2022 National School Public Relations Association
Gold Medallion Award Entry

Crisis Communication Plan

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Pre-K-12 public school district | 27,800 students
SYNOPSIS

Year two of the COVID-19 pandemic brought different challenges and uncertainties for public education, including mask mandates, controversies, vaccinations, widespread infections, school closures and the spread of misinformation.

As did many schools across the country, Lexington District One experienced a drastic increase in COVID-19 cases among students and staff at the beginning of the 2021–22 school year — the largest since the start of the pandemic. The district faced rapidly changing — and often confusing — information and guidance from state health officials. In addition, social media allowed the spread of misinformation on school-related COVID-19 protocols.

To combat this, Lexington District One focused on providing **timely, transparent communications to our stakeholders** — students, families, staff, the media and our community — while promoting a sense of unity and common purpose throughout the district.

Lexington District One created the **Onward as One** campaign. This new multifaceted campaign combined consistent messaging, innovative delivery of information in various languages and input from stakeholders to create effective messaging. Faced with ever-changing COVID-19 guidelines and procedures, the district’s use of robust communication technology allowed all stakeholders to stay connected and informed with reliable information.

District-led research, coupled with state-level surveys, shed light on a growing priority for our stakeholders — transparent and consistent communication from the school district.

RESEARCH

Lexington District One understands the best way to create effective communication between stakeholders and the district is through feedback. The district regularly seeks input from students, staff, families and community members through surveys, ThoughtExchange, email, online forms and focus groups.

In spring 2021, Lexington District One partnered with the South Carolina State Department of Education to survey three of our most important stakeholders — students, parents and teachers — about learning environments, social and physical school environment, and school-home relations.

The communications staff used this information to plan effective communications campaigns for the upcoming school year and tailor these plans to produce active change.

Students and teachers both expressed satisfaction with learning environments. For example, 93% of teachers said they were satisfied with current working conditions at their schools. In addition, 85% of teachers surveyed said they were satisfied with the social and physical environment of their school, an increase from 71% who were surveyed during the 2018–19 school year (the last year the survey was conducted. The survey was not conducted during the 2019–20 school year due to the COVID-19 pandemic).
Of the three stakeholder groups, data showed parent satisfaction was most impacted by the COVID-19 pandemic.

Survey results showed that parents were not as satisfied with home-school relations and communications as in previous school years. Among parents, 69% felt they had lost their connection to the students’ schools, which dropped from 74.1% from the 2018–19 school year survey (the last year the survey was conducted). The survey also found 50% of parents felt school decisions were not made with parent concerns in mind and the lack of transparency.

Parent satisfaction regarding learning environments also lowered from 88% in 2018–19 to 69.2% in 2020–21. 43% of parents also addressed safety concerns at their child’s school.

In addition to this data, Lexington District One created a Return to In-person Task Force, which was comprised of principal and district leaders. This task force allowed for collaboration and decision-making based on “ground-level” communication from parents, staff and students.

The superintendent also regularly met with his advisory councils, made up of students, parents, teachers and support staff leaders, gathering feedback on school-related issues.

Armed with this information, our six-person communications team worked to create and promote better home-school relations among parents through the use of transparent and consistent communications, along with promoting unity and working to increase morale with the “One for All” campaign.

**PLANNING**

Prepared with this research and information, the communications department transitioned to the planning process. We focused our efforts on providing transparent and timely information, while promoting unity among our stakeholders. The planning began in the summer of 2021.

With this focus in mind, the communications department created a uniformed brand strategy — **Onward as One**. This brand also served as the school district’s theme, which represented the prioritized goals of the school district. During the 2021–22 school year, Lexington District One focused on moving through the adversities of the pandemic, growing stronger and relying on each other for motivation and support, while providing straightforward and accurate communication to stakeholders.

Our graphic designer created an Onward as One logo. The logo features gradient coloring and an arrow to symbolize forward motion. The logo also features “One” which is a nod to the Lexington District One logo. Also featured is the district’s recognizable blue.
We launched an **Onward as One webpage** which serves as a hub for all COVID-19 communications — important news updates, a COVID-19 dashboard, parent/guardian communications, state health department communications, videos and resources.

