



# **COVID CONVO: ENGAGE WITH LOCAL SUPERINTENDENTS ON COVID-19**

Every Friday through October 30<sup>th</sup>  
October 14<sup>th</sup> | 12:00 p.m. – 1:00 p.m.





# Introduction from Arif

- **Updates from Bemidji/East Central/Mora:**
  - What's worked well for communications
  - What hasn't worked well for communications
  - What you're planning on doing differently in the future
- **Todd Rapp:** communications discussion on COVID fatigue and challenges as you adapt to new protocols and weather changes
- **Q&A**

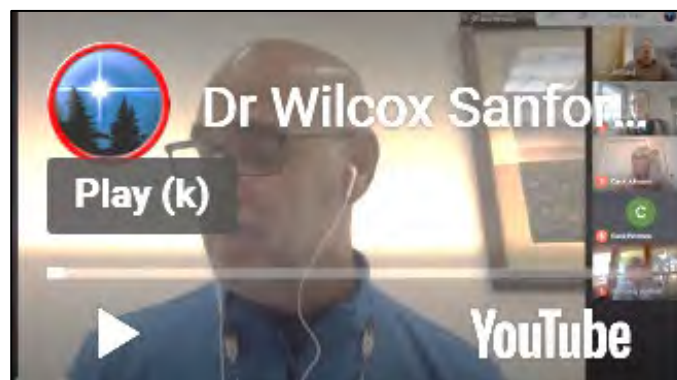
# COVID Convo

Bemidji Area Schools ISD 31



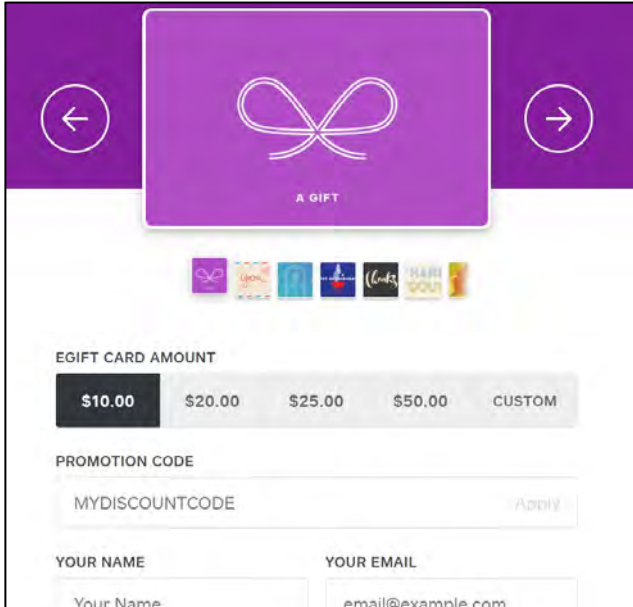
# Web-Based Communications

- Safe Reopening Plans
- School websites
- Skylert messaging (staff & parents)
- YouTube



# Team Communication and Support

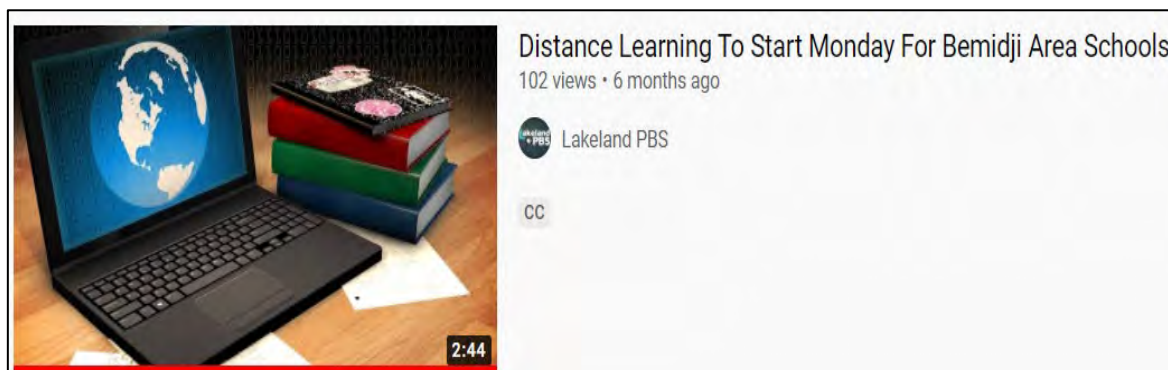
- District Cabinet
- District leadership team
- Principals
- Weekly staff emails



