



Year 1 Inquiry Brief

*Resources for inquiry brief development:

- Chapter 3 of *Leading with Passion & Knowledge*
- Purpose: To increase communication with parents and improve recognition of students and staff through the use of a variety of communication tools.
- Question (Wondering): How can I better recognized the good that is going on within our building which will fill our staff's "buckets" and then communicate this information to our families.
 - Subquestions:
- Method (What will I be doing?)
 - Bucket Fillers
 - #thankfulThursday
 - Positive Notes to Staff
 - Newsletter (Adobe Spark) – include more photos which drives "hits" to site.
 - Better use of Twitter and other social media
- Data Collection:
 - Adobe Spark tracks newsletter views
 - Twitter Impression totals
 - Surveys (parents & staff)
- Calendar (timeline): Began immediately

- Data Analysis: I have created a student/staff recognition portion of the newsletter so I know by default this has improved. Therefore, I will track the number of views (Twitter Impressions and Adobe Spark) and compare them over time to see if inclusion of the recognition program drives views to the page.

PARENT NEWSLETTERS ARE VALUABLE (IF THEY READ THEM)

MAXWELL INTERMEDIATE SCHOOL

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BACKGROUND LEADING TO THIS INQUIRY

In our spring 2019 corporation parent survey, communication to parents and recognition of students were the two lowest “ranked” areas.

PURPOSE OF THIS INQUIRY

To improve recognition of students and staff through the use of a variety of communication tools and methods and then increase the frequency parents are seeing this.

MY WONDERING

How can I better recognize the good that is going on within our building which will “fill our staff and students’ buckets” and then communicate that to our families?

MY ACTIONS

Create an avenue for all constituents to get involved in positive recognition:

- Introduced “Bucket Fillers” (Students & Staff)
 - Weekly recognition of peers
- Best on the Bus (Bus Drivers)
 - Monthly recognition of our students
- #thankfulThursday (Parents)
 - Google Form created that goes out in the weekly newsletter so that parents can recognize staff members
- Increased use of Positive Notes to Staff (Principal/Assistant Principal)

