Pattonville

School-Community Relations

Program Evaluation

2025-2026

Goals

1. Support the district's CSIP efforts and mission by building and maintaining relationships with our school community and preserving and enhancing the district's high level of community support.
2. Support the district's CSIP efforts and mission by facilitating effective communication to and from internal and external audiences.

Key Messages

1. Personalized learning supports the needs of all students.
2. Students and staff are caring and responsible.
3. Innovative methods are used to prepare students for a world yet to be imagined.
4. There is a strong sense of community.
5. Students, staff and the district are high achieving.
6. Diversity is a strength.

Pattonville Website

2024-2025

- Pattonville's redesigned website launched on **June 14, 2024**. Feedback continues to be positive.
- 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.
- The website was visited most often on **Monday, Aug. 19, 2024** — the first day of school.

Top Page	Views	Views Percent
Homepage	123,086	25%
Calendar	42,081	8%
Staff Directory	45,719	5%
Apply to Work at Pattonville	21,259	4%
Families and Students hub	18,949	4%
Search Results	13,280	3%
Human Resources	11,570	2%
Staff hub	11,329	2%
Our Schools (list)	11,039	2%
Enrollment	9,410	2%

Pattonville Website

- Weglot translation services
- More than **7,200** translation requests
- The **five highest requests** were for the:
  - District homepage (825 requests)
  - Pattonville High School (242)
  - Holman (239)
  - Drummond (221)
  - Families and students hub (198)
- Top day for translations was **Aug, 8, 2024** (204 requests)

Translations

Language	Words Translated	Translation Requests
Spanish	112,762	92%
French	18,592	4%
Chinese	14,306	2%
Arabic	8,701	1%
German	5,245	1%

Peachjar

Internal flyer usage nearly doubled.
Open rates have increased by nearly 19%.
Paper savings more than tripled.
Trees saved increased by more than 200%.
Reduces printing costs and paper waste.

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%

Social Media

Facebook

1. Senior earns Maryville Trustee Scholarship
2. Culinary arts students make chocolate-covered strawberries
3. Retiring officer Mooney rides into retirement
4. Pride of Pattonville recipients named
5. High school college signing - volleyball



+630 +543

Followers

Instagram

1. High school college signings - spring
2. High school college signings
3. Congratulations Class of 2025!
4. Most Valuable Pirate ceremony
5. Homecoming football game photos

Student/Staff Recognitions



More than 1,450 invitations were sent for the seven board recognition program event.

About 425 people attended a recognition program throughout the school year.

2024-2025

Oasis Tutoring Program

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.

- Oasis Tutor

Yes!

100% Do you feel your participation in this program adds a purposeful element in your life?

86% Did you observe improvement in your student's reading skills?