The website also included the district’s **Safe Return to In-Person School and Continuity of Services Plan**. Our website content manager often updates the page.

The communications team began to incorporate the Onward as One branding into each piece we wrote, designed or developed, including the school calendar, handbooks, infographics, photography, newsletters, PowerPoint presentations and more. Social media posts and videos created by the communications team feature the Onward as One logo.

The branding created a connection between all communication avenues and allowed stakeholders to quickly recognize that the information was coming from the school district and was, therefore, trustworthy and transparent. We also provided all flyers in English, Spanish and Mandarin, which represents the top three languages spoken in the district. We sent most communications through SchoolMessenger, which allows users to translate information to their desired language.

In addition, we developed flyers related to COVID-19, including a close contact scenarios poster, COVID-19 community spread chart, and isolation and quarantine updates flyer. These flyers were updated constantly as information from the state health department changed and our district’s procedures adjusted. Flyers and other communication materials were shared with schools to post in their buildings and in school-level messaging, as well as shared in our district newsletter, social media and on the Onward as One webpage. These can be viewed in the “Supplemental Materials” section of this award entry submission.

The communications department also analyzed the most used communication avenues by stakeholders in order to tailor messages. For example, Lexington District One quickly realized that the district’s **YouTube channel** was an excellent communication tool to quickly communicate with staff and families, especially during the COVID-19 pandemic. The district’s YouTube channel has more than 4,200 subscribers and averages 22,000 views and 1,600 watch hours a month. The district uses our YouTube channel for video sharing and streaming.

With this communications tool in mind, the district created the "**Where We Stand Wednesday**" video series. This video series, shared on Wednesdays, features Lexington District One’s superintendent. The videos updated the community on COVID-19 cases in schools, student and staff exclusions, staffing concerns, updated health department guidance and more.

The superintendent actively participated in the brainstorming, writing and editing process of these weekly videos to ensure timely and effective messaging. The news media often pull clips and quotations from these videos when developing stories that are shared throughout the region, which has allowed us to provide reporters with factual information about our district in a time-saving manner.

Before each step, the communications team relied on feedback from stakeholders to guide our communication process. As an example, during the first week of school we received many questions through email and social media regarding rapidly rising COVID-19 numbers in our community and how this would affect schools — from possible school closures to meals and recess. We used these frequently asked questions to determine the focus of our communications — whether it would be a "Where We Stand Wednesday" video, informational flyer and/or a social media post.

The communications staff also worked with the superintendent’s office and student services staff to develop board meeting updates for the Board of Trustees and members of the public. These updates consisted of the district’s director of nursing and health services — a registered nurse — who often served as the spokesperson for these presentations, once again cementing the focus for transparent and accurate information. The communications staff also worked with student services staff to keep the district’s COVID-19 dashboard updated on a daily basis.

During this difficult educational climate, district administrators and the communication team realized the importance of uplifting our students, staff and community. While the district’s social media engagement rose during the pandemic, comments grew increasingly negative and off-topic, and sometimes threatened to overshadow positive stories.
To promote kindness and unity while simultaneously recognizing the outstanding contributions of our staff and students, Lexington District One created the “One for All” campaign, a monthly tribute highlighting some of the students, families and staff who make the district a wonderful place to learn, work and grow.

During our planning, we always reinforced the Onward as One branding. We learned from our experiences and modified our communications process based on these experiences.

IMPLEMENTATION

Once planning was completed, the communications team hit the ground running on promoting the new district theme, focusing on transparency and unity.

The theme, Onward as One, was introduced during the district’s “Nuts and Bolts” training for principals and district leaders in summer 2021. The communications team also introduced a variety of flyers ahead of the first day of school, including a flyer detailing the “Top 10 things you need to know as we head back to school.”

On July 27, 2021, Superintendent Dr. Gregory Little introduced the Onward as One theme to new employees at orientation.

