



# Community Engagement: A Success Story

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**Sue Ceglowski, Executive Director**

**Jen Botzjorns, Kingdom East UUSD Superintendent**

# Introductions



Sue Ceglowski  
Executive Director



Jen Botzojorns  
Kingdom East UUSD  
Superintendent



Kerri Lamb  
Director of Operations

Technical difficulties: 802-223-3580



# Kingdom East School District

FY21 Community Engagement

Burke, Concord, Lunenburg, Lyndon,  
Newark, Sutton, and Miller's Run  
(Sheffield & Wheelock)

# Strategic Plan

- Year long process
  - (meetings, input, discussions, social media)
- Link: [KESD Strategic Plan](#) - summary
- Culminating meeting (with students!)



# PRIORITY #3 - Maintain & Build Strong Community Connections

- I. Develop and maintain regular and routine engagement activities - school and parents/community*
- II. Develop and maintain regular and routine engagement activities - board and community*
- III. Develop and maintain regular service learning/volunteer and civics participation of students in the local community*
- IV. Facilitate routine community events and use of the school and volunteer opportunities within the school*

## *Methods of Communication*

- Personal invite to town clerks
  - (luncheon, communication meetings)
- Phone reach out selectmen/women , development review board, planning commission
- Public appearances/posting: transfer station posting, Trash Talk @ Transfer station, Chamber of Commerce, real estate offices



## *Methods of Communication*

### Other outreach:

- email parents, robocall, flyer sent home to parents, Mailing to residents

### Outward to the community

- Facebook Posts, Facebook video ads (ongoing posts, announcements, infomercials), Newspaper, press release radio



## *Methods of Communication*



The traditional community meeting

Sample presentations, posted online, on facebook,  
printed

[Presentation link](#)

Informational Landing pages (initial, become websites)

[Facilities](#)

[Board](#)



## *Leveraging Social Media*

*if you don't tell your story someone else will*

Facebook page - facilities

Dishwasher; Air Filters; Roof; Furnace; Stove; Building;  
Sidewalk; Heating System; Gym Roof; Roof; Paving;  
Furnace; Update; Playground; Insulation; Sewer ;  
Soccer Field; Renovations; Mold/ Lead; Gym Floor

# Leveraging Social Media

*if you don't tell your story someone else will*

## Facebook page - budget



**KESD Budget Information  
Videos Episode 3: Tax Rates**

44 views · 1 month ago



**KESD Budget Information Video Episode 2: Facilities**

39 views · Dec 20, 2019

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# Communications Plan & Strategy

Complete plan/ Written plan being created

- Listen
- Address concerns
- Tell your story

Strategic Priority



# Contact Information

Sue Ceglowski

Executive Director

[sceglowski@vtvsba.org](mailto:sceglowski@vtvsba.org)