



BOE DEI Advisory Committee

Communications
Human Resources

11.7.2024



COMMUNICATIONS

TELLING OUR DISTRICT'S STORY

Our story is the essence of our identity, with the power to inspire, engage and connect deeply with parents, staff and the community. By embracing storytelling, we forge lasting connections, build trust and ensure that the meaningful impact of Blue Valley Schools is seen, felt and understood by all.



STORY CAMPAIGNS

We strategically share **personal stories**, **achievements** and **milestones** across various platforms to celebrate the success of our strategic plan in action, highlighting the real impact it has on our students, staff and community. By working closely with principals, we inspire them to tell their own school's story, contributing to a powerful narrative that reinforces who we are and our vision for the future.

STRATEGIC PLAN INITIATIVES

- STRATEGICALLY AGILE SYSTEMS
- EXEMPLARY EDUCATORS
- EXTRAORDINARY EDUCATIONAL OPPORTUNITIES
- BALANCED HEALTH AND WELLBEING

Brandon Billinger

Creative Media
Coordinator



Kaci Brutto

Director of
Communications



Brianna Childers

Communications
Coordinator



Meron Hayden

Community Relations/
Marketing Specialist



Rachel Holton

Graphic Designer



Kristi Mc Nerlin

Chief Communications
Officer



Landon Parker

Communications
Specialist/Social Media



Addison Smith

Communications
Specialist/Website



STRATEGIC COMMUNICATION PLANNING

Work with leadership teams to create a clear plan for sharing key messages with staff, families and patrons. This helps build understanding, trust and support for our district's goals and initiatives, ensuring everyone is informed and engaged in our vision for the future.



NEWS & MEDIA RELATIONS

Our department handles media relations by building positive relationships with media outlets, sharing news and responding to inquiries. This is vital for shaping public perception, maintaining community trust and keeping our community informed about the achievements and needs of our schools. Effective media relations ensure our district's story is told accurately and positively, fostering strong support and engagement. *Any and all media requests must be vetted and/or coordinated by our team.*



CRISIS COMMUNICATION

When unexpected and disruptive events occur in our schools, our team is prepared to support and coordinate all communications in partnership with leadership, district and school crisis teams and city and county agencies. Our goal is to ensure proactive, rapid, accurate and consistent messaging.



COMMUNITY RELATIONS AND SPONSORSHIPS

Our community relations efforts focus on building strong, collaborative partnerships that foster trust, engagement and support for our schools and students. This includes active involvement with local chambers of commerce and managing corporate sponsorships for high school activities and athletics, ensuring broad-based support and resources for our district.

COMMUNICATION RESOURCES & TOOLS

We leverage these tools to effectively share our district's narrative and engage with various stakeholders.

SOCIAL MEDIA
WEBSITE
NEWSLETTERS
NEWS MAGAZINE
PRESS RELEASES
MEDIA RELATIONS
PUBLIC MEETINGS

PRINTED MATERIALS
INTERNAL COMMUNICATIONS
MASS COMM SYSTEMS
SURVEY & ENGAGEMENT TOOLS
INFOGRAPHICS
VISUAL STORYTELLING
MARKETING & ADVERTISING

VIDEO CONTENT
PODCASTS
EMAILS
MOBILE APP
ANNUAL REPORT
BRANDING & LOGOS



Telling Our Story

A second act of purpose Retiree fulfills dream of returning to the classroom

the retiree (90 percent of them) when he's working with them."

Kramer has his infectious joy and passion. Jones has made a significant impact on the school community. He spends the majority of his free time being strong readers with middle school students.

"It was a really good year in one of the hardest jobs I have in the building," said Jerry Jones, Licensed Elementary's principal. "It made me wish I had been the guy that signed a contract that never ends. You never wonder if the Joneses will make that connection. You always know that the one that will make that connection, make that difference in a child's life."

"You never wonder if Mr. Jones can make this connection. You always know he's the one that will make that difference in a child's life."

JERRY JONES
LEARNED ELEMENTARY PRINCIPAL

Although he works with students of all ages, this year's 12th graders, who will soon be at Learned Middle and fall, have a special place in Jones' heart. This year was the first group of students to work with when he retired in their 12th.

