Pattonville School-Community Relations

Communications Plan and Evaluation 2026

THAT ALL WILL LEARN
PATTONVILLE
SCHOOL DISTRICT

INTRODUCTION

The Pattonville school-community relations (SCR) department supports the district's mission "That All Will Learn" by facilitating communication with internal and external audiences and building and maintaining relationships to continue Pattonville's high level of community support and involvement. The program is key to the district's accountability to students, families, staff and the community by demonstrating to stakeholders that Pattonville is fulfilling its mission and meeting goals set forth by the board of education. The department serves 10 schools, approximately 1,200 Pattonville and Special School District (SSD) staff members, 40 administrators, 6,100 students in preschool through 12th grade (and their families), the board of education and more than 20,000 households throughout the district. In 2003, the Missouri Department of Elementary and Secondary Education (DESE) identified Pattonville's emphasis on public engagement as a strength of the district and said the level of participation could serve as a model for other districts in the state. Since that time, Pattonville's engagement efforts have continued to grow and evolve as the district involved its community with strategic planning and critical issues such as tax levy and bond issue decisions and the addition of social media and online communications.

Services that Support the District's Mission

- Communications counseling
- Community involvement and engagement
- Crisis communication
- Event planning
- Internal and external communications
- Marketing
- Media relations
- Multimedia services
- Photography and video production
- Publication production and design
- Recognition programs and events
- Social media engagement
- Website management

OUR TEAM

Kelly Gordon, APR
Chief Communications Officer

Gracie Faron
Community Relations Specialist

Brian Heyman
Multimedia Communications Specialist

Allison Collins
Administrative Assistant to the Superintendent and Community Relations and Assistant Secretary to the Board of Education

THAT ALL WILL LEARN
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OUR GOALS

GOAL 1

The Pattonville school-community relations (SCR) program supports the district's Comprehensive School Improvement Program (CSIP) efforts and the district's mission "That All Will Learn" by building and maintaining relationships with our school community and preserving and enhancing the district's high level of community support.

Objective 1: The Pattonville community demonstrates a high level of satisfaction with the district and support for its goals and programs as evidenced by survey data and other measures.

Indicators	✓ Awards from external organizations for which the district is nominated/applies for indicate the district is high performing (i.e., Top Workplaces, *U.S. News and World Report's* Best High Schools, etc.). ✓ District survey data indicates a high level of support and trust in the district and the work it does for students.

Objective 2: Pattonville's recognition programs and publicity efforts effectively recognize students, staff, volunteers, individual schools and the district for their accomplishments.

Indicators	✓ Achievements of students, staff, volunteers, individuals, schools and the district are recognized through internal and external communication channels. ✓ The SCR team coordinates programs which recognize students, staff and volunteers for their efforts and accomplishments. ✓ Staff opinions about the district indicate a high level of support and engagement.

GOAL 2

The SCR program supports the district's CSIP efforts and mission by facilitating effective communication to and from internal and external audiences.

Objective 1: The majority of parents, staff and community members feel informed about the district as evidenced by surveys given as part of the SCR program evaluation and/or periodic community surveys.

Indicators	✓ Survey data shows respondents feel informed about district issues and events. ✓ Metrics indicate Pattonville's communications channels are effective in reaching parents, staff and community members and are continuing to expand in reach. ✓ The district's accomplishments, plans, goals and issues are routinely shared through district and external communication channels. ✓ The SCR program provides crisis communication leadership and support as needed.

Pattonville School-Community Relations

Member of the Missouri and National School Public Relations associations

Our Mission

The Pattonville school-community relations department contributes to student and staff achievement by enhancing the programs of the school district through planned, professional teamwork.

People both inside and outside the schools are involved in this two-way process of increasing understanding and support for the district's purpose "That All Will Learn."

Through creative strategies, the community relations staff seeks to understand public opinions and build relationships based upon openness, cooperation and accountability.

By focusing on students and staff, the department also serves to stimulate interest in district activities, promote accomplishments, provide communications counseling and effectively represent Pattonville's commitment to the community.

The Pattonville School District's school-community relations program is guided by quality, truth and fairness.

Our Team

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And in a very real sense, every Pattonville employee is a public relations ambassador for the district.

Connect Online

Facebook:
www.facebook.com/PSDR3

Instagram:
@PattonvilleSD

Threads:
@PattonvilleSD

Website:
www.psdr3.org

YouTube:
www.YouTube.com/PattonvilleR3

Our Services

Communications Counseling

- Communications planning
- Assistance with board of education meetings
- Authoring speeches, articles, letters, special-purpose documents
- Crisis communications plans and counseling
- Crisis preparedness planning
- Media training
- Surveys and research
- District calendar organization

Community Involvement

- Board public engagement
- Special-purpose public forums
- Advisory councils support
- Legislative, municipal relations
- Oasis Intergenerational Tutoring program
- Liaison to real estate agents
- Religious leaders' lunch
- 55+ Club/older adult activities
- Liaison to community groups
- Pattonville Education Foundation (PEF), Alumni Association liaison
- Retiree engagement

Marketing

- District and school marketing
- District logo, slogan and mission statement
- Newspaper, magazine, specialty advertising
- Pattonville marketing planning and materials
- Strategic planning

Media Relations

- Coordinating news coverage
- Crisis response
- Media clipping and archiving
- News conferences
- News releases and tip sheets
- Media relationships
- Media tracking

Multimedia Services

- Social media management, content development and counseling
- Video storytelling
- Photo storytelling and portraits
- Website maintenance and content management
- Technical support
- Electronic communication, including email, automated phone calls, text messages
- School-to-home communications

Publication Design

- Pattonville Highlights newsletter (8 times annually, including a back-to-school special edition)
- Pattonville at Work e-newsletter
- School emergency procedure guides
- 55+ Club/Oasis newsletters
- Alumni newsletter
- Specialty publications as needed

Recognition Programs and Events

- Orientation activities
- Staff appreciation events
- District Appreciation Night
- Teacher/Support Staff/Rookie of the Year programs
- Pride of Pattonville program
- Student/staff recognition at board meetings

KEY STAKEHOLDERS

Listed below are the key stakeholders identified as critical to our communications goals.

Internal

Administrators
Board members
Certified staff
Chartwells staff
Special School District (SSD) staff
School resource officers (SROs)
Support staff

Extended Internal

Alumni
Extended family members
DARE officers
Parents/guardians
Parent organizations
Support organizations
Students
Student organizations
Substitutes/guest employees
Volunteers

External

Business partners and leaders
Faith leaders
First responders
Legislators
Media
Municipal leaders
New residents
Private/parochial school parents
Prospective new families
Real estate agents
Retired staff
Senior adults
Taxpayers

KEY MESSAGES

In general, messages relayed in Pattonville's communications channels demonstrate how students, staff, administrators and volunteers are living out the district's mission "That All Will Learn … to become responsible citizens in a nurturing environment where diversity means strength, knowledge means freedom and commitment means success."

These key messages are used to illustrate the following characteristics about the Pattonville School District:

- Personalized learning supports the needs of all students;
- Students and staff are caring and responsible;
- Innovative methods are used in preparing students for a world yet to be imagined;
- There is a strong sense of community;
- Diversity is a strength; and
- Students, staff and the district are high achieving.



COMMUNICATIONS CHANNELS

Clear and consistent messages are provided to key internal and external stakeholders through a variety of outlets year-round. *Items with an asterisk are coordinated/managed by a department other than SCR.*

