



Sharon Burns, Director of Communications & Marketing  
Lansing USD 469 Communications & Marketing Report  
October 11, 2021 Board of Education Meeting

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**Current Projects:**

- Creating/updating job descriptions
  - Made changes to Director job descriptions based on recommendations from the board during the September meeting
  - Created drafts of Principal, Teacher, Nurse Aide (based on need), Paras
- Recorded and edited [LHS 101 - September Edition - Topics: Communication, Tutoring, Skyward, & Canvas \(VIDEO\)](#)
  - Edited the video tutorial for Skyward and Canvas and created a new section on the LHS page to highlight these for parents
  - Will be creating a video every month for high school parents.
  - Getting feedback from the LHS site council on future topics to cover
- Recorded and edited [September Lion Lowdown with Superintendent Dan Wessel \(VIDEO\)](#)
  - Shared on our website, district app, social media, and City Channel 2.
  - We will be doing these monthly – our target audience is the community in general (not just parents)
- Started 2<sup>nd</sup> quarter district newsletter
  - Working with Directors to provide updates from each department
- Attended “Producing TV News for Schools” seminar on Friday, September 10<sup>th</sup> in Goddard, KS.
  - This seminar was designed to train districts on the steps necessary to provide local news stations with content-ready news feeds
  - Worked Marcus Officer to create a sample segment with sound bite to send to local news stations
  - I created our first segment about Michaela Fitzgerald and her new nonprofit, LV Arts, and sent to all local news stations. [Click here to watch the piece I shared with stations.](#) Fox 4 picked up the piece and covered LV Arts on their afternoon news segment.
- Worked with Kevin McCarley and Leif French to film Active Shooter Drill on September 20<sup>th</sup> for future training use for Mr. McCarley and Lansing Police Department

- Attended KSPRA Zoom on September 23<sup>rd</sup> to discuss:
  - Upcoming board elections and how Public Relations employees can help navigate negative press associated with those.
  - The importance of staying neutral, both as a PR employee and as a district in general
  - How to handle unruly community members during board meetings and public events

### **Recurring Projects:**

- Updates from Leavenworth County Health Department regarding COVID19 testing and results (Mondays)
- Updated from Leavenworth County Health Department regarding vaccination clinics (Fridays)
- Working with Kristen Dilka to notify staff and families of the positive cases in our district
  - Tracking cumulative positive cases on a spreadsheet shared via Outlook email to staff, Skyward email to families, and website for community members.
  - Created a notification on the app for just COVID related updates
- 2021 – 2022 School Year updates across the website (calendars, forms, staff, etc.)
- Working with Kim Taylor at KCKCC PCC to spotlight Lansing students enrolled in TEC program every week
- Attend bi-weekly Director's meeting
- Attend monthly school board meetings and type recaps to share via website / social media
- Working with Mr. Wessel to create an updated communications calendar. This calendar documents the various things we will be reporting throughout the school year (appreciation days, testing, goals, etc.)

### **Short-Term Goals (Less than a year):**

- Create an informational brochure for the district to share with external stakeholders (city, realtors, etc.)

October status: Have not started – will create once job description project is complete)

- Collect information from various departments and release information for QUARTERLY district-level newsletter

October status: Changed to quarterly due to the "Lion Lowdown" monthly video. Created first quarter "Back to School Newsletter" Currently gathering information from directors regarding district departments. [2021-2022 Back to School Newsletter](#)

- Maintain consistent communication streams from buildings and departments to share with our families via website articles

October status: Created Communications calendar with Mr. Wessel to track and plan district updates. Starting the week of October 4, I will be working in each building

regularly to be more visible and encourage teachers and staff to share information to post.

- Create letterhead for each building/department to create continuity in all district communications

October status: Completed

### **Long-Term Goals (More than a year):**

- Work with Chris Fletcher to streamline communication systems across our district

### **September 2021 Articles on website / social media:**

September 1, 2021 - [September 1, 2021 - Lansing USD 469 COVID-19 Update](#)

August 31, 2021

Lansing Elementary School

- 2 student(s) tested positive. 6 individual(s) was/were considered close contacts with this positive case.