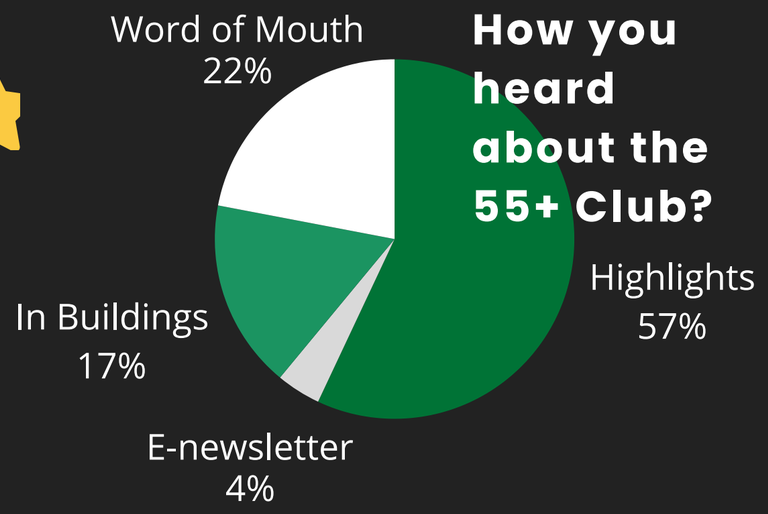
55+ Club

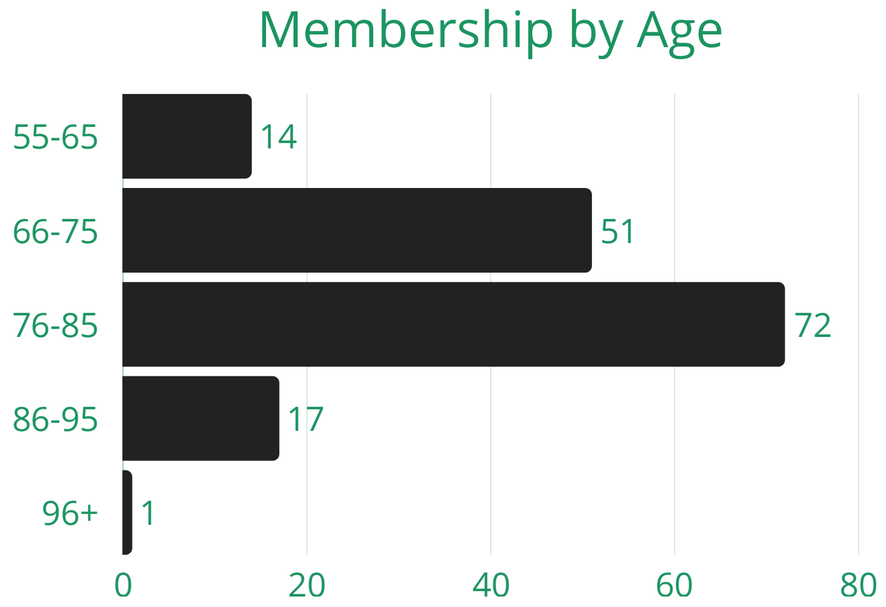
Favorite parts of the event are:

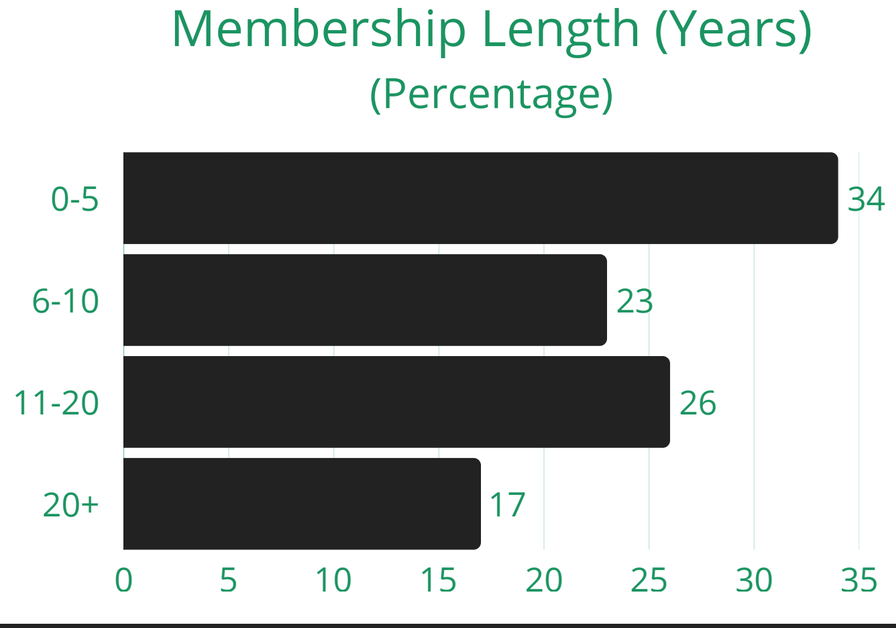
- Enjoying the meal (138)
- Watching the show (122)
- Having an activity/night out (81)
- Seeing other 55+ Club members (64)
- Interacting with student volunteers (64)