MY ACTIONS



Move to a format where I can track views of the newsletter

○ Adobe Spark

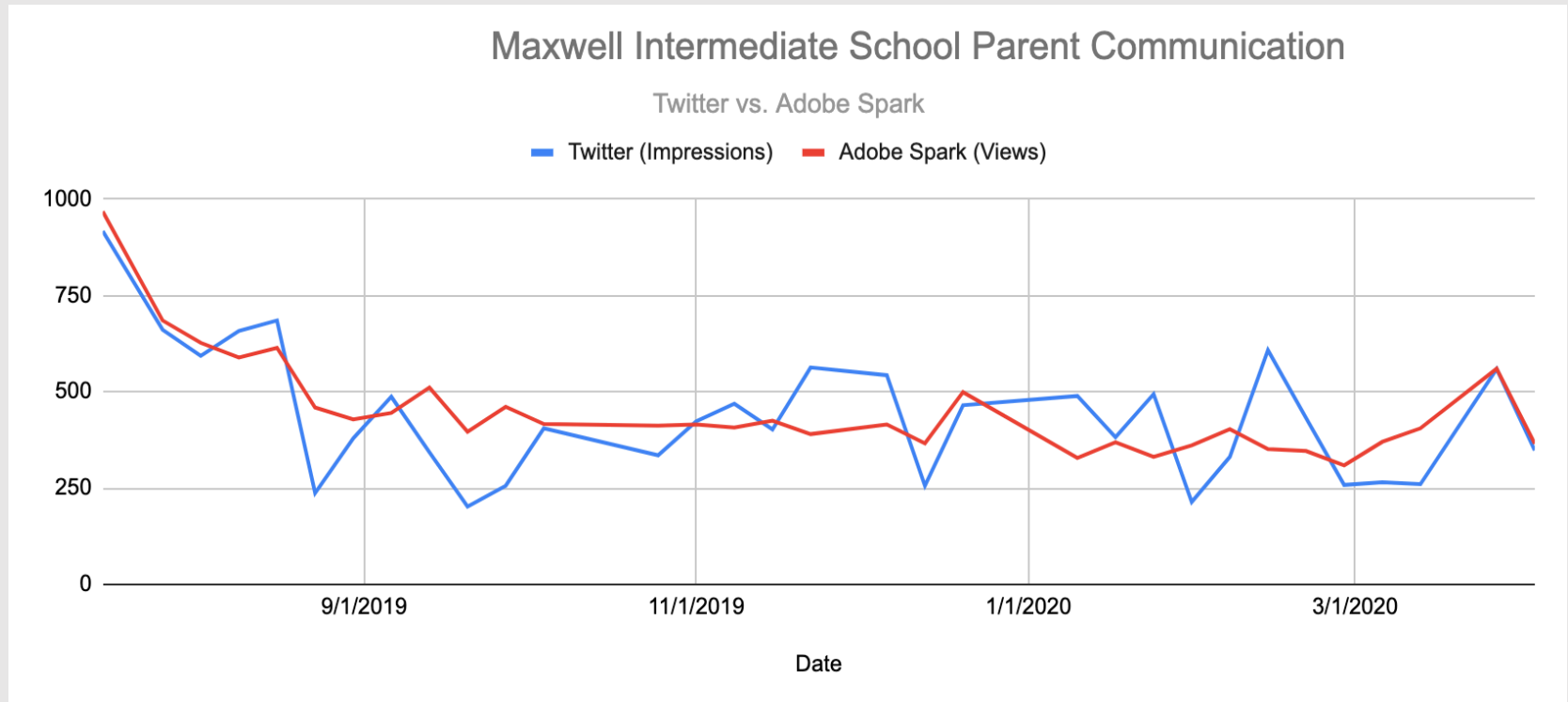


- Include more photos which drives “hits” to site. Allows us to track “views”.
 - Easier to share link to social media sites
- Increased use of social media
- Twitter/Facebook/Instagram