<https://www.youtube.com/watch?v=NkDNp4ATCso>

# Mass Media Communication

- Bemidji Pioneer
- Local talk/sports radio
- Lakeland TV News





# Social Media

- District Facebook
- Twitter
- Let's Talk 

**Share a message with:**

Select a Topic

I am a:

Student Employee Parent/Guardian Community Member

And I have a:

Question Comment Suggestion Concern Compliment

Subject

Message

Name

Email Phone e.g (123) 456-7890

☐ Hide your contact information from the district

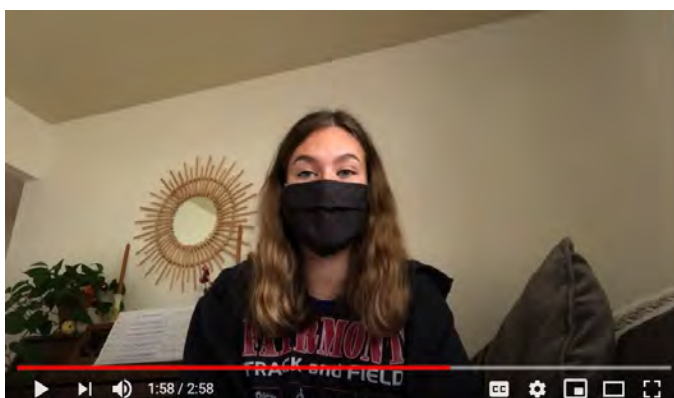
[Terms Of Use](#) [Privacy Statement](#)

**Send**



# Performance Media

- Student videos
- Student PSA's





# COVID Convo

East Central Public Schools



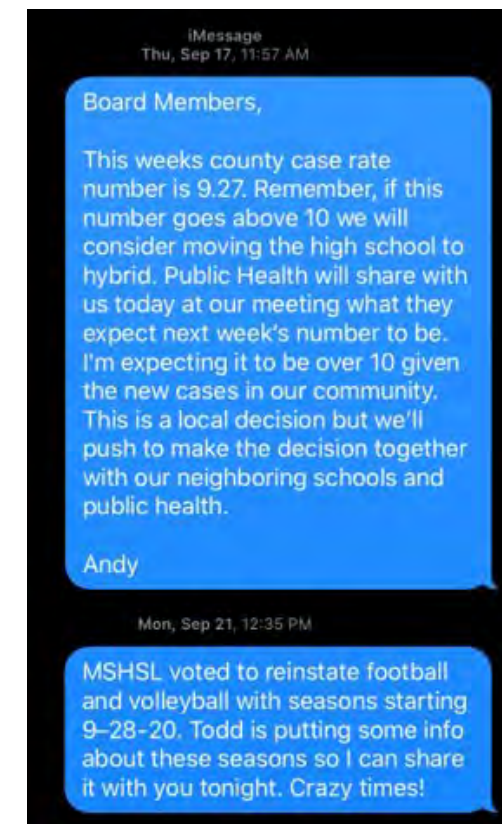
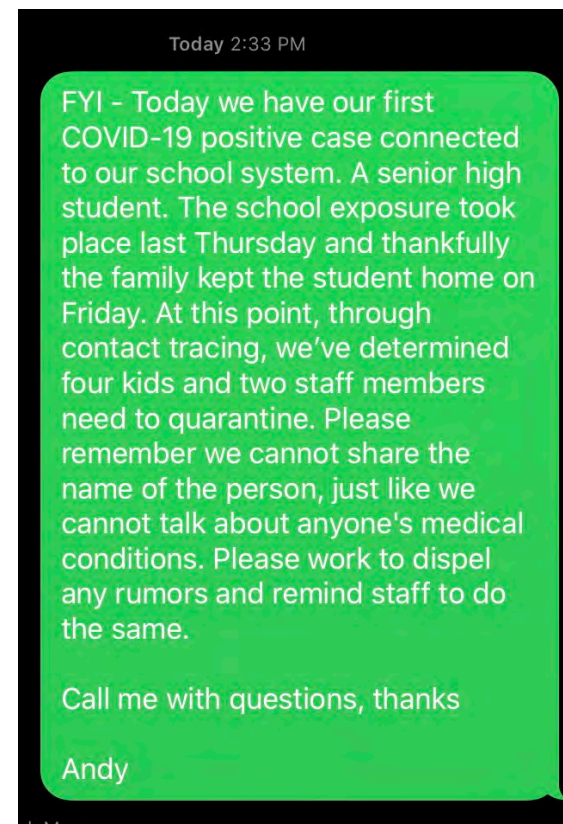
# Communications During COVID