Lansing Intermediate School

- 3 student(s) tested positive. 27 individual(s) was/were considered close contacts with this positive case.

\*\*Due to the number of positive cases and additional students out sick with pending results, a classroom at Lansing Intermediate School has been deemed an outbreak/ hotpot situation, and Leavenworth County Health Department has quarantined everyone in the affected classroom.\*\*

Lansing Middle School

- 3 student(s) tested positive. 3 individual(s) was/were considered close contacts with this positive case.

September 1, 2021 - [Introducing Project Rise - A Free In-Home Service for Parents Experience Tough Times](#)

Project Rise is a FREE, in-home service that can offer parenting education, budgeting education, and healthy relationships education to families with kids of all ages.

September 2, 2021 - [REMINDER: Child Find Information for Early Childhood and 18-21 Year Old Programs](#)

The next Child Find Screening is Friday, September 10<sup>th</sup>, for Birth to Age 5 from 8:30am.

September 2, 2021 - [Friday, September 3rd is Military Appreciation Night at Lion's Stadium](#)

To show appreciation of the sacrifice given by the men and women who have served or are currently serving in the U.S. Armed Forces, we are thrilled to offer them free entry (with military ID) to this Friday's home football game at Lion's Stadium!

September 3, 2021 - [Upcoming Leavenworth County Health Department Vaccination Clinic Information](#)

Next Clinic: Thursday, September 9<sup>th</sup>, from 9 a.m. to 4:00 p.m.

Location: Leavenworth County Health Department, 500 Eisenhower, Leavenworth, KS.

September 3, 2021 - [September 2, 2021 - Lansing USD 469 COVID-19 Update](#)

September 2, 2021

Lansing Early Childhood

- 1 student(s) tested positive. 5 individual(s) was/were considered close contacts with this positive case.

Lansing Elementary School

- 3 student(s) tested positive. 12 individual(s) was/were considered close contacts with this positive case.

Lansing Intermediate School

- 1 student(s) tested positive. 2 individual(s) was/were considered close contacts with this positive case.

Lansing Middle School

- 4 student(s) tested positive. 3 individual(s) was/were considered close contacts with this positive case.

Lansing High School

- 1 student(s) tested positive. 2 individual(s) was/were considered close contacts with this positive case.

September 3, 2021 - [REMINDER: There Will Be No School on Monday, September 6th](#)

All Lansing USD 469 schools and the district office will be closed on Monday, September 6, 2021 in observance of the Labor Day holiday.

September 3, 2021 - [REMINDER: Attendance Policy for Lansing High School Activities](#)

As we are fast approaching our first home football game tonight, we wanted to reach out to parents regarding some safety issues at home events.

September 3, 2021 - [Holiday Closure - Leavenworth County Health Department COVID-19 Update](#)

The Health Department will be closed Monday, September 6th in observance of Labor Day. Therefore, our weekly update of COVID-19 Statistics will be posted Tuesday, September 7th.

September 3, 2021 - [Fifth Graders Experience Book Tasting in the Lansing Intermediate "Cafe"](#)

On Tuesday, August 31st, fifth grade students experienced their first Book Tasting in our Lansing Intermediate "Cafe".

September 7, 2021 - [Weekly Update of Lansing High School Students Enrolled in KCKCC Pioneer Classes - CNA and Construction](#)

Lansing High School students and graduates enrolled in Kansas City Kansas Community Center Pioneer Career Center (KCKCC PCC) had a productive week of learning!

September 7, 2021 - [Lansing USD 469 COVID-19 Update](#)

September 3, 2021

Lansing Elementary School

- 1 student(s) tested positive. 8 individual(s) was/were considered close contacts with this positive case.

Lansing Middle School

- 1 staff member tested positive. 0 individual(s) was/were considered close contacts with this positive case.

Lansing High School

- 2 student(s) tested positive. 2 individual(s) was/were considered close contacts with this positive case.

September 7, 2021 - [Leavenworth County Health Department - COVID-19 Update](#)

Because of labor day, KDHE will not release its next update until tomorrow.

