communications Coordinator**
  - Produced the Let’s Be BSD music video including the song creation and recording, filming and editing of video, and recruitment and coordination of staff and student participants
  - Along with videographer, tasked with shooting video stories throughout the year
  - Created and scheduled social media content

- **Communications Specialist**
  - Promoted campaign in district newsletter and on ParentSquare throughout the year
  - Created and scheduled social media content

- **Videographer**
  - Developed story ideas for video projects; tracked video projects to ensure one per school/program quota
  - Shoot and edited weekly video stories

- **Graphic Designer**
  - Developed logo and look for Let’s Be BSD campaign
  - Coordinated with vendor to print and assemble Let’s Be BSD postcards and B-lets

- **Management Secretary**
  - Order B-lets; helped to coordination distribution of B-lets

- **Community Resource Coordinator**
  - Helped to coordinate distribution of B-lets

**BUDGET**
Beyond staff time, the following budget was allocated to the Let’s Be BSD Campaign:

- 6000 B-lets: $3,832
- 6000 Printed & assembled postcards: $2690
- 10 Let’s Be t-shirts: $220
- 1 Backing track for music video: $20
# Summary: Implementation

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<thead>
<tr>
<th>STRATEGY</th>
<th>PRIMARY AUDIENCE</th>
<th>CONSIDERATIONS</th>
<th>SCHEDULE</th>
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<tbody>
<tr>
<td>Branding</td>
<td>Students, Parents/Guardians, Staff, Community</td>
<td>The Communications &amp; Community Involvement team brainstormed an initial list of Let’s Be BSD traits. The list was shared with district leaders for feedback. Other staff and students were not part of this process, as it took place during summer break. The words were then incorporated into a word cloud-inspired logo. The colors reflect the official colors of the district.</td>
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<td><strong>B-lets, Postcards</strong> Finding a vendor who could provide affordable surf cords in the quantity needed (6,000) in a short timeframe proved challenging. We eventually ordered them from a Canadian vendor on Etsy. We had to navigate some customs issues. The postcards were designed to have a hanging tab to hold the B-lets. The vendor printed the postcards and assembled the B-lets. Each postcard included a staff message. (See Additional Supporting Materials.) The postcards and B-lets were distributed to all employees across 54 schools and four district facilities. B-lets also were given to school board members and community partners. Throughout the year, B-lets were given to new hires during the onboarding process.</td>
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<td><strong>Music Video</strong> Students, Parents/Guardians, Staff, Community The Let's Be BSD music video launched the campaign to the public. We recruited an elementary school music teacher to write the lyrics to a purchased backtrack. We then recruited students to rehearse and record the song. Special attention was given to doing so within the district’s COVID-19 protocols. Another teacher mixed the audio track. Students also were recruited to be filmed dancing to the song. Special attention was paid to making sure the students reflected the diversity of our student body, both racially and linguistically. We made sure to include students from our LGBTQ+ community and students experiencing disabilities. Staff members from all departments across the district were filmed for the dance sequences, as were representatives from our community partners. Overall, the project required a tremendous amount of time and coordination. The video was distributed on our social media platforms (Facebook, Instagram, Twitter and YouTube) and via ParentSquare and the district newsletter.</td>
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<td><strong>Other Videos</strong> Students, Parents/Guardians, Staff, Community To identify potential stories at each of our 54 schools, our team mines their school newsletters and social media feeds regularly. Our videographer visits schools, looking for untold stories. We also encourage all staff to alert us to interesting, student-centered efforts or activities. We pay special attention to highlighting our anti-bias antiracist (ABAR) work with our community. Videos are distributed via social media platforms, ParentSquare and the district newsletter. We are on track to complete more videos than our established goal for the school year.</td>
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<td><strong>Social Media</strong> Students, Parents/Guardians, Staff, Community Videos and other joy-centered posts are highlighted on our social media platforms (Facebook, Instagram, Twitter and YouTube). Each incorporates the #LetsBe_____ hashtag.</td>
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<td><strong>Crossword Puzzle</strong> Elementary Students Our graphic designer created a Let’s Be BSD crossword puzzle for our elementary school students on the first day of school. (See Additional Supporting Materials.)</td>
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Summary: Evaluation

INDICATORS OF OVERALL SUCCESS

It has been heartening to see an adoption of the Let’s Be BSD campaign by our staff. Staff members posted the Let’s Be BSD postcards with the logo in their classrooms and workspaces. Schools and district departments incorporated the logo in their weekly newsletters; others printed t-shirts; still others adapted the logo for their virtual backgrounds. And we still see employees wear their yellow B-lets months after the distribution.

Our department received positive feedback on the Let’s Be BSD music video, as well. Views from our combined platforms totaled more than 12,400.

“\textit{It’s been wonderful to create something that will impact our whole community and doing so has deepened my appreciation for the work you and your team do. I can only hope that my small contribution can give all of us a positive start for the new school year!}”

- Music teacher who wrote the BSD original song

“The CCI team does it again! MTV may be knocking at the door. Who knew we had a talented team that could produce, direct and choreograph a music video?... Great, positive start to “Let’s Be” ready for all and anything the school year brings.”

