

Board of Education Regular Meeting

Monday, November 8, 2021 6:00 PM

Elm Creek Public Schools/Room 810
230 Calkins Avenue
Elm Creek, NE 68836-0490

1. Call to Order
2. Flag Salute
3. Open Meeting Act
 - 3.1. The "Open Meetings Act" has been duly posted at the front of the room. It has also been advertised in the Beacon-Observer Newspaper ahead of time.
4. Roll Call
 - 4.1. - Excuse Absent Board Members
5. Approval of Agenda
6. Citizens Comments
7. Consent Agenda
 - 7.1. Elm Creek Public Schools Mission Statement:
At Elm Creek Public Schools we will:
Be Kind
Be Respectful
Be Responsible
Be Trustworthy
Be Accountable
Be Honest
and Give Great Effort.
 - 7.2. Minutes
 - 7.3. Claims
 - 7.4. Treasurer's Report
 - 7.5. Staff Adjustments

The following list of names are students in educational programs that are able to be substitute teachers.

Kiersten Lubke
Isaac McPhillips
Hannah Menke
Noah Thede
Isabelle Short
Jenaya Pierce
Shayley Phillipps
Emily Ady
Stefani Padilla
Hanna Sherman

Hope Stanton
Jayleesa Wilkerson
Tavia Steenson
Megan Gydesen
Shelby Thomas
Rebecca Bentz
Meghan Kratzer
Brie Meyer

8. Information Items

8.1. Draft of District Communication Plan

8.2. Negotiations Proposal for Certified Staff 2022-2023 Contract Year

Increase the base pay to \$37,231 which equates to a 3.525% increase including benefits.

Creation of Sick Day Donations:

A teacher may donate a maximum of 2 sick days to staff in need.

A teacher may receive a maximum of 10 sick days to use only when the receiving staff member has used all of their own earned sick days, to be used as paid leave.

Donation by teachers is voluntary and on an as-needed basis.

9. Executive Session

The Board will go into Closed Session to discuss 1) Negotiations/Collective Bargaining 2) Request for Resignation . Discussion shall be confined to these issues. This action is consistent with applicable state law; i.e., Nebraska Revised Statute 84-1410, is clearly necessary for the protection of the public interest and/or for the prevention of needless injury to the reputation of an individual and such individual has not requested a public meeting.

10. Action Items

10.1. Negotiations Proposal for Certified Staff 2022-2023 Contract Year

Increase the base pay to \$37,231 which equates to a 3.525% increase including benefits.

Creation of Sick Day Donations:

A teacher may donate a maximum of 2 sick days to staff in need.

A teacher may receive a maximum of 10 sick days to use only when the receiving staff member has used all of their own earned sick days, to be used as paid leave.

Donation by teachers is voluntary and on an as-needed basis.

10.2. Resignation of Brandi McCarter

11. Next Regular Board Meeting

12. Adjournment

Board of Education Regular Meeting

Monday, October 11, 2021 7:00 PM

1. Call to Order

Call to Order at 7:00 PM by JC Ourada

2. Flag Salute

3. Open Meeting Act

3.1. The "Open Meetings Act" has been duly posted at the front of the room. It has also been advertised in the Beacon-Observer Newspaper ahead of time.

4. Roll Call

JC Ourada, Alicia Beavers, Linette Mitchell, Jeff Meads and Morgan Fouts Present.
Dana Steiner Absent.

4.1. - Excuse Absent Board Members

Excuse Dana Steiner from meeting

5. Approval of Agenda

approve the agenda as presented. This motion, made by JC Ourada and seconded by Morgan Fouts, Passed.

Alicia Beavers: Yea, Morgan Fouts: Yea, Jeff Meads: Yea, Lynette Mitchell: Yea, JC Ourada: Yea

6. Citizens Comments

We had 3 veterans present a picture to the board/school. The picture is of the updating of the memorial.

The guests were Stan Brodine, Terry Labs and Richard Tool.

This year they updated the Veterans Memorial and they are proud that the majority of the veterans represented on the memorial graduated from ECPS.

7. Consent Agenda

Motion to Approve Consent Agenda. This motion, made by Morgan Fouts and seconded by Alicia Beavers, Passed.