"This was so special to me," Jones said. "And, at that time, I thought, 'For nearly 30 years to be able to work these graders.' This would make me so proud, working these through all the different stages. I'm probably going to be working like a good parent."

"I love how much," said Ann Langley, a former 12th grade at Learned Elementary. "You just really want, and all it has to do is work with with him, and when seeing him the next day means a lot to me."

Even though the school year will be coming to a close, Jones will always be a part of the lives of the students he has worked with.



To watch the full video story, scan the QR code here.

Blue Valley School District is with Stilwell Elementary

October 14 at 5:06 PM

"We are a great group of people who work hard for our students to see the kids and make sure they are enjoying their food!" Stacy Hutchison, Stilwell Elementary food services manager. During National School Lunch Week, we want to celebrate our services staff like Stacy and Carla! Thank you for your extra efforts and staff are taken care of with healthy, delicious meals! This is my 22nd year in Food Services. As people say, if you work, I enjoy the smiles from the kids. I think I'll be here still! Schiltzer, Stilwell Elementary food services assistant #BVTogether #NSLW2024

use a great group of people who work hard for our students. I am always excited to see the kids and make sure they are enjoying their food! Couldn't really do have my meal!



Behind-the-Scenes: Blue Valley's Fire Science Program

Blue Valley School District is with Blue Valley West and BVNMustangs

October 2 at 11:40 PM

We had an extraordinary night of music Monday at our 42nd annual Blue Valley Marching Band Festival at 42nd. Our talented students truly shined at the event as they showcased their hard work and passion, performing for our supportive families and community. This night was all about celebrating the love of music and the camaraderie between our high school bands. #BVTogether



From Brazil to Blue Valley Next Steps program leads to lifelong connections and early educational success

Moving to a new city and school can be challenging. Relocating to a new country where you don't know anyone and the language and culture are unfamiliar is a daunting task. When the Ribeiro-Duarte family found out they were moving from São Paulo, Brazil to Overland Park, Kan., they knew one thing was essential: a community and school district with supportive programs to ensure a smooth transition for their kids.

When they were looking for a program for their daughter Sofia Ribeiro, 4, the Blue Valley School District recommended Next Steps, a Parents as Teachers program geared toward three to five-year-olds who are English language learners. The program was a great fit for Sofia, but her parents wanted to be confident that speaking English and developing socialization skills before starting kindergarten.

But being immersed in the culture and learning English hasn't been the only benefit for the Ribeiro-Duarte family. Through the program, the family connected with another Brazilian family who relocated to Blue Valley.

Fernando and Juliana Leite became interested in the Parents as Teachers and Next Steps programs so their daughter Camilla, 3, could interact with other kids and meet people from different countries.

"We came to a place where we didn't know the culture or language," said Vinícius Ribeiro. "Knowing that we have other people that are in the same situation, going through the same obstacles - it's very good."

This connection has given both families a support network and a sense of familiarity as they navigate the challenges of moving to a new country and adapting to a new culture.

Senza and Camilla quickly developed a friendship at the program's weekly playgroup. When they arrive at the meetings, they aren't hesitant to go out each other across the room, hug hands and walk to the classroom together.

"They will translate or navigate between speaking English and Portuguese together," said Amy Sarantou, a Parents as Teachers parent educator. "It's one of the beautiful connections of them using their home language but also experiencing and playing with the English language."

During class, the kids work on classroom routines - hanging up their backpacks and locating their teachers - but they will need to know as they start kindergarten. They spend the first few minutes engaging in play around the room before gathering for story time and activities on the carpet.

In addition to socializing kids with a playgroup, the Next Steps program also connects families with a community-based preschool to further immerse them in a classroom experience.

Vinícius and Camilla said the wealth of support their family receives from childhood dreams to classroom reality, Hannah Spencer's journey from Lakeswood Elementary student to Aspen Grove Elementary teacher exemplifies the lasting impact of our exemplary educators.

"That's always been my dream," Spencer said. "I wanted to make a full circle and come back and be in the district I grew up in."