Therefore, Leavenworth County Health Department will not be able to update their COVID-19 statistics until September 8th as well.

September 8, 2021 - [Support Lansing USD 469 by Ordering Papa John's Tonight!](#)

The second Wednesday of every month is Lansing PTA Papa John's night.

September 8, 2021 - [September 8, 2021 - Leavenworth County Health Department Update](#)

(315) New Positive Community Cases

September 9, 2021 - [September 8, 2021 - Lansing USD 469 COVID-19 Update](#)

September 7, 2021

Lansing Elementary School

- 1 student(s) tested positive. 2 individual(s) was/were considered close contacts with this positive case.

Lansing High School

- 2 student(s) tested positive. 4 individual(s) was/were considered close contacts with this positive case.

September 9, 2021 - [September 9, 2021 - Lansing USD 469 COVID-19 Update](#)

September 8, 2021

Lansing Elementary School

- 2 student(s) tested positive. 2 individual(s) was/were considered close contacts with this positive case.

September 9, 2021 - [REMINDER: Attendance Policy for Lansing High School Activities](#)

Addition of "Spectators are not allowed to bring recreational items that can be thrown (footballs, basketballs, Frisbees, etc.) into the stadium. We had an issue with people in the stadium getting hit at last week's game and will be confiscating any of these items that are brought into future games."

September 9, 2021 - [Lansing High School Teacher, Michaela Fitzgerald, Launches LV Arts Non-Profit in Leavenworth](#)

Lansing School District's very own Michaela Fitzgerald has been hard at work over the past year creating an arts nonprofit titled LV Arts for the Leavenworth-Lansing community.

September 10, 2021 - [September 10, 2021 Lansing USD 469 COVID-19 Update](#)

September 9, 2021

Lansing Intermediate School

- 1 staff member tested positive. 1 individual(s) was/were considered close contacts with this positive case.

September 13, 2021 - [September 13, 2021 Lansing USD 469 COVID-19 Update](#)

Lansing Elementary School

- 2 student(s) tested positive. 6 individual(s) was/were considered close contacts with this positive case.

Lansing Intermediate School

- 2 student(s) tested positive. 4 individual(s) was/were considered close contacts with this positive case.

Lansing High School

- 3 student(s) tested positive. 1 individual(s) was/were considered close contacts with this positive case.

September 13, 2021 - [September 13, 2021 - Leavenworth County Health Department Update](#)

(189) New Positive Community Cases - (26) Vaccinated / (163) Unvaccinated

September 13, 2021 - [REMINDER: Mask Mandate for Students on Busses](#)

As a reminder, passengers in all Lansing USD 469 vehicles must properly wear a mask at all times.

September 14, 2021 - [September 14, 2021 Lansing USD 469 COVID-19 Update](#)

Lansing Intermediate School

- 1 student(s) tested positive. 2 individual(s) was/were considered close contacts with this positive case.

September 14, 2021 - [Family Food Day at Ichiban Japanese Sushi & Steak House!](#)

Ichiban offered a family food day on Tuesday, September 14, 2021.

September 15, 2021 - [Weekly Update of Lansing High School Students Enrolled in KCKCC Pioneer Classes - Construction, Culinary, Electrical, HVAC](#)

Lansing High School students and graduates enrolled in Kansas City Kansas Community Center Pioneer Career Center (KCKCC PCC) had another productive week of learning.

September 15, 2021 - [September 15, 2021 Lansing USD 469 COVID-19 Update](#)

Lansing High School

- 2 student(s) tested positive 3 individual(s) was/were considered close contacts with this positive case.

September 15, 2021 - [REMINDER: District-Wide Thursday Late Start Tomorrow, September 16th](#)

September 15, 2021 - [Board of Education Meeting Recap - Monday, September 13, 2021 \(Regular Meeting\)](#)

Click the link to read the recap

September 16, 2021 - [September 16, 2021 Lansing USD 469 COVID-19 Update](#)

September 15, 2021

Lansing Elementary School

- 1 student(s) tested positive. 0 individual(s) was/were considered close contacts with this positive case.