- **C.O.P.E. - Create Once Post Everywhere**
- **Procedural Considerations:**
  - **#1:** Leadership team
  - **#2:** Staff
  - **#3:** Parents/community
- **Website: hub for communications**
- **Staff:** weekly email from the Superintendent
- **Text groups:** leadership team, School Board Members

**C.O.P.E**  
**Create Once**  
**Post Everywhere**

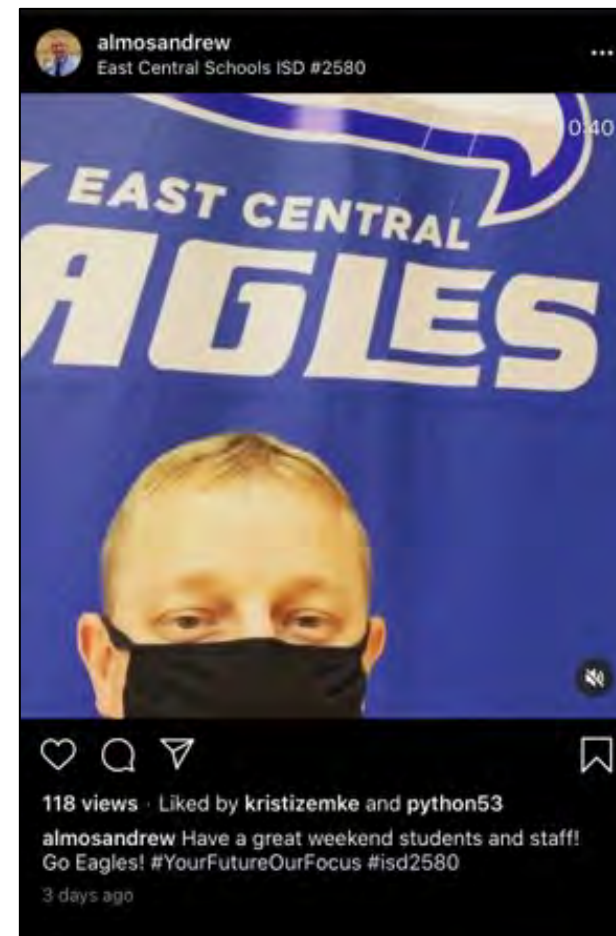
# Written Communication

- Learning models website – [HERE](#)
- School Messenger – mass delivery
- **Emails**
  - Staff – weekly
  - Families – [Communication Archive](#)
- Text messaging
- Letters home in backpacks



# Social Media

- **District:** Facebook, Twitter, and Instagram
- Twitter & Instagram: [@almosandrew](https://twitter.com/almosandrew)
- Quick communications: tell them what's happening
- Tell them where can they find more information
- Do not over think it!
- Say it and post it – perfection is not needed or expected



# COVID Convo


Mora Public Schools





# Clear Communication

- [Website Communication](#) - clean and updated
- Clear visuals - user friendly
  - [Mora School Plan](#)
  - [Mora's Gateway Document](#)
  - [Quick Reference Guide](#)
  - [Hybrid Calendar Visual](#)



**MORA MUSTANGS**  
Exploring. Engaging. Empowering.

**Mora Return to School Plan 2020-21**

Please Access the Complete MASTER PLAN [HERE](#)

**Links to:**  
[Pre-school Academics/Schedules](#)  
[Elementary Academics/Schedules](#)  
[High School Academics/Schedules](#)  
[ALC Academics/Schedules](#)  
[Special Education](#)  
[Transportation](#)  
[Nutrition / Meals](#)  
[Child Care](#)  
[Technology: Devices & Internet](#)  
[Health & Wellness](#)  
[Mental Health & SEL Support](#)  
[Building Cleaning & Sanitation](#)  
[Athletics & Activities](#)

**Return to School Learning Models**  
Click on the model to learn more.

1. [In-Person Learning Model](#)
2. [Hybrid Learning Model](#)
3. [Distance Learning Model](#)

Transitioning between models may happen during 2020-21 depending on COVID-19 rates decreasing or increasing.  
You can find the transitioning plan [HERE](#).