Category	Channel	Audience	Frequency
Electronic	District website http://www.psdr3.org	Parents, students, staff, new families, alumni, community	Daily to weekly
Electronic	School websites* SCR assists schools as needed	Parents, students, staff, new families	As determined by building
Electronic	Pattonville at Work/Ship's Log e-newsletters (one for parents/community and one for staff)	Parents, staff, media, legislators, retirees, community who subscribe	After regular board meetings (12x a year)
Electronic	Peachjar e-flyer distribution	Parents	As needed
Electronic	Bloomz (school-to-home communications)	Parents, students, staff	As needed by district, individual schools
Electronic	SchoolMessenger (automated email, phone, text)	Parents, staff	As needed by district, individual schools
Electronic	Direct email	Parents, students, staff	As needed by district, individual schools
Social media	Facebook http://www.facebook.com/PSDR3	Parents, students, staff, community members, alumni	Daily
Social media	Facebook (15 school/program pages* - SCR provides support and training)	Parents, students, staff, community members, alumni, regional leaders	Daily to weekly
Social media	Instagram (@PattonvilleSD) http://www.instagram.com/PattonvilleSD	Parents, students, staff, community members, alumni	Daily
Social media	Threads https://www.threads.net/@pattonvillesd	Parents, students, staff, community members	Weekly to monthly
Social media	YouTube http://www.youtube.com/PattonvilleR3	Parents, students, staff, community members	Weekly to monthly
Social meda	SmugMug https://pattonvillesd.smugmug.com	Parents, students, staff, community members	Daily to weekly
Print	Pattonville Highlights - district newsletter https://issuu.com/pattonvillesd	Taxpayers, district residents, parents, students, staff, retirees	Mailed 8x a year
Print	Flash - 55+ Club newsletter	55+ Club members (senior adults, retirees)	2x a year
Print	Green and White Gazette - alumni newsletter	Alumni, Alumni Association, visitors to homecoming athletic events	2x a year
Print	District brochure https://bit.ly/PSDbrochure24-25	Community leaders, prospective families, staff, prospective staff	1x a year
Print	Crisis Teamwork Guide	Administrators, BOE, secretaries, counselors	1x a year
Print	Emergency Procedures Guides for individual buildings (11 guides)	Administrators, staff	1x a year
Print	Retiree directory	Pattonville retirees	Once every other year
Print	Tutor News - Oasis tutoring program newsletter	Oasis tutors (senior adults, volunteers, retirees)	1x a month October through May
Engagement	Community forums on district issues (i.e., finances, facilities, bond issue)	Taxpayers, district residents, parents, students, staff, community	As needed

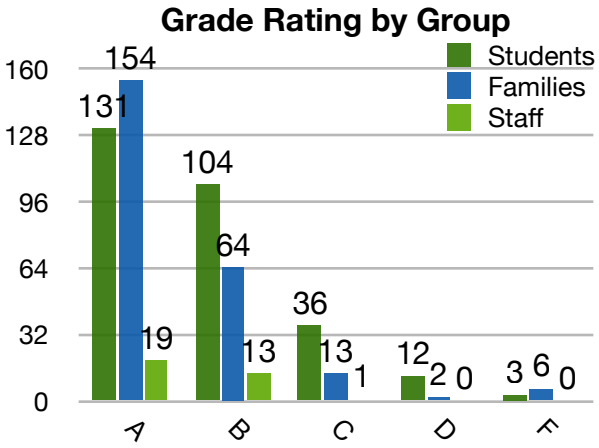
Category	Channel	Audience	Frequency
Engagement	School Improvement Teams (SIT) and Comprehensive School Improvement Plan (CSIP) meetings*	Parents, students, staff, community members	3-4x a year and as needed at school level
Engagement	Board meetings with municipal leaders	Community leaders, administrators, BOE	3x a year
Engagement	Board meetings with religious leaders	Faith leaders, administrators, BOE	1x a year
Engagement	Board meetings with legislators (in conjunction with Parkway and Rockwood)	Legislators, administrators, BOE	3x a year
Engagement	55+ Club Dinner Theater	Senior citizens, 55+ Club members, retirees	4x a year (two nights each fall and spring)
Engagement	Oasis Intergenerational Tutoring program training	55+ Club members (senior adults, retirees)	1x a year in September and periodic in January
Engagement	Oasis Intergenerational Tutoring program meetings	Senior citizens, volunteers, retirees	1x a month November through May
Engagement	All-Staff Orientation	Staff, administrators, BOE	1x a year
Engagement	Superintendent meetings with Teacher Advisory Council (TAC)*	Certified staff, administrators	2-3x a year
Engagement	Superintendent meetings with Support Staff Advisory Council (SSAC)*	Support staff, administrators	2-3x a year
Engagement	Superintendent meetings with Parent Advisory Council and legislators (PAC)*	Parents, legislators	2-3x a year
Engagement	Administrative and cabinet meetings*	Administrators, superintendent's cabinet (LCAT)	Weekly to monthly
Engagement	Liaison with community groups (i.e., Kiwanis, Pattonville Education Foundation, Alumni Association, chamber)	Community leaders, administrators	Weekly to monthly
Engagement	School-business partnerships for academics and activities*	Business leaders, parents, students, staff, alumni	Ongoing throughout the year
Recognition	Board meetings with student/staff recognition	Students, parents, staff, BOE	9-10x a year
Recognition	District Appreciation Night	Parents, staff, administrators, BOE, volunteers	1x a year
Recognition	Teacher, Support Staff, Rookie of the Year	Certified and support staff	December-May
Recognition	Pride of Pattonville	Staff, volunteers, parents	February-May
Recognition	Oasis tutor recognition	Senior citizens, volunteers, retirees	1x a year
External media	Television	Parents, students, staff, community	Periodically
External media	Radio	Parents, students, staff, community	Periodically
External media	Print/online newspapers and magazines	Parents, students, staff, community	Regularly
Evaluation	Annual evaluation (transitioned to annual in 2023)	BOE, superintendent's cabinet (LCAT), administrators, SCR team, parents, staff, community	1x a year

RESEARCH/RESULTS

Perceptions

Support from Families, Staff

In the weekly surveys sent anonymously to high school students, families and staff, Pattonville's grade currently averages, out of 4, at a 3.19 for students, 3.49 for families and 3.44 for staff. The chart at right shows the letter grade given to Pattonville by students, families and staff in that survey. The majority of all groups have given Pattonville an A or B rating.



External Recognitions

The Pattonville School District is consistently recognized on the regional, state and national level, including by organizations that offer options for public feedback.

OTHER ACCOLADES

2025 2026

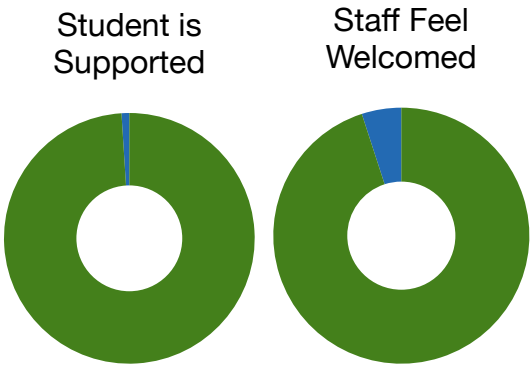
Effective Communications

Monitoring Communications Platforms

The SCR team assembles a monthly Communications Scorecard shared among the SCR team and superintendent to regularly monitor the effectiveness of its mission-driven messages and communication tools, including what messages are most important to Pattonville's social followers. The scorecard includes social media insights (including reach and follower growth), e-newsletter metrics, website statistics, top stories/posts for each communication channel and other communications data.

Communication and Engagement

Parents, staff and community members gave high ratings when asked about the district's performance with communication and involving stakeholders. In this year's survey of new families, they have given Pattonville a 4.69 rating out of 5 on communication. The most common requests for additional information come in regards to calendars, student mental health supports and food services. Additionally, 99% of new families indicate that their student has felt welcomed and supported at school and 91% indicate their student has started building positive relationships with other students. Of those families, 95% indicate they are receiving the communications they need for their child's school. New staff also feel supported. With a rating of 4.77 on a scale of 5, new staff indicate that they feel like a valued member of the Pattonville community. Additionally, they have given a rating of 4.88 to feeling welcomed and supported by their team and colleagues.



Online Communication

Pattonville Website

Pattonville's website is often one of the first ways someone interacts with the school district, whether it's an incoming or already enrolled family or a prospective or current staff member. During the 2023-2024 school year, the SCR team, in collaboration with the technology department, undertook a comprehensive redesign of the district's website. This initiative was driven by the need for a more user-friendly, modern and accessible platform that better served the needs of students, families, staff and the community. On June 14, 2024, Pattonville launched its newly redesigned website. Feedback on the website remains positive, with the families/students and staff hubs being a main source for locating information. The SCR team continues to work with staff to ensure their pages are up to date and to support website editors with training and support. The district will continue to monitor feedback and improve the website to ensure it remains a useful and current resource.