Inspired by her own kindergarten teacher, Hannah's passion for teaching blossomed early and brought her back to Blue Valley, where she's now making a ... See more



4 • BLUE VALLEY TODAY



Pleasant Ridge 8th Grader Embraces Football Challenge

3:43

Celebrating Our Employees



Blue Valley School District Human Resources
★ Favorites · October 1 at 11:00 AM · 🌐

We are honored to share that in the 2025 rankings released by Niche, the Blue Valley School District was ranked within the top 1% of best places to teach in Kansas! 🏆👏💙

We are incredibly proud of our exemplary educators and staff, whose hard work and commitment are the driving force behind this extraordinary recognition.

Interested in being a part of our award-winning team? Discover what makes Blue Valley a top district today: <http://bluevalleyk12.org/employment>

#BVTogether #ChampionsOfLearning

TOP 1%

**BEST PLACE TO
TEACH IN KANSAS**

NICHE

Blue Valley School District Human Resources
★ Favorites · August 2 · 🌐

We were excited to kick off onboarding for the 2024-25 school year by welcoming 220 new certified staff members to our award-winning Blue Valley School District team yesterday! 🎉👏

#BVTogether #ChampionsOfLearning



Blue Valley School District Human Resources
★ Favorites · October 14 at 10:05 AM · 🌐

"Honestly, it's just a team effort. When I looked up at the staff, it was just as much for them as it was for me."

We are excited to share that Cottonwood Point Elementary's Alex Muninger is our elementary nominee for the 2026 Kansas Teacher of the Year award! 🏆💙👏

The Kansas State Department of Education award program honors exemplary classroom educators with five or more years of experience who are leaders in improving schools, student performance and the teaching profession... [See more](#)



Alex Muninger
4th Grade Teacher, Cottonwood Point E

Blue Valley School District Human Resources
★ Favorites · 2h · 🌐

We're grateful to our staff who joined us for this year's Benefits Fair! Your participation made the event a tremendous success, and we appreciate all the enthusiasm and support. Congratulations to the winners of our donated prizes and thank you to our generous community partners for supporting the Blue Valley School District! Check out some of our lucky winners. 🎉👏

#BVTogether





Taking Care of Our Employees

Blue Valley School District Human Resources is with Blue Valley School District ...
 ★ Favorites · September 18 ·

Save the date for our staff Benefits Fair on October 8-9, 2024! Stop by the Blue Valley District Office between 2:00-6:00 p.m. to get all your questions answered and enter to win prizes. Don't miss live presentations from Blue Cross Blue Shield of Kansas City and Transamerica.

Tuesday, October 8

- BlueKC 2025 Medical Options: 2:00 p.m., 3:00 p.m.
- Money Management: 4:30 p.m.

Wednesday, October 9

- BlueKC 2025 Medical Options: 4:00 p.m., 5:30 p.m.
- Retirement Plan Essentials: 4:30 p.m.

Learn more about our benefits: www.bvschoolsbenefits.com

#BVTogether



Blue Valley School District Human Resources
 ★ Favorites · October 1 at 5:00 PM ·

Save the date for our first free Virtual Vitality Conference on Friday, October 25, 2024!

Join us for speakers focusing on a variety of total wellness topics:

- Financial Wellbeing: 8:00-10:00 a.m.
- Behavioral/Mental Health: 10:00 a.m.-12:00 p.m.
- Physical Health & Nutrition: 12:00-2:00 p.m.

Sign-ups for breakout sessions are coming soon. Example sessions include Aimee Virtual Financial Asst. Tool by CBIZ, Alzheimer's Assn. Effective Communication Strategies, Grief & Loss, Health & Fitness, Healthy Living for Your Brain & Body, KPERS, Medicare 101, Mindful & Intuitive Eating, Money Management, Nutrition & Menopause, and Retirement Plan Essentials.

#BVTogether



GET YOUR QUESTIONS ANSWERED



Blue Valley School District Human Resources
 ★ Favorites · October 4 at 7:45 AM ·

Open Enrollment for Blue Valley School District staff starts today! Coverage effective January 1, 2025.

Enroll between Friday, October 4 - Friday, November 1: www.bvschoolsbenefits.com

#BVTogether



Blue Valley School District Human Resources
 ★ Favorites · September 30 at 3:30 PM ·

Our 2024 Mammogram Events at the Overland Park Clinic (6650 W 110th St., Overland Park, KS 66210) is coming up! Available for Blue Valley School District employees, with refreshments and donated raffle prizes.