In August 2021, we launched our Onward as One webpage. As mentioned earlier, this webpage became the landing page for all COVID-19 crisis communications. The launch served as a springboard for communications for the 2021–22 school year. The webpage housed important news updates, parent/guardian communications, state health department communications, videos and resources. This webpage was very fluid, meeting the needs of stakeholders as needed. The webpage also featured the district’s Return to In-person School Plan, which was created for the 2020–21 school year, allowing the district to promote the health and safety of our stakeholders, as well as to reinforce safety expectations and measures to minimize student and staff exposure.

On August 10, 2021, the communications staff created a community spread flyer, highlighting how COVID-19 would impact school procedures during different levels of community spread. We shared this information on our district social media channels as well as with schools so principals, too, could share with their parents. We also shared this information in the districtwide newsletter, Inside Voice. This flyer has been referenced many times throughout the school year as community spread rates changed.

Ahead of the first day of school, the communications office created two videos called “Onward as One,” featuring staff, students and community members speaking on what “onward as one” means to them. The videos were shared with staff during the district’s virtual Convocation, which was livestreamed on YouTube on August 11, 2021. The Convocation, hosted by the superintendent, reiterated the idea of unity and moving forward as “one” and staff members watch the livestreamed event at their home schools.

Soon, it became evident that COVID-19 was spreading rapidly in our community, and schools would be significantly impacted. This led to one of the first Board of Trustees presentations by Nursing and Health Services Director Amy Wood, RN, who discussed quarantine guidelines for students during the August 17, 2021 board meeting.

Between August 2021 and March 2022, Dr. Little filmed 16 “Where We Stand Wednesday” videos, which average more than 8,458 views on YouTube and have an average 82% positivity rate. Each video discussed topics and concerns gathered from stakeholders, as well as information from the state health officials. These videos were shared via text message to all families and staff, as well as on social media, with the media and in the district’s newsletter.

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The first "Where We Stand Wednesday" video aired on August 25, 2021, and focused on where the district stood with COVID-19 positive cases among students and staff, student and staff exclusions, and skyrocketing staffing concerns. The video garnered more than 22,000 views with an 85% positivity rate.

Soon after the first day of school, multiple Lexington District One schools temporarily shifted to virtual learning to combat rising COVID-19 cases and student and staff absences. The communications team worked to make sure the community was informed of the shifts by providing up-to-date COVID-19 numbers at schools, drafting communications for principals to send to students and staff, and providing critical updates via SchoolMessenger, social media and text message. We also recorded multiple "Where We Stand Wednesday" videos to address these shifts and to encourage mask-wearing during periods of high spread.

In addition to handling rising COVID-19 cases and temporary shifts to virtual learning, the communications team set to work on the “One for All” campaign. To kick off the campaign, the district made September “Kindness Month.” The communications staff selected the song “Nothing More” by The Alternate Routes. The artist provides sheet music on their website for public use. We then worked with schools to find teachers who could sing the song. We also asked teachers to play the guitar and mix the song together. Then the communications staff worked to find an inclusive group of students and staff, who represented various schools and professions, as well as abilities and cultures, to participate in the video. We printed the lyrics for the students and staff to hold.

The "We are ONE" Kindness Video aired on Sept. 2, 2021. In order to reach a wide audience, the video was posted on the district’s YouTube channel and the district’s social media pages. The video was texted to all families and staff (more than 80,000 people) and included in the district’s weekly e-newsletter, Inside Voice.

Since September, the communications staff has created 11 videos highlighting students and staff in the district – celebrating Hispanic Heritage Month, Native American History Month, Black History Month and Women's History Month. These videos have high positivity ratings on YouTube, averaging 98.1%. While COVID-19 prevented families from visiting our schools this year, these “One for All” videos also gave the community a positive glance inside the walls of our school so they could witness the great work taking place among students and staff.

In June 2021, South Carolina lawmakers passed budget proviso (Proviso 1.108) stating that state funds could be withheld if school districts required masks in schools. The lack of masking was evident in Lexington District One, as COVID-19-related absences were at an all-time high. The district’s Board of Trustees wanted to gather stakeholder feedback on how all parents felt about masks in schools.

