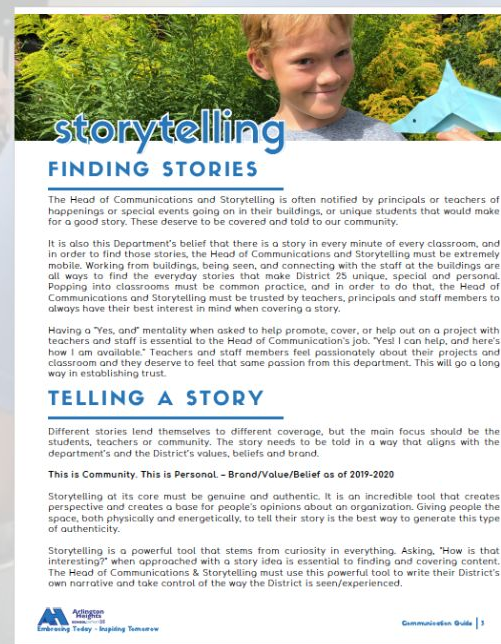
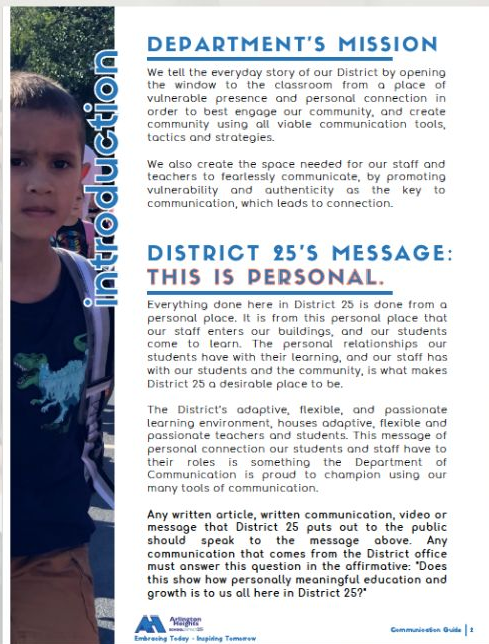
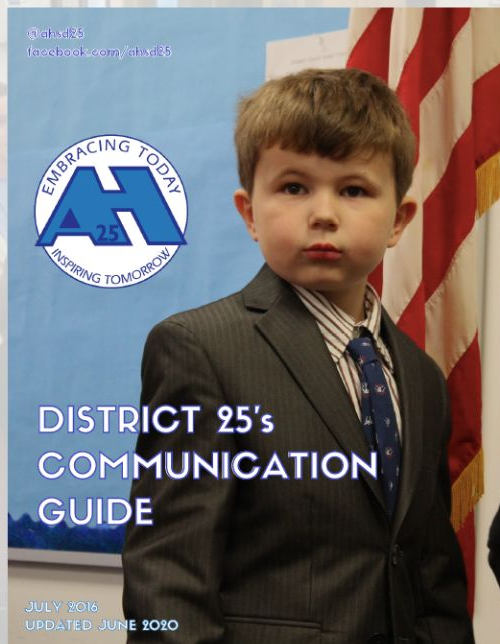


COMMUNICATIONS IN DISTRICT 25



Communications Guide



COMMUNICATIONS

ADAM HARRIS
HEAD OF COMMUNICATIONS & STORYTELLING

A collage of four photographs showing students in a classroom setting. Top left: A boy with glasses looking up. Top right: A boy looking to the side. Bottom left: A boy in a hoodie looking down. Bottom right: A girl with glasses smiling. The text is overlaid on a white rectangular box in the center.

DEPARTMENT'S MISSION

We tell the everyday story of our District by opening the window to the classroom from a place of vulnerable presence and personal connection in order to best engage our community, and create community using all viable communication tools, tactics and strategies.

We also create the space needed for our staff and teachers to fearlessly communicate, by promoting vulnerability and authenticity as the key to communication, which leads to connection.