**Return to School 2020-21 Quick Reference Guide**  
[HERE](#)

**Family Flex Option**  
This option will be offered for enrolled students who may be medically vulnerable or otherwise unable or unwilling to return to in-person or hybrid learning. Families can choose to continue distance learning due to health concerns or by choice. This fall regardless of the model used by the district.  
[Learn more about this option HERE.](#)

**Parent Survey Results**  
We appreciate that so many families were able to complete the survey. Information gathered has been very helpful in planning!  
You can find results [HERE](#).



**MORA MUSTANGS**  
Exploring. Engaging. Empowering.

Mora Public Schools USD 339

Home District MES MHS Community Ed Activities 20-21 School Plan

Current Status: Phase 3 Hybrid Calendar Link Mr. Voce's Video Update 10/5/2020 Mr. Voce's Letter Update 10/5/2020


**Mora Public Schools Return to School 2020-21 Quick Reference Guide**

Elementary	COVID Rate	Learning Model	Arrival / Dismissal	Transportation	Meals	Child Care for Tier 1 Workers	Masks	Specials
PHASE 1	0-9	In-Person	8:00AM-2:00PM	K-6 Rides Bus Together M-F	Breakfast & Lunch Served at School	Provided 7:00-3:15 M-F	Required	Power Lessons
PHASE 2	10-19	In-Person	8:00AM-2:00PM	K-6 Rides Bus Together M-F	Breakfast & Lunch Served at School	Provided 7:00-3:15 M-F	Required	Power Lessons
PHASE 3	20-29	Hybrid	8:00AM-2:00PM	K-6 Rides Bus Together A & B Days	Served at School In-Person, Sent Home for DL	Provided 7:00-3:15 M-F in Person Days, 7:00-3:15 DL Days	Required	Power Lessons
PHASE 4	30-49	Hybrid	8:00AM-2:00PM	K-6 Rides Bus Together A & B Days	Served at School In-Person, Sent Home for DL	Provided 7:00-3:15 M-F in Person Days, 7:00-3:15 DL Days	Required	Power Lessons
PHASE 5	50+	Distance Learning	All Home	K-12 No Transportation	Meals Delivered Home if Requested	Provided 7:45-3:15 DL Days	N/A	Remote Classes
High School	COVID Rate	Learning Model	Arrival / Dismissal	Transportation	Meals	Child Care for Every 2 Days	Masks	Grading
PHASE 1	0-9	In-Person	8:00AM-3:00PM	7-12 Rides Bus Together	Breakfast & Lunch Served at School	8:00-3:00 every day 1 week day 2 with 8th	Required	A-G no credit for C



# Consistent Communication

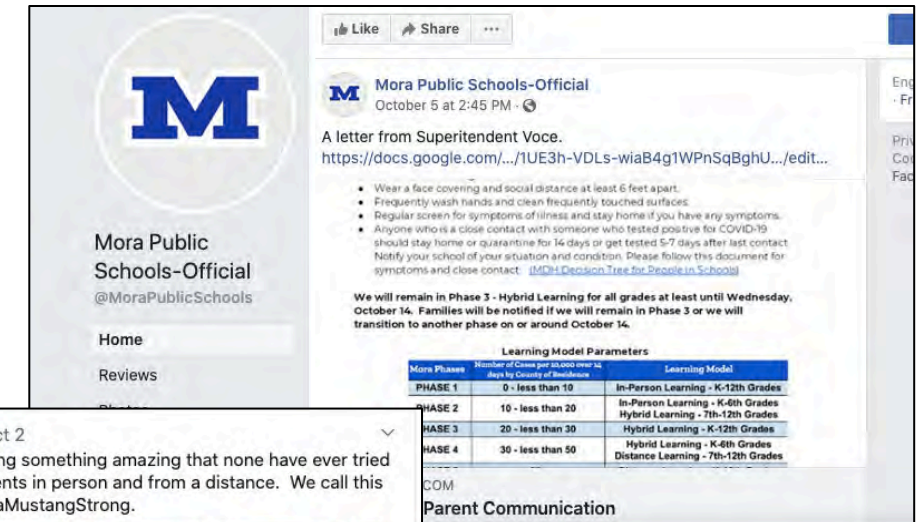
- **Scheduled Communication**
  - Written and Video
- Weekly District Updates
- **Weekly School Board Updates (daily)**
- Weekly Mustang Team Updates
- Board Advisory Council

