

Telling Your Story

How Social Media Can Help

Midwest Facility Masters Conference
November 2021

Empower every learner to achieve **personal excellence.**



You DO Have a Story to Tell

Your plans:

- Maintenance, new construction or improvements, demolition, air/water testing, etc.
- Effective use of taxpayer dollars

Your daily work providing:

- Safe learning environments
- Clean spaces for students and staff
- Well-maintained buildings, classrooms, common areas, offices, parking lots, grounds, athletic facilities, etc.



If You Don't Tell Your Story

One of two UNDESIRABLE things may happen...

- No one will tell your story (don't be invisible!)

- OR -

- Someone else will tell the story (spoiler, this may not be good...)



Case Study: Evolution of Indoor Air Quality Program

A Bad Story of Missteps

- Ongoing, unresolved water issues
- Prior personnel mishandling of
 - ACM/Protocols
 - Communications (poor or none)

...leading to...



Case Study: Evolution of Indoor Air Quality Program

Someone else telling the story:

- Angry parents
 - Organized and vocal
 - Media contacted
 - Headline news story



Case Study: Evolution of Indoor Air Quality Program

Where we entered the story

- Backs against the wall
- Angry, distrusting community
- Poor protocols
- No where to go but up!



Case Study: Evolution of Indoor Air Quality Program

How we regained trust

- Partnered with EPA, IDPH
- Solid plans with implementation details, implementation checklist
- Plans implemented with integrity
- Transparent and regular communications
- Involvement of stakeholders
- Time – trust is not re-built quickly



Case Study: Evolution of Indoor Air Quality Program

Where we are today

- Plan that is the gold standard
- Other districts ask for our plans and learn from us
- EPA has used District 95 as a training site for their staff
- Stakeholder involvement continues



Case Study: Evolution of Indoor Air Quality Program

**Competent, Trustworthy Facilities Work +
Transparent, Regular Communications = More
Positive Outcomes:**

- Stakeholder trust
- Continued stakeholder involvement (strategic planning) and understanding of facility needs
- Referendum planning
- Referendum passage
- Extensive facility upgrades/new construction



Ways to Tell Your Story

Partner with District, School, and Develop
Your Own Avenues

- **Regular communication vehicles like newsletters (digital and/or print)**

Newsletters



Digital Examples

Newsletters

FORWARD 95 OVERVIEW

In 2016, the District underwent an important community engagement and strategic planning process that we called "Forward95". The Forward95 Strategic Plan was adopted by the Board of Education in Spring 2017. It identified our Mission, Vision, Values, Goals, and Strategies. Included within the Goals and Strategies, our administrative team identified Actions Plans that guide our work through 2022.

This newsletter includes highlights of some of our action plans. In addition, we continually add new information to our website at www.lz95.org. Under District, select "Strategic Plan - Forward95" to learn more about strategic plan and referendum updates including time lapse and drone footage of the new May Whitney construction and a strategic plan dashboard.



GOAL 1 Maximize every student's growth and achievement of personal excellence.



GOAL 2 Recruit, develop, and retain innovative staff who embrace collaboration and continuous improvement.



GOAL 3 Engage families and community partnerships to ensure student success.



GOAL 4 Prioritize resources to achieve the district's mission, vision and goals.

Print Example
(annual publication)



ACTION PLAN 4822 To develop and implement facility designs that support the teaching and learning of 21st century skills.

As part of the Forward95 strategic plan, all of our schools have received planned improvements, which were defined and shared publicly, prior to the passage of the financing referendum. Shown here are just some of this year's construction highlights. **More information is available on our website at www.lz95.org, click on District -> Referendum Updates.**

SETH PAINE ELEMENTARY, RENOVATION AND ADDITION

The Seth Paine renovation and addition project began in December 2019 and was completed in August 2020.

The project included a 13,000 square foot addition featuring a library, cafeteria, band room, and administration offices. This addition was significant as it moved the cafeteria and band room from the basement to the main floor where it is accessible for all students and increased the overall student capacity of the building.