Thursday, October 10
 8:00 a.m.-12:00 p.m.

Friday, October 11
 12:30-4:30 p.m.

Staff, check your email for more information and to get signed up.

#BVTogether



BLUE VALLEY SCHOOLS

Champions of Learning



90% OF PATRONS SURVEYED GAVE TEACHERS AN A OR B RATING

150+ STUDENTS ENROLLED IN 1 OF 10 CAREER READY PROGRAMS

89 ENROLLED IN DUAL DEGREE PROGRAM



14 bond elections passed in BV history

102 LANGUAGES SPOKEN

TOP NON-ENGLISH LANGUAGES SPOKEN:

- Spanish
- Telugu
- Chinese
- Arabic
- Urdu
- Hindi

99%

of patrons surveyed strongly agree or agree that having good public schools maintains strong property values

3,448 EMPLOYEES

22,733 STUDENTS



5 HIGH SCHOOLS

9 MIDDLE SCHOOLS

22 ELEMENTARY SCHOOLS

74% TEACHERS WITH MASTER'S DEGREES

BLUE VALLEY IS IN THE **TOP 1%** OF DISTRICTS RANKED NATIONALLY

142 ALL-STATE MUSICIANS

BLUE VALLEY TOPS THREE KANSAS LISTS

- Best teachers
- Best place to teach
- Best school district

ATHLETICS & ACTIVITIES

- More than **65%** of middle and high school students participate in athletics/activities
- **34** student activities & athletics offered in high school
- **27+** district-sponsored clubs at middle and high schools



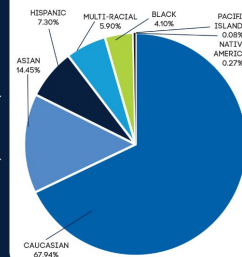
Source: Niche

127 students received the Seal of Biliteracy during the 2023-24 school year

500+

Blue Valley employees have completed a mental health first aid course

DEMOGRAPHICS



BLUE VALLEY SCHOOLS WAS NAMED TO THE 2024 FORBES BEST-IN-STATE EMPLOYERS LIST, ranking in the top 20 among all Kansas employers. This is the sixth consecutive year the district has made the list.

A tradition of champions

Blue Valley's story of academic success

Blue Valley Schools has a proud history and strong tradition of academic excellence, demonstrating our community's commitment to education. This dedication has created an environment where students thrive and grow as champions of learning, from Pre-K through high school and beyond. Their success is not only a result of hard work but also the incredible support they receive from Blue Valley's exceptional educators, staff and the entire community. We can all be proud to live in a district where excellence in education is at the heart of what we do.



OUTPACING EXPECTATIONS

National 47%

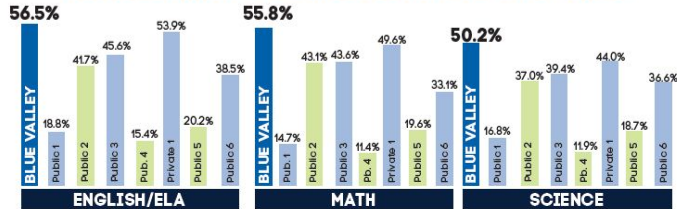
Blue Valley **76%**

In Spring 2023, K-8 Blue Valley students scored in either of the top levels on a national math test at a rate **29 percentage points greater** than national peers.

Whether K-8 students started the year with math skills above most of their peers, similar to most of their peers, or not as high as most of their peers, **impressive growth was demonstrated on the iReady math diagnostic**, a test available through the district's math resource.

The average Blue Valley student outpaced expectations by at least 13 percentage points.

ASSESSMENT SCORES CONTINUE TO RISE



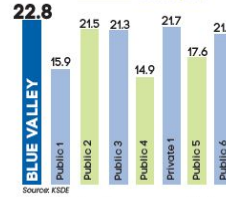
Source: KSDE

Projections for 2024: ELA, 58.0%; Math, 59.3%; Science, 53.9%

Blue Valley's state assessment scores are higher than all other Kansas districts and private school groups with 10,000 or more students.

ACT SCORES

12 PERFECT SCORES during the 2023-24 school year



Blue Valley's ACT scores are higher than all other Kansas districts and private school groups with 10,000 or more students.

