

# CELEBRATING SUCCESSES

A THREE YEAR THANK YOU TO OUR COMMUNITY

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K I R K W O O D  
S C H O O L D I S T R I C T



# ABOUT KIRKWOOD SCHOOLS

**Every Student -  
Engaged, Empowered  
and Ready for Success**

## FACTS & FIGURES

- Located in southwest St. Louis County, approximately 15 miles from the city of St. Louis
- Covers an area of 15 square miles and serves all, or portions of, eight suburban communities
- Five elementary schools, two middle schools, one high school, and Kirkwood Early Childhood Center
- Enrollment of about 5,700 students

# ABOUT US

## **Steph Deidrick**

Chief Communications Officer

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## **Lisa Wade**

Communications Coordinator

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## **Beth Knapp**

Visual Communications Specialist

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# PROP R

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Multimedia from the start due to COVID

Approved by voters in April 2021 (68% YES vote)

Funds provided additional classrooms, security upgrades and accessibility improvements at all schools in the Kirkwood School District to address overcrowding.

## How does it impact me?

- HVAC Units
- Secure entrance/vestibule at North Glendale
- New security office at KHS
- ADA ramps at North Glendale and Robinson
- ADA Vestibule at Keysor
- Two-classroom addition at Westchester (phase 1)
- Additions at KHS, Nipher, North Middle, Tillman, Westchester
- Interior renovations at Keysor, Robinson, North Glendale and KECC



# GOALS

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Strategic Plan Priority Objective (4.3)  
- Establish processes and procedures to communicate financial information, including Prop R updates, to the Kirkwood School Community

Show our progress to our community

Keep good news at top of mind

Say Thank You - credit goes to our community for supporting our students



# BRANDING

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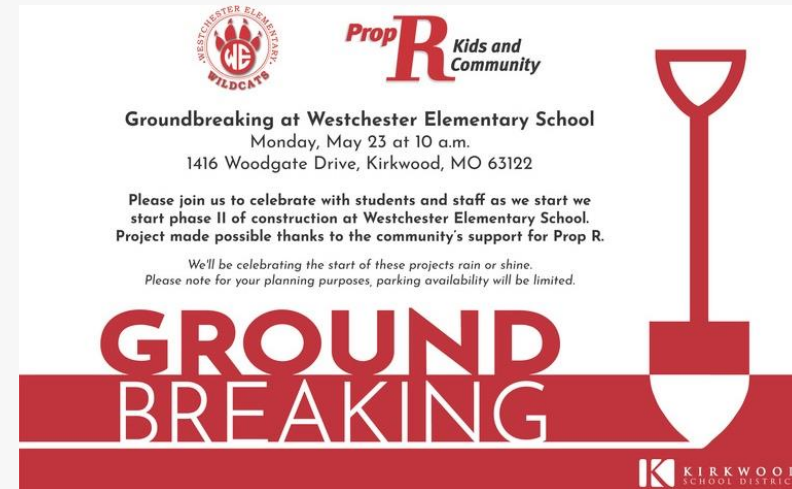
We worked to make events unique to their school community while also keeping the branding consistent



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## Logo

Consistent with informational branding prior to passage



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## Invites



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## Signage



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## Messaging

Prop R was approved by voters in April 2021. Funds generated from Prop R are providing additional classrooms, security upgrades and accessibility improvements at all schools in the Kirkwood School District to address overcrowding.

# GROUND BREAKINGS

- Westchester (Xs 2)
- Tillman
- NKMS
- Nipher
- Kirkwood High School

## Checklist

- shovels
- hard hats
- media release
- guest list
- shovelers
- plans/blueprints



# RIBBON CUTTINGS

## Round 1

### Checklist

- ribbon
- scissors
- media release
- guest list
- ribbon cutters





# MODES & MULTIMEDIA

What we share,  
How and  
Where

## Digital Communications and Newsletters

Internal, Families and Alumni



## Social Media and Website

Facebook, Instagram and X  
kirkwoodschoos.org



## Community Mailers



## Media

TV and print news



## Video

Posted to YouTube and shared using the methods above



A still from the TV show 'The X-Files' showing a man (David Duchovny) in a dark jacket shouting with his mouth wide open. He is in a hallway with a light-colored wall and a dark railing. The word 'PIVOT!' is overlaid in large white letters at the bottom of the image.

