

Promoting Positive Public Relations OSBA Capital Conference 2013

Patrick Henry Local School District

Thomas Taylor, Superintendent

Ttaylor@phpatriots.org

Konnie Meyer, Board Vice President

Board of Education Ideas

- Positive presentations at the start of the Board meetings
- Recognition letter sent from Board to students and community members on achievements
- Invite new employees to board meetings for a meet and greet
- Invite retirees to a board meeting to recognize them

BOE Ideas Continued

- Student Liaison to the Board of Education
- Attend school, community and booster activities
- Provide staff with treats on special occasions
- Provide veterans their diploma at the board meeting
- Post Board agendas and minutes on line
- Have Board Policy Manual on line
- Annual Board workshop

External P.R. Ideas

- Newspaper articles written on a regular basis and also posted on school website
- Provide an annual calendar/report that includes district contact information, bell schedules, prior year's activity information, etc.
- Tape radio programs highlighting positive school activities or informing about school situations and invite various staff members to participate
- List community activities on school district website calendar
- Provide links on website to community organizations

External P.R. Ideas Continued

- Newsletters sent to parents and posted on school website
- Post student handbooks, the athletic handbook and forms on the school website
- Have guidance department put course handbook on-line, graduation, career and college information
- Utilize an on-line payment system for lunch payments and school fees
- Use a public messaging/phone/text system to inform community regarding announcements, calamity days, emergency situations
- Newspaper advertisements congratulating students

External P.R. Ideas Continued

- Host a family fun night with a specific theme (math, science, academic, etc.)
- At elementary and middle school host “muffins with mom” and “donuts with dad”
- Take pictures of all positive school activities and submit them to the local newspapers and post them on your website
- Have a “Back to School Bash” the night before school start to allow students to meet their teacher, bring in materials, pay school fees, etc.
- Have students perform community service (yard work, pick up trash, etc.)
- Father/daughter dance and mother/son dance

External P.R. Ideas Continued

- Issue senior citizen passes for school events
- Host monthly senior citizen lunch in HS cafeteria at discounted rate. Have various guests (homecoming court, foreign exchange students, new administrators, etc.)
- Free Christmas Meal for senior citizens with student entertainment
- Have grandparent/special guest day
- Host community coffees at school with student presentations and interaction
- Involve community members on administrative search committees

External P.R. Ideas Continued

- Attend various community/booster groups and clubs meetings and events.
- Become a member/officer of community groups/clubs
- Create a school finance committee with community members
- Start a school foundation
- Create an alumni association
- Sign outside of buildings promoting our district proudly serving our six communities with the community names listed.

External P.R. Ideas Continued

- Banner on website stating we proudly serve the six communities with names listed.
- For Veteran's Day Program include a breakfast or lunch with a recognition program
- Host a Red Cross Blood Mobile
- Utilize a Facebook page
- Tout school successes on website
- Have school groups participate in community events, parades

Internal P.R. Ideas

- Superintendent update to board provided each week
- Monthly staff newsletter
- Involve employees on hiring committees
- Have an orientation meeting with new employees before the school year starts.
- Have a staff meal off school property with spouses and invite retirees.
- Post school forms for staff on the school website
- Provide board with community activities on a weekly basis

Internal P.R. Ideas Continued

- Plaque in high school entrance listing every graduate that went on to earn a doctorate degree
- Photographs in senior hallway of Honors Diploma graduates
- Ride various school bus routes to meet students, support staff and learn the boundaries of the district
- Greet students entering the buildings and getting off the busses
- Speak to students in class about school related topics (school funding, levies, etc.)
- Student of the month program
- Meet monthly with each union president

Patrick Henry School District



Est. 1964

PATRICK HENRY LOCAL SCHOOLS

Ohio
Local Report Card



2012

Students Go 'Round The World' In Right To Read Week

School Board
Commends
Track Teams

Students Perform

Student Savers Program Marks 10th Year

Musical

Festival
anna Coate

Former PH Students
Receive Merit Awards

Student Wins Trip
To Washington D.C.

PH Science Day Winners
Announced

PH Student Named
Student of Month

Students Recognize
For Patience

'Battle Of The Schools' Electronic Recycling' Event Begins
Malinta-Grelton Student's Create
Pre-Historic Indian Projects

PH Quiz Team
Places Second

PHHS Releases
Honor Roll

**The Patrick Henry Board
of Education
and
Administration**

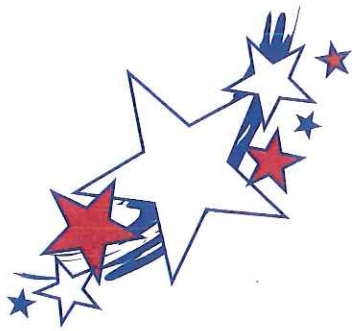


congratulate you on your
recent success.

We are proud to be
★ Patrick Henry Schools ★
and

★ communities ★
working together for
EXCELLENCE!

Sincerely, *Lucina Duke*, *Konnie Meyer*
Michelle Kumer, *Lee A. Scott*, *Wanda Ford*
Erin Holdman, *Lisa Shanks*



In Recognition of

From The PH Superintendent

By Thomas Taylor

As the winter sports season has concluded for our students, I would like to congratulate all of our winter sport athletes. They all put a great deal of time and effort into their activities, and I would like to commend them all on their performances and sportsmanship.

In addition, the high school band and chorus have been busy preparing for the Ohio Music Education Association (OMEA) competitions this Friday. The band will compete at Sylvania Southview High School at 9:45 p.m., and the chorus will compete at Archbold High School at 7:10 p.m.

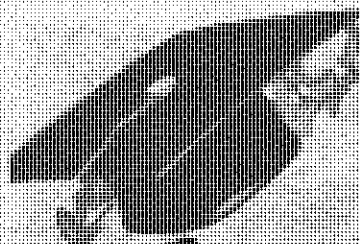
Staying on the topic of recognizing our students, the academic honors pictures have been updated in the senior hallway at the high school. The Henry County Chamber stopped funding their program in 2006 of recognizing the top five percent of each graduating class. At that point our high school began recognizing the seniors who earned a state of Ohio Honors Diploma. While the students had been recognized in the local papers since 2007 for receiving an honors diploma, the portraits in our high school were not kept current. I am

pleased to announce that the portraits are now up to date. The next time you are in the high school, take time to view the honors diploma portraits.

Our high school has a plaque at the front entrance of the building that honors all Patrick Henry graduates who earned a doctorate degree. A doctorate degree is the highest educational degree that an individual can earn. It has recently been updated to include all students who we are aware of that have achieved this exceptional honor. I would like to commend all of our past graduates who have achieved this outstanding educational success and would encourage community members to view this plaque during their next visit. If we have accidentally missed a graduate, let us know. Thanks to our high school principal, Mr. Biederstedt, for getting both academic recognition areas current.

Remember to look at our school website for dates of upcoming school activities and local community events.

If you have questions about our school district, feel free to contact me at 419-274-5451.



*Congratulations
To The
Class of 2012!*

*From The
Patrick Henry School Board,
Administration, & Staff*

*Patrick Henry is a proud consolidated
district, working with our schools and
communities to help give our students
the future they deserve.*