Alicia Beavers: Yea, Morgan Fouts: Yea, Jeff Meads: Yea, Lynette Mitchell: Yea, JC Ourada: Yea

7.1. Elm Creek Public Schools Mission Statement:

At Elm Creek Public Schools we will:

Be Kind

Be Respectful

Be Responsible
Be Trustworthy
Be Accountable
Be Honest
and Give Great Effort.

7.2. Minutes

7.3. Claims

7.4. Treasurer's Report

8. Information Items

8.1. Resolution to approve the sale of bonds for the purpose of constructing the proposed elementary building.

A RESOLUTION AUTHORIZING THE ISSUANCE AND SALE BY BUFFALO COUNTY SCHOOL DISTRICT 0009 (ELM CREEK PUBLIC SCHOOLS) IN THE STATE OF NEBRASKA OF ITS GENERAL OBLIGATION SCHOOL BUILDING BONDS, SERIES 2021, IN ONE OR MORE SERIES AND IN AN AGGREGATE PRINCIPAL AMOUNT NOT TO EXCEED ELEVEN MILLION NINE HUNDRED EIGHTY THOUSAND DOLLARS (\$11,980,000); CANVASSING THE RETURNS OF THE SPECIAL ELECTION HELD IN CONNECTION WITH SUCH BONDS; AUTHORIZING CERTAIN OFFICIALS TO DETERMINE THE FINAL AGGREGATE PRINCIPAL AMOUNT, MATURITIES, RATES, TERMS AND OTHER DETAILS OF SUCH BONDS; IMPOSING AN AD VALOREM TAX ON ALL TAXABLE PROPERTY WITHIN THE DISTRICT TO PAY THE PRINCIPAL OF, PREMIUM, IF ANY, AND THE INTEREST ON SUCH BONDS; AUTHORIZING THE DESIGNATION OF CERTAIN BONDS AS QUALIFIED TAX-EXEMPT OBLIGATIONS; AUTHORIZING THE SALE AND DELIVERY OF THE BONDS TO THE PURCHASER THEREOF; ADOPTING CERTAIN POST-ISSUANCE TAX COMPLIANCE AND DISCLOSURE POLICIES AND PROCEDURES WITH RESPECT TO THE BONDS; AUTHORIZING THE TAKING OF CERTAIN ACTIONS AND THE EXECUTION AND DELIVERY OF CERTAIN DOCUMENTS; AND PRESCRIBING OTHER MATTERS RELATING THERETO.

8.2. Removal of the current "shop" (50' x 75' metal building) in order to allow site preparations to begin in the spring of 2022. This would require the surplus and sale of the building.

8.3. A Geo-Technical evaluation must be done to prepare further plans for building the elementary school. Elm Creek Schools has been provided with three bids.

8.4. District 83 Land Ownership

9. Action Items

9.1.

Approve the resolution for selling bonds 'as presented' in its entirety.

9.2. Surplus and approve the sale of existing shop (50' x 75' metal building) by use of public auction.

Make a motion to approve the "resolution" as presented, in its entirety, for the sale of bonds. This motion, made by Alicia Beavers and seconded by Jeff Meads, Passed.

Alicia Beavers: Yea, Morgan Fouts: Yea, Jeff Meads: Yea, Lynette Mitchell: Yea, JC Ourada: Yea

Surplus and approve the sale of existing shop (50' x 75' metal building) and current classroom by use of public auction. This motion, made by JC Ourada and seconded by Morgan Fouts, Passed.

Alicia Beavers: Yea, Morgan Fouts: Yea, Jeff Meads: Yea, Lynette Mitchell: Yea, JC Ourada: Yea

9.3. Authorize GSI to perform the Geo-Technical analysis.

Make a motion to authorize GSI Engineering to do the geo-technical analysis. This motion, made by Jeff Meads and seconded by Morgan Fouts, Passed.

Alicia Beavers: Yea, Morgan Fouts: Yea, Jeff Meads: Yea, Lynette Mitchell: Yea, JC Ourada: Yea

9.4. Appoint NASB Delegate Assembly representative.

Motion to nominate Alicia Beavers as Elm Creek's NASB Delegate Assembly representative. This motion, made by JC Ourada and seconded by Jeff Meads, Passed.