- School Board Vice Chair
In regards to social media, the shift to a joy-only posting strategy has been very effective. The back-and-forth arguing and negative criticism on our social media platforms has subsided substantially. Families and staff are still able to receive informational updates, but they are now accessing that information on a closed, non-public-facing platform.

As to the overall impact of the Let’s Be BSD campaign on staff and community morale, the district does not survey these groups until the spring, so we are unable to compare data at this time. Anecdotally, we in the department felt a much more positive start to the school year, and the staff and community reactions to our Let’s Be BSD video storytelling have been overwhelmingly positive. However, morale continues to be impacted by outside factors including unresolved union contract negotiations, mandatory state vaccination requirements for staff, and mandatory state masking requirements for staff and students.

**REFLECTION & FUTURE EFFORTS**

Next year, our district is scheduled to develop a new strategic plan. Rather than introducing a new campaign for just one year, we have decided to continue the Let’s Be BSD effort into the 2022-23 school year. As part of our reflection on the past year, we plan to make a few changes:

- Develop a recognition program to highlight staff members whose work exemplifies one of the 30 Let’s Be BSD traits.
- Reshoot video for the Let’s Be BSD music video, hopefully without masks depending on COVID-19 protocols in Spring 2022.
- Involve the newly hired superintendent in a Let’s Be BSD kick-off event(s) for the district.

**Across all BSD platforms, Let’s Be BSD-Inspired videos has been viewed 176,620 + times**

- **Facebook** | Impressions: 268,322 | Views: 106,270
- **Instagram** | Impressions: 124,919 | Views: 52,077
- **Twitter** | Impressions: 100,459 | Views: (on YouTube)
- **YouTube** | Views: 18,281

In regards to the extended video campaign, we have produced 44 Let’s Be BSD-inspired videos to date; by the end of the year, we are scheduled to produce a minimum of 68 videos. Video-only analytics point to a strong performance (as of February 23, 2022):
Let's Be Supportive

Additional Supporting Materials
Ideas for improving staff morale

- Billboard welcoming staff back to school
- Bi-monthly recognition of great communicators; examples of work
- Pillars of Learning Medallions
  - Every administrator gets one at the beginning of the year and awards within a month to a staff member who exemplifies a Pillar quality; post write-up in Staff Talk, social media with photo
  - Winning staff member then pays it forward by awarding it to another staff member
  - Each medallion has a QR code, people can go online and track the winners
  - Thank you video - staff members read thank you notes from families on camera for the first time, not just teachers. [Example](#)
  - Thank you video - seniors write letters, deliver to staff member who had the most impact on them, recruit seniors in March
  - Videos to humanize staff; example: [Chicago School District](#)
  - Highlight OSEA Scholarship Winners - kids of staff members, May
  - Schedule feeder school gatherings - prizes, competitions

Ideas for improving community morale

- Billboard welcoming back students
- Shift social media accounts to joy-only content; informational messages posted on ParentSquare only
- Shift video work, more student-focused
- New hashtag with accompanying music video
- Hasps/dreams board outside of school
- Thank you to community partners for previous year's support
- More focus on educating kids
- Video idea - kindergarten first day, wears Go Pro, example: [Parkway](#)
- B-Lets bracelets - give to all staff; could we afford to give to students? Charms

New Slogans for Next Year

#StrongerTogether, #forwardTogether, #ComeTogether, #MovingForward, #LearningTogether, #BuildingOurFutureTogether, #BSDUnites, #OneBSD, #TogetherWEAchievoMore, #BelieveAndSucceed, #EveryoneIsALearner, #BelieveInBSD, #BSDBelieves, #WESstandTogether, #WELearnTogether, #WEbelieve, #WEareBeaverton, #WEareReady, #WEareStrongerTogether, #WEcare, #WEbelieve, #WErise, #TogetherWErise #WEcanWEwill, #BSDtogether
LET'S BE BSD
LOGO & ADOPTION

Let's Be

Logo

Let’s Be... BSD!

Welcome back to the 2021-22 school year! We hope that you all had an opportunity to get some much-deserved rest and relaxation.

This year, we’re kicking off our Let’s Be campaign. After more than a year apart, it’s a celebration of who we are as a community. The Let’s Be logo lists words that represent values and attributes that can strengthen our community in service to our students and families. Feel free to save and display this postcard in your workspace.

As a token of our appreciation for all that you do for BSD students and families, please accept this yellow surf-cord bracelet to wear; we call them B-lets. It’s a simple reminder that we’re all committed to the same goal – helping our students belong and thrive.

We wish you a smooth and joyous start to the school year.

Welcome back!

Your Communications & Community Involvement Team

Let’s Be BSD postcard with B-let attached
LET’S BE BSD
LOGO & ADOPTION

Graphic of B-lets

Let’s Be united
Let’s Be BSD campaign | Beaverton School District | 13

Let’s Be BSD
postcards displayed

Virtual background
LET’S BE BSD LOGO & ADOPTION

Let’s Be BSD staff shirt
Communications & Community Involvement team in Let’s Be BSD shirts
LET’S BE BSD MUSIC VIDEO

https://youtu.be/Kbd1soFArig

"Let's Be... BSD"

Come and share your heart today!

