



**Affton School District  
MASA/MOSPRA  
Spring Conference 2024**

**Amplifying Your  
District's Story**

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Director of Communications



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Superintendent



## Amplifying Your District's Story

Who tells your district's story?

What strategies drive engagement?

How do you measure the impact?

This session will share ideas on how to amplify your district's story.

Hear about a new podcast highlighting the people and stories that make the district great and the analytics that prove it's working.

See the videos that celebrate the diversity of our students as well as their career interests.

Learn how weekly communication is organized and prioritized.

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# Amplifying Your District's Story



Who tells your district's story?

What strategies drive engagement?

How do you measure the impact?



**We're all communicators.**

We must wear our communication, PR, customer service hats daily in addition to our regular responsibilities.





# STRATEGIC PLANNING



# OUR STRATEGIC PILLARS

PILLARS

## OUR STUDENTS

Through an inclusive and caring environment, each student will have a customized, cohesive, success-ready pathway needed for life after graduation.

## OUR TEAM

Every member of our team will be engaged in their work, prepared to do their job, and dedicated to creating a positive environment for all.

## OUR CONNECTIONS

We actively collaborate with our families, community, and business partners to enhance student success.

## OUR SYSTEM

We implement a system to include stakeholder voice, promote alignment, strategically allocate resources, and encourage innovation.

COMMITMENTS

## District Strategic Plan (CSIP)

PILLARS	OUR STUDENTS	OUR TEAM	OUR CONNECTIONS	OUR SYSTEM
COMMITMENTS	<p>Through an inclusive and caring environment, each student will have a customized, cohesive, success-ready pathway needed for life after graduation.</p>	<p>Every member of our team will be engaged in their work, prepared to do their job, and dedicated to creating a positive environment for all.</p>	<p>We actively collaborate with our families, community, and business partners to enhance student success.</p>	<p>We implement a system to include stakeholder voice, promote alignment, strategically allocate resources, and encourage innovation.</p>
ACTION PLANS	<ul style="list-style-type: none"> <li>1: Customized Learning</li> <li>2: Social &amp; Emotional Learning</li> <li>3: Inclusion, Diversity, Equity, &amp; Anti-Bias</li> <li>4: Success Readiness</li> </ul>	<ul style="list-style-type: none"> <li>5: Professional Development</li> <li>6: Employee Engagement, Wellness, &amp; Recognition</li> <li>7: Inclusion, Diversity, Equity, &amp; Anti-Bias</li> <li>8: Leader Development to Support Continuous Improvement</li> </ul>	<ul style="list-style-type: none"> <li>9: Family Engagement through Personalized Communication &amp; Relationship Building</li> <li>10: Partnerships with Community to Support Student Learning</li> <li>11: Inclusion, Diversity, Equity, &amp; Anti-Bias</li> </ul>	<ul style="list-style-type: none"> <li>12: Continuous Improvement</li> <li>13: Strategic Resource Management &amp; Conservation</li> <li>14: Inclusion, Diversity, Equity, &amp; Anti-Bias</li> </ul>

# District Strategic Plan (CSIP)

# Comprehensive Communications Plan



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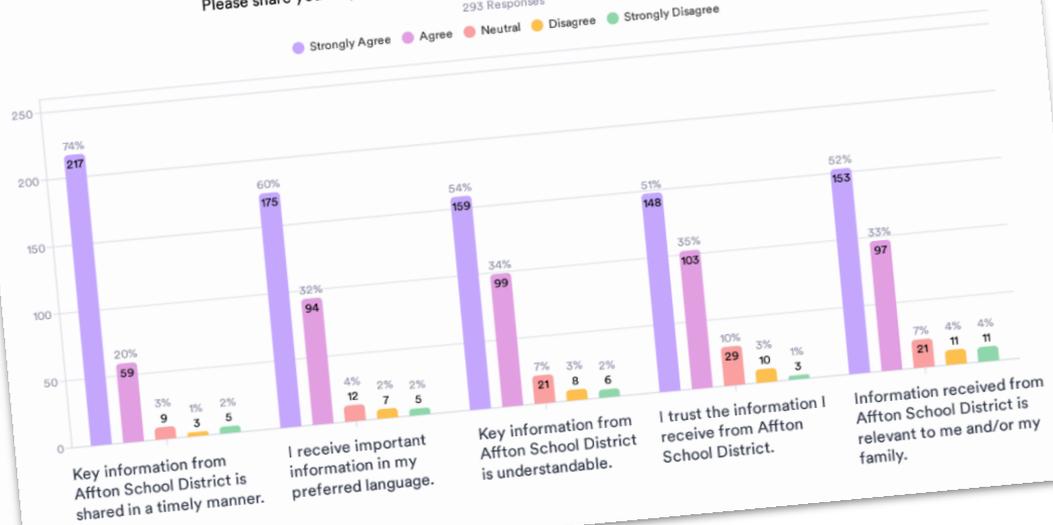
[affton.net/2324CommsPlan](https://affton.net/2324CommsPlan)