On Sept. 13, 2021, the district sent a one-question survey to parents, guardians and staff, allowing these stakeholders the opportunity to voice opinions about the use of masks in our schools. Nearly 75% of our parents/guardians completed the survey. The results of this survey revealed that an overwhelming majority of our families and staff are in favor of our local school board being able to implement a temporary mask requirement to keep students and staff safe during periods of high community spread.

From this survey, the communications team drafted a resolution from the Board of Trustees urging the General Assembly to repeal Proviso 1.108 to restore local control in this matter. The hope was to allow school boards to react quickly when our communities are experiencing COVID-19 high spread of the virus, thereby equipping us to better protect students and staff.

Providing information to the Board of Trustees was crucial in promoting transparency. It was common for the communications staff to plan with student services staff and the superintendent’s office to create updates for the board on COVID-19-related information. Our board meetings are also highly attended by stakeholders and streamed online to allow for widespread viewership.

Our graphic designer worked with the nursing and health services director to create eye-catching graphics and informational PowerPoint presentations that could not only be shared with board members, but also with schools and the community.
To keep the internal and external public informed about the impact of COVID-19 on our schools, the district created a public dashboard with information on active positive numbers among students and staff, as well as students and staff excluded (individuals who exhibited COVID-19-like symptoms or who are quarantined as close contacts, etc.). The communications staff worked with student services staff to update this dashboard daily. This was an important step in providing transparency of COVID-19’s impact on schools by providing this up-to-date, daily information.

The district launched a new website in the fall of 2021 to better serve students, staff, families and the community. The new district and school websites serve as powerful communication and information delivery tools, and provide a responsive and engaging web experience for visitors across every device. Highlights of the new website include mobile-friendly pages, making navigation on the website while on the go easier; reliable content translations to other languages which allow for critical communication to students, families and the school community; and better accessibility for all. The new design allows for the most-visited items, such as news and announcements, academic calendars, parent information, COVID-19 updates and employment opportunities, to be prominent and easily found. The district committed funds, staffing, resources and time to ensure the website met the growing needs of our stakeholders.

Once a week, the communications staff produces Inside Voice, the district’s e-newsletter which updates stakeholders on important news and events happening in Lexington District One. The newsletter was critical in making sure stakeholders received COVID-19 updates. The newsletter also features videos and other important links, stories on students and staff, and board meeting recaps. In addition to communicating the district’s mission, vision and strategic plan, the newsletter also serves as a reliable way to spread good news, bolster morale, and highlight students and employees making a difference.

Website traffic

On Aug. 10, 2021, the Onward as One website went live. On Sept. 23, 2021, the new Lexington District One website went live. The Onward as One webpage views correspond with periods of community high spread.

<table>
<thead>
<tr>
<th>Month/Year</th>
<th>Onward As One webpage</th>
<th>Total website views</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2021</td>
<td>451</td>
<td>4,138</td>
</tr>
<tr>
<td>September 2021</td>
<td>2,744</td>
<td>26,110</td>
</tr>
<tr>
<td>October 2021</td>
<td>3,978</td>
<td>87,593</td>
</tr>
<tr>
<td>November 2021</td>
<td>2,196</td>
<td>76,335</td>
</tr>
<tr>
<td>December 2021</td>
<td>2,586</td>
<td>61,679</td>
</tr>
<tr>
<td>January 2022</td>
<td>19,983</td>
<td>124,772</td>
</tr>
<tr>
<td>February 2022</td>
<td>3,545</td>
<td>81,835</td>
</tr>
</tbody>
</table>
Masking Survey Results

On Monday, Sept. 13, we sent a one-question survey separately to parents/guardians and staff to give them an opportunity to voice opinions about the use of masks in our schools.

- 12,985 (75%) households responded; Lexington District One consists of about 17,500 households made up of 28,000 students.
- 69.8% of households agreed that the school board should consider temporarily requiring masks in times of high community spread (as designated by DHEC) in order to maximize face-to-face learning.
- 81% of the staff completed the survey.
- 69% of the respondents agreed that the school board should consider a temporary mask requirement.