Dinner Rating

4.78





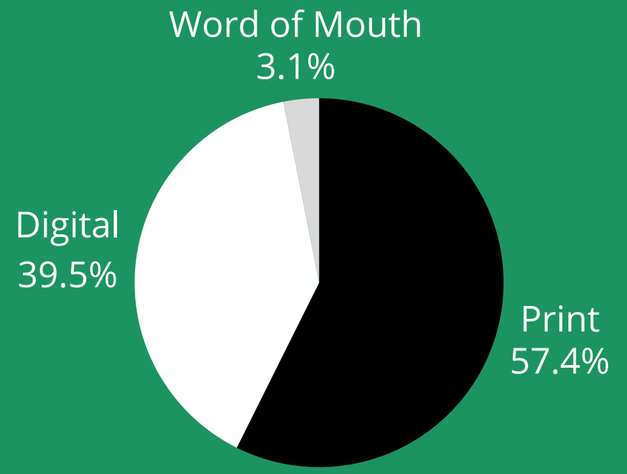


55+ Club



- Always enjoy the dinner and theater.
- Great benefit to Pattonville residents!
- Meals are delicious. Students are very talented.
- Thank you for providing seniors a wonderful dinner and show. Always have a great time and appreciate all you do.
- This program adds more opportunities to engage with members of our community. Thank you!!!
- This program is A+, 10/10, amazing! Thank you!

How do you get information about Pattonville?



Bloomz

Streamline Communication
Having a variety of messaging platforms for different groups and schools makes it difficult for families and staff to follow updates and creates confusion about where to look for information.

Family Support
It allows for two-way communication with families, supports translation into home languages and gives families the chance to set communication preferences.

Our Needs

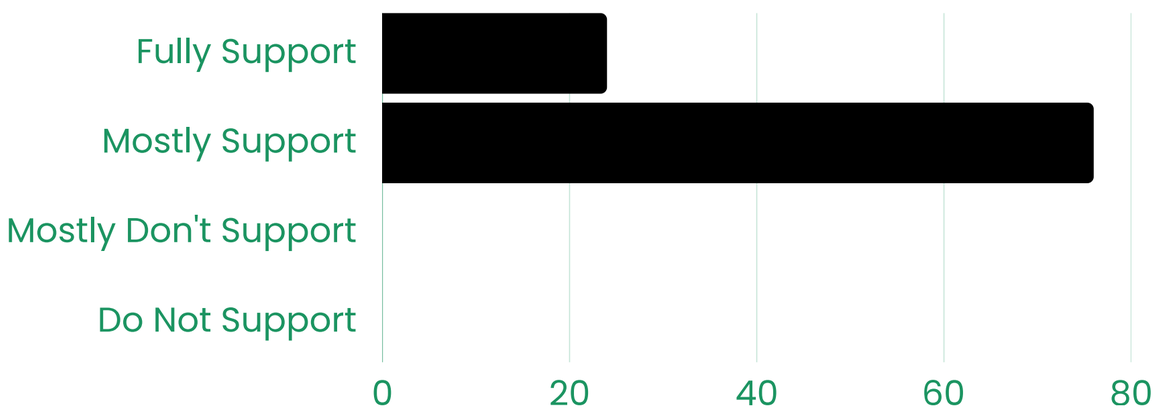
- Unified platform across the district
- One place for all communications for families
- Data privacy

Our Process

- Invited staff, parents/guardians and students to join a technology advisory group
- Participated in Zoom demonstration on two platforms — Bloomz and TalkingPoints — and provided feedback and ask questions
- Met to review feedback and answers to questions, participate in product activities and select a platform

Bloomz

Talking Points	Bloomz	Neither
Translation		
	Ease of use	
	One-stop shop	
	Customization	
Extra features		



Our Priorities

- Ease of use
- One-stop shop
- Translation
- Customization
- Extra Features

Criteria

- Data Privacy Agreement obtainable
- Comparable pricing
- SIS integration
- Ability to message individually, in groups or in rostered classes
- Administrative oversight
- App not required for families

Cell Phone Free

CELL PHONE FREE
CLEAR
PRESENT
FOCUSED
CPF

Senate Bill 68

Beginning in the 2025-2026 school year, students in pre-K through 12th grade will be **required to keep personal communication devices put away during the school day**, allowing them to fully engage in learning and positive social interaction.