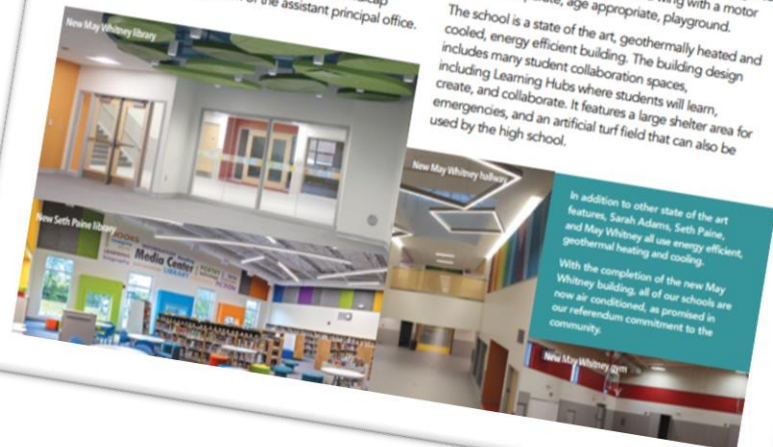
Along with the new school office area, the main entrance was moved to the side of the building in order to create a safer location for student pick-up and drop-off as well as additional parking. Some of the highlights of the main office addition include a more secure entrance design, an accessible nurse's office (including full handicap access), and the addition of the assistant principal office.

NEW MAY WHITNEY ELEMENTARY SCHOOL

The construction phase of the new May Whitney Elementary School is nearing completion. At the end of the current school year, staff will be moving from the current school to the new building. With great excitement, the district will welcome students to the new May Whitney Elementary School at the start of the 2021-22 school year.

The new May Whitney school features six classroom wings which are able to house five separate sections (classrooms) for each grade level, Kindergarten through fifth grade. There are additional classrooms for specialized programming for special education and bilingual classes. The building also features a separate Early Childhood wing with a motor hub and a separate, age appropriate, playground.

The school is a state of the art, geothermally heated and cooled, energy efficient building. The building design includes many student collaboration spaces, including Learning Hubs where students will learn, create, and collaborate. It features a large shelter area for emergencies, and an artificial turf field that can also be used by the high school.



In addition to other state of the art features, Sarah Adams, Seth Paine, and May Whitney all use energy efficient, geothermal heating and cooling.

With the completion of the new May Whitney building, all of our schools are now air conditioned, as promised in our referendum commitment to the community.

www.lz95.org



Ways to Tell Your Story

Partner with District, School, and Develop Your Own Avenues

- Regular communication vehicles like newsletters (digital and/or print)
- **Website**
 - **Special pages like Referendum Updates**

Website

FACILITIES

Overview

Department Staff

The Facilities Department (including Operations & Maintenance) oversees the mowing, landscaping, cleaning and repairs to all of the District facilities. The staff is dedicated to providing a safe, clean and comfortable environment for our students and educators.

Facility Rentals

Indoor Air Quality (IAQ) Testing

Water Testing

Overview

The health, comfort, and learning environment of students and staff are important aspects of Community Unit School District 95 (CUSD 95) Lake Zurich's mission.

Working with the U.S. Environmental Protection Agency (EPA) and their IAQ Tools for Schools Program, and also with the Illinois Department of Public Health (IDPH), we developed an Indoor Air Quality (IAQ) Management Plan that will help monitor and improve the quality of air in school buildings.

The objectives of this IAQ Management Plan are:

- Reduce the levels of indoor air pollutants through preventive measures such as routine maintenance activities, periodic building evaluations and inspections, and IAQ-specific policies.
- Provide and maintain adequate airflow by repairing and maintaining ventilation equipment, which will promote a comfortable and healthy learning and working environment.
- Respond to IAQ-related concerns and problems in a prompt and thorough manner, and effectively communicate the progress of investigations and their resolution to all interested parties.