“Where We Stand Wednesday” series

To date, we’ve filmed and shared 16 “Where We Stand Wednesday” videos since August 25, 2021, which received a combined total of 135,320 views and an average positivity rate of 81.6%. Here are our top five viewed videos.

- Aug. 25 Where We Stand Wednesday
  - YouTube views — 22,180
  - YouTube likes — 386
  - Facebook reach — 7,112
  - Facebook likes, comments and shares — 262
- Sept. 1 Where We Stand Wednesday
  - YouTube views — 15,450
  - YouTube likes — 257
  - Facebook reach — 9,457
  - Facebook likes, comments and shares — 218
- Sept. 8 Where We Stand Wednesday
  - YouTube views — 10,296
  - YouTube likes — 211
  - Facebook reach — 7,718
  - Facebook likes, comments and shares — 254
- Jan. 12 Where We Stand Wednesday
  - YouTube views — 9,550
  - YouTube likes — 140
  - Facebook reach — 8,888
  - Facebook likes, comments and shares — 274
- March 2 Where We Stand Wednesday
  - YouTube views — 9,144
  - YouTube likes — 186
  - Facebook reach — 9,569
  - Facebook likes, comments and shares — 203

“One for All” Video Campaign

To date, we have filmed and shared 11 “One for All” videos, as well as articles and feature stories in the district newsletter “InsideVoice.” Here are our top three viewed videos.

- Sept. 2 — We are ONE Kindness Video
  - YouTube views — 8,741
  - YouTube likes — 260
  - YouTube positivity rate: 94.2%
- Dec. 17 — 150+ reasons why we celebration National Twins Day
  - YouTube views — 1,550
  - YouTube likes — 20
  - YouTube positivity rate: 100%
- Dec. 10 — Lake Murray Elementary School is a National Banner Unified Champion School!
  - YouTube views — 1,262
  - YouTube likes — 19
  - YouTube positivity rate: 100%
Top 10 things you need to know as we head back to school.

1. Stay home when you’re sick.
2. Masks are optional and encouraged during high community spread.
3. Wash and sanitize hands often.
4. Slow down and watch for children in school zones.
5. Be patient. Expect carlines, bus routes and other procedures to take a bit longer at first.
6. Parents/guardians can walk in Pre-K through first grade students during the first week of school.
7. School staff will help second through fifth graders find their classroom.
8. Bring your device each day.
9. Instruction takes place during these times.
   - Elementary School: 7:40 a.m. – 2:20 p.m.
   - Middle School: 8:10 a.m. – 3:20 p.m.
   - High School: 8:35 a.m. – 3:45 p.m.
10. Encourage kindness. Respect each other.

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Spanish version:

Las 10 Cosas Principales que Necesitas Saber a la Escuela

1. Mantengase en la casa si esta enfermo/a.
2. Cubre bocas son opcionales y recomendados durante alta difusión comunitaria.
3. Lave y sus manos frecuentemente.
4. Vaya despacio y mire a niños en zonas escolares.
5. Tenga paciencia. Espere lineas de carros, rutas de transporte y otros procedimientos que al principio tomaran un poco más de tiempo.
6. Padres/tutores pueden traer a pie a estudiantes Pre-K hasta primer grado durante la primera semana de clases.
7. Personal escolar ayudará a estudiantes de segundo a quinto grado a encontrar su salón.
8. Trae tu equipo cada día.
9. La instruccion se lleva a cabo durante estas horas:
   - Escuela Primaria: 7:40 a.m. – 2:20 p.m.
   - Escuela Media: 8:10 a.m. – 3:20 p.m.
   - Secundaria: 8:35 a.m. – 3:45 p.m.
10. Promueve la bondad y se respetuoso con los demás.

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Mandarin version:

您需要知道的最重要的10件事情

1. 如果生病了请呆在家里。
2. 在社区高度传播期间,口罩是可被鼓励使用的。
3. 经常洗手和消毒。
4. 放慢脚步,注意学区内的儿童。
5. 要有耐心。小汽车、校车和很多其它的事情刚开学都需要更长时间的磨合。
6. 家长/监护人可以在开学第一周送幼儿班和一年级学生进入校园。
7. 学校工作人员会帮助二年级至五年级学生找到他们的教室。
8. 每天带上电子设备。
9. 上课时间如下。
   - 小学: 上午7:40至下午2:20。
   - 中学: 上午8:10至下午3:20。
   - 高中: 上午8:35至下午3:45。
10. 鼓励友善相待并相互尊重。
Close Contact Scenarios

Explains the different close contact scenarios. Details quarantine information after a COVID-19 exposure from a student, teacher or other staff member.