# Communications Survey

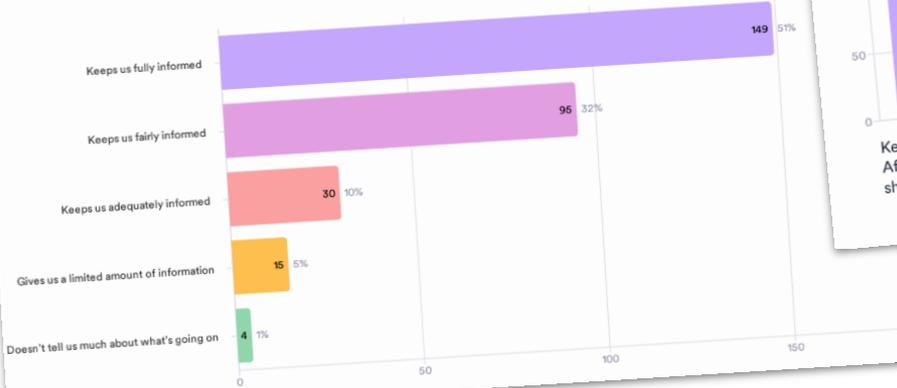
How would you prefer to receive information about Affton School District? (Rank in order of preference.)  
867 Responses

- Data
- 1: E-mail
  - 2: Text
  - 3: Remind
  - 4: Canvas
  - 5: Website & Mobile App
  - 6: Social Media (Facebook, Instagram, Twitter)
  - 7: Video

Please share your experience with Affton School District's communications efforts.  
293 Responses

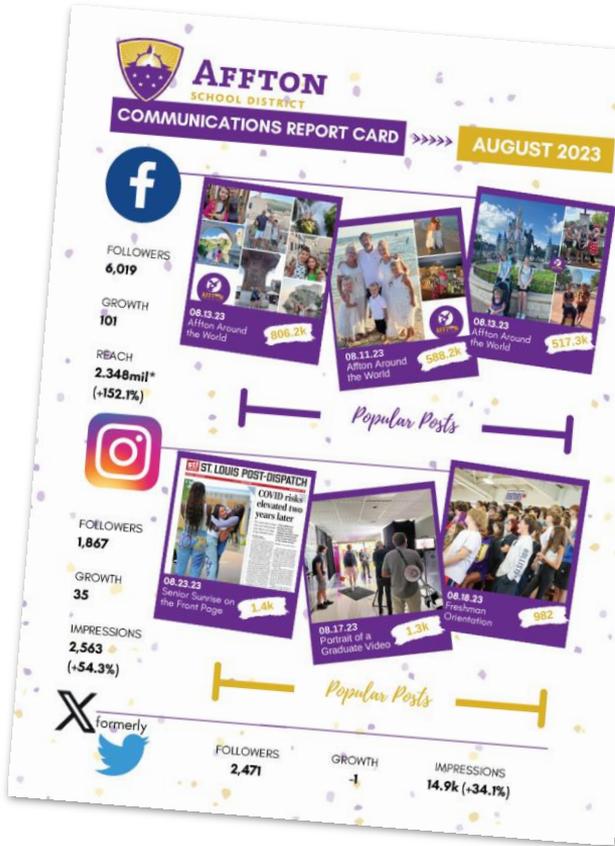


Which best describes your impression of the overall communications efforts within Affton School District?  
293 Responses