							
<p><b>Mustang Notes</b></p> <p>The purpose and intent of these notes is to provide general information to the school board on what is happening within the school district along with items the superintendent is engaged in. This will generally be a weekly update to inform each of you. If you have any follow up questions or thoughts please feel free to call me or email me. I hope this is helpful to you and keeps you informed within our school district.</p> <p><b>Mission Statement</b></p> <p>Preparing self-directed and resourceful learners able to thrive in a changing global community.</p> <p><b>Vision Statement</b></p> <p>An innovative learning environment driving our community forward.</p>							
<p>October 12, 2020</p> <table> <tr> <th>Topic</th><th>Information</th></tr> <tr> <td>Potential transition to Phase 2</td><td> <ul style="list-style-type: none"> <li>I sent you the update on Kanabec County Case Rates this week. They are trending down. We meet on Wed. of this week and this would be the three week mark to decide to shift or stay the same. We have an board advisory meeting scheduled for Monday and then I will be consulting with Karen (school board chair). We will also meet with the MDE/MDH regional team this week to determine if we will be transitioning models.</li> <li>Randy and I met on Friday to talk about moving to In-person model at the elementary. We believe taking Wednesday as a distance learning day will help our elementary staff take some needed time to plan and prepare for all the changing conditions. This will also allow us to deep clean the classrooms. Most of the area schools are using a similar model (one day) to give their staff some additional time.</li> </ul> </td></tr> <tr> <td>County/Area Covid Update</td><td> <ul style="list-style-type: none"> <li>I shared that the current case rates are holding steady or decreasing to about 15/10,000 which will allow Kanabec County Schools to maybe go to In-Person for Elementary. We will continue in Hybrid unless we go below 10.</li> <li>Most of the other counties around us are experiencing increases in cases and using the hybrid type model. I am hopeful our case rates continue to stay low. Our school staff and students have done well to keep our schools safe.</li> </ul> </td></tr> </table>		Topic	Information	Potential transition to Phase 2	<ul style="list-style-type: none"> <li>I sent you the update on Kanabec County Case Rates this week. They are trending down. We meet on Wed. of this week and this would be the three week mark to decide to shift or stay the same. We have an board advisory meeting scheduled for Monday and then I will be consulting with Karen (school board chair). We will also meet with the MDE/MDH regional team this week to determine if we will be transitioning models.</li> <li>Randy and I met on Friday to talk about moving to In-person model at the elementary. We believe taking Wednesday as a distance learning day will help our elementary staff take some needed time to plan and prepare for all the changing conditions. This will also allow us to deep clean the classrooms. Most of the area schools are using a similar model (one day) to give their staff some additional time.</li> </ul>	County/Area Covid Update	<ul style="list-style-type: none"> <li>I shared that the current case rates are holding steady or decreasing to about 15/10,000 which will allow Kanabec County Schools to maybe go to In-Person for Elementary. We will continue in Hybrid unless we go below 10.</li> <li>Most of the other counties around us are experiencing increases in cases and using the hybrid type model. I am hopeful our case rates continue to stay low. Our school staff and students have done well to keep our schools safe.</li> </ul>
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# Community Communication

- **Social media – share your story**
  - [Facebook](#) and [Twitter](#) - @dvoce67
- **[School Board Updates](#)** - monthly
- Newspaper – monthly
- **Communication Tools**
  - [Communication Checklist](#)
  - [Process for Learning Model Transition](#)



**Mora Public Schools-Official**  
October 5 at 2:45 PM · 🌐

A letter from Superintendent Voce.  
<https://docs.google.com/.../1UE3h-VDLs-wiaB4g1WPnSqBghU.../edit...>

- Wear a face covering and social distance at least 6 feet apart.
- Frequently wash hands and clean frequently touched surfaces.
- Regular screen for symptoms of illness and stay home if you have any symptoms.
- Anyone who is a close contact with someone who tested positive for COVID-19 should stay home or quarantine for 14 days or get tested 5-7 days after last contact. Notify your school of your situation and condition. Please follow this document for symptoms and close contact: [IMDH Decision Tree for People in Schools](#)

We will remain in Phase 3 - Hybrid Learning for all grades at least until Wednesday, October 14. Families will be notified if we will remain in Phase 3 or we will transition to another phase on or around October 14.