The SCR team also continues to monitor page access and device use to ensure the website is meeting the needs of the community and includes information they are looking for. The trend of increasing access on non-computer devices has continued. During the 2024-2025 school year, Pattonville's website was accessed by mobile device 53% of the time; desktop at 46%; and 1% for tablets. Throughout the entire school year, the website was visited most frequently on Monday, Aug. 19, 2024 — the first day of school. On that day, the top visited sites and number of views were: District homepage - 4,61; Families and Students hub - 293; Calendar page - 158; Staff directory - 88; and Apply to work in Pattonville site - 57. Data from the entire school year show the top visited pages, and their corresponding analytics, were:

Top Page	Views	Views Percent	Active Users	Views per Active User	Engagement Rate	Bounce Rate	Event Count
Homepage	123,086	25%	54,073	3.36	76%	26%	398,079
Calendar	42,081	8%	22,577	1.86	58%	42%	158,196
Staff Directory	45,719	5%	17,317	2.79	68%	32%	117,771
Apply to Work at Pattonville	21,259	4%	10,324	2.06	76%	24%	64,943
Families and Students hub	18,949	4%	9,627	1.97	90%	10%	47,415
Search Results	13,280	3%	8,566	1.55	89%	11%	32,542
Human Resources	11,570	2%	4,517	2.56	85%	15%	32,278
Staff hub	11,329	2%	5,552	2.04	91%	9%	30,275
Our Schools (list)	11,039	2%	6,766	1.63	72%	28%	32,527
Enrollment	9,410	2%	3,938	2.39	74%	26%	24,578

Pattonville's website uses Weglot for translation services. During the 2024-2025 school year, more than 7,200 translation requests were made. The five highest pages request were for the district (825 requests); Pattonville High School page (242); Holman Middle School homepage (239); Drummond Elementary School site (221); and families and students hub (198). The top day for translations was Aug, 8, 2024, with 204 requests. The top five pages with requests that day were the Pattonville homepage, back-to-school resources page, transportation department and school pages for Bridgeway Elementary School and high school.

Language (2024-2025)	Total Words Translated	Translation Requests
Spanish	112,762	92%
French	18,592	4%
Chinese	14,306	2%
Arabic	8,701	1%
German	5,254	1%

Pattonville at Work E-newsletter

The SCR team delivers a district e-newsletter after every regular board meeting this is sent to parents, staff, retirees and subscribers. Pattonville's open rate remains higher than the industry averages. Pattonville's e-newsletter is sent using Messages, the newsletter function in Finalsite (our web provider). Finalsite analyzed more than 500 million emails sent its platform and found the average open rate was 49%, which Pattonville exceeded for both families (63%) and staff (77%). Additionally, according to information released by Constant Contact in February 2023, the rate people open e-newsletters in the education market is 37%, which Pattonville also exceeds. The chart below shows e-newsletter metrics.

E-newsletter Metric	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
Newsletters Sent	21	22	19	16	30	26	24	24	24	24
Average Number of Emails Sent *	5,899	6,175	7,623	7,648*	8,027*	N/A	6,965	6,959	7,802	9,003
Open Rate (ALL Audiences)	32%	32%	32%	37%	42%	33%	52%	53%	44%	70%
Open Rate (Parents/ Community)	N/A	N/A	N/A	N/A	40%	29%	43%	76%	40%	63%
Open Rate (Staff)	N/A	N/A	N/A	N/A	45%	32%	61%	N/A	47%	77%
Click-Through Rate (ALL Audiences)	15%	10%	15%	13%	17%	9%	10%	39%	9%	8%
Click-Through Rate (Parents/Community)	N/A	N/A	N/A	N/A	14%	6%	6%	5%	5%	5%
Click-Through Rate (Staff)	N/A	N/A	N/A	N/A	20%	9%	15%	73%	12%	10%

Peachjar

Pattonville permits a limited forum for distributing or posting information from outside organizations which is governed by board policy KI/KJ (Public Solicitations/Advertising in the Schools) and outlined on the community relations website. Since 2014, Pattonville has used Peachjar to distribute digital flyers from schools, Pattonville organizations and non-profits in the community to families. Community flyers must be approved prior to distribution. Peachjar replaces printed materials and contributes to environmental savings. The data over the last four years shows steady engagement, growth in digital outreach and continued environmental impact as shown in the chart below.

Metric	2021–2022	2022–2023	2023–2024	2024–2025
Total Flyers	942	1,375	1,013	1,134
Internal Flyers	679	1,047	708	777
External Flyers	263	328	305	357
Paper Savings	817,645	1,529,394	1,771,235	2,455,985
Trees Saved	8.9	18	21	29
Average Flyers per School	85.6	137.5	100	111
Open Rate	41.0%	59.3%	59.9%	57.9%
Subscribed Users	8,028	8,348	8,623	8,308

During the past four school years, internal flyer usage nearly doubled and represent the majority of usage each year. Open rates have increased by nearly 19%. Paper savings more than tripled and trees saved increased by more than 200%, reducing printing costs and paper waste and indicating a positive environmental impact.

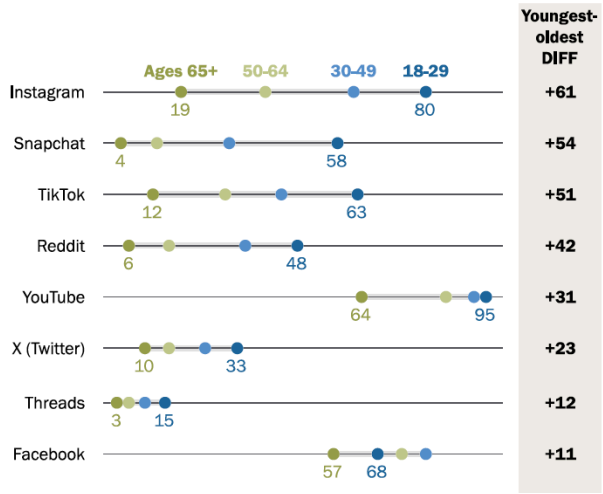
Social Media

Social Media Usage

For more than a decade (since 2013), Pattonville has incorporated social media into its communication strategy. During that time, the SCR team has established itself on the following social media platforms: Facebook, Instagram, YouTube and Threads. Currently, our focus leans toward Facebook and Instagram, which is where we see the highest number of followers and most engagement. In general, we see higher engagement with parents/guardians on Facebook. Instagram and YouTube reach a diverse audience which also includes students.

Adults under 30 are far more likely to use Instagram, Snapchat, TikTok and Reddit

*% of U.S. adults who say they **ever** use ...*

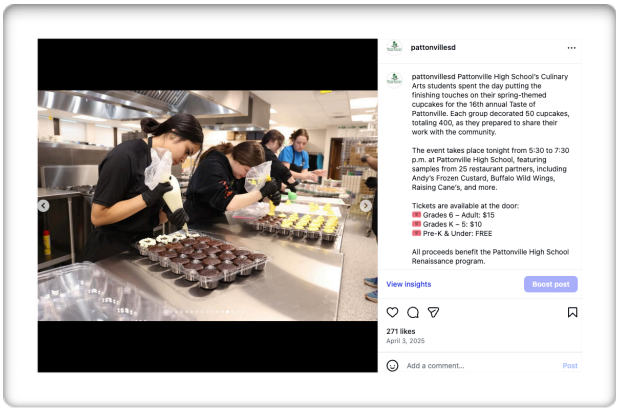


Pattonville's social media site focus is in line with the national trend. According to Pew Research Center surveys in 2025, the top three online platforms nationally are among the most popular in Pattonville's community. Pew's survey found that 84% of adults use YouTube, 71% use Facebook and 50% use Instagram. Pattonville's 2024 SCR survey found that staff and families use generally the same social media platforms, and their usage generally matches these trends. The outlier is YouTube, which is used significantly less than the national survey indicated. See chart at right.

Social Site Used Regularly	Family Use	Staff Use
Facebook	83%	80%
Instagram	39%	50%
YouTube	23%	23%
TikTok	18%	19%
Snapchat	10%	15%
X (formerly Twitter)	5%	8%
Threads	4%	3%

In addition to the district's social media accounts, schools, departments and programs have social media outlets as well. Before a staff member can start a school/district social media account, they must complete a form sharing their social media plan with the SCR and technology offices. This form ensures that staff members have considered the purpose and audience of the social media account, planned for how the page will be monitored and other important details. In coordination with the technology department, staff members who create a social media account must do so using a district-created email address specific for that account, ensuring access to created social media accounts in the future.

Facebook regularly changes its algorithm, meaning that the determination of what people see and in what order when they check Facebook can be difficult to pinpoint. For example, in previous years, Facebook placed a higher value on video content, whereas, in 2024 at least, the algorithm is designed to show users a variety of post types, such as videos, photos, links and text posts. Currently, Facebook determines which content is most relevant to a particular user based on four main ranking signals: who posted it (users see content from sources they interact with); type of content (interacting with more videos will lead to seeing more videos); likeliness to engage (including commenting, liking and sharing); and interest other people will have in the post (posts that generate meaningful interactions between users). Based on this current algorithm, it's important for the district to create content that will lead users to engage with the district.



Unlike Facebook, Instagram has multiple algorithms, but like Facebook, it encourages engagement and prioritizes original content.

Facebook

Facebook is Pattonville's preeminent social media platform, where the district experiences its best connection with families, staff and community members. The chart below shows metrics on the district Facebook page.