Alicia Beavers: Yea, Morgan Fouts: Yea, Jeff Meads: Yea, Lynette Mitchell: Yea, JC Ourada: Yea

9.5. Sell one acre of land formerly known as District 83 for \$500 plus attorney fees of \$160.

The board decided to go with \$500 total with no additional attorney fees.

Make a motion to sell one acre of land formerly known as district 83 for a total of \$500. This motion, made by JC Ourada and seconded by Lynette Mitchell, Passed.

Alicia Beavers: Yea, Morgan Fouts: Yea, Jeff Meads: Yea, Lynette Mitchell: Yea, JC Ourada: Yea

10. Reports

10.1. Superintendent's Report

10.1.1. Construction Update

Meeting on October 13th for **Schematic Design Review/Mechanical, Electrical, and Plumbing**

10.2. Board Committees

10.2.1.

September 29th @ 5:00 - Building, Grounds, and Transportation Committee

September 29th @ 6:30 - Finance

October 6th @ 5:00 - Curriculum and Technology

October 6th @ 6:30 - Policy and Negotiations

11. Next Regular Board Meeting

Next Board Meeting November 8, 2021 @ 6:00 PM

12. Adjournment

motion to adjourn the meeting at 7:49 PM. This motion, made by JC Ourada and seconded by Morgan Fouts, Passed.

Alicia Beavers: Yea, Morgan Fouts: Yea, Jeff Meads: Yea, Lynette Mitchell: Yea, JC Ourada: Yea

18279	11/05/2021	ADVANCEDW	ADVANCED WATER COMPANY, INC	1,185.19
18280	11/05/2021	ALPHAREH	ALPHA REHABILITATION P.C.	2,501.14
18281	11/05/2021	BLACKHILLS	BLACK HILLS ENERGY	196.65
18282	11/05/2021	BSNSPO	BSN SPORTS	1,736.21
18283	11/05/2021	CIRCLES	CIRCLE S PLUMBING	109.58
18284	11/05/2021	CSI	CORNHUSKER STATE INDUSTRIES	6,060.00
18285	11/05/2021	USBANK90	CORPORATE PAYMENT SYSTEMS	2,675.13
18286	11/05/2021	COUNTR103	COUNTRY CLINIC	175.00
18287	11/05/2021	DANAF	DANA F COLE & COMPANY, LLP	2,750.00
18288	11/05/2021	EAIED	EAI EDUCATION	11.79
18289	11/05/2021	EAKESOFF	EAKES OFFICE PRODUCTS	4,598.29
18290	11/05/2021	ECOLAB	ECOLAB PEST ELIMINATION	71.01
18291	11/05/2021	EDEALJ	JESSICA EDEAL	154.98
18292	11/05/2021	ESU10	EDUCATIONAL SERVICE UNIT 10	5,593.67
18293	11/05/2021	FLINNS	FLINN SCIENTIFIC INC	10.10
18294	11/05/2021	FOSTERC	CURT FOSTER	100.00
18295	11/05/2021	GRACZYKL	GRACZYK LAWN & LANDSCAPE	1,194.00
18296	11/05/2021	HEARTLANDR	HEARTLAND REFRIGERATION LLC	327.50
18297	11/05/2021	HOMETOWN	HOMETOWN LEASING	1,420.00
18298	11/05/2021	ISLANDSU	ISLAND SUPPLY WELDING	69.44
18299	11/05/2021	KELLYSA	KELLY'S SALES & AG SERVICE	2,902.15
18300	11/05/2021	KSBSCHOOL	KSB SCHOOL LAW	388.00
18301	11/05/2021	LINWELD	MATHESON TRI GAS	195.04
18302	11/05/2021	MCGRAW	MCGRAW-HILL COMPANIES	43.50
18303	11/05/2021	MENARD430	MENARDS - KEARNEY	64.58
18304	11/05/2021	NCSA	NE COUNCIL OF SCHOOL ADM	225.00
18305	11/05/2021	NRCSA	NE RURAL COMMUNITY SCHOOLS ASSN	850.00
18306	11/05/2021	NASB	NEBRASKA ASSN OF SCHOOL BOARDS	75.00
18307	11/05/2021	NECOUNECON	NEBRASKA COUNCIL ON ECONOMIC ED	20.00
18308	11/05/2021	NPPD	NEBRASKA PUBLIC POWER DISTRICT	5,016.76
18309	11/05/2021	ONESOURCE	ONESOURCE	103.00
18310	11/05/2021	PAYFLEX	PAYFLEX SYSTEMS USA	300.00
18311	11/05/2021	PEARSON	PEARSON	240.63
18312	11/05/2021	PIONEERTE	PIONEER TELEPHONE	110.24
18313	11/05/2021	SHOFF	CHRISTINE SHOFF	54.95
18314	11/05/2021	SOCIALTH	SOCIAL THINKING	74.00
18315	11/05/2021	STATENE	STATE OF NEBRASKA	382.24
18316	11/05/2021	TEACHINGS	TEACHING STRATEGIES	49.80
18317	11/05/2021	OKEEFELE	TK ELEVATOR CORPORATION	336.42
18318	11/05/2021	TRUCKC	TRUCK CENTER COMPANIES	2,626.84
18319	11/05/2021	VEXROBITIC	VEX ROBOTICS, INC	3,670.29
18320	11/05/2021	VILLAGEE	VILLAGE OF ELM CREEK	857.70
18321	11/05/2021	VILLAGEU	VILLAGE UNIFORM	118.04
18322	11/05/2021	WPCI	W.P.C.I.	525.00
18323	11/05/2021	WALMAR1554	WAL-MART	547.86
18324	11/05/2021	WEXBANK	WEX BANK	2,139.61
18325	11/05/2021	WOODWARDS	WOODWARDS DISPOSAL SERVICE	25.00
18326	11/05/2021	YANDAS796	YANDA'S MUSIC	104.69