STORYTELLING -> CONNECTION

TELLING A STORY

Different stories lend themselves to different coverage, but the main focus should be the students, teachers or community. The story needs to be told in a way that aligns with the department's and the District's values, beliefs and brand.

This is Community. This is Personal. – Brand/Value/Belief as of 2019-2020

Storytelling at its core must be genuine and authentic. It is an incredible tool that creates perspective and creates a base for people's opinions about an organization. Giving people the space, both physically and energetically, to tell their story is the best way to generate this type of authenticity.



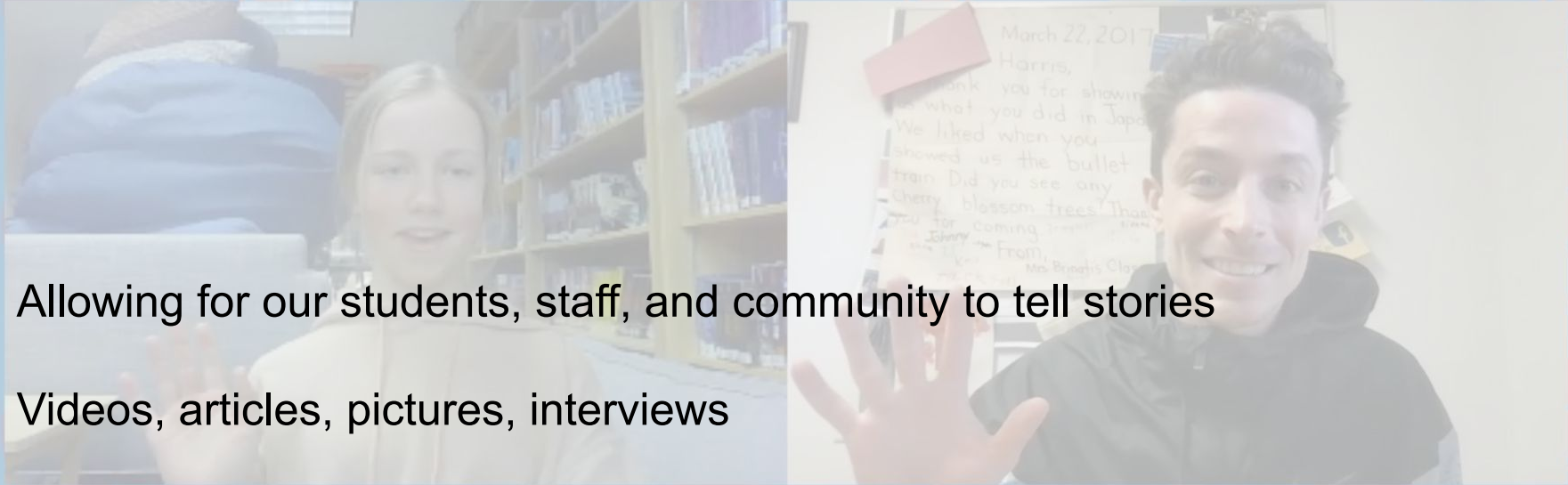
COMMUNICATIONS

Helena Vincent
7th Grade
Thomas Middle School



ADAM HARRIS
HEAD OF COMMUNICATIONS & STORYTELLING

STORYTELLING -> CONNECTION



Allowing for our students, staff, and community to tell stories

Videos, articles, pictures, interviews

Creating connection through story



COMMUNICATIONS

Helena Vincent
7th Grade
Thomas Middle School



ADAM HARRIS
HEAD OF COMMUNICATIONS & STORYTELLING

SOCIAL MEDIA

IT'S ABOUT
MORE THAN

JUST US.