[affton.net/23CommsSurvey](https://affton.net/23CommsSurvey)

# Example of Monthly Communication Report Card





# **AMPLIFYING YOUR MESSAGE**

**THROUGH POWERFUL FRAMING  
AND STORYTELLING**



# Access Affton

Weekly Newsletter for Families

Top Things Families Need to Know

Includes Superintendent Video Update



*Dr. Bracht brings this update from the campus of South Technical High School during their Apprenticeship and Career Pathways Showcase on Saturday, March 9.*

# Affton Insider

Weekly Newsletter for Staff

Top 5 Things Our Team Needs to Know

Includes Superintendent Video Update



*Dr. Bracht brings this update from the Old Courthouse near the Dred and Harriet Scott statue.*



**AFFTON** *unplugged*  
AN AFFTON SCHOOL DISTRICT PODCAST

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## Affton Unplugged Podcast

*Highlights the people and stories  
that make the District great.*

*In the Affton School District  
education is the most important  
thing we do.*

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**FIRST  
WEEK OF  
SCHOOL**

**EP 07**



**AFTON STUDENTS**

**AHS SENIORS, RMS 8TH GRADERS,  
GOTSCH 5TH GRADERS, MESNIER 2ND GRADERS  
& AECC PRESCHOOLERS**

# Affton Unplugged Podcast

By the numbers:

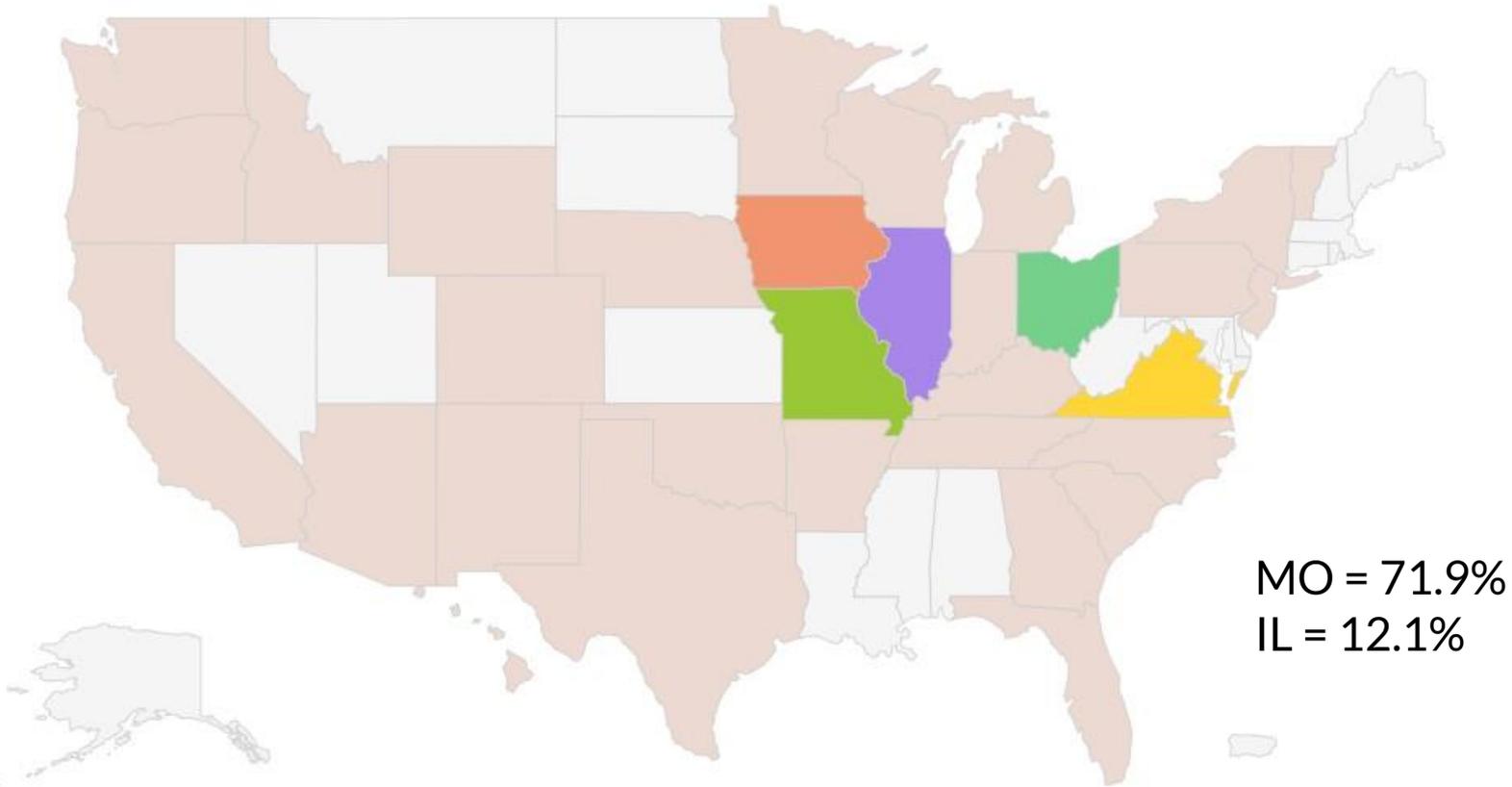
- 33 Episodes
- 1,936 Downloads
- 32 States
- 9 Countries