Lansing Middle School

- 1 student(s) tested positive. 0 individual(s) was/were considered close contacts with this positive case.
- 1 staff member(s) tested positive. 0 individuals was/were considered close contacts with this positive case.

September 16, 2021 - [Reminder Regarding Quarantined Students in our District](#)

This is a reminder that if you or your child has been quarantined due to being a close contact of a positive COVID-19 case, you are not allowed in Lansing USD 469 facilities.

September 16, 2021 - [PTA Meeting Tonight, September 16th, at Lansing Intermediate School](#)

September 16, 2021 - [Early Childhood Students Participate in STEM Activities Thanks to Grant from Lansing Educational Foundation](#)

Early Childhood Teachers Jessica Garner and Rafaella Saltigerald wrote and received a grant from Lansing Educational Foundation to build S.T.E.M. (science, technology, engineering and math) opportunities throughout the curriculum for our early learners.

September 17, 2021 - [Upcoming Leavenworth County Health Department Vaccination Clinic Information](#)

Next Clinic: Thursday, September 23rd, from 9 a.m. to 4:00 p.m. Location: Leavenworth County Health Department, 500 Eisenhower, Leavenworth, KS.

September 17, 2021 - [Statement from Lansing USD 469 regarding Critical Race Theory](#)

September 17, 2021 - [September 17, 2021 Lansing USD 469 COVID-19 Update](#)

September 16, 2021

Lansing Middle School

- 1 student(s) tested positive. 0 individual(s) was/were considered close contacts with this positive case

September 17, 2021 - [REMINDER: No School for Students on Monday, September 20th](#)

There will be no school for students on Monday, September 20, 2021 for staff professional development

September 17, 2021 - [All Lansing USD 469 Buildings Will Be Closed until Noon on Monday, September 20th](#)

The district will be conducting violent intruder training from 7:30am – 12:00pm at Lansing High School.

September 20, 2021 - [Leavenworth County Health Department Update](#)

173 New Positive Community Cases: 18 Vaccinated / 155 Unvaccinated



September 20, 2021 - [Lansing USD 469 Holds Active Shooter Drill on Monday, September 20th](#)

Fire District 1, and Leavenworth County EMS on Monday, September 20, 2021 to conduct an active shooter drill for staff. Students were not in attendance during the drill due to the Professional Development day.

September 21, 2021 - [Weekly Update of Lansing High School Students Enrolled in KCKCC Pioneer Classes - CNA](#)

Lansing High School senior and KCKCC CNA student, Asilya Johnson, learned how to take a pulse and about perineal care.

September 21, 2021 - [LHS 101 - September Edition - Topics: Communication, Tutoring, Skyward, & Canvas \(VIDEO\)](#)

An informational video for parents from Principal Rob McKim

September 22, 2021 - [September 21, 2021 Lansing USD 469 COVID-19 Update](#)

Lansing Intermediate School

- 3 student(s) tested positive. 4 individual(s) was/were considered close contacts with this positive case.

Lansing Middle School

- 1 staff member tested positive. 0 individual(s) was/were considered close contacts with this positive case.

September 22, 2021 - [REMINDER: District-Wide Thursday Late Start Tomorrow, September 23rd](#)

September 23, 2021 - [September Lion Lowdown with Superintendent Dan Wessel \(VIDEO\)](#)

In this month's "Lion Lowdown", Superintendent Dan Wessel and Director of Communications and Marketing Sharon Burns discuss:

- FastBridge Testing
- State Testing Results
- Parent Teacher Conferences
- Lion Roar Shout-Outs

September 23, 2021 - [Lansing USD 469 COVID-19 Update](#)

Lansing Elementary School

- 1 student(s) tested positive. 0 individual(s) was/were considered close contacts with this positive case.

Lansing Intermediate School

- 1 student(s) tested positive. 3 individual(s) was/were considered close contacts with this positive case.

Lansing Middle School

- 1 student(s) tested positive. 1 individual(s) was/were considered close contacts with this positive case.