**PIVOT!**



# KSD eSpotlight

Tuesday, March 15

## Prop R Updates



Thanks to the support of our community for Prop R, we have been working to deliver on the promises we made to address overcrowding. In our ongoing commitment to transparency, we want to be upfront about our challenges as we pursue effective solutions. As a result of the quickly changing construction environment, we're making some necessary changes to our planned timeline for construction.

We recently went through the bidding process for projects at North Kirkwood Middle School, Kirkwood High School and Nipher Middle School. Due to a variety of factors, including supply chain concerns and regional labor limitations, the total cost came in notably over budget. While we do have contingency funds, we are concerned the amount of the overage would stretch those funds too tightly, especially with the remaining projects we plan to accomplish.

In an effort to reduce the cost, we are going to revise the completion timeline. Updated completion dates would be:

- North Kirkwood Middle School by May 2023
- Nipher Middle School by October 2023
- Kirkwood High School by October 2023
- Tillman Elementary School by October 2023

These changes will not affect the July 2023 completion date at Westchester Elementary School.

It would also not affect work this summer at Robinson, Keysor and North Glendale elementaries or at Kirkwood Early Childhood Center. Those projects are expected to be completed as planned.

We know this is a disappointment, especially for staff, students and families who were looking forward to getting into these new spaces more quickly. While there are some aspects of construction we cannot control, we can ensure we are clear, direct and transparent when challenges arise and changes are necessary.

These changes may also affect our work on boundary adjustments. We will continue our work to engage with our community and develop new boundaries. Our discussions on how to best implement the updates will be ongoing.

We will continue to communicate with you, both on these updates and as we mark accomplishments. Already this year, we've been able to celebrate successes in the form of new ADA entrances at North Glendale and Robinson elementary schools. We've also completed secured entrances on the Essex side of Kirkwood High School and North Glendale Elementary as well as HVAC improvements throughout the District. This morning, we will mark the completion of phase one of construction at Westchester Elementary, a two-classroom addition that will provide some immediate relief for a school that has experienced some of our most significant growth in recent years.

Thank you again for your support as we work to deliver on our Prop R promises.

## CHANGES AND UPDATES

- Clear, direct and transparent information distributed widely
- Shared the “what” - supply chain and labor costs
- Shared the “why” - updated timeline to ensure fiscal responsibility

# RIBBON CUTTINGS





## Round 2

- Open house style events - tours and the opportunity to see the space and their use
- Make it fun and interactive for families, students and the community
- Partner with the school to make it their celebration

## Checklist

- ribbon
- scissors
- media release
- guest list
- ribbon cutters
- signage for new spaces

## Ideas to Borrow

-  photo booth
-  student participation
-  scavenger hunt
-  activities and crafts



# WRAP UP


How to close out after three years of celebrations.

Transitioning from “Prop R” to our next steps and our new comprehensive facility plan

**Celebrating Prop R's Success**

Thanks to the support of our Kirkwood community for Prop R, we have made so many improvements to our schools. The updates help to address overcrowding, improve accessibility and ensure safe and secure campuses. As we begin to look to the future and the next comprehensive facility plan, we wanted to take the time to recognize all that has been accomplished for our Kirkwood kids.

Want to see the improvements for yourself? Much of the new construction is featured in the “Thank You Kirkwood Community” video posted online. View it by using the QR code or visiting [kirkwoodschoos.org/thankyou](http://kirkwoodschoos.org/thankyou)



<b>1</b> NEW GYM	<b>OVER</b> 100,000 SQUARE FEET ADDED DISTRICT WIDE	<b>14</b> ADDITIONAL GRADE LEVEL ELEMENTARY CLASSROOMS	<b>HEATING AND COOLING REPAIR AND MAINTENANCE</b>	<b>ADDITIONAL AND UPDATED SECURITY CAMERAS</b>
<b>2</b> NEW ART AND MUSIC CLASSROOMS	<b>12</b> ADDITIONAL MIDDLE SCHOOL CLASSROOMS	<b>15</b> ADDITIONAL HIGH SCHOOL CLASSROOMS	<b>3</b> NEW SECURE FRONT ENTRANCES	<b>2</b> NEW LIBRARY/MEDIA CENTERS
<b>ADDITIONAL AND UPGRADED RESTROOMS THROUGHOUT DISTRICT</b>	<b>3</b> ENCLOSED CONNECTION CORRIDORS TO INCREASE SAFETY	<b>ADDITIONAL RAMPS, LIFTS, AND ELEVATOR IMPROVEMENTS</b>	<b>Prop R Kids and Community</b>	





# QUESTIONS?