Check Type Total:	Check	Void Total:	0.00	Total without Voids:	<u>52,986.02</u>
Checking Account Total:	GENERAL	Void Total:	0.00	Total without Voids:	<u>52,986.02</u>
	Grand Total:	Void Total:	0.00	Total without Voids:	<u>52,986.02</u>

ELM CREEK SCHOOL BOARD TREASURER'S REPORTS
 FOR NOVEMBER 8, 2021
 OCTOBER 2021 FINANCIALS

GENERAL FUND - ACCT NO. 137766

BANK BALANCE OCTOBER 1, 2021	\$	906,902.30
RECEIPTS		
BUFFALO COUNTY - TAXES	\$	99,103.34
Dawson County	\$	10,227.30
ESU #10	\$	-
PHELPS COUNTY	\$	20,547.46
PRESCHOOL PAYMENTS	\$	-
STATE	\$	15,402.00
STATE AID	\$	66,056.00
TOTAL RECEIPTS	\$	211,336.10
AVAILABLE BALANCE	\$	1,118,238.40
DISBURSEMENTS:		
Bills Paid OCTOBER 11, 2021	\$	69,275.44
Kraken Books	\$	340.00
NE Council of School Administrators	\$	1,005.00
Helgoth's Pumpkin Patch	\$	351.00
Payroll	\$	337,965.83
TOTAL DISBURSEMENTS	\$	408,937.27
BOOK BALANCE October 31, 2021	\$	709,301.13

DEPRECIATION FUND - ACCT NO 14832

Balance OCTOBER 1, 2021	\$	519,609.76
Xfer from General	\$	-
INTEREST	\$	-
BOOK BALANCE October 31, 2021	\$	519,609.76

UNEMPLOYMENT CD #2232

Balance OCTOBER 1, 2021	\$	11,396.80
INTEREST	\$	-
BALANCE October 31, 2021	\$	11,396.80

ELM CREEK SCHOOL BOARD TREASURER'S REPORTS
 FOR NOVEMBER 8, 2021
 OCTOBER 2021 FINANCIALS

BUILDING FUND

Balance OCTOBER 1, 2021	\$	170,751.15
BUFFALO COUNTY	\$	2,201.91
DAWSON COUNTY	\$	263.51
RECEIPTS - PHELPS COUNTY	\$	523.56
INTEREST	\$	20.54
BALANCE October 31, 2021	\$	173,760.67