MOST NATIONAL MERIT SEMIFINALISTS IN KANSAS

43 Blue Valley seniors were named 2025 National Merit semifinalists by the National Merit Scholarship Corporation.

SETTING ADVANCED PLACEMENT RECORDS

72.1%

72.1% of graduates took an AP class in high school, the second-highest rate in district history

783 students recognized as AP Scholars for scoring 3 or higher on 3 or more tests

783

84%

Testers in spring of 2024 passed (scores of 3 higher) AP exams at an 84.0% rate



MARKET VALUE ASSETS THROUGH REAL WORLD EXPERIENCES

- 9 hours of college credit
- Industry recognized credential
- Completion of a client connected project
- Completing an internship

OVER 70%

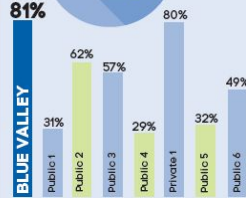
of Blue Valley graduates are earning a Market Value Asset while in high school.

TOP 10% NATIONALLY

All five Blue Valley High schools placed in the Top 10% nationally on US News & World Report's Best High Schools rankings

SUCCESS AFTER GRADUATION

Blue Valley has a higher graduation rate than all other Kansas districts and private schools with 10,000 or more students. Source: KSDE



Within two years of leaving high school, 80% of our students have

- Earned an industry-recognized credential
- Earned a post-secondary certificate
- Earned a post-secondary degree
- Enrolled in post-secondary education for two consecutive years following graduation

Blue Valley students achieve success after graduating at higher rates than all other Kansas districts and private schools with 10,000 or more students.

Source: KSDE

84%

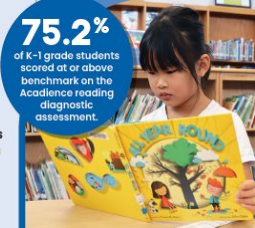
of 2023 graduates enrolled in college following graduation

82.4%

of students in grades 2-8 scored in the "low risk" or "college pathway" category on the FastBridge reading assessment.

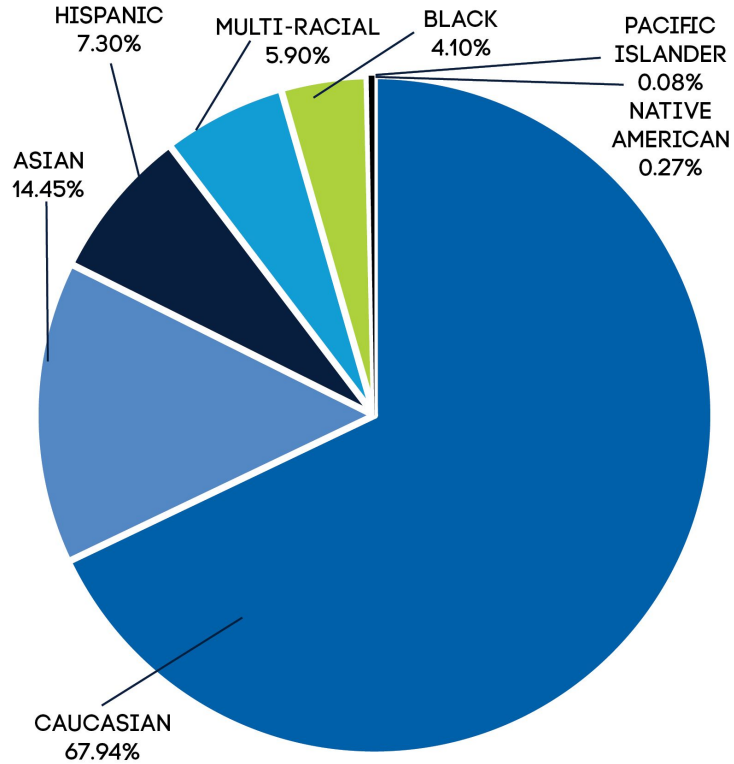
75.2%

of K-1 grade students scored at or above benchmark on the Acadience reading diagnostic assessment.



