







WHY DO WE NEED TO TELL OUR STORY

PUBLIC EDUCATION IS UNDER ATTACK
WE ARE NOT FAILING
SCHOOL IS MORE THAN A TEST SCORE
PEOPLE NEED TO BE COMPLIMENTED
STUDENTS NEED TO BE COMPLIMENTED
A HAPPY COMMUNITY IS AN ENGAGED COMMUNITY

CHILDREN TELLING THEIR STORY

- ▶ THE HAPPINESS ADVANTAGE
- ▶ THE DIFFERNECE GRATITUDE MAKES
- ▶ SPARK THE FROG
- ▶ SPARK EVENTS
- ▶ COMMUNITY ENGAGEMENT

GOOD NEWS ITEMS

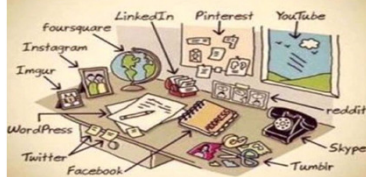
BREAK THE MOLD AWARD
SPORTMANSHIP AWARD
PARENT POWER AWARD
PARTNERSHIP AWARDS
GOLDEN APPLE AWARDS
ACADEMIC ACCOMPLISHMENTS

HOW DO BOARDS TELL THEIR STORY?

- ▶ BOARD MEETINGS
- ▶ WEBSITE
- ▶ SOCIAL MEDIA
- ▶ MONTHLY NEWSLETTER
- ▶ LOCAL PRINT MEDIA
- ▶ ROTARY
- ▶ BUSINESS ASSOCIATIONS
- ▶ CHAMBERS OF COMMERCE

“Social media takes down barriers and brings us together. And together, as people, we become empowered to change worlds.”

the world before social media...



CELEBRATING STUDENTS IN BOONE CO

- ▶ BOARD AGENDA STARTS WITH GOOD NEWS ITEMS
- ▶ EVERY BOARD MEETING BEGINS WITH PLEDGE AND NATIONAL ANTHEM LED BY STUDENTS
- ▶ WE CELEBRATE ON TWITTER AND FACEBOOK EVERYDAY
- ▶ WE HOLD SCHOOL EVENTS TO CELEBRATE CHILDREN