BOND FUND (OPENED 11-12-09)

Balance OCTOBER 1, 2021	\$	604,368.70
BOND INTEREST PAYMENT	\$	-
RECEIPTS- BUFFALO	\$	12,625.26
RECEIPTS-DAWSON CO	\$	1,510.93
RECEIPTS - PHELPS COUNTY	\$	3,001.96
BALANCE October 31, 2021	\$	621,506.85

SAM/DUNS ACCOUNT (REAP-1173)

Balance OCTOBER 1, 2021	\$	10,193.40
DISBURSEMENTS	\$	-
BALANCE October 31, 2021	\$	10,193.40

ELM CREEK SCHOOL BOARD TREASURER'S REPORTS
 FOR NOVEMBER 8, 2021
 OCTOBER 2021 FINANCIALS

LUNCH FUND

BALANCE OCTOBER 1, 2021 \$ 29,943.72

RECEIPTS

LUNCH SALES	\$	114.65
EFUND PAYMENTS	\$	-
Federal Reimbursement Breakfast	\$	-
Federal Reimbursement Lunch	\$	-
State Reimbursement Lunch	\$	-
State Reimbursement Breakfast	\$	-
SFP RECEIPTS (ADMIN)	\$	-
SFP RECEIPTS (OPERATING)	\$	-
TRANSFERS FROM GENERAL ACCT	\$	-
TOTAL RECEIPTS		\$ 114.65

AVAILABLE BALANCE \$ 30,058.37

DISBURSEMENTS

Food/Groceries/Milk Etc.	\$	11,258.45
Supplies	\$	324.60
Miscellaneous (Reimbursements, Bank Fees)	\$	-
Payroll	\$	8,491.59

TOTAL DISBURSEMENTS \$ 20,074.64

BALANCE 9,983.73

NOVEMBER BILLS (As of 11-4-21)

CASHWA	\$	4,028.58
FOSTERS	\$	120.82
HILAND (MILK)	\$	2,111.91
NOVEMBER PAYROLL (ESTIMATE)	\$	7,500.00
US FOODS	\$	-
VILLAGE UNIFORM (TOWELS ETC)	\$	43.40
		\$ 13,804.71

ELM CREEK SCHOOL BOARD TREASURER'S REPORTS
 FOR NOVEMBER 8, 2021
 OCTOBER 2021 FINANCIALS

ACTIVITY FUND (CURRENT CASH BALANCE SUMMARY)

	Balance OCTOBER 1, 2021	\$	58,766.28
GROUP A & B	RECT'S-GATE, DIST ACT, ENTRY FEES, RETURN CHNGE	\$	16,664.37
GROUP C, D & E	RECT'S-FUNDRAISING	\$	-
GROUP F	RECT'S - SALES	\$	-
GROUP G & H	RECT'S-FEES	\$	-
GROUP A & B	EXPENSE-START CHNGE, OFFICIALS, ENT FEES	\$	(5,247.88)
GROUP C, D & E	EXPENSE-FEES AND APPAREL	\$	(5,510.89)
GROUP F	EXPENSE-BILLINGS(SALES)	\$	(8,252.46)
GROUP G & H	EXPENSE-FEES	\$	<u>(1,858.20)</u>
	 BALANCE October 31, 2021	 \$	 54,561.22

- GROUP KEY
 A-ATHLETICS
 B-ACTIVITIES
 C-CLUBS AND ORGANIZATIONS
 D-SPECIAL FUNDS
 E-CLASS FUNDS
 F-SCHOOL GROUPS
 G-DISTRICT ACTIVITIES
 H-MISCELLANEOUS