Launched August 3, 2023

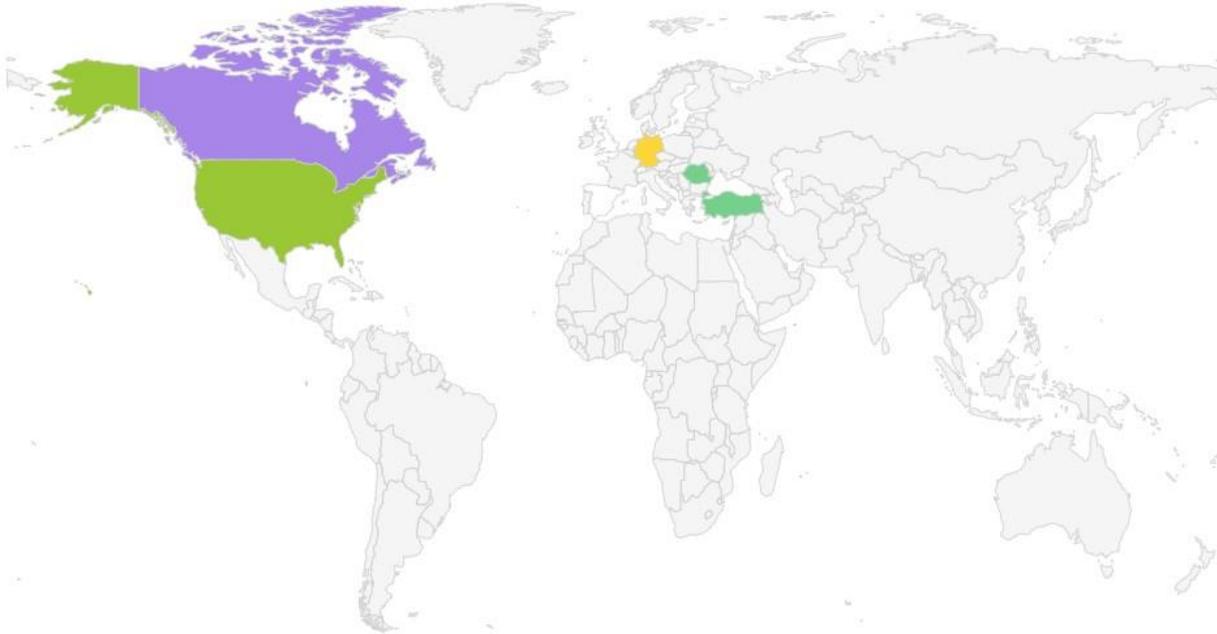


**AFFTON** *unplugged*  
AN AFFTON SCHOOL DISTRICT PODCAST

# — Where Our Audience Comes From - 32 States



# — Where Our Audience Comes From - 9 Countries



US  
Canada  
Germany  
Romania  
Turkey  
Albania  
Spain  
United Kingdom  
United Arab Emirates