Students must quarantine*

If under 6 feet and exposed to unmasked COVID positive student

Students must quarantine*

If masked/unmasked and less than 3 feet or unmasked and less than 6 feet from masked COVID positive student

IMPORTANT: Individuals are identified as close contacts based on DHEC’s time and distance guidelines, which are subject to change. Though the distance is dependent upon the individuals involved (students versus adults), the time threshold is the same for everyone: cumulative 15 minutes during any 24-hour period of the COVID-positive individual’s infection period.

* Asymptomatic individuals do not have to quarantine with documentation of vaccination or positive COVID test collected within the last 90 days (after conclusion of isolation period).
COVID-19 Community Spread Chart

Helps parents and staff understand how schools will operate under low, medium and high community spread.

<table>
<thead>
<tr>
<th>School Activity</th>
<th>Low Community Spread</th>
<th>Moderate Community Spread</th>
<th>High Community Spread</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Movement (Elementary)</td>
<td>Operate as normal</td>
<td>Operate as normal</td>
<td>Limit movement between classes:</td>
</tr>
<tr>
<td>Access (Elementary)</td>
<td>Operate as normal</td>
<td>Operate as normal</td>
<td>Operate as normal</td>
</tr>
<tr>
<td>Parents/Guardians at Lunch (Elementary)</td>
<td>Guests allowed depending on space in the cafeteria</td>
<td>Guests allowed depending on space in the cafeteria</td>
<td>No lunch guests allowed</td>
</tr>
<tr>
<td></td>
<td>Only eat with their child/student</td>
<td>Only eat with their child/student</td>
<td></td>
</tr>
<tr>
<td>Cafeteria</td>
<td>Operate as normal</td>
<td>Operate as normal</td>
<td>Limit the number of students in the cafeteria based on school's space availability.</td>
</tr>
<tr>
<td></td>
<td>No outside food delivery allowed to students/staff</td>
<td>No outside food delivery allowed to students/staff</td>
<td>Schools may choose for students to eat in the classroom.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>No outside food delivery allowed to students/staff.</td>
</tr>
<tr>
<td>Volunteers</td>
<td>Volunteers allowed (pending background check)</td>
<td>Volunteers allowed (pending background check)</td>
<td>Volunteers may work in office area only with no direct engagement with students (pending background check)</td>
</tr>
<tr>
<td>Field Studies</td>
<td>Operate as normal</td>
<td>Operate as normal</td>
<td>No travel allowed except for athletics, band, and clubs or extracurricular groups competing or participating in leadership training if it is a scheduled competition within the season.</td>
</tr>
<tr>
<td>Learning Commons</td>
<td>Operate as normal</td>
<td>Operate as normal</td>
<td>Monitor spacing to ensure physical distancing among students.</td>
</tr>
<tr>
<td>Meetings (Special Education, IBPs, 504s, faculty, parent conferences, Student Led Conferences, etc.)</td>
<td>Operate as normal</td>
<td>Operate as normal</td>
<td>Virtual meetings recommended when possible.</td>
</tr>
</tbody>
</table>

**Instructional Model Shifts**

When deciding if and when to shift to virtual learning, we will consider what impacts the fewest possible number of students.
Isolation and Quarantine Updates

Informs students, parents and staff when they would need to isolate or quarantine when exposed, as well as when they could return to school.

**COVID-19 Positive Students and Staff**
You may return to school or work on Day 6 if you:
- have no symptoms on Day 5;
- remain fever-free for 24 hours without the use of fever-reducing medication; and
- wear a mask through Day 10.