Cash Flow Report

School District #9

Page: 1

11/05/2021 01:24 PM

Regular; Processing Month 11/2021

User ID: LKJ

FUND NUMB	Column2	BEGINNING CASH	REVENUES	EXPENSES	ENDING CASH
	SAMS	100,193.40	-	-	100,193.40
01	GENERAL FUND	164,123.37	1,347,949.88	(802,772.12)	709,301.13
02	DEPRECIATION	519,581.88	27.88	-	519,609.76
03	EMPLOYEE BENEFIT	11,383.88	-	-	11,383.88
05	ACTIVITY FUND	43,143.04	106,924.95	(95,506.77)	54,561.22
06	NUTRITION FUND	14,445.29	38,790.11	(43,251.67)	9,983.73
07	BOND FUND	457,715.09	163,791.76	-	621,506.85
08	BUILDING FUND	145,154.62	28,606.05	-	173,760.67
					2,200,300.64

Communication Plan

The Elm Creek School District's Communications Plan will be utilized as a tool to ensure that all communications align with the strategic goals of the Mission of Elm Creek Schools. The plan will be continually evaluated and updated as needed. It is the vision of the Elm Creek School District to effectively communicate, and create an environment of cooperation, collaboration, and sense of community.

Through efficient and productive communications with all families, the district will be known for providing a quality education for all students. Our district will actively pursue two-way communications by listening to its staff and community to continuously improve and evaluate communications efforts. This plan will also help our employees be knowledgeable ambassadors for the district, as they communicate key messages to the community.

Our Superintendent, along with our Principals, will lead Elm Creek's Communication Plan. The activities contained in this plan ensure that the Elm Creek School District will always be proactive in telling our story and responding appropriately to external and Internal events.

This Communication Plan will be targeted towards parents, students, business partners, media, and the community at large, as well as Elm Creek School District employees and the Board of Education, and will focus upon the following areas:

TARGET AUDIENCES

Students

Parents

Staff

Community Members

Board of Education

Ongoing Communications Goals

Our Superintendent leads Elm Creek School District communications effort with the assistance of our staff, administrators, and the school board. The communication activities are performed continuously, to ensure we tell our story.



Media Relations

- Our Superintendent will serve as the point of contact with the media, no matter who is writing/producing/speaking content.

Public Relations

- Develop and maintain this communication plan for consistency and clarity.
- Work closely with staff and parent groups to actively participate in the process.
- Provide public relations, marketing and communications on issues that impact schools, departments and the district.
- Communications Team provides advice on written and oral material, including school newsletters, letters home, brochures, talking points, key message development, media requests, etc.

Parent and Community Outreach

- Focus is designed to build support and reach out to the Elm Creek District community.
- Work with community groups, organizations, and businesses to inform, recruit and promote community involvement.

Crisis Management

- Provide counsel to staff and administration to resolve crisis situations and/or emergencies, including the use of communication vehicles like parent letters, social media, talking points and key messages.
- Provide crisis media relations when schools are locked down or have experienced an incident.
- Our district will develop a District Crisis Team and follow designated protocols as needed.

Communication Platforms

Publications, Events and Social Media

- The administration and office team will keep employees and the community informed through text, publications, events, and social media.
- We are in the process of identifying a social media communication tool that provides greater visibility and security for our staff as they communicate events, activities, and celebrations with teams, student groups, and specific parent groups.
- Presentations for community meetings, budget forums and internal leadership meetings.

Elm Creek School District – Facebook, Twitter, and Instagram

We will continue to use Facebook and Twitter to provide real-time district and school news to the community. The pages are used as a tool to relay information of school closures, emergencies, good news and events. The pages aim to engage the community about local, state and national education news/topics, and post student and staff pictures and achievements.

School Newsletters – “Herd That”

We will publish a school newsletter promoting school activities and functions. Parents receive timely information about the school and highlighting learning, students, and staff. Newsletters will be posted on our website. It is our goal to publish this newsletter on the 1st and 15th of each month.

Coffee with the Principal

Coffee with the Principal is an up and coming way for our Administration to visit with parents and students. It serves as an informational tool to communicate school news and events while accepting feedback from parents.

Breakfast with the Superintendent

Breakfast with the Superintendent is an up and coming meeting to update the community as well as solicit input/feedback.