DATA COLLECTION

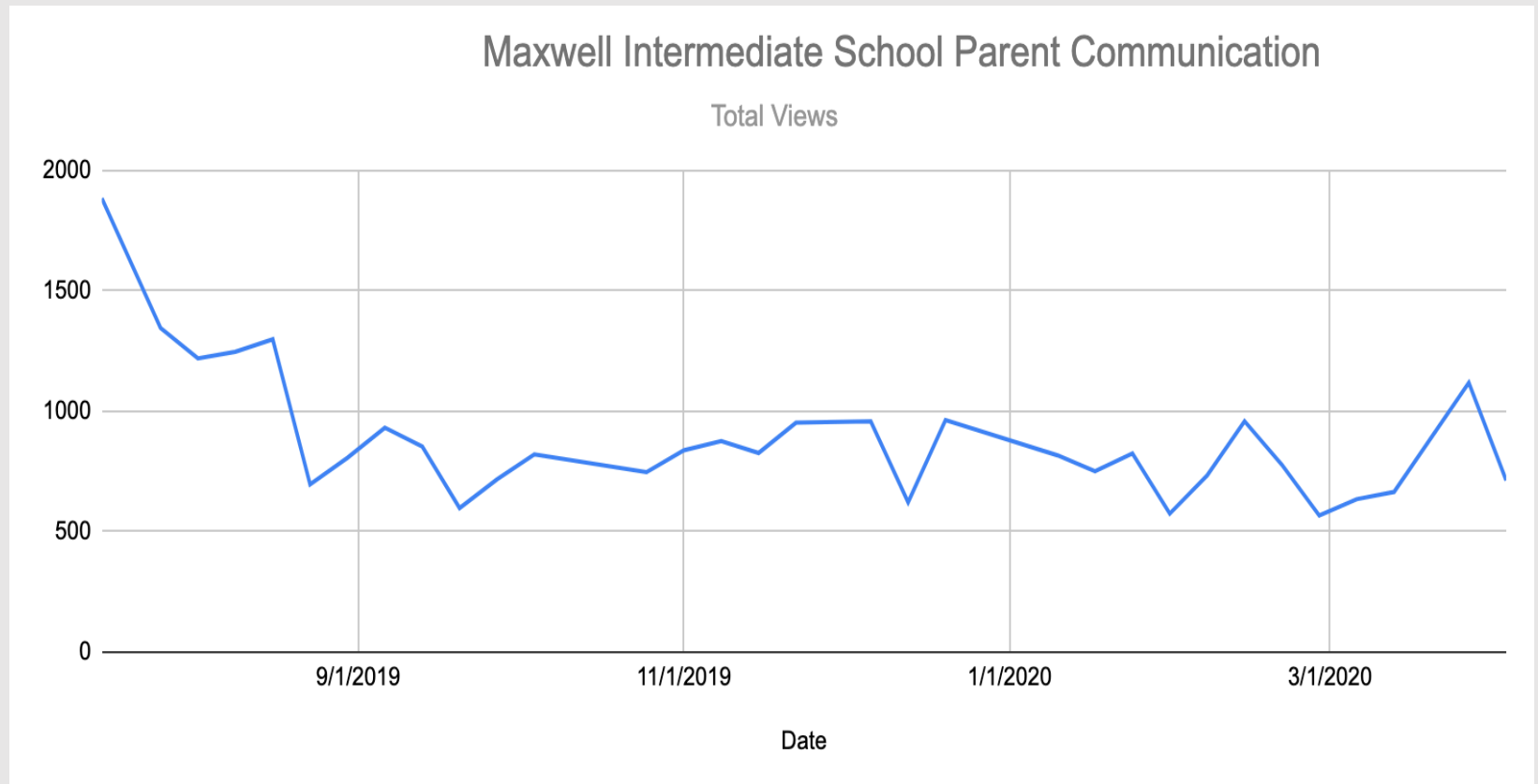
In moving the newsletter to Adobe Spark, I was able to track the number of views each week. In addition, I used the data from twitter to track the amount of views per week.

MY DATA



- The newsletter appears to be a more consistent viewing platform; however, although sporadic, Twitter viewership has peaked at higher viewer rates since beginning the inclusion of student/staff recognition on October 25th.

MY DATA



- It is apparent that the highest viewership is at the beginning of the school year along with another peak when the COVID-19 situation starts to become a local issue.

MY DISCOVERIES

The inclusion of staff/student recognition in the newsletter began on October 25th, 2019 (baseline). Some things of note:

- A five week increase in viewership occurred before falling below our baseline number on December 13th.
- Fifteen of the next nineteen ($15/19 = 79\%$) weeks (newsletters) had greater views than the baseline newsletter.
- Disregard the first month of school, and 9 of the 10 ($9/10 = 90\%$) newsletters after the change had higher viewership than the August 23rd newsletter.
- It appears when people have a “need” viewership is at its highest:
 - Beginning of the school year needs: dates (first day of school, back to school night info), book rental costs, etc.
 - Unfortunately COVID-19: school’s plan, needs for food & community offerings being communicated
- The rest of the year is pretty consistent at a much lower viewer rate compared to beginning and current timeframe.

WHERE AM I HEADING NEXT

- For the time being, I am going to continue with our plan for next year as it appears to have made a slight positive change.
- An IPLI group member suggested a Sunday evening distribution instead of Friday as most folks are winding down the week and not planning ahead on a Friday evening. I will likely try this next fall to see if we can get additional views as people are prepping for their week.

BIBLIOGRAPHY

- McCloud, Carol & Martin Kathrine (2008). Fill a Bucket: A Guide to Daily Happiness for Young Children.
- McCloud, Carol (2006). Have You Filled a Bucket Today? A Guide to Daily Happiness for Kids.
- Rath, Tom & Reckmeyer, Mary (2009). How Full is Your Bucket? For Kids.