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 of 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 *Leading the Way.*

The Leading the Way branding includes 7 “Power Up Words” as an extension of the theme. These are things we are committed to work with our stakeholders to do to make sure we are leading the way to student success each month as a district and in our schools, we focus on one power up word and implement our *Leading the Way* branding efforts around that theme. This has helped keep schools remain engaged and extended the shelf life of our theme.
The **Leading the Way** 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. Lego shapes were used to reinforce the concept of building leadership skills.
Each month, a challenge sheet was provided to schools with ideas for how schools can use the *Leading the Way* and power-up word of the month. This created consistent messaging at the district level and across all 55 schools.

## NOVEMBER CHALLENGE

### ACHIEVE

**ALL MONTH**

**LEADING THE WAY**

- **Achieve:** Send pictures and videos of students and employees explaining something they have accomplished or achieved.
- **I’m Thankful for...** Send pictures and videos of students and employees holding a Thankful sign and explaining why they are thankful.

**INSIDE THE CLASSROOM**

- **THIS IS Learning:** Send pictures and videos of engaging classroom lessons. Explain what the students are learning and how they are learning it.

**AROUND YOUR SCHOOL**

- **Positive School Vibes:** Send pictures and videos of happy students and employees (smiling, funny faces, jumping, laughing, having fun).
- **Building Connections:** Send pictures and videos that show parent and community involvement at your school.

### WEEKLY FOCUS

**WEEK OF NOVEMBER 4**

- **Saluting Veterans:** Send pictures and videos of students and employees thanking veterans (to use for Veterans Day the next week).
- **ELA Learning:** Send pictures and videos of the most innovative and interesting ELA lessons taking place at your school.
- **“Did you know?”** Send videos of students telling a FUN fact (ex. “Tigers have striped skin, not just striped fur” or “Did you know apples float on water? They really do! It’s because apples are made 25% of air”).

**WEEK OF NOVEMBER 11**

- **I’m Thankful for...** Send pictures and videos of students and employees holding a Thankful sign and explaining why they are thankful.
- **Quotes:** Send videos of students or employees saying their favorite quote.
- **STEM Learning:** Send pictures and videos of the most innovative and interesting STEM lessons taking place at your school.

**WEEK OF NOVEMBER 18**

- **Thanksgiving:** Send pictures and videos of Thanksgiving activities and learning.
- **Social Studies Learning:** Send pictures and videos of the most innovative and interesting ways students are learning social studies at your school.
- **Eye Spy School Pride:** Send pictures and videos of how students, employees, parents or community members show their school pride and explain why they are proud of their school.

### TROUBLESHOOTING TIP

Are you receiving error messages when trying to put videos in the video folder? Don’t worry! You aren’t the only one.

Here’s a helpful tip that has worked: Place your video(s) in a compressed (zip) folder by right clicking on it. Then, drag the zip file over to the video folder and it should work.

### TO SUBMIT CONTENT

Please email photos and explain how it tells your school’s story to [news@stpsb.org](mailto:news@stpsb.org).

Format: JPG, 300 dpi (resolution) preferred, label photos with school and event in file name

Please copy videos to the VIDEO folder on the S: Drive. Rename the video file with the name of your school and the subject of the video. Copy and paste or drag and drop the file into the folder. **NOTE:** YOU CANNOT OPEN THE FOLDER. Once you upload videos to the S: Drive, please remember to email [news@stpsb.org](mailto:news@stpsb.org) with a description as well.

### QUESTIONS? PROBLEMS?

You can access our COMMUNICATIONS TOOLBOX ON MOODLE for helpful tips and tricks. If you have questions about content or if you have problems submitting content, please email [news@stpsb.org](mailto:news@stpsb.org).
All school and district administrators were given Leading the Way shirts to wear at school and in the community.

Each school was given a *Leading the Way* sign to extend the branding to the school and classroom levels. The compliance and creativity has been incredible and helped maintain compliance and momentum.
Social Media

We integrated the theme, logo and hashtag #STPPSLeads across all social media channels. We focused on using school generated content consistently.

Facebook Profile Picture Frame

More Examples #STPPSLeads:
www.facebook.com/stppschools
www.twitter.com/stppschools
www.instagram.com/stppschools
These are examples of theme related graphics used in Powerpoints throughout the year in presentations to community groups, employees, parent groups and students.

“You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make.”

~Jane Goodall

We are leading the way for student success. This is our responsibility, privilege, and commitment.

By providing innovative technology and instruction, we are preparing students today for the opportunities of tomorrow.

We are leading the way by providing safe and supportive environments for our students and employees.

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**Technology**

**Enhanced Technology**
Improve technology infrastructure at every school to support current and future technology and security.

**Individual Student Technology**
Expand Chromebook pilot to provide one-to-one computer access to students in grades 4-12.
Safety and Security

SRO’s and MHP’s
SRO and MHP presence in all 55 schools

Safety Upgrades
Upgrade and expand security cameras and safety technology infrastructure

Secure Entries
Install camera and electronic lock system on school entry doors

Access Control
Set up an electronic access control system for exterior doors within schools and facilities

We are leading the way by creating a network of support with our community.

Community Partnerships

LEAD
We will do whatever it takes to ensure student success. This is our responsibility, privilege, and commitment.
Leadership happens in the classrooms, hallways, and playgrounds.

Management happens in your office.

What you allow you encourage.

~Michael Josephson

ENCOURAGE
Empowering, inspiring, influencing, and setting expectations for innovation and results.

ACHIEVE
Students successfully prepared for the future. Determine your goals and do what it takes to achieve them.

“I didn’t come here to be average.”

~Michael Jordan

DEVELOP
See the potential in all students and employees and provide the teaching, training, continuity and structure to help them be successful.
WE DON’T TEACH CONTENT.
WE TEACH PEOPLE.

INNOVATE
Find new and better ways to do things. Embrace technology and use it with a purpose.

“There’s a way to do it better. FIND IT.”
~Thomas A. Edison, inventor of the lightbulb

NETWORK
Shared purpose with a common vision and collaboration to build a network of support.

“Networking is not collecting contacts. Networking is about planting relationships.”

GROW
Commitment to continuous improvement.
Keep Educating Yourself

“We do not learn from experience... we learn from reflecting on experience.”
~John Dewey

Show us how your school is leading the way.

news@stpsb.org