**Students and Staff Quarantine**
Close contacts may return to school or work on Day 6 if you:
- receive a negative COVID-19 test* on or after Day 4;
- remain symptom-free during your quarantine; and
- wear a mask through Day 10.

*Home tests and antibody tests are not accepted.

**Quarantine Update**
You do not have to quarantine after a close contact exposure if you:
- are maximally vaccinated* OR tested COVID-19 positive in the last 90 days;
- remain symptom-free; and
- wear a mask Days 1–10.

*Maximally vaccinated means a person who has completed their primary vaccine series and has had a booster shot if eligible.

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**AISLAMIENTO y CUARENTENA UPDATE**

**Estudiantes y personal positivos a COVID-19**
Pueden regresar a la escuela o trabajo el Dia 6 si:
- no tienen síntomas en el Dia 5;
- no tener fiebre por 24 horas sin el uso de medicamento para la fiebre;
- usa un cubreboca hasta el Dia 10.

**Estudiantes y Personal en Cuarentena**
Los contactos cercanos pueden regresar a la escuela o trabajo el Dia 6 si ha:
- recibió una prueba negativa de COVID 19* en o después del Dia 4;
- no presentó síntomas durante su cuarentena y;
- usa un cubreboca hasta el Dia 10.

*Pruebas en casa y pruebas de anticuerpos no son aceptadas.

**Actualización de Cuarentena**
No tienen que guardar cuarentena después de una exposición a un contacto cercano el Dia 6 si:
- no tienen fiebre en los ultimos 90 días;
- usan un cubreboca durante su cuarentena y;
- usan un cubreboca los dias 1-10.

*Abstinencia nocturna significa que la persona ha completado su curso de vacunas primaria y recibió un refuerzo si es elegible.

Spanish version
Masking Survey for

On Monday, Sept. 13, Lexington District One sent a one-question survey to parents, guardians and staff to give them an opportunity to voice opinions about the use of masks in our schools.

Dear Lexington County School District One Parent or Guardian,

Lexington County is currently experiencing a high volume of spread of COVID-19 in the community. This high community spread is greatly impacting our Lexington District One schools. As a result, the district shifted several schools to e-learning and a growing number of students and staff are sick or quarantined.

The American Academy of Pediatrics, the Centers for Disease Control, and the South Carolina Department of Health and Environmental Control recommend mask-wearing in schools.

The Board of Trustees understands that masks remain a hot-button issue throughout our country. We want you to have the opportunity to voice your opinion about the use of masks in our schools. Please answer the following one-question poll about the use of masks in Lexington District One.

Please use the button below to access the survey.

Click Here

We thank you for your time and participation.

Sincerely,

Lexington County School District One

We request you not to forward the survey link to anyone. Each survey link is unique and intended for the recipient only.

Masking Survey Email

Complete Important Survey

The Lexington District One Board of Trustees understands that masks remain a hot-button issue throughout our country. We want you to have the opportunity to voice your opinion about the use of masks in our schools. A one-question poll about the use of masks in Lexington District One was sent this week to the primary contact email address recorded in PowerSchool. As a result, only one parent/guardian in the household may have received the link.

This survey remains open until 5 p.m. on Sunday, September 19.

Reminder in Inside Voice

Text Message Reminder
Where We Stand Wednesday Video Series

Below are links to the top five “Where We Stand Wednesday” videos.

[Watch Video]

[Watch Video]

[Watch Video]

[Watch Video]

[Watch Video]
“One for All” Video Campaign

Below are links to the top three “One for All” videos.

- Watch Video
- Watch Video
- Watch Video
Social media posts
Each graphic was created to fit Facebook, Twitter and Instagram dimensions.

Facebook

Lexington County School District One
October 28, 2021
The sounds of Latin music echoed through the halls of Gilbert Middle School this month. Spanish teacher St. Alonzo Romero and his students celebrated HispanicHeritageMonth by performing traditional songs during morning announcements.

YOUTUBE.COM
Gilbert Middle School sings out for Hispanic Heritage Month
You, Cindy Shenk Smith and 5 others

Lexington County School District One
February 26 at 6:17 PM
"I chose to pursue education because I was inspired by a few of my high school teachers. They showed me how interest in a student's success could turn a child's life around."