Facebook Metric	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
Posts Shared (Total)	248	598	699	432	316	245	226
Average Post Reach	3,568	3,760	3,322	3,649	17,591	5,183	3,446
Average Daily Reach (All Posts)	2,911	4,847	4,394	3,540	4,853	3,548	N/A
Month Reach (Average)	38,668	65,364	58,394	45,629	86,060	68,385	N/A
Month Engaged (Average - Likes, Shares, Comments)	6,727	10,825	12,861	18,012	7,895	3,550	3,137
Followers (As of End of School Year)	5,787	6,966	7,891	8,373	8,703	9,080	9,710

The chart below shows the top content shared on the district's Facebook page during the 2024-2025 school year.

Date	Post Topic	Reach	Type
February 2025	PHS senior Kaylee Corona Damian earns Maryville's Trustee Scholarship	27,924	Video
February 2025	PHS culinary arts students make chocolate covered strawberries	20,228	Post
May 2025	Officer Mooney rides into retirement on fire truck	16,217	Video
April 2025	Pride of Pattonville recipients named	10,580	Video
December 2024	Volleyball college signings	10,405	Post
May 2025	HS spring college signings	9,245	Post
January 2025	Pattonville closed on Jan. 8	8,534	Post
July 2024	Hiring guest educators	6,266	Post
December 2024	PHS concert choir at St. Louis Lambert International Airport	6,129	Video
November 2024	Audrey Masek receives Emerson Excellence in Teaching award	6,082	Post
September 2024	RA hosts annual Heroes Luncheon	5,438	Post
October 2024	PHS homecoming pep rally	5,394	Video
October 2024	How Pattonville old are you?	4,902	Post
April 2025	HS student council recognize transportation team on School Bus Driver Appreciation Day	4,645	Post
August 2024	Staff return for All-Staff Orientation	4,496	Post
March 2025	HS computer science students win first place at WWT STEM Student Forum	4,324	Post
June 2025	Pattonville staff participatein Show-Me Careers Educator Experience	3,873	Video
August 2024	All-Staff Orientation skit video - PSD Olympic team	3,099	Video
September 2024	RA activity focused on adding sensory details to their stories	2,772	Video
June 2025	Spots are still available for half-day preschool	1,895	Post
November 2024	PHS Veterans Day presentation of Missing Man Table	1,386	Video
March 2025	Art teacher Chris Casaine's work at Maryland Heights for Black History Month (reshare)	1,198	Video
July 2024	Watch the Bridgeton 4th of July Parade (shared from Bridgeton's page)	841	Video

Instagram

Pattonville's Instagram platform continues to grow. In addition to parents and staff being primary audiences, many high school students also engage in the platform's content. The chart below shows metrics on the district Instagram page.

Instagram Metric	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
Posts Shared (Total)	74	255	690	410	276	216	197
Average Views (Previously Impressions)	1,070	1,302	2,853	5,173	2,213	1,972	5,559
Followers (As of End of School Year)	1,388	2,677	2,977	3,340	4,127	4,243	4,786

The chart below shows the top content shared on the district's Instagram page during the 2023-2024 school year.

Date	Post Topic	Reach	Type
May 2025	HS spring college signings	11,581	Post
February 2025	HS signing day	10,668	Post
May 2025	Congratulations to the Pattonville High School Class of 2025!	9,757	Video
January 2025	District closed Monday, Jan. 6	6,741	Post
April 2025	HS Most Valuable Pirate ceremony	6,233	Post
October 2024	Homecoming football game photos	4,046	Post
October 2024	PHS all-school homecoming pep rally	3,996	Video
June 2025	Pattonville staff participatein Show-Me Careers Educator Experience	3,642	Video
February 2025	PHS senior Kaylee Corona Damian earns Maryville's Trustee Scholarship	3,450	Video
April 2025	T/SSOY finalist surprises	3,104	Video
September 2024	360° of Holman's Gym B and boys' locker room	2,745	Video
March 2025	Heights students make monsters with Remington students' drawings	2,634	Post
December 2024	Holman band, choir and orchestra perform at elementary schools	2,514	Post
August 2024	Holman scientist scavenger hunt	2,431	Post
September 2024	PHS FACS hands-on fire extinguisher training	2,418	Post
November 2024	PHS speech and debate team preps for the Randy Pierce Winter Classic	2,187	Post
August 2024	360° highlights from our All-Staff Orientation	2,038	Video
December 2024	PHS concert choir at St. Louis Lambert International Airport	1,948	Video
July 2024	Hiring guest educators	1,751	Post
June 2025	Spots are still available for half-day preschool	1,422	Post
November 2024	PHS Veterans Day presentation of Missing Man Table	1,178	Video

Threads

The district has been selectively using Threads since July 2023. While the number of followers on the platform has grown rapidly, the engagement is not very high. It was also the platform used least by both families and staff.

Threads Metrics	Total Followers	Posts	Total Likes	Best Post	Best Post Likes	Best Post Views
June 2024	522	1	1	New website launching June 14	1	32
July 2024	543	1	0	We're hiring - guest educators	0	77
August 2024	571	2	4	First day of school	3	113
September 2024	603	2	1	RA Talk Like a Pirate Day	1	73
October 2024	618	3	8	Happy National Coaches Day	4	88
November 2024	658	2	2	Rose Acres 10th annual Turkey Trot	1	46
January 2025	644	7	14	District closed - Jan. 6	3	282
February 2025	658	3	3	Virtual learning day - Feb. 12	1	167
April 2025	675	1	2	PHS International Show	2	132

YouTube

YouTube is the most popular social media platform across age groups. A 2024 Pew survey found YouTube had the highest percent of users of all social media platforms for all age groups: 93% of peopled aged 18-29 use the platform; 94% of those 30-49; 86% of users 50-64; and 65% for those 65 and older. Pattonville's YouTube channel currently has 859 subscribers.

YouTube Metric	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
Number of Videos Posted	13	64	56	49	60	37	58
Video Views (Total)	3,425	11,081	19,885	13,159	13,005	13,292	22,565
Growth in Subscribers	46	82	230	72	70	80	137
Watch Time (In Hours)	56.1	240.4	745.8	322.2	494.5	343.6	375.9
Impressions*	35,100	110,200	160,103	202,609	218,100	180,993	304,329
Average View Duration (Minutes/ Secs)	:59	1:18	2:15	1:28	1:30	1:34	1:01
Top Video Posted	This is Pattonville	Mascots go back to school	Pattonville Returns (sup't message)	Certified Staff Recruitment 2022	Parkwood fifth graders get new shoes	Homecoming 2023 parade video	Last day of school bus sendoff
Top Video Views	359	1,048	3,713	772	537	470	1,160
Top Video Average View Duration	38%	23%	67%	32%	54.8%	32.2%	45%

**Impressions refers to the number of times a thumbnail of one of Pattonville's videos was shown to YouTube users.*

Other Communication Tools

Print Publications

Pattonville's print publications include:

- Pattonville Highlights, published eight times annually and mailed to all residents (approximately 23,500 households) and a list of subscribers (retirees, etc.) and delivered to all district buildings;
- Flash newsletter for 1,600 members of the 55+ Club;
- Green and White Gazette alumni newsletter published twice a year;
- Oasis newsletter for tutors published once a month during the school year;
- Marketing brochure for the district;
- Crisis communication guides (Crisis Teamwork Guide, Emergency Operations Plan document for each school, etc.); and
- Specialty publications (i.e., human resources marketing and recruitment materials, flyers, etc.)


PATTONVILLE A top-tier district in Missouri and the U.S.

HIGHLIGHTS

SEPTEMBER 2025

School news for parents, residents and staff of the Pattonville School District

INSIDE

Homecoming scheduled for Oct. 10, 11

- See page 3 for details

Budget approved for 2025-2026 school year

- See page 4 for details

Welcome back to school!

PATTONVILLE SCHOOL DISTRICT

BOARD OF EDUCATION

Jeanne Schottmueller, President
Lisa Kridelbaugh, Vice President
Jan Schweiss, Secretary
Rena Simmons, Treasurer
Mary Kay Campbell, Director
Dr. Brian J. Gray, Director
Dr. Dan Wentz, Director

Dr. Barry Nelson
Superintendent

BEST HIGH SCHOOLS
USNEWS RANKINGS

Pattonville is an award-winning public district in St. Louis County, Missouri. The district is fully accredited by the state and is recognized for academic success on the regional, state and national level.