DEMOGRAPHICS

Students
**Count Day*

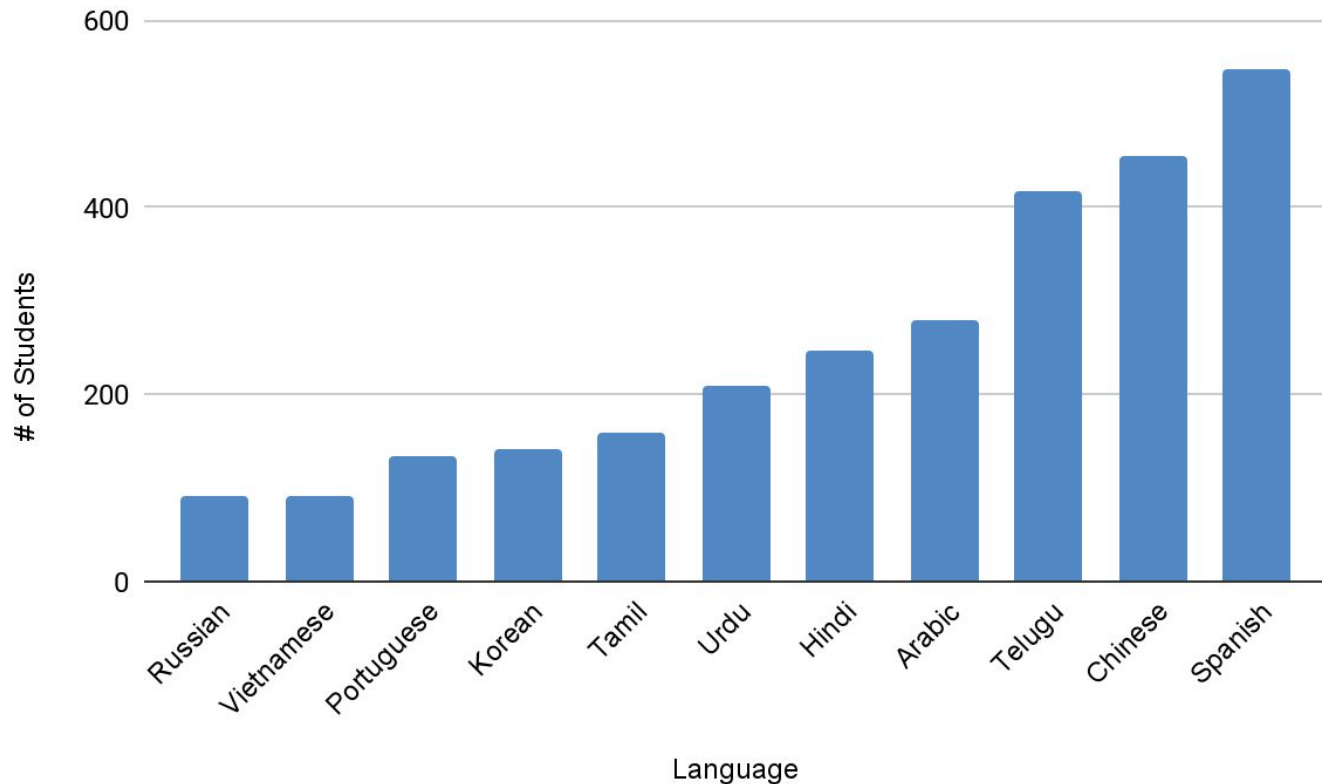


Languages

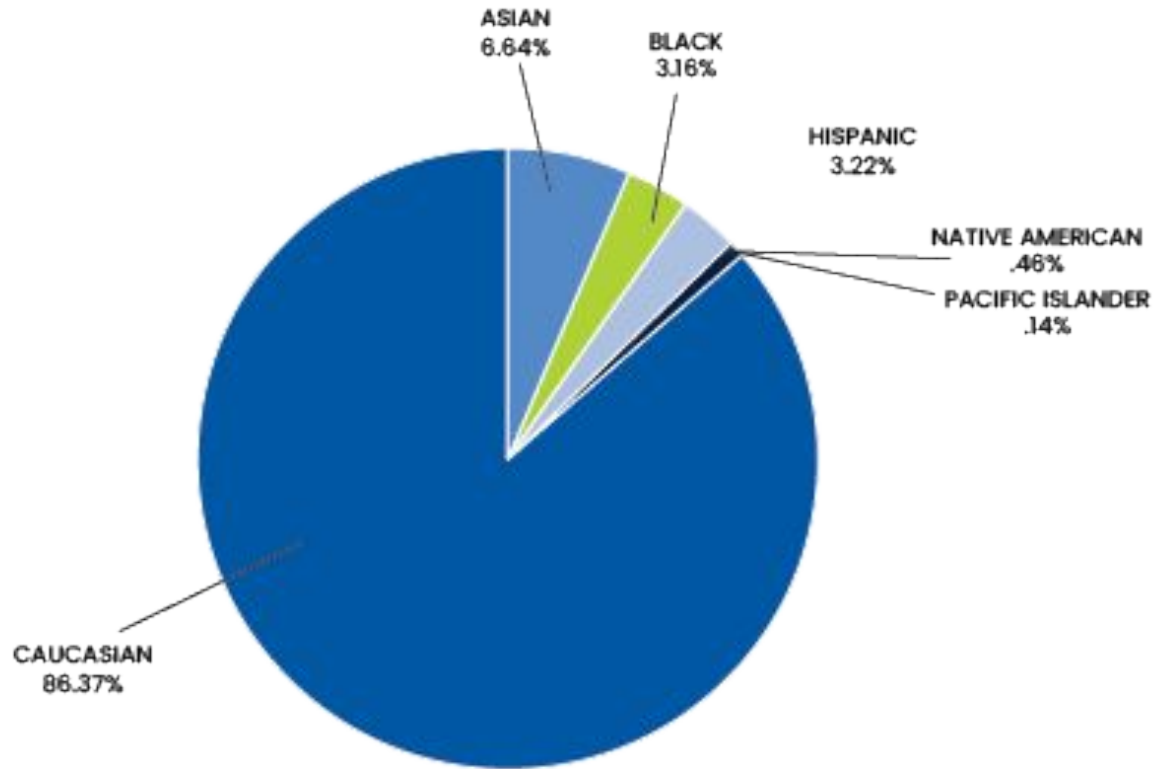
112 languages

7 new

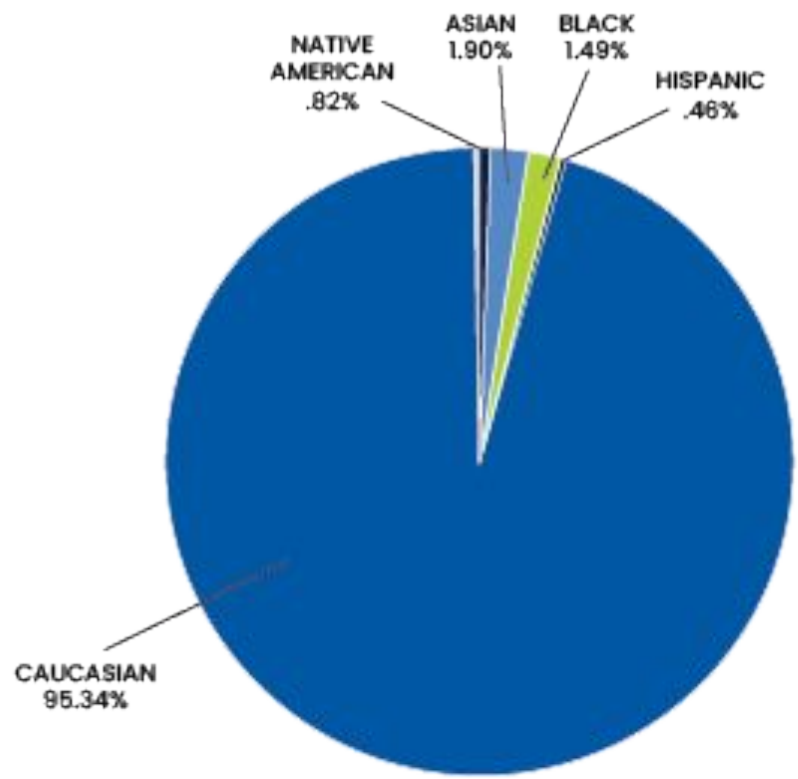
57 languages
in ESOL
program



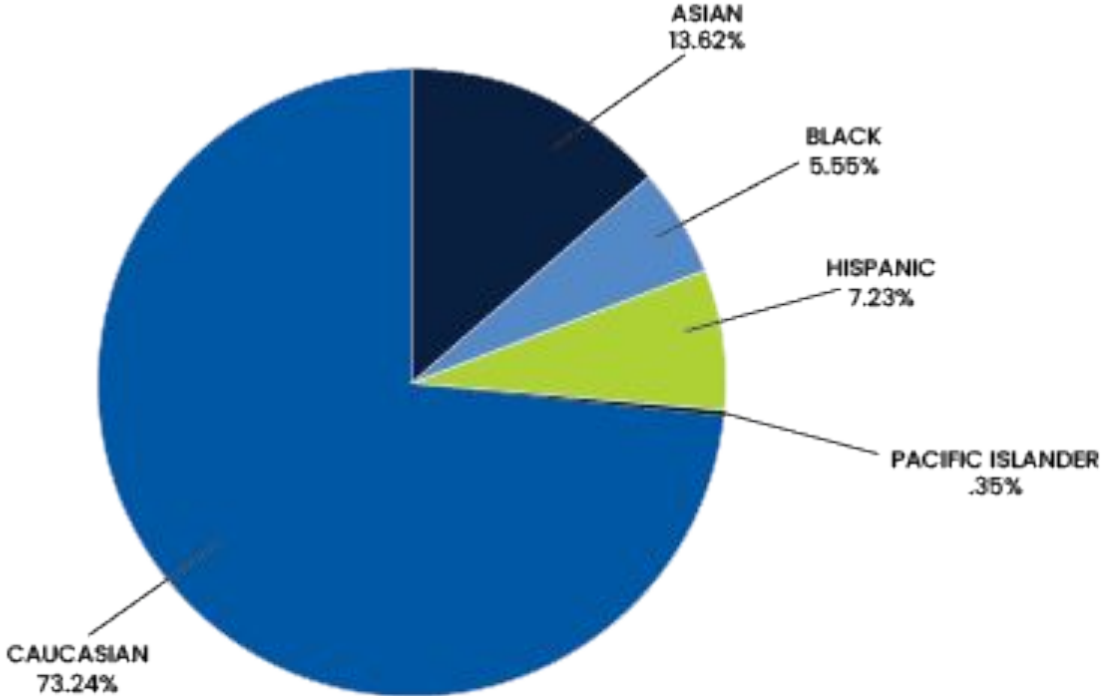
ALL STAFF DEMOGRAPHICS



CERTIFIED STAFF DEMOGRAPHICS



CLASSIFIED STAFF DEMOGRAPHICS







#1 School District in Kansas

Top Ranked Employer

Salaries \$50-105K

+\$10,000 in benefits!

*Join our award-winning team & become
the difference in a child's life!*



BLUE VALLEY SCHOOLS

STUDENT TEACHER *Spotlight Series*

Calling all Blue Valley Student Teachers; join us for a career workshop and early-access interviews designed for **YOU!**