Baskett continues to focus on changing lives. He's transitioned from teaching to leading as assistant principal at Newberry High School and Lexington High School to now serving as Lexington District One's dean for higher education services. Read more ➔
https://bit.ly/3Iw8I63

YOUTUBE.COM
Lake Murray Elementary School is a National Banner Unified Champion School!
129
7 Comments 5 Shares

Lexington County School District One
December 15, 2021
Lake Murray Elementary's inclusive culture earned the school national recognition as a 2021–22 Special Olympics National Banner Unified Champion School.

Last Friday, Special Olympics South Carolina and Hasbro Toys honored LMES students and staff at a special celebration. The school is one of only five schools nationwide to receive the distinction!

During the event, students received gifts from Hasbro for all they do to provide an inclusive learning environment for all students... See more

YOUTUBE.COM
150+ reasons why we celebrate #NationalTwinsDay
60
17 Comments 22 Shares

Lexington County School District One
March 22 at 8:00 PM
Every year, March is designated Women's History Month by Presidential proclamation to honor the contributions and achievements made by women throughout American history.

In Lexington District One, you don’t have to look far to find strong female leaders who work tirelessly to serve our students, families and our communities. During March, we will highlight some of these outstanding professionals. First up, we introduce Sally McNishon, Lexington One Food Service and Nutrition... See more

YOUTUBE.COM
Where We Stand Wednesday
102
11 Comments 15 Shares

Where We Stand Wednesday March 2, 2022

Like Reply View 3 more comments

Write a comment...
Kathryn McPad
Thanks for doing great work for our school district!
Like Reply View 3 more comments

Write a comment...
Brenda Matthews
Thank you sir, schools and staff.
Like Reply View 5 more comments
Social media posts continued

Twitter

Lexington County School District One @LexingtonOne · Aug 31, 2021
Effective August 25, @LEXONE revised its rules regarding close contacts for students in schools. Read more here: bit.ly/3yYh9c

Lexington County School District One @LexingtonOne · Sep 25, 2021
They’re celebrating Kindness all month in @LexingtonOne.

Lexington County School District One @LexingtonOne · Oct 13, 2021
In today’s “Where We Stand Wednesday,” Dr. Little shares new quarantine guidelines for students. #OnwardAsOne

Lexington County School District One @LexingtonOne · Jan 12
We continue to see growing #s of staff and students out sick. We hope the short week and holiday will allow a slow down.

We are also monitoring the chance for winter weather. Please have a plan in place if your child’s school must shift to e-learning.

Lexington County School District One @LexingtonOne · Feb 14
Happy Valentine's Day from Lexington District One! 💖❤️ valentinesday LexingtonOne
Social media posts continued

Instagram

Announcing a new Lexington1.net!

For info and resources about COVID-19, visit the COVID-19 Information Center.

Liked by kathrynmcphail and 29 others
lexingtonone At the end of the week, we will introduce a new district website to serve you better! The website will bring students, parents and community members news and...
more
September 22, 2021

Thank You

View all 3 comments
October 23, 2021

Liked by kathrynmcphail and 108 others
lexingtonone For as long as they can remember, this Gilbert family has traveled across the Southeast singing, dancing and sharing their Native American culture in an effort...
more
View 1 comment
November 8, 2021

Where Are You From?

jaimekim

liked by kathrynmcphail and 84 others
lexingtonone More female athletes in @LexingtonOne are laceing up cleats to play football for their schools. American football Nationwide, the number of girls... more
View 1 comment
October 25, 2021

LEXINGTONONE

Follow

liked by kathrynmcphail and 128 others
lexingtonone While playing on a playground in Northeast Columbia, Sawa Gupta Elementary School Kindergartner Kacey Peterkin experienced prejudice by another child. Peterkin used the experience to create a page-turner. With the help of her parents, she wrote and published the book, We Can All Be Friends.

in addition, Peterkin launched the #WeNeedToDoBetterCampaign which challenges people to acknowledge their own unconscious biases, and make an effort to be kind and see beyond the social and cultural stereotypes that exist.