Classes in the Pattonville School District started on Aug. 18 with more than 6,000 students in preschool through 12th grade kicking off the new school year. Top, Bridgeway Elementary School third grader Xavier Jordan, left, looks through a microscope during STEM lab with math/science specialist teacher Vikram Yadav. Middle, Heights Elementary School first grader Ryan Hernandez, left, and Yadav, right, high-fives paraprofessional Jodi Schrumpf. Middle right, Pattonville High School senior Esmé Hurlbut shares a drawing of what she did during the summer while talking with a classmate in teacher Stephanie Heyman's College Algebra class. Right, Pattonville Heights Middle School social studies teacher Alisabeth Hilker highlights locations on the classroom map.

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Media Relations

Pattonville's media relations program facilitates stories in print, online and TV news. Despite adding a second education reporter at the *St. Louis Post-Dispatch*, print coverage remains limited. TV news coverage is also a challenge due to reduced newsroom staff and the St. Louis competitive market. Nevertheless, Pattonville has worked with local media to highlight the district through positive news stories. Often, Pattonville sees more success in getting media attention through content it shares on social media than in media releases shared with the news. In addition to a wealth of sports coverage, highlights from 2024-2025 include:

- Stories about districts moving away from standardized tests (St. Louis Post-Dispatch)
- Coverage of partnership with Tackle Hunger program for food drive competition between Pattonville High School and Fort Zumwalt North (KSDK 5)
- Feature on high school graduate Kameron Eleby (Mike Farrell Sports)
- Feature story on high school graduate Miguel "Miggy" Perez returning to City SC this season (St. Louis Post-Dispatch)
- Drummond kindergartner recognized for starting hat business (KSDK)
- St. Louis Science Center honors Amy Schwendemann with award (KSDK)
- Retired veteran and current Pattonville bus drive receives $500 for service from Fox 2 News (Fox 2)
- Pattonville Heights observatory and planetarium named in list of best Missouri places to see the starts (KSIS Radio)



Recognizing Students, Staff and Volunteers

Board Recognitions

The SCR team coordinates a student and staff recognition program at monthly board meetings during the school year. The program has grown over the years to include the recognition of hundreds of students and staff, culminating in a large end-of-the-year recognition program that is staged at Holman Middle School due to the number of honorees invited to be recognized by the board. Recognitions are published in/on:

- Printed district newsletter delivered to all residents in the district and to all district buildings;
- Social media (Facebook and Instagram;
- District e-newsletter (parent/community and staff); and
- District website.



During the 2024-2025 school year, more than 1,450 invitations were sent for the seven board recognition program event. About 450 of those were invitations in April for staff who were nominated for Teacher and Support Staff of the Year honors. Additionally, of those invitees, about 425 people attended a recognition program throughout the school year. While some of these invitations include students and staff who were invited to multiple meetings, this count indicates that about a third of invitees attend a board meeting to be recognized.

District Recognition Programs

The SCR team coordinates the employee and district-level recognition programs, including Pride of Pattonville, Teacher of the Year, Support Staff of the Year, Rookie of the Year. The Pride of Pattonville award is considered the district's most prestigious award. Up to 10 people each year are selected based on an in-depth nomination form. The honorees are selected by a committee consisting of the award recipients from the past two years. Honorees are surprised with the award by the committee before District Appreciation Night, which they are also invited to attend.

The Teacher, Support Staff and Rookie of the year program is a multi-step process. Anyone in the Pattonville community is invited to nominate staff for these awards. All eligible nominees for Teacher and Support Staff of the year are included in a ballot and staff at each school select their choice for each honor. This year's ballot will allow each staff member to select up to three individuals for each building honor. The certified and support staff member at each school — as well as the district services group that is composed of Learning Center, maintenance, printing and transportation staff — are invited to continue in the process, which includes submitting information to their respective committee, made of honorees from previous years. The committee reviews the submissions and the three people in each group with the highest responses are invited to be interviewed by the committee. Based on the interviews, one honoree is chosen as the district Teacher of the Year and one is selected as the district Support Staff of the Year. Additionally, one teacher and one support staff Rookie of the Year is selected by the committee based on the submitted nominations. With support from the SCR staff, the Pattonville Teacher of the Year goes on to be nominated for the regional teacher of the year, with the chance to advance to the state level. Two Pattonville teachers have been named Missouri Teacher of the Year and seven others have been named state finalists since 1986.



District Appreciation Night

The school year culminates with the annual District Appreciation Night event in May, where these staff and community volunteers are honored. In addition to recognizing the district Teacher, Support Staff and Rookie of the Year, the event includes honoring service milestone recognitions, retirees, support volunteer recognition and board members. Honorees are provided two complementary dinner tickets to attend prior to the program.

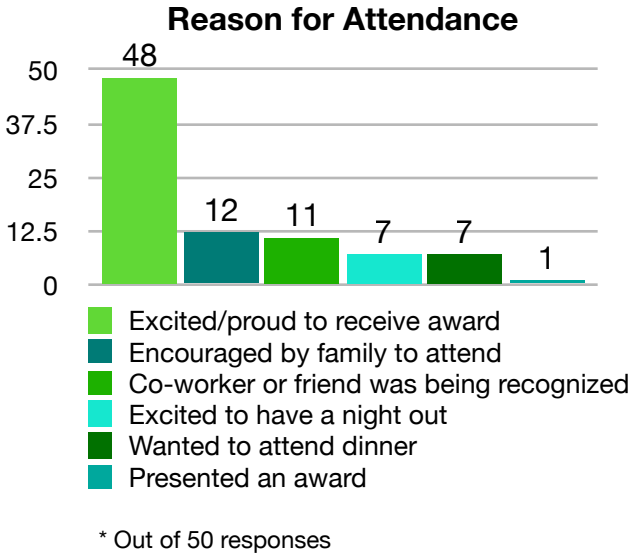


In order to get feedback about District Appreciation Night, the SCR team sent a survey to everyone invited the the 2025. Of the invitees, 72 people replied. Of the respondents, 70% said that they attended the May 5 event and 94% of those individuals attended dinner before the program. Of the three people who didn't, two had scheduling conflicts and one did not like the meal option.



Of those who attended:

- 98% said the length of the program is appropriate, but only 84% stayed for the entire program. Of those who didn't, nearly all of them said it was because they needed to take care of family members.
- 96% said they felt like the recognition they received was appropriate of their honor.
- 94% said they would attend in the future. Reasons for not attending a future program included retirements or other work/personal responsibilities.
- 100% of attendees said they would recommend a friend or co-worker attend District Appreciation Night in the future if being recognized.



Of the 22 respondents who did not attend, the main reasons were:

- Non-work related responsibilities (13)
- Didn't want attention of being recognized (7)
- Previous commitment or conflict (4)
- Limited understanding of what the event is (3).

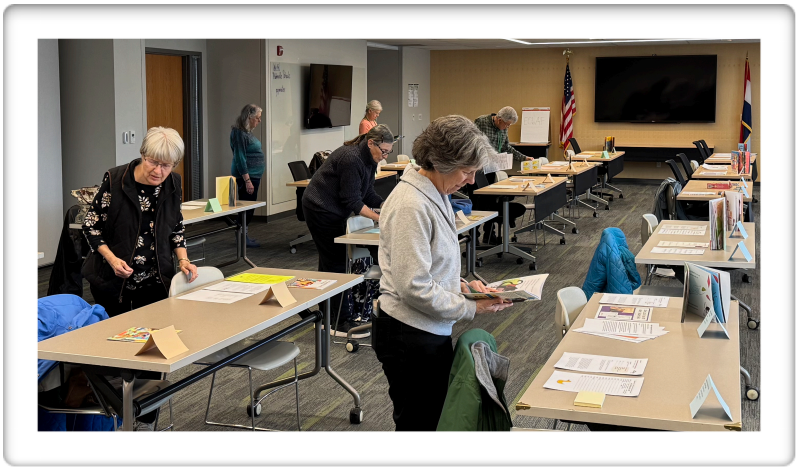
Overall, feedback on the program continues to be positive.



Older Adult Programs

Oasis Tutoring Program

Pattonville's Oasis Intergenerational Tutoring Program connects older adults in the community with elementary students to assist with one-on-one reading, writing and communication skills. Tutors come from various career fields, not just education, and receive training before they can start tutoring. Additionally, the district provides monthly enrichment meetings to help grow their knowledge and provide a group to help with questions and session ideas. Surveys returned from both teachers and tutors indicate the program is a positive experience for both students and tutors.



This year, Pattonville created an Oasis Tutoring Guide to assist building coordinators by putting all of the details of the program in one easy-to-access resource. This document includes information on what Oasis is, staff roles, student-tutor pairings, communication with families and tutors, emergency procedures and details on the tutoring session. The information is currently being adapted for current and prospective tutors to give them a better understanding of the program.