Law intends to promote:

- Learning
- Safety
- Respect
- Health
- Distraction-free environment

Positive Outcomes

- Better attendance
- Improved academic performance
- Fewer behavioral issues
- Improved relationships
- Physical and mental health impact

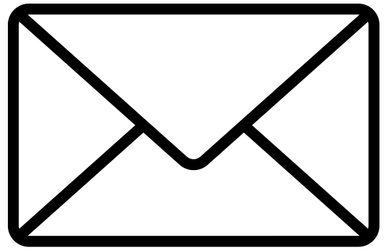
Cell Phone Free

CLEAR PRESENT FOCUSED



Website

- Webpage/FAQs
- Article on website



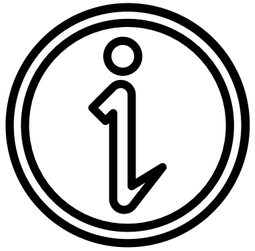
Direct Messages

- Email to families/staff
- Publications



Publications

- Highlights
- E-newsletter



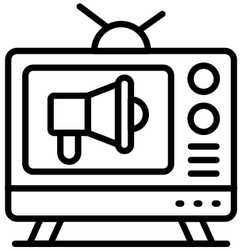
Staff Content

- Draft messaging
- First-day information



Flyers/Posters

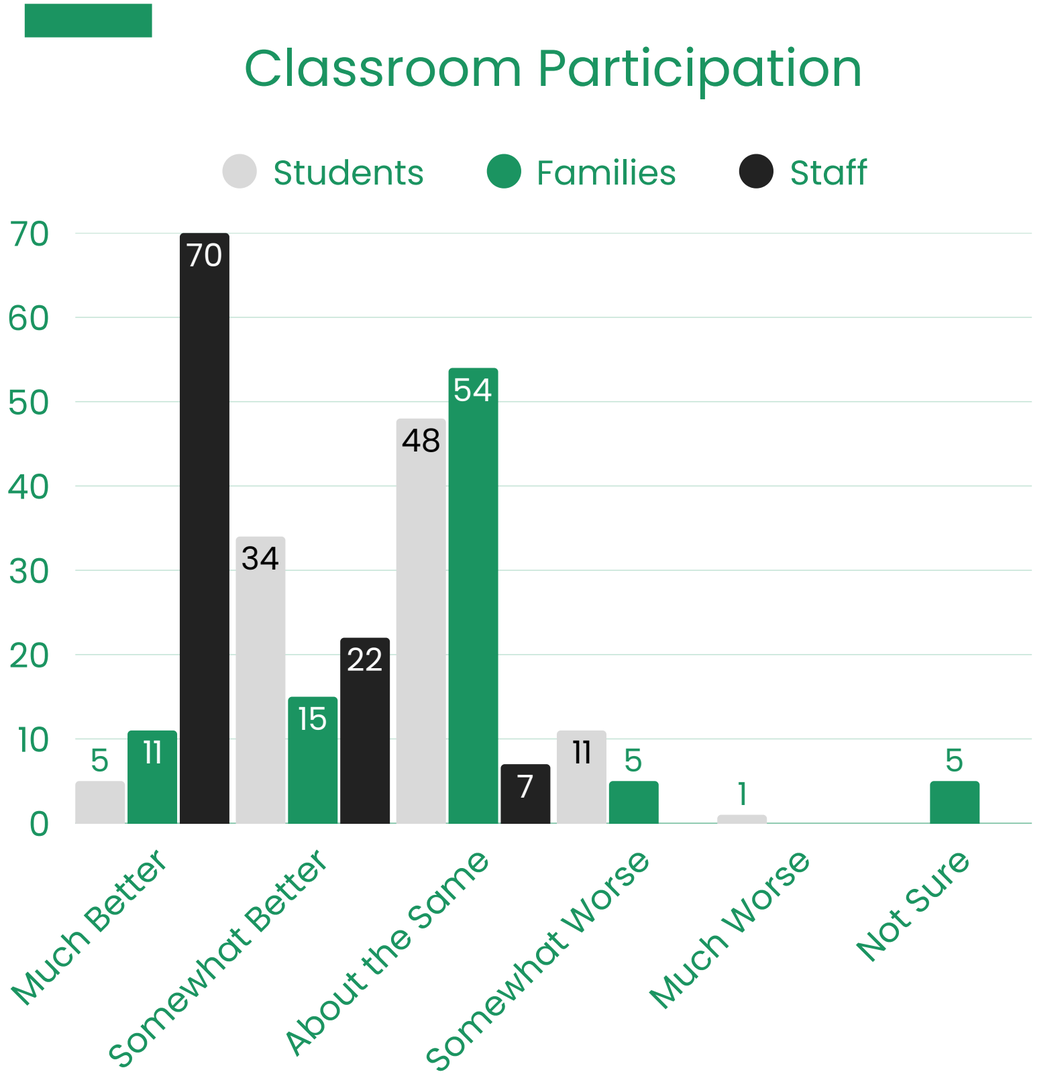
- Classroom posters
- Flyers for families