Video Analytics | Across all BSD platforms, “Let’s Be BSD” has been viewed 12,410 + times

Facebook | Impressions: 23,534 | Reach: 21,630 | Engagement: 2,531 | Views: 7,221

Instagram | Impressions: 4,294 | Reach: 3,108 | Engagement: 220 | Views: 2,080

Twitter | Impressions: 3,595 | Engagement: 164 | Views: (YouTube)

YouTube | Views: 3,111
Let’s Be BSD
Lyrics

Let’s be fun,
Let’s be joyful.
There is so much to celebrate!

Let’s be kind,
Let’s be respectful.
Come and share your heart today!

Be curious, creative.
Be flexible, innovative.
You could be exactly what we need!

BSD, let’s be
Our best in every way.
Our future starts today!

BSD, let’s be
Learners together.
Let’s be BSD!

Let’s be a team.
Let’s build community.
It all starts with you and me!

BSD, let’s be
Our best in every way.
Our future starts today!

BSD, let’s be
Learning together.
Let’s be BSD!

Let’s be a team.
Let’s build community.
It all starts with you and me!

Be united,
Open-minded.
Be collaborative.
Be imaginative.
Be adventurous.
Be courageous.
Your life is what you make it!

Let’s be a team.
Let’s build community.
It all starts with you and me!

Be curious, creative.
Be flexible, innovative.
You could be exactly what we need!
OTHER LET’S BE BSD VIDEO EXAMPLES

BARNES ELEMENTARY SCHOOL’S GARDEN
https://youtu.be/lMuiF0UJUlQ

INDIGENOUS PEOPLE’S DAY | MADISON LOHR
https://youtu.be/gp1leC8YaK4
OTHER LET’S BE BSD VIDEO EXAMPLES

FARM-TO-CHILD NUTRITION PROGRAM
https://youtu.be/n3BMjYD74jY

ISB INTERNATIONAL DAY OF PEACE
https://youtu.be/-nd7Rm4cToU
OTHER LET’S BE BSD VIDEO EXAMPLES

RALEIGH HILLS’ SELF-PORTRAITS
https://youtu.be/ozRRGVCGSBE

BEAVERTON ACADEMY OF SCIENCE & ENGINEERING
https://youtu.be/QwPjKzZYOKk
OTHER LET’S BE BSD VIDEO EXAMPLES

WESTVIEW CTE STUDENTS SUPPORT STUDENT IN SPECIAL EDUCATION
https://youtu.be/7J3uTIEFAo0
SOCIAL MEDIA

Launch of “Let’s Be BSD” Music Video

Welcome back to the 2021-22 school year! After more than a year apart, it’s time to celebrate who we are as a community. We’re kicking off the year with our “Let’s Be... BSD” music video!

Let’s be learners.
Let’s be united.
Let’s be flexible. See more

Welcome back to the 2021-22 school year! After more than a year apart, it’s time to celebrate who we are as a community. We’re kicking off the year with our “Let’s Be... BSD” music video!
youtu.be/Kbd1soFArig
#BSDtogether

We hope you enjoy this music collaboration by staff, students and community members! Special thanks to Jacob Wimer music teacher Kelly Angle for writing the lyrics to the song, Mount Hood band director Jeremy Zander for mixing the soundtrack and cinematographer Kara Vance for shooting and editing the video.
SOCIAL MEDIA

beavertonsd Watch how parent volunteers get involved in World Read Aloud Day at Bonny Slope Elementary School.
#BSDtogether
#LetsBeInvolved

beavertonsd The McKinley Elementary community surprised principal Aki Mori with a huge yard sign today to express their appreciation for all of his hard work and dedication to McKinley staff, students and families. “He has been an amazing leader, has showed a countless amount of support, and been a cheerleader for both the students and staff throughout all of the uncertainty this year. We couldn’t do what we’re doing to support kids without him!”
#BSDtogether
#LetsBeThankful

beavertonsd National Dwarfism Awareness Month
October is National Dwarfism Awareness Month. We want to introduce you to Julian Worsham, a first grader at Bethany Elementary, and the community of people who are supporting him with a one-of-a-kind gift.
#BSDtogether
#LetsBeInspiring
SOCIAL MEDIA

beavertonsd This photo warmed our hearts! It shows an older brother & an older sister walking their siblings to their first day of kindergarten. Way to be responsible & caring!

#BSDtogether
#LetsBeResponsible
#LetsBeCaring
@barneselementaryschool

beavertonsd Every year, the Beaverton School District Transportation Department conducts a donation drive for families in need. This year's "Fill the Bus" event was the most successful yet! Drivers collected hundreds of bags and boxes filled with food, toiletries, blankets and clothing. The items were delivered to our community partner, the Beaverton Resource Center. Thank you, drivers!

#BSDtogether
#LetsBeGiving
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Crossword puzzle for first day of school
Let's Be Learners!