Mora Phases	Number of Cases per 10,000 over 14 days by County of Residence	Learning Model
PHASE 1	0 - less than 10	In-Person Learning - K-12th Grades
PHASE 2	10 - less than 20	In-Person Learning - K-6th Grades Hybrid Learning - 7th-12th Grades
PHASE 3	20 - less than 30	Hybrid Learning - K-12th Grades
PHASE 4	30 - less than 50	Hybrid Learning - K-6th Grades Distance Learning - 7th-12th Grades

COM  
Parent Communication



**Dan Voce @dvoce67** · Oct 2

Mora HS teachers are doing something amazing that none have ever tried before. Teaching to students in person and from a distance. We call this Mustang Teamwork! MoraMustangStrong.



1 1 14

# COVID Convo

Communications with Todd Rapp



# Objectives of All Communication

- **Precision:** Get it right (and go no further than what you know)
- **Frequency:** tell it often, using lots of channels
- **Transparency:** share all that you do know
- **Discipline:** consistency in message
- **Engage:** answer questions quickly (and listen to feedback)





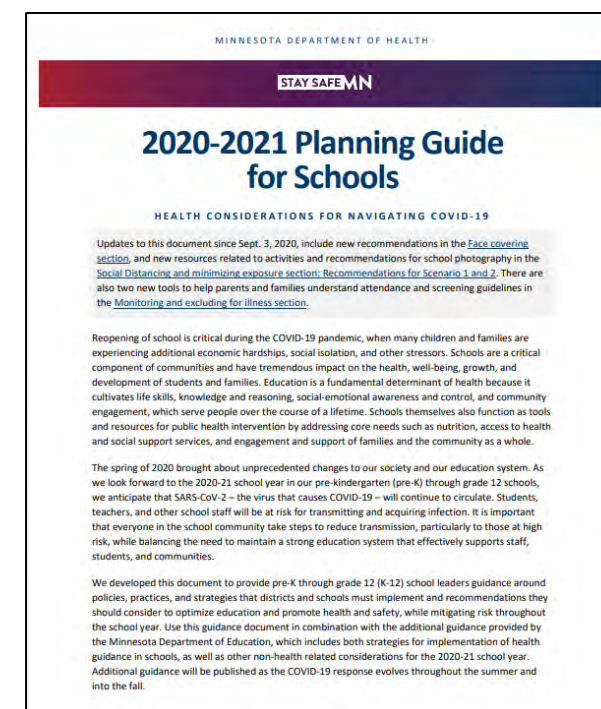
# Looking Ahead

- We are learning more about COVID-19 every week
- We don't know when we will have a widespread vaccine
- We don't know when state orders and guidelines will no longer be needed
- We don't know when families and staff will feel comfortable
- **We cannot predict what the “New Normal” looks like or when it will arrive!**



# Guidance Continues to Change

- [MDH 2020 – 2021 Planning Guide for Schools](#)
- **Among the recent changes:**
  - Regular review of transportation, hallway and classroom spacing policies (pages 4-5, 19)
  - More specific requirements on the use of face coverings (and exceptions to their use (pages 7-10))
  - More specific requirements on cleaning and disinfectants (pages 13-14)
  - Added recommendations on water and ventilation systems (page 18)
  - For all of these, communication is an important component of adaptation



# Concern #1: Lose Focus on Education

- Someday, this virus will be controlled. In the short-term, you will be evaluated based on your management of this crisis.
- In the long-term, you will be evaluated based on the value your schools bring to students and your communities.
- **Are you sharing?**
  - Educational successes
  - Unique stories about teachers/students
  - Awards/accolades
  - Community partnerships



