

Lansing USD469

Director of Communications & Marketing

Sharon Burns



About Me

- Moved to Lansing in July 2004
- Four Boys
 - Brian graduated 2017
 - Cam graduated in 2020
 - Marek is a Sophomore
 - Brooks is a 4th grader
- Accounting Degree
- Started working for Lansing USD 469 as Gifted Para Educator in August 2017
- Started as Lansing Educational Foundation Director in June 2018
- Officially took over as Community Relations Coordinator in December 2018

Background

- District has never had a dedicated person to Community Relations
- District communication was fragmented and happened on an ad hoc (as needed) basis
- John Dalbey pushed for a website overhaul and the creation of a Community Relations position in 2018
- October 2018, Dr. Stufflebeam approached me about migrating the old website and designing a new one and working part-time as Community Relations Coordinator

Website Migration

- First task was working with SOCS (web hosting service) to design the look of new site
- As Director of Technology, Mr. Wessel had already started that process prior to me taking over
- Once we had the design, I got feedback from secretaries on how to layout the information

Website Migration (continued)

- Began the process of migrating old information to new site (went live January 2019)
- Pulled legacy stand-alone websites under one umbrella in our website
- Created Staff Directory with photos

Highlighting Student Achievement

- First challenge was getting a steady stream of information from staff to share
- Reasons:
 - Recognize achievement within the district
 - Create awareness to website as primary source of district information
- Started reaching out to secretaries, administrators and teachers to send me information about students
- Once staff started seeing information shared, more followed suit

Mobile App

- Worked with SOCS to design a mobile app
- Sends instant push notifications to parents/staff/community members
- Weather cancellations, Emergency Notifications, Articles posted to website, COVID Updates
- If you don't already have it, please consider downloading to stay up-to-date on communications

COVID-19

- March 2020, began communicating Leavenworth County Health Department Numbers
- Job duties changed drastically from communicating student achievements to sharing health and community information
- Social Media Moderator – Making sure discourse is kept civil
- Work with Kristen Dilka to report cases in our district

Director of Communications & Marketing

- Became full-time job in September 2021
- The scope of the job had broadened to not only reporting COVID numbers, but also marketing district to potential homeowners, recruiting, staff retention, and adding multi-media information sharing

Staff Retention

- Appreciation Days – Created calendar to honor each department throughout the year (approximately one per month)
- Quarterly appreciation visits to each classroom with Dan Wessel and Miles Azzeh

Multi-Media Information Sharing

- “Lion Lowdown” - Produce monthly videos with Superintendent Wessel
 - Shared with parents through website/Skyward and community members through City Channel 2
- LHS101 – Produce monthly videos with Principal Rob McKim
 - CCR, Bully Reporting, Career Pathways
- Quarterly digital newsletter to highlight each district department

Board Reports

- Current Projects
- Recurring Projects
- Short-Term Goals
- Long-Term Goals
- Articles from the month

See attached November Board Report

Questions?

Sharon Burns

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