October 17, 2024
Workshop: 8:30 - 9:30 AM
Interviews: 9:30 - 11:30 AM

Board of Education Room
Blue Valley Schools
15020 Metcalf Ave.
Overland Park, KS 66223

To sign up for an interview, click on the link or scan the QR code.



**JOIN US TO LEARN WHY BLUE VALLEY SCHOOLS IS THE
BEST CAREER DESIGNATION FOR YOU!**



Save the Date!

JOHNSON COUNTY EDUCATOR RECRUITMENT FAIR

Mark your calendars - join us for the 2nd annual Johnson County Educator Fair! This is a perfect opportunity for hopeful candidates to meet with multiple school districts, learn about employment opportunities, discuss pathways to licensure, and gather information about degree programs. We can even arrange for on-the-spot interviews.

FRIDAY
November 8, 2024
9:00 - 3:00 PM



HILLTOP CONFERENCE CENTER
7700 W. 143rd Street, Overland Park, KS 66223



Success Story

A candidate Blue Valley Schools hired at last year's fair. Switching lanes from engineering to education, this star found a golden chance to mingle with various districts, universities, and KSDE all under one roof. And guess what? This is just the beginning of many such success tales. So, why not jump on board and join the fun?

Have a question?
Need more info?



kcwessel@bluevalleyk12.org





Thank You!