Each year, Pattonville and Oasis survey tutors and teachers to get feedback on the program. This feedback allows both groups to continue to improve implementation of the program and provide additional supports as needed. The survey continually shows that tutors value this experience with our learners. This past school year, 100% of tutor respondents said yes to the question"Do you feel your participation in this program adds a purposeful element in your life?" Additionally, when asked "Did you observe improvement in your student's reading skills?," 86% of tutors said yes, and only two (14%) said they were not sure. This information supports the positive impact the program has on students and tutors. While specific student improvement data is not tracked by tutors, they regularly report improvement in social skills; confidence with reading, writing and speaking to a group; and increases in vocabulary and understanding.

Feedback from tutors on the survey included the following statements:

- "My student became more confident as the year progressed. She became more able to decode words. She was able to open up more easily and often asked questions about what we're reading."
- "My student asked if I could come everyday."
- "She learned all her letters and quite a few sight words and was able to stay focused on our lesson almost the whole time by the end of the year."

Many of our long-term tutors stopped tutoring after the pandemic. Pattonville is actively recruiting for new tutors throughout the year. The SCR team is planning a strategic marketing campaign to implement this summer in hopes of growing tutor numbers to pre-pandemic levels.



55+ Club

Pattonville's 55+ Club enables students, board members and administrators to interact with older adults in the community as they visit Pattonville High School. The main benefits of membership includes complementary access to regular home athletic events and the district-sponsored dinner theater, which includes a meal and tickets to see the school play and musical. Twice a year, the SCR team coordinates two dinner theaters for the 55+ Club that draw a typical crowd of between 300 and 350 senior citizens each night. In addition to seeing students' hard work in the plays and musicals, these guests are also able to interact with students involved in high school programs and clubs who volunteer at the dinners. Brief school and district updates are also provided by the superintendent and high school principal. The impact of the pandemic has led to lower attendance than previous years, but the SCR team will plan ways to help grow membership and return dinner theater attendance to normal numbers.

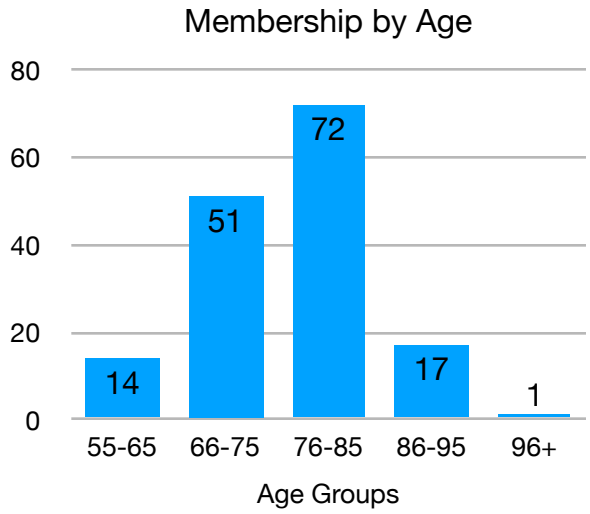


This fall, the SCR team conducted a survey of play and dinner attendees to help guide plans for growing the program and general insights about the dinner theater events. During both nights, 156 attendees completed the survey, though responses may reflect a larger population since couples may have submitted one response. Overall, feedback was positive and members appreciate that the district offers this program.

Respondents indicated their favorite parts of the event are:

- Enjoying the meal (138)
- Watching the show (122)
- Having an activity/night out (81)
- Seeing other 55+ Club members (64)
- Interacting with student volunteers (64)

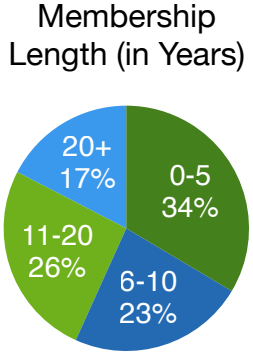
Additionally, attendees were asked to rate the provided meal. The average rating was 4.78. Currently, Pattonville uses Tornatore's Catering following the retirement of Lukasek Catering staff in 2021.



The SCR team has also noticed that not all members who attend dinner go to the show. We asked attendees whether they attend to help determine a count. Results show that 81% always or almost always attend the show; 15% sometimes attend; and 4% rarely or have never attended the show. The most common reasons were:

- Prior commitments/schedule conflicts (15)
- Not interested in the show (6)
- Not wanting to be out late (6)

The SCR team plans to survey the entire membership later this spring to continue to gather input on programming and how to increase membership.





Community Engagement

Retirees

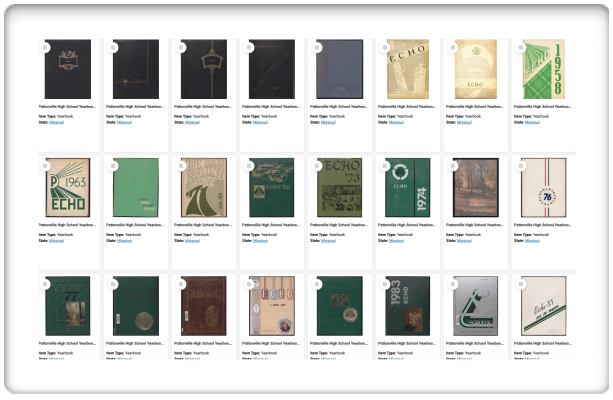
Even after staff members retire, Pattonville provides them with ways to stay connected to the district. During District Appreciation Night planning, all retiring staff receive a form where they are able to indicate how much communication they would like to receive from the district. If they do not live in Pattonville, they can request to have a copy of Highlights mailed to them. Additionally, they can sign up to receive district updates through email, including care lists and information about benefits like flu shots. Those who sign up also receive the parent/community version of the Pattonville at Work e-newsletter. To see how many retirees receive these updates, see the chart at right. Finally, each retiree can determine if they would like to be included in the biennial retiree directory published by the SCR team with assistance from the Pattonville Retirees Association (PRA). Pattonville also partners with the PRA to assist in distributing newsletters and other association communications such as event invitations.

School Year	Retirees Receiving Emails
2016-2017	237
2017-2018	239
2018-2019	283
2019-2020	311
2020-2021	338
2021-2022	387
2022-2023	388
2023-2024	387
2024-2025	402
2025-2026	425

Board/Administrative Outreach

The Pattonville Board of Education regularly meets with different school and community groups throughout the year to keep an open dialogue with the school community and key community leaders. The following are annual board meetings scheduled by the SCR team: religious leaders and city officials from Bridgeton, Maryland Heights and St. Ann. The SCR team previously hosted an annual meeting for board members with Pattonville legislators. The district has ceased hosting this meeting and combined efforts with the Parkway, Rockwood and Special school districts, with hosting rotating between the districts. Each year, two meetings are organized with Parkway and one meeting takes place with Parkway and Rockwood. Pattonville also develops ways to engage other targeted internal and external audiences. For example, administrators are active in local organizations: Bridgeton Kiwanis, Maryland Heights Chamber of Commerce, Maryland Heights Convention and Visitors Bureau, North County Inc. and Northwest Chamber of Commerce. The SCR team also supports and/or is a liaison for Pattonville Alumni Association, Pattonville Education Foundation (PEF) and Pattonville Retirees Association (PRA).

RECA Records



The Radiation Exposure Compensation Act (RECA) is a federal program that offers financial assistance to individuals or their families who developed certain illnesses after being exposed to radiation from the U.S. nuclear weapons program. To qualify, applicants must provide medical documentation and proof of living or working in specific locations during designated time periods. This area includes zip codes within the Pattonville School District. Those needing educational or staff records from Pattonville to support their application can complete the appropriate RECA request form on Pattonville's community hub website. Staff within Pattonville, including the student services and human resources departments and superintendent's office, are predominantly assisting with request. The SCR team has partnered with the St. Louis County Library to help support documentation efforts. The department provided 35 Pattonville High School Echo yearbooks it had available in its archives printed prior to the year 2000. These yearbooks were lent to the library system, who's staff carefully digitized and archived the yearbooks and have made them available on the library's online archive system. Additionally, all yearbooks published during and after 2000 were also digitized, but, due to privacy reasons, can only be accessed by library staff and SCR staff. This digital collection allows library staff to provide former Pattonville students and staff members access to options for required documentation proving residency as required by RECA paperwork.