IAQ Checklist

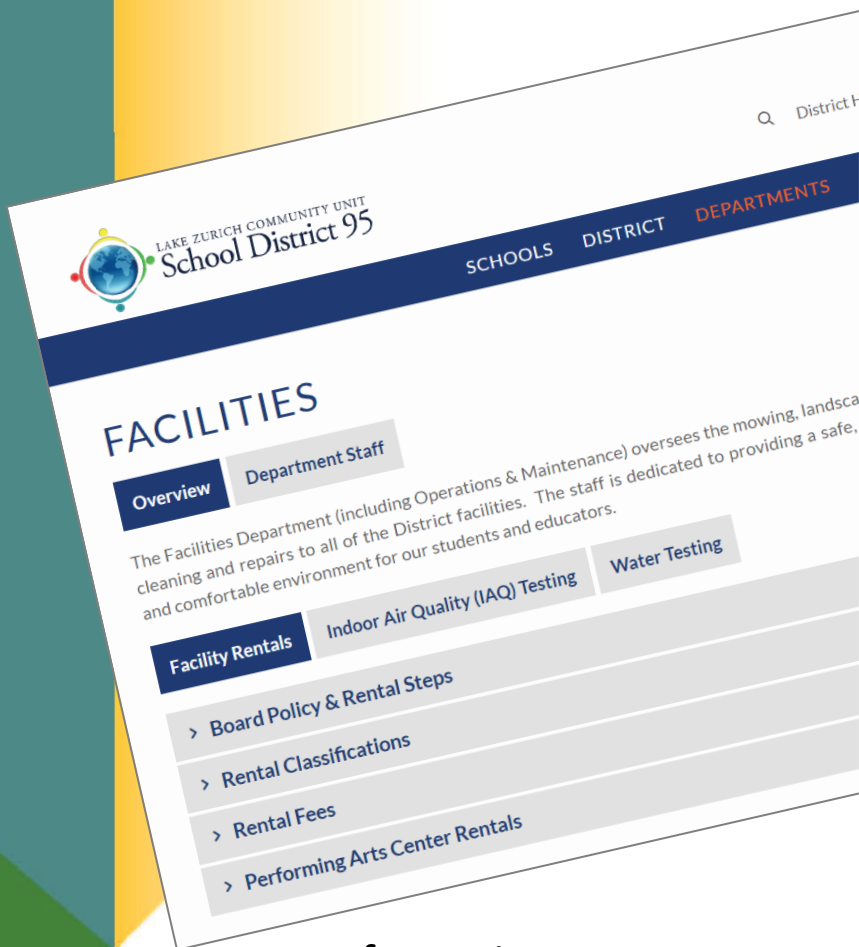
The IAQ Checklist was created from the IAQ Management Plan. It serves as a checklist for the facilities department to ensure that all the items mentioned in the Management Plan are not overlooked.

During the walkthroughs at each school (two annually), a facilities staff member completes the IAQ Checklist. The completed checklists are posted on the district website and also are reviewed and discussed during each building's IAQ Management meetings.

IAQ Plan Documents

[Indoor Air Quality Management Plan](#)