| #d25ItsPersonal
| TWITTER
| FACEBOOK

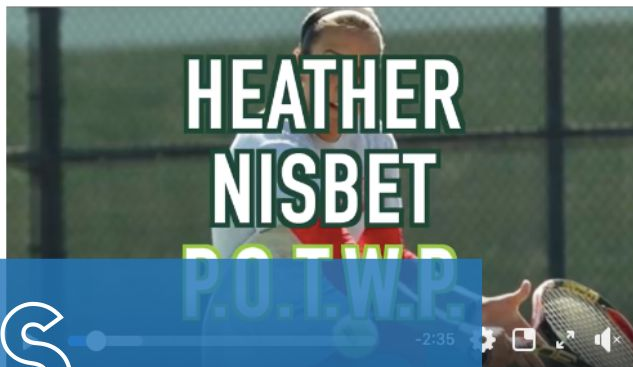


Arlington Heights School District 25

April 22 at 10:54 AM · 🌐

Heather Nisbet went to Ivy Hill, Thomas Middle School and then Buffalo Grove High School, and THEN made her way back to Thomas. Now teaching physical education at Thomas, Miss Nisbet adds so much value to her school and her community. Congrats Miss Nisbet!

High School District 214 #d25ItsPersonal



Anna Koperny Harwood Congratulations heather!!!!!!!

Like · Reply · Message · 4d



Mimi Willenborg Hayden Awesome Heather!

Like · Reply · Message · 5d

1 Reply



Amy Frances Well deserved! Congratulations. Miss you.

Like · Reply · Message · 5d

1 Reply



Jim Mitchell, Katie Ruth and 69 others



Colleen Mary So deserved!! An excellent role model. Thank you for coming back to Thomas.

Like · Reply · Message · 6d



Meg Cagney Wow! Impressive young woman!

Like · Reply · Message · 6d



Karie McClure Awww

Like · Reply · Message · 6d



Karie McClure She's a great person !
Coaches as well !

Like · Reply · Message · 6d



Maureen Sell Awe. Look at you Heather Lynne ❤️ miss you.

Like · Reply · Message · 6d · Edited

Most Relevant is selected, so some replies may have been filtered out.



Heather Lynne Maureen Sell miss you too! Just saw Jenny today. I think it's a sign that we all need to get together soon!

Like · Reply · Message · 6d

View 1 more reply



Nancy Parker Heather...a phenomenal athlete, coach, teacher, and person! It was an honor to teach alongside her at TMS, and fortunate are the students who will be positively impacted by her! Congrats. Heather!

🍀 You are The PRIDE of the Wolfpack 🍀

Like · Reply · Message · 3d



Kathryn Bollin Way to go Heather Congrats

Like · Reply · Message · 4d



Head of Storytelling
@aharrisSD25
aharris@sd25.org

27 Comments · 4 Shares

DIRECT TO PARENT COMMUNICATIONS

Communications Guide | pgs 12-13

The District 25 Dish

The Dish is created with the online program that the District subscribes to, S'more. It is then exported and sent out via School Messenger. The purpose of the Dish is to keep parents and families informed of the news from the District and as a tool to tell our story. Along with District and department news, the Dish contains stories from the classroom. It is important to attempt to represent every school in each edition of the Dish in some form. The Dish is sent out every few months, or as news comes up. The news is accumulated for the Dish by the Head of Communications & Storytelling. News is submitted to the HoC&S by the District level department heads or coordinators.

- Recently the District 25 Dish has been communicated monthly.
- The District 25 Dish is sent via email and is archived on our website under Families -> Newsletters/Alerts (www.sd25.org/DistrictDish)
- The District 25 Dish is pushed out via Twitter and Facebook a day or two after it has been emailed to the community.



DIRECT TO PARENT COMMUNICATIONS

Communications Guide | pgs 12-13

The Board Buzz

After each Board Meeting, the Head of Communications & Storytelling puts together a one page summary of the meeting and emails it to all parents. Examples of past Buzz's can be seen by visiting www.sd25.org/BoardBuzz.

- The Board Buzz has been communicated the week following the meeting.
- The video recording of the meeting is made available to be viewed by the following day.
- Every presentation publicly displayed at the meeting is made available on the website.
- The Board Buzz consists of context as well as links to presentations and discussions that occurred at the meeting.
- The Board Buzz is sent via email to all District 25 staff, families, and interested media.
- The Board Buzz is archived online at www.sd25.org/BoardBuzz.
- Everything listed on this page can be found by visiting www.sd25.org/CatchUpOnMeetings in the Board of Education section of our site.