District and Department Initiatives

Pattonville's Proposition S

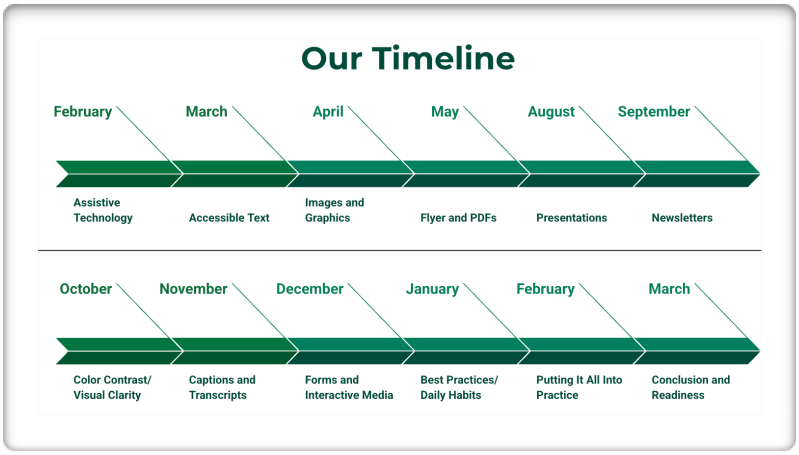
Communication continues as does construction work on Prop S, Pattonville's $111 million no-tax-rate-increase bond issue, approved by voters in April 2022. Prop S will fund projects at every school in Pattonville and focuses on adding classrooms to address growth in student enrollment; providing safety and maintenance improvements; and updating school facilities to meet teaching and learning needs. Following a successful campaign, where Prop S received a 79.4% favorable vote, the SCR team has been involved in keeping the community informed with its progress. Work on Phase 1 and 2A was completed. Updates are shared on the district's social media pages and Prop S website, including monthly updates that the board received as well as story updates during important updates throughout, such as changes to the timeline, completion of work and other significant updates. Many of these stories were also shared in Pattonville Highlights so the entire school district community can be kept up to date on the work. The SCR team has also worked with S.M. Wilson to organize architectural photo shoots at each of these schools.



Digital Accessibility and ADA Title II

Title II regulations of the Americans with Disabilities Act (ADA) prohibit discrimination against people with disabilities by state and local governments and ensures they have equal access to all public services, programs and activities, including education and digital content. This law requires public entities to ensure that web content and mobile applications are accessible to people with disabilities using specific standards (WCAG 2.1 Level AA). Based on its population, Pattonville has until April 26, 2027, to meet the requirements, which impact nearly everyone who works in Pattonville.

While this is more than a year to meet the requirements, this time allows Pattonville to train staff in a more manageable way. It also gives staff more than a year to begin making and implementing the changes required by law. To assist in this, the SCR team is working with technology staff to create materials to assist in training staff on these new requirements. This includes topics on accessible text, documents and PDFs, newsletters, images and more. A timeline of our training is shared in the image at right.



In January, buildings shared an introductory presentation either live or via video with their staff to introduce this work. Beginning in February, training materials will be shared monthly to introduce areas of digital accessibility. As staff review that content, the goal is for them to begin implementing that area into their work so that the lift going into 2027 doesn't feel insurmountable. SCR and technology will also meet with staff and groups that need individualized and/or focused training for their role and work.

School-to-Home Communications Platform

Pattonville uses Bloomz and SchoolMessenger to communicate with parents and staff for inclement weather days, emergencies or other important updates. Bloomz and SchoolMessenger enable Pattonville to send emails, automated phone calls and text messages to individuals based on their communication preferences on an immediate or pre-scheduled basis. They also provide language translation to ensure English learner families have the same information. Prior to this school year, SchoolMessenger was the district's main source of communication to families in mass. However, outside of email, it only provided one-way communication.



Last spring, the SCR team partnered with the technology department to research, setup and launch a school-to-home communications platform. The goal was the provide a unified platform for the district so that families would need one location to access information from the district, school administrators, classroom teachers, activity/club sponsors and coaches. The platform needed to allow for two-way communication and ensure district data privacy standards could be met.

Staff, parents/guardians and students were invited to join a technology advisory group to help select the platform. They participated in Zoom demonstration on two platforms — Bloomz and TalkingPoints — and provided feedback and asked questions before the group met to review the feedback and answers. The group created a list of their top five priorities — customization, ease of use, extra features, one-stop shop and translation — and decided which platform would best meet those needs. Bloomz was selected as that platform, with 100% of participants saying they fully support or could support this decision. In the spring and during summer activities, Pattonville piloted the platform.

In August 2025, Pattonville launched Bloomz to staff and families. Training was provided to administrators and all staff who would be using the platform. Throughout the year, the SCR team has supported internal and external communication related to the platform, including providing tech support and messaging strategies.

	Bloomz	Gmail	Automated School Messenger Call	School Messenger Email	Call	Website	Learning Platform
Updates and Announcements	Bloomz						
Athletic, Activity and Club Announcements	Bloomz					Website	
School Closure Reminders/Alerts	Bloomz		Call			Website	
Emergency Notifications	Bloomz		Call			Website	
Formal, Student-Specific Communication		Gmail			Call		
Dynamic Email Groups				Email			
Automated Group Phone Calls			Call				
Assignment-Specific Student Feedback							Online

Feedback gathered during the planning and pilot phases indicated general support for the move to a single, unified communications platform. In the fall, members of the Parent Advisory Committee were asked to provide their feedback. Positive feedback centered on having one platform for communications, being able to customize how and when they receive messages and improved communication at some buildings. Challenges included the complexity of and glitches with Bloomz, consistency of messaging within buildings or grade levels and challenges of when to use Bloomz versus learning platforms like Canvas and SeeSaw.

This spring, SCR and technology will survey staff and families to gather qualitative and quantitative data regarding the change to one school-to-home communications platform and the effectiveness of Bloomz to ensure it's meeting the needs of staff, families and secondary students.

Cell Phone Free

In response to a Missouri state law passed July 9, 2025, all school districts in Missouri were required to implement policies prohibiting student use of personal communication devices — such as cell phones, internet-enabled smartwatches and wireless headphones — during the school day, with limited exceptions. The law took effect beginning August. 28, 2025. The intent of the law is to promote a safe, respectful and distraction-free learning environment for all students. The Pattonville Board of Education, on Aug. 12, approved a new policy to align with the state law. In order to inform and help prepare our community for this change, the SCR team developed a plan focused around the concept of:

CLEAR - Clear distractions by keeping devices off and away.
PRESENT - Present with people to build real connections.
FOCUSED - Focused thinking helps ideas grow and skills improve.

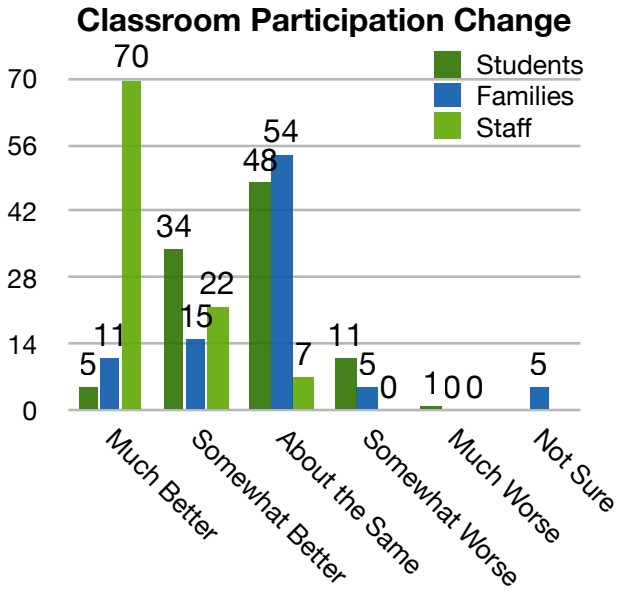




The district's communications plan focused on helping families, staff and students understand what the law requires and the district's policy and procedures related to this. Messaging focused on the implementation process, what families and students could expect at school and research-based benefits associated with reduced cell phone use during the school day, such as increased student engagement and fewer classroom distractions.

The plan included goals, talking points, timelines, key points, text for letters and publications, presentation information, policy language and the district's new policy on personal communication devices. Information about the law was shared with district administrators at the annual retreat before school started. A website was created that includes information about the law, links to district policy and behavior guides and an FAQ with important information. The website was included in all communications related to the the law. This includes direct messages to families and staff and publications like the Pattonville at Work e-newsletter. Additionally, the SCR team also supported building-level communication by providing staff with resources, such as flyers and posters for schools and classrooms as well as announcement scripts and slides for TVs with reminders to put cell phones away and to be Clear, Present, Focused.