## Top 7 Episodes

Episode Title	Release Date	Downloads
EP 7. First Week of School	8/31/23	127
EP 1. Artificial Intelligence Part 1	8/3/23	124
EP 6. The Baseball	8/24/23	118
EP 5. Affton Parents Club	8/19/24	96
EP 24. District Champions: Boys Soccer Record Setting Season	1/4/24	86
EP 10. Student Voice: Advice for Teachers	9/21/23	83
EP 7. Undefeated: Affton High School eSports Team	11/9/23	81

# How the Podcast Started

1. Microphone - Zoom Hn4 Pro (\$200)
2. Computer - Audacity Editing Software (Free on PC)
3. Hosting Platform - Podbean (\$10-20/Month)



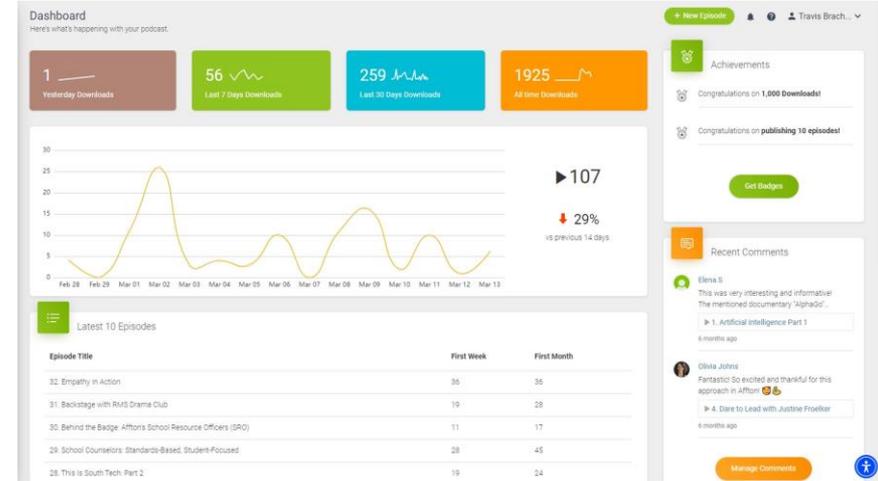
# How to Enhance the Podcast

## Podcast Script & Analytics

- Offered through hosting platform
- AI feature helps with description, chapter markers, & transcript
- Tells you where your listeners are

## Content is King

- Weekly Episodes 20-30 min/episode



Affton Unplugged Publish Episode

File Name: AU-EP32-SW\_SEL91jeu-AI-Generated.mp3

Title: 32. Empathy in Action

Description:

Join us this week on Affton Unplugged, a family-oriented podcast that celebrates the remarkable stories and individuals of the Affton School District. This special episode offers you an inside look into the world of school social workers and social emotional learning (SEL) interventionists, spotlighting their crucial roles and contributions.

This week's guests, Beckie [Bainbridge](#) and Greta [Pitcher](#), are dedicated professionals advancing the crucial work of SEL at our schools. Felicitously timed to coincide with the upcoming SEL Day and National Social Worker Day, they offer a comprehensive account of their multifarious duties and how their work influences students' educational, emotional, and academic growth.

We explore the diverse social work terrain, the interventionist's role within it, and the direct impact they make on their students' lives. Get an understanding of how they prepare and relentlessly adapt to better connect with students and address their needs, considering them with innovative life skills and an optimal learning environment.

Episode Chapter Markers →

Episode Transcripts →

# How to Enhance the Podcast

Upgraded microphones - Blue Yeti (\$100)

- Stationary microphones and studio

Headphones - Sony MDR-ZX110 (\$20)

- Helps make sure the sound quality is good



Indexing

- Where are people already listening to podcasts (Apple, Spotify, etc.)



Podcasts

Social Media

- Promote each episode (Insta, X, Facebook)





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