# Concern #2: Unprepared for Worst Case

**You can't predict every problem, but that shouldn't stop you from trying. Be ready for:**

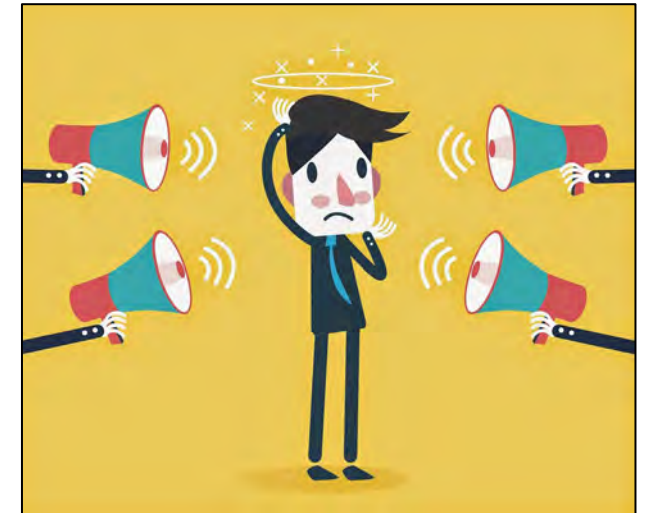
- Outbreaks leading to staff shortages
- Super-spread event involving students
- An error in judgement by staff
- Prolonged absence of Superintendent/School Board
- Budget shortfalls
- **Weather!**
- **Disagreements between education, public health, and other local leaders**
- A second virus
- A fatality
- Protests
- Budget shortfalls
- Technology burps



# Concern #3: COVID-19 Fatigue

**We know that students can easily become distracted or complacent. But, local residents, families, and even staff will become less attentive if your communication begins to blend into the background.**

- Diversify location, timing and tone of communication
- Involve new and trusted leaders in your communication plan
- Separate changes in protocol from ongoing messaging
- Keep answering the questions/concerns you are hearing most





# Concern #4: Fear of Referenda

We are just a few days from a national election, and we are all a little tired of politics. But the state is facing a budget shortfall the same time that school districts are facing increasing operating costs and demands to make schools safer (again!). Here are a few ways to get prepared:

- Share the investments you are making and the benefits they bring
- Also share the tough choices you have ahead of you
- Honesty about the revenue equation: **more students = more state funding**
- Begin building a team of educators, parents and business leaders to track budget needs





# Q&A



# Thank You for Your Time!

 / [ics-builds.com](https://ics-builds.com)

 / [ICS Consulting, Inc.](https://www.linkedin.com/company/ics-consulting-inc)

 / [@icsconsultinginc](https://www.facebook.com/icsconsultinginc)

 / [@ics\\_consulting\\_](https://twitter.com/ics_consulting)





# Contact Information

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- Tim Lutz: [tim\\_lutz@isd31.net](mailto:tim_lutz@isd31.net)
- Neil Carlson: [carls001@umn.edu](mailto:carls001@umn.edu)
- Todd Rapp: [toddrapp@rappstrategies.com](mailto:toddrapp@rappstrategies.com)



# Presentation Resources

- [East Central Public Schools Reopening Schools Plan](#)
- [East Central Learning Models Website](#)
- [East Central Family Communications Archive Link](#)
- [East Central \(Andrew Almos\) Twitter Account](#)
- [Mora Public Schools Reopening Schools Plan](#)
- [Mora Website Communications](#)
- [Bemidji Area Schools Reopening Schools Information](#)
- [Bemidji Video – Alicia Keys](#)
- [ICS Reopening Schools Website](#)
- [MDH 2020 – 2021 Planning Guide for Schools](#)
- [Mora School Plan](#)
- [Dover-Eyota COVID-19 Dashboard](#)
- [Mental Health COVID Convo Recording and Presentation](#)
- [Mora's Gateway Document](#)
- [Mora's Quick Reference Guide](#)
- [Mora's Hybrid Calendar Visual](#)
- [Mora Scheduled Written and Video Communications](#)
- [Mora Weekly District Updates](#)
- [Weekly Mustang Team Updates](#)
- [Board Advisory Council](#)
- [Mora Facebook and Mora Twitter \(Dan's\)](#)
- [Mora School Board Updates](#)
- [Mora Communication Checklist](#)
- [Mora Process for Learning Model Transition](#)
- [Martin County COVID-19 Video Message](#)