DIRECT TO PARENT COMMUNICATIONS

Communications Guide | pgs 12-13

Principal Communications

Each principal sends out a communication to their community either weekly, or twice monthly. Some principals have their own blog, some type out a basic email with all the updates, some put together a video recapping the week, some put together a newsletter, etc.

No matter which method the principals use, it is the job of the Head of Communications & Storytelling to support each one as an individual in their parent/community communication. Offering consultation, suggestions, help and personal guidance with different tools available for communication, is the process that is taken.

As of January 2020:

Dryden: Newsletter (weekly) | **Greenbrier:** Blog, sd25.org (weekly) | **Ivy Hill:** Blog, Weebly (weekly)

Olive: Newsletter (weekly) | **Patton:** Blog, Weebly (weekly) | **South:** Newsletter (15th & 30th)

Thomas: Newsletter (biweekly) | **Westgate:** Blog, Emailed (weekly) | **Windsor:** Newsletter (weekly)



WEBSITE HUBS

COVID-19 Hub

School Board



COMMUNICATIONS

ADAM HARRIS
HEAD OF COMMUNICATIONS & STORYTELLING

WEBSITE HUBS

COVID-19 Hub

ALL THINGS COVID-19

COVID-19 Overview

> Return to School Plan | 20-21

D25 Transitional Metrics

Dashboard & Self-Screener

> Food Services

Transition Advisory Committee

Technology Support

Childcare Options

Help Dealing with COVID-19



COMMUNICATIONS

ADAM HARRIS
HEAD OF COMMUNICATIONS & STORYTELLING

WEBSITE HUBS

School Board

BOARD OF EDUCATION

Board Overview

Meetings | Catch Up Here

Board Agendas & Presentations

> Board Policies



COMMUNICATIONS

ADAM HARRIS
HEAD OF COMMUNICATIONS & STORYTELLING

SUPERINTENDENT UPDATES

Delivered via email to our staff, parents, and the BOE.

Written when there are changes, updates, adjustments, news (especially involving COVID-19).

Delivered in Spanish and Polish.

Archived under our COVID-19 hub on our website.

Wednesday, Feb 3, 2021

Please see the letter linked below for updates on the following:

Vaccine Update | eLearning Day on Friday, February 19

Inclement Weather Update

[English](#) | [Spanish](#) | [Polish](#)

Wednesday, Feb 17, 2021

Please see the letter linked below for updates on the following:

School Board Meeting Update

Updated Travel Guidance

Vaccine Reminder

A BIG thank you to our District 25 Community

[English](#) | [Spanish](#) | [Polish](#)



COMMUNICATIONS

ADAM HARRIS
HEAD OF COMMUNICATIONS & STORYTELLING

MOVING FORWARD

More consistent & active on FB and Twitter

- More reminders and updates on FB & Twitter
- Further utilize the social media following we have built

Live with D25

- Once a week (for the near future)
- Live zoom with Dr. Bein and me, and possibly others
- Give a “state of the District” - where are we as a District, then field questions
- Record and post on our website and social media

Review alignment of Board Highlights & Board Buzz



COMMUNICATIONS

ADAM HARRIS
HEAD OF COMMUNICATIONS & STORYTELLING

COMMUNICATIONS MATTERS TO US

COMMUNICATION IS PERSONAL

There are many responsibilities that the Head of Communications & Storytelling has. In fact, there are 21 pages worth listed in this guide. The Head of Communications & Storytelling must manage all social media, all parent communication, all community communication, the brand of the District, every emergency communication, every page of the website, and more. But at its core, the Communications Department was created to simply tell District 25's story.

Who works here? Who are our teachers? Who are our administrators? Who are our students? What motivates us? What motivates this community? What does it feel like to live, work, and learn in Arlington Heights School District 25?

Asking and answering these questions upon tackling every responsibility listed in this guide will ensure the HoC&S is headed in the correct direction. Go toward what feels like District 25. Go toward what feels personal, and this job will become easeful, comforting, rewarding, and impactful.