In October 2025, Pattonville surveyed students, parents/guardians and certified staff at the secondary level on the law and its implementation. On average, students responded that they had not seen a change in their focus or school environment, but there was a slight improvement in classroom participation. Parent/guardian feedback generally mirrored student insight. Certified staff, though, noted more positive impacts. Of respondents, 100% said that student focus is somewhat or much better. Additionally, 92% saw better classroom participation, with only 7% saying it stayed about the same. They also noticed an improvement in school environment, with 81% indicating it has been somewhat or much better and 19% saying it's stayed about the same. No teachers indicated that any of the three areas were worse since implementation of the cell phone law and policy.



The majority of feedback from students focused on general dislike of the law, no ability to access music and bell-to-bell use restrictions. Generally, while certified staff like the law and noted student performance improvements, they also had concerns about discipline and continued infractions. Feedback received during and after implementation indicated that while opinions on the law itself were mixed, families and staff generally viewed Pattonville's communication and rollout of the Cell Phone Free plan as clear, organized and thoughtful.

In-Progress Programs

Pattonville is currently creating a sponsorship program that will allow the district to build and maintain relationships with area businesses and develop opportunities for those businesses to invest in the district, while also being visible within the Pattonville community. SCR kicked off this program in the fall with the support of the community and staff engagement office. Opportunities for sponsorships include signage on the scoreboards in the stadium, gym and aquatic complex; logo rotation on video scoreboards; commercials before and announcements during sporting events; and banners at athletic spaces at Pattonville High School. In the fall, Pattonville connected with companies that already have logos displayed on scoreboards to give first right of refusal for their current signs. All but one vendor plans to keep their signs, and other companies are in contact to become sponsors.

SCR has been working with Pattonville High School to implement a new High School Wall of Fame program. Applications for the new program launched last year and were shared on the Pattonville High School website and in district publications. Due to changes coming to the main gym hallway, nominations are being held until improvements are complete to ensure a smooth transition between the previous and current program. It is important to the community that the school retains former Wall of Fame content in some capacity. How this is done will be investigated by the high school athletic director and SCR team. Once the facility changes are planned and/or in place, the Wall of Fame committee will select the first round of inductees. We will also continue to garner community feedback to determine if and when additional changes may be needed.

With the outstanding work happening in Pattonville school, SCR partners with the teaching and learning department to support district initiatives. Last year, the teams revitalized the personalized learning website to provide more up-to-date content available to those looking to implement programs into their schools or districts. This included enlisting the help of school staff, such as district technology specialists, to create short videos highlighting everyday learning in our schools. Video content was submitted to the SCR team and uploaded to the district YouTube channel. That content is then shared on the personalized learning website. Content can be sorted by school, year and personalized competency-based learning standard and/or element, allowing people to find the exact content they are looking for.

Additionally, SCR is working with teaching and learning on the implementation of the Portrait of a Graduate program. A Portrait of a Graduate represents a school district's vision for the 21st century skills, character traits and/or social-emotional competencies that students need to succeed in college, career and life. Pattonville's Portrait of a Graduate embodies the essential qualities we strive to develop in every student. The six core characteristics shown in the design at right equip graduates with the knowledge, skills and character to thrive in a rapidly changing world. SCR met with the committee last year to help develop a marketing and rollout plan, and has continued that work this year as information is being developed and shared.





Finally, to assist in maximizing impact and building awareness in the community, SCR created a monthly messaging plan to help administrators and other staff communicate with their families and community. A main topic is selected each month, such as fiscal responsibility, the importance of attendance, after-school and enrichment programs, technology integration, support services and more. Each month, taking points are developed to help with brainstorming content within those areas.

SCR Team

State, National Honors

The SCR team continues to be honored at the state and national level. The National School Public Relations Association (NSPRA) Publications and Digital Media Excellence Awards recognize outstanding education publications, e-newsletters, digital media programs, radio/TV/video programs, social media, infographics, blogs and websites.

In 2025, Pattonville earned an NSPRA Award of Excellence, the highest level of recognition, in writing for three stories:

- "Sun catchers made by students bring joy to residents in area assisted living facility" (early childhood)
- "Students create plans to help Vikings with engagement" (high school ELO)
- "Medical detectives investigate faux staff health symptoms to determine diagnosis" (Holman);

Awards of Merit were earned for:

- Pattonville at Work e-newsletter, newsletter category
- Website redesign, website category

Finally, Pattonville earned an Award of Honorable Mention in newsletters for Pattonville Highlights.



At the state level, the SCR team earned Missouri School Public Relations Association (MOSPRA) Awards of Excellence, the highest honor, in the photo category for:

- Parkwood Showcase Night student sharing music skills
- Students enjoying graduation



The district also received several Awards of Merit:

- Pattonville Website Redesign, Golden Achievement
- Pattonville at Work, newsletter category
- Pattonville Highlights, newsletter category
- Goal met, pie served, photo category
- Officers read to students supporting school read-a-thon, photo category
- Students create plans to help Vikings with engagement, writing category
- Students showcase sustainable, eco-friendly fashion, writing category

Finally, Awards of Commendation were given for:

- District Appreciation Night Video Series, Golden Achievement
- Future of Remington, Golden Achievement
- Drummond program supports new students through introductions, continued connections, writing category
- May the 4th be with you, writing category
- Survivor Games turns review into competition, writing category
- Rose Acres brings community brought together by building, sharing little libraries, writing category

These programs are intended to give feedback from other school communication professionals.

Professional Development

Each year, the district provides scheduled professional development days for staff. These days are good for learning about things happening throughout Pattonville, but the SCR team also values professional development in the communications field, which often supplements district learning. All four SCR staffers are members of the MOSPRA and the three full-time SCR staffers are members of the NSPRA. In addition to monthly webinars on important communications topics, NSPRA also hosts an annual conference in July. In 2025, one team member was able to attend the conference in Washington, D.C.



MOSPRA also has four subregions, with the SCR team being part of the Eastern Region, made up of St. Louis and southeast Missouri area school districts. The Eastern Region group meets regularly throughout the school year. This year, monthly meeting topics have included a NSPRA conference recap, ADA planning, a panel on AI, digitizing yearbooks and how students can support communications.

Additionally, MOSPRA hosts an annual fall and spring conference, as well as in-person and virtual meetings during the school year. This year's fall conference was in Kansas City, and two staff members were able to attend. One member participated in a pre-conference session on digital accessibility related to the upcoming ADA Title II law. The main conference included topics on cybersecurity and crisis readiness, a related tabletop activity and how to be an effective presenter. In addition to these learning opportunities, the conference allows the team to network with school communications professionals throughout the state.



Beginning in January, Pattonville partnered with other MOSPRA members to lead the state in monthly virtual meeting on digital accessibility to assist others prepare and implement the law within their own districts.

Pattonville is also part of the St. Louis Regional PIO (public information officer) group, which is made up of PIOs across all areas representing schools, police and fire departments, municipalities, utilities and hospitals as well as a representative from the local FBI office and Red Cross.

CONCLUSIONS/ANALYSIS

Communication is everyone's job. Everyone has a role in how Pattonville is perceived by the public, which impacts everything from enrollment to community support. Surveys and other data show Pattonville does a good job of communicating with its various constituencies and engaging them in the life of the school district. Results also indicate Pattonville's communications program is effective in meeting its goals to support the mission of the district. The district has adapted its communication channels to meet the needs of audiences that increasingly consume their news on mobile devices, while continuing to serve those who prefer other traditional media, such as print publications.

With reduced opportunities for communication via traditional media outlets and the frequently changing ways people obtain information, the role of school communications becomes even more vital to the health and success of a school district. Today, school districts have access to more tools than ever that enable them to take their messages directly to their stakeholders, thus fostering communication and understanding on complex issues and important events. As Pattonville moves forward, the district will continue to maximize every opportunity and a variety of communication vehicles to ensure our residents, parents, staff, students and community leaders are well-informed, active participants in their local school district.

AREAS OF FOCUS 2024-2025

Area	Task	Status
1	Continue to make improvements to district's redesign website and provide resources and training as needed.	Met/ongoing
2	Continue Pattonville's focus on quality content for all communication platforms.	Met/ongoing
3	Develop communications or engagement plans as needed for major district issues or events.	Met/ongoing
4	Increase membership and engagement in 55+ programs (55+ Club, Oasis).	Met/ongoing
5	Continue successful programs already in place (i.e., district publications, 55+ programs, recognition programs, etc.).	Ongoing

AREAS OF FOCUS 2025-2026

Area	Task
1	Continue successful programs already in place (i.e., publications, 55+ programs, recognition programs, etc.).
2	Continue Pattonville's focus on quality content for all communication platforms.
3	Develop communications or engagement plans as needed for major district initiatives, issues and/or events.
4	Increase membership and engagement in 55+ programs (55+ Club, Oasis).
5	Continue to improve school-to-home communication platform functionality and usage.