September 23, 2021 - [ATTENTION MIDDLE SCHOOL PARENTS: Attendance Policy for Lansing High School Activities](#)

We ask that all elementary, intermediate, and middle school aged students attending this season's high school home sporting events and activities have a parent or guardian present with them at events.

September 24, 2021 - [Mayor's Christmas Tree Applications Now Being Accepted! Deadline: Noon on October 29, 2021](#)

September 24, 2021 - [Congratulations to Cheryl Sander For Being Named Lansing Elementary School Nominee for the 2021-22 Horizon Award \(VIDEO\)](#)

Congratulations to second grade teacher Ms. Cheryl Sander for being named Lansing Elementary's nominee for the Kansas Horizon Award!

September 27, 2021 - [September 27, 2021 - Leavenworth County Health Department Update](#)

136 New Positive Community Cases (17 vaccinated / 119 unvaccinated)

September 28, 2021 - [YOU ARE INVITED! Lansing USD 469 Homecoming Extravaganza - Wednesday, September 29th](#)

Homecoming Extravaganza was held Wednesday, September 29<sup>th</sup>

September 28, 2021 - [September 27, 2021 Lansing USD 469 COVID-19 Update September 27, 2021](#)

Lansing Elementary School

- 2 student(s) tested positive. 0 individual(s) was/were considered close contacts with this positive case.

Lansing Middle School

- 1 student(s) tested positive. 1 individual(s) was/were considered close contacts with this positive case.

September 28, 2021 - [Judges Needed for Upcoming Debate Tournament- No Experience Necessary!](#)

The Lansing High School Debate Team is hosting a debate tournament at Lansing High School on Friday, October 22nd and Saturday, October 23rd and is in need of volunteer judges.

September 28, 2021 - [INFORMATION ON BOOSTERS](#)

On Friday, September 24, the Centers for Disease Control and Prevention (CDC) gave final authorization for a booster shot of the Pfizer-BioNTech COVID-19 vaccine for certain populations.

September 28, 2021 - [Congratulations to the 2021 Lansing High School Homecoming Court!](#)

Click link to see list of students.

September 29, 2021 - [September 29, 2021 Lansing USD 469 COVID-19 Update](#)

September 28, 2021

Lansing Elementary School

- 1 student(s) tested positive. 0 individual(s) was/were considered close contacts with this positive case.

September 29, 2021 - [REMINDER: District-Wide Thursday Late Start Tomorrow, September 30th](#)

September 29, 2021 - [Lansing USD 469 Election / Campaign Information](#)

It was brought to our attention that local school board candidates recorded political advertisements at Lansing USD 469 facilities. We felt it was necessary to inform our community that the district does not endorse and is not affiliated with any individual political candidate.

September 30, 2021 - [Lansing District Food Pantries in Need of Donations](#)

Click link to see list of needs

September 30, 2021 - [Weekly Update of Lansing High School Students Enrolled in KCKCC Pioneer Classes - Construction, HVAC, & Electrical](#)

Lansing High School students enrolled in Kansas City Kansas Community Center Pioneer Career Center (KCKCC PCC) had a productive week of learning.

September 30, 2021 - [September 30, 2021 Lansing USD 469 COVID-19 Update](#)

September 29, 2021

Lansing Elementary School

- 2 student(s) tested positive. 0 individual(s) was/were considered close contacts with this positive case.

September 30, 2021 - [First United Methodist Church in Leavenworth Makes Incredibly Generous Donation to Lansing Educational Foundation](#)

A tremendous thank you to First United Methodist Church in Leavenworth for donating \$1,000 to Lansing Educational Foundation (LEF).

September 30, 2021 - [Campaign Activity at Lansing USD 469 Events](#)

As we come closer to election day for the school board positions, we ask all candidates and their supporters to follow Kansas State Statute, 25-4169a.

September 30, 2021 - [ATTENTION MIDDLE SCHOOL PARENTS: Attendance Policy for Lansing High School Activities](#)

We ask that all elementary, intermediate, and middle school aged students attending this season's high school home sporting events and activities have a parent or guardian present with them at events.