Elm Creek Employee Communications

Buffalo Stampede News is our internal communication for our employees and is used for a variety of informational purposes such as job opportunities, employee training sessions, expectations and updates, board agendas, and other related informational items. It is our goal to public this newsletter each Friday or the last staff day of each week.

IMPLEMENTATION PLAN

The Communications Plan contain the strategies and actions that fall under the following six goals:

GOAL 1: PARENT AND COMMUNITY OUTREACH

Strategy: Cultivate and strengthen relationships within the Elm Creek community to engage them in the district's vision.

- Provide current information in school newsletters.
- Hold Breakfast with the Superintendent meetings and provide community input/feedback meetings on the budget, strategic plan.
- Share information at the school level such as Coffee with the Principal, Parent Advisory, awards assemblies, and newsletters.
- Annual Report to the School Board, feedback surveys with students, staff, parents and community.
- Monthly public board meetings.
- Explore the development of a district-wide school volunteer program through a need's analysis.
- Highlight volunteers with photos of volunteers in action, news reporting on volunteers and list names and total number of volunteer hours in the district's annual report.

GOAL 2: MEDIA RELATIONS

Strategy: Develop a proactive strategic media communications program.

- Respond in a timely, reliable fashion to media inquiries and requests. Direct inquiries to the Superintendent's office for proper response or assignment.
- Assist media by providing access to schools/classrooms and district education experts who can provide interviews and background information about important education-related topics.
- Superintendent will act as district spokespeople and address public information when necessary. Encourage reporters to follow the district's Twitter feed and Facebook page.

GOAL 3: EMPLOYEE COMMUNICATIONS

Strategy: Continue to strengthen the content and design of key communication tools for employees.

- Deliver a weekly employee update to provide timely district information “Herd That Newsletter.”
- Utilize the district website to highlight district publications, events, student pictures and share positive education stories.
- Send specific emails to employees or entire staff when information is being shared with the public.

GOAL 4: CRISIS MANAGEMENT

Strategy: Develop strategies and protocols for effective Crisis Management

- Provide counsel to administration and district leaders to resolve crisis situations and/or emergencies, including the use of communication vehicles such as parent letters, social media, talking points and key messages.
- Provide crisis media relations when schools are locked down or have experienced an incident.
- Schools and departments will utilize the Crisis Team protocols and will conduct drills and training to prepare for emergency situations.

GOAL 5: PUBLIC RELATIONS TRAINING

Strategy: Develop message/position statements that represent the district’s vision, goals, challenges, and accomplishments.

- Revise and develop a new website and phone application.
- Revisit this communication plan annually to ensure proper use and procedure is followed.
- Professional development for all staff to ensure consistency with this plan.
- Communicate written and oral material, including school newsletters, letters home, brochures, talking points, key message development, media requests, etc.

GOAL 6: COMMUNICATIONS PLATFORM

Strategy: Develop online communications platforms for parents, students, potential employees, businesses, and the general public.

- Use media outlets such as Facebook, Twitter, to provide information, highlight positives, and connect with the community.
- Use website analytics data to monitor usage and ensure best practices.
- Identify news and other content that can be published on media sources to keep everyone informed.
- Improve our website and develop a phone application to make finding and receiving information easier.

EVALUATION AND MEASUREMENT

The following resources will be utilized to evaluate and measure the effectiveness of this communications plan.

Parent, Teacher, Student, and Activities Advisory Council Committees

Staff, Student, and Parent Surveys

Media Hits – monitoring user access to our web sites and messages

Social media usage: Facebook, Twitter, and Instagram followers

Community feedback

CONCLUSION

The Elm Creek School District's Communication Plan will be utilized as a tool to ensure that all communications align with our strategic goals. This plan will be continually evaluated and updated as needed.

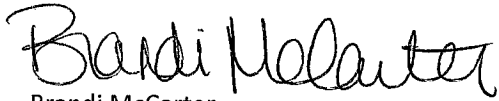
Friday, October 8, 2021

Dr. Bret Schroder, Superintendent
Elm Creek Public Schools
230 East Calkins Avenue
Elm Creek, NE 68836

Dr. Schroder,

I hereby resign my employment with Elm Creek Public Schools effective December 22, 2021.

Sincerely,


Brandi McCarter