School Resources

- Announcements script
- Slides for TVs

Cell Phone Free



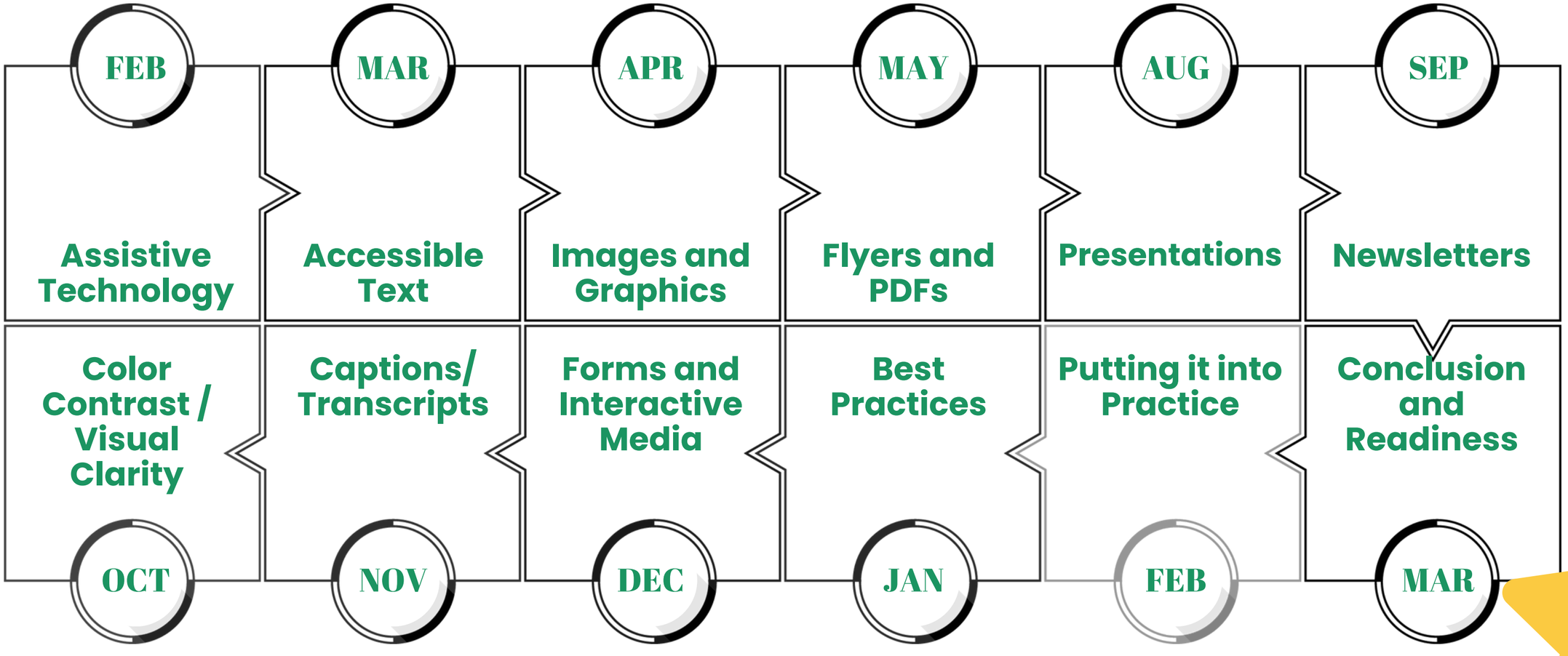






Digital Accessibility

Mobile-Friendly
Useable
Searchable
Translatable



April 2027

Areas of Focus

2024-2025



Area 1

Continue to make improvements to district's redesign website and provide resources and training as needed.



Area 2

Continue Pattonville's focus on quality content for all communication platforms.



Area 3

Develop communications or engagement plans as needed for major district issues or events.



Area 4

Increase membership and engagement in 55+ programs (55+ Club, Oasis).



Area 5

Continue successful programs already in place (i.e., district publications, 55+ programs, recognition programs, etc.).

Areas of Focus

2025-2026



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Area 5

Continue to improve school-to-home communication platform functionality and usage.

Questions?