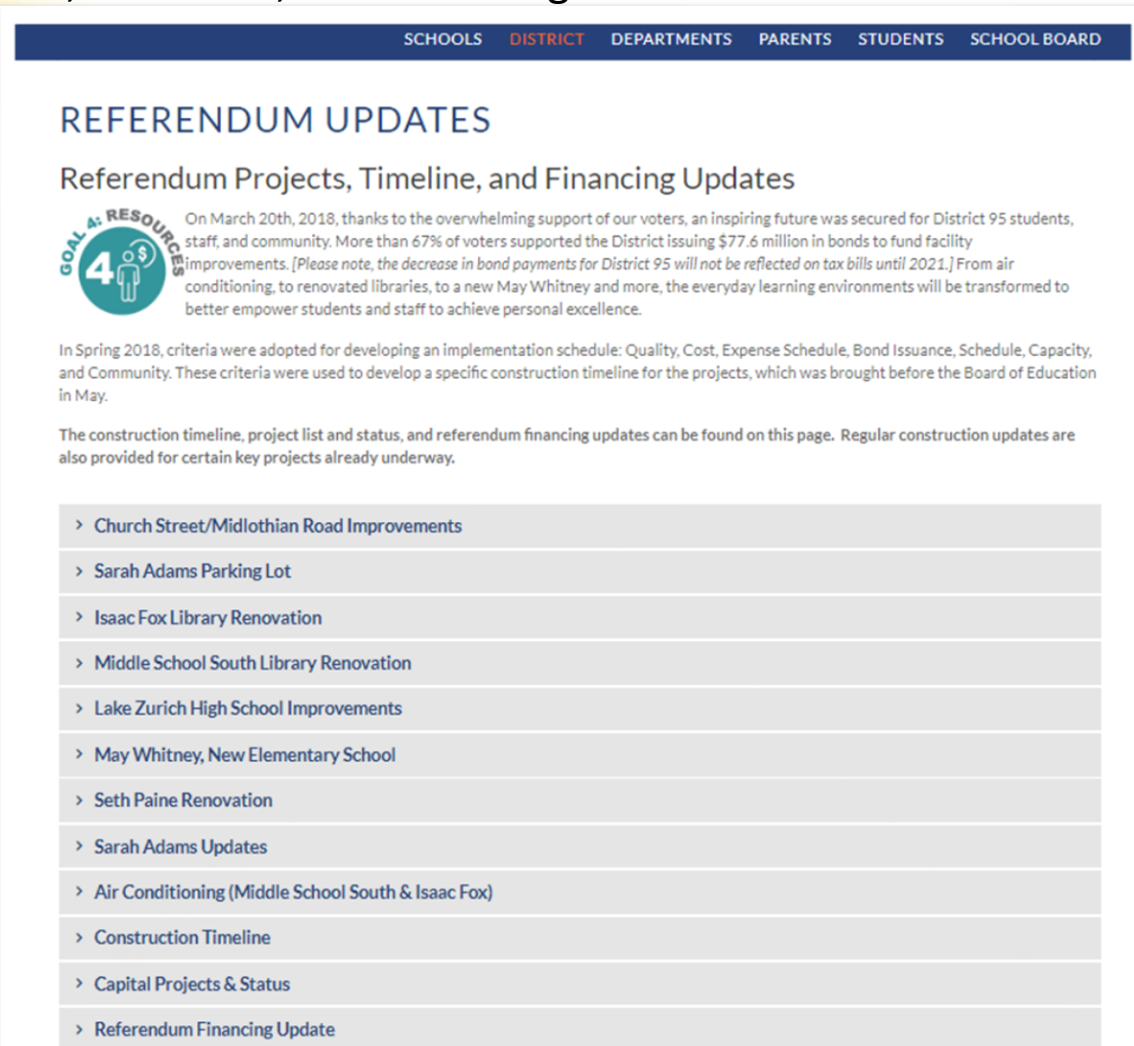
[Indoor Air Quality Checklist](#)



Informative Department Webpage

Website

Special Webpage Providing Extensive Information about Referendum Construction, Timelines, and Financing



The screenshot shows a website page with a dark blue navigation bar at the top containing the following links: SCHOOLS, DISTRICT, DEPARTMENTS, PARENTS, STUDENTS, and SCHOOL BOARD. The main heading is 'REFERENDUM UPDATES' in blue. Below it is the sub-heading 'Referendum Projects, Timeline, and Financing Updates'. A circular icon with the number '4' and the word 'RESOURCES' is positioned to the left of a paragraph. The paragraph text is: 'On March 20th, 2018, thanks to the overwhelming support of our voters, an inspiring future was secured for District 95 students, staff, and community. More than 67% of voters supported the District issuing \$77.6 million in bonds to fund facility improvements. [Please note, the decrease in bond payments for District 95 will not be reflected on tax bills until 2021.] From air conditioning, to renovated libraries, to a new May Whitney and more, the everyday learning environments will be transformed to better empower students and staff to achieve personal excellence.' Below this is another paragraph: 'In Spring 2018, criteria were adopted for developing an implementation schedule: Quality, Cost, Expense Schedule, Bond Issuance, Schedule, Capacity, and Community. These criteria were used to develop a specific construction timeline for the projects, which was brought before the Board of Education in May.' A third paragraph states: 'The construction timeline, project list and status, and referendum financing updates can be found on this page. Regular construction updates are also provided for certain key projects already underway.' At the bottom, there is a list of project links, each preceded by a right-pointing chevron: Church Street/Midlothian Road Improvements, Sarah Adams Parking Lot, Isaac Fox Library Renovation, Middle School South Library Renovation, Lake Zurich High School Improvements, May Whitney, New Elementary School, Seth Paine Renovation, Sarah Adams Updates, Air Conditioning (Middle School South & Isaac Fox), Construction Timeline, Capital Projects & Status, and Referendum Financing Update.

SCHOOLS DISTRICT DEPARTMENTS PARENTS STUDENTS SCHOOL BOARD

REFERENDUM UPDATES

Referendum Projects, Timeline, and Financing Updates

GOAL #4 RESOURCES On March 20th, 2018, thanks to the overwhelming support of our voters, an inspiring future was secured for District 95 students, staff, and community. More than 67% of voters supported the District issuing \$77.6 million in bonds to fund facility improvements. [Please note, the decrease in bond payments for District 95 will not be reflected on tax bills until 2021.] From air conditioning, to renovated libraries, to a new May Whitney and more, the everyday learning environments will be transformed to better empower students and staff to achieve personal excellence.

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The construction timeline, project list and status, and referendum financing updates can be found on this page. Regular construction updates are also provided for certain key projects already underway.

- > Church Street/Midlothian Road Improvements
- > Sarah Adams Parking Lot
- > Isaac Fox Library Renovation
- > Middle School South Library Renovation
- > Lake Zurich High School Improvements
- > May Whitney, New Elementary School
- > Seth Paine Renovation
- > Sarah Adams Updates
- > Air Conditioning (Middle School South & Isaac Fox)
- > Construction Timeline
- > Capital Projects & Status
- > Referendum Financing Update

Website

Special Webpage Providing Extensive Information about Referendum Construction, Timelines, and Financing

> Isaac Fox Library Renovation

> Middle School South Library Renovation

▼ Lake Zurich High School Improvements

July 2021



LAKE ZURICH HIGH SCHOOL

CONSTRUCTION UPDATE

JULY 2021

- The LRC and STEAM spaces are almost completed, pending ceiling tiles and MEP fine out.
- Area A remodel offices are almost complete, pending flooring and MEP fine out.
- Area S renovation of four classrooms is in progress with ceiling tiles and MEP fine out. Flooring to start next. The spaces will be completed by the end of July.
- Area C Robotics Lab to Office was completed with ceiling tiles and MEP fine out.
- The Attendance Office location is in progress and will be completed by the end of July.
- The corridor floor tile replacement is in progress.
- The subject replacement of corridor ceilings and lights are completed.
- The elevator modernization is complete.



May 2021



LAKE ZURICH HIGH SCHOOL

CONSTRUCTION UPDATE

MAY 2021

- Painting's prime and first coat is complete in the new LRC area.
- Finishing is almost completed in the new STEAM area.
- In a portion of the STEAM area, prime coat and first coat of paint has started.
- Ceiling grid is in progress in the new LRC area.
- The Learning (Star) area is in the process of being demolished.
- All new utilities have been installed.
- Finishing amount of the window replacement has begun, and this area will be grouted and topped by the middle of June.
- Demolition of the renovation sections of the current work has begun. Summer work on the corridor flooring and ceiling replacement and frame-down main renovations in Area A, four classrooms in renovations in Area S, one classroom in office renovation in Area C, and moving the Attendance Office to the front of the school.
- Trimming out of the mechanical and electrical items has begun.



April 2021



LAKE ZURICH HIGH SCHOOL

CONSTRUCTION UPDATE

APRIL 2021

- All demolition of the current renovation section is complete.
- One of the stairs going up to the second floor has been demolished and the second floor deck has been set with steel decking and concrete.
- The previous stairs going into the library have been demolished and the floor slab has been poured back in its deck.
- The steel frame base of the bearing stairs has been installed. Detail has been set to form the new stairs and pouring of the concrete has started.
- The upper level of construction which will be the new LRC has been started.



March 2021



LAKE ZURICH HIGH SCHOOL

CONSTRUCTION UPDATE

MARCH 2021

- The first floor of Area A (previous library) has had decorative items demolished in the second floor above removal is in progress.
- The previous lower portion of the library has been filled with structural steel and concrete to make the library one level.
- Electrical rough-in of the first floor of Area A is in progress.
- Heavy demolition of Area A done March 22-23 including demolishing the current stairs into the library, demolishing the corridor masonry wall, and removing the portion of the current second floor metal deck and supports that will be the location of the new learning stairs.
- Fire alarms and sprinkler heads have been

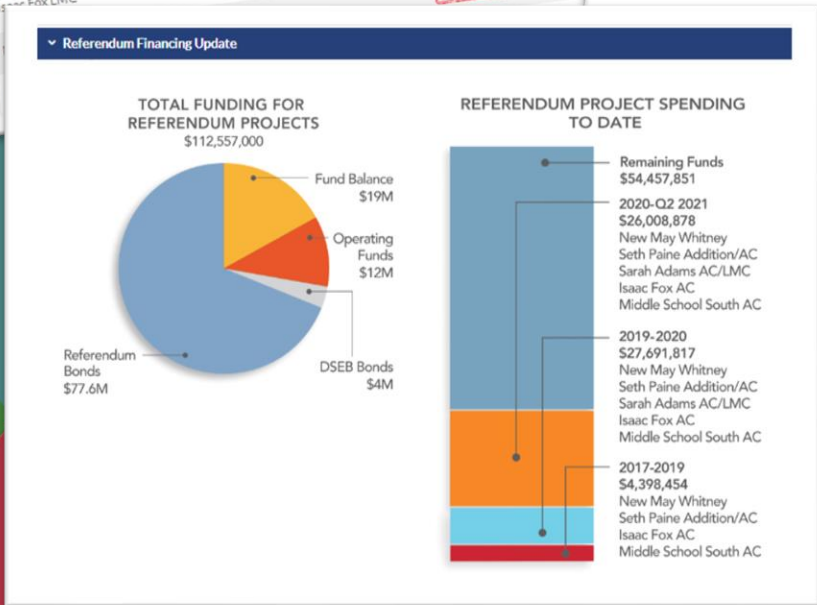
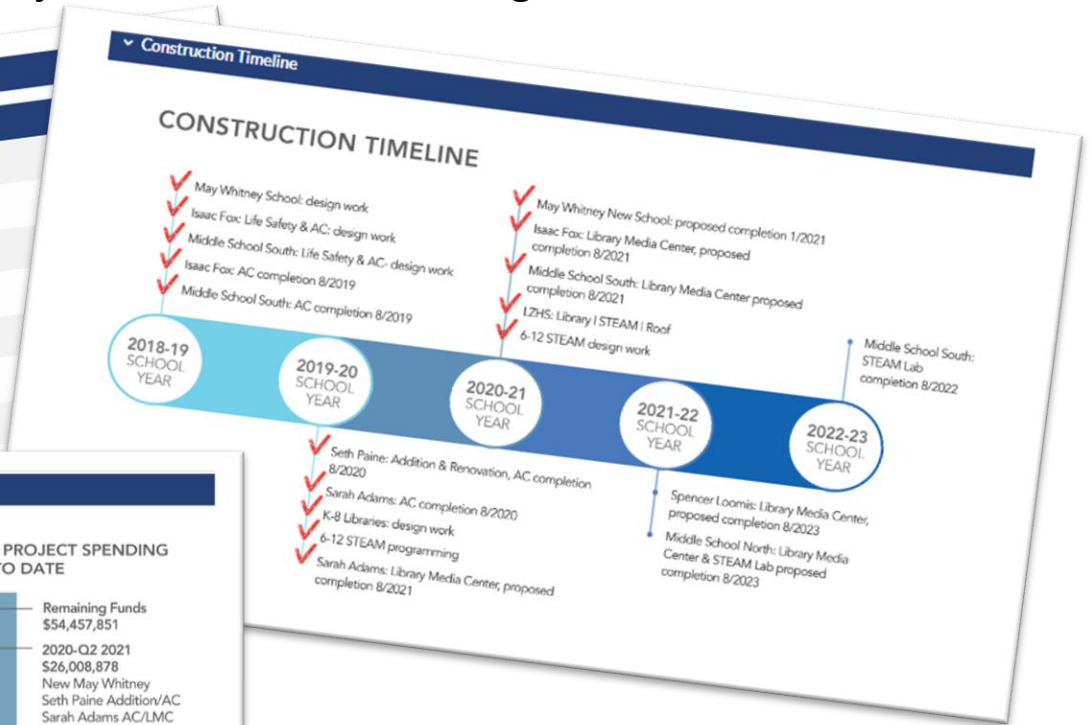


Website

Special Webpage Providing Extensive Information about Referendum Construction, Timelines, Project Status, and Financing

Capital Projects & Status

Capital Projects	Status
New May Whitney	COMPLETED
Seth Paine Addition and Air Conditioning	COMPLETED
Sarah Adams Air Conditioning	COMPLETED
Sarah Adams LMC	COMPLETED
Isaac Fox Elementary Air Conditioning	COMPLETED
Isaac Fox LMC	COMPLETED





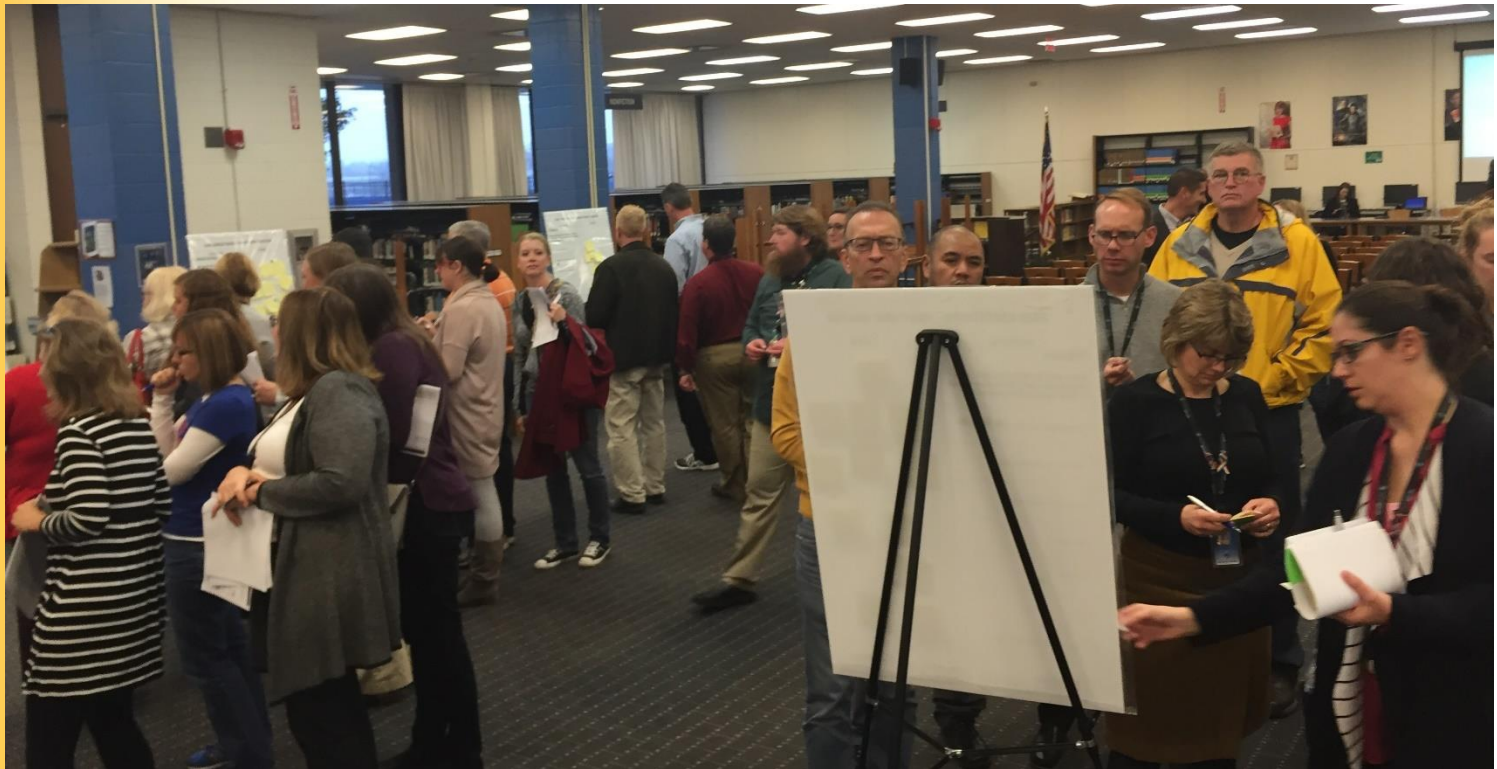
Ways to Tell Your Story

Partner with District, School, and Develop Your Own Avenues

- Regular communication vehicles like newsletters (digital and/or print)
- Website
 - Special pages like Referendum Updates
- **Stakeholder meetings (community engagement, strategic planning, PTOs, etc)**

Stakeholder Engagement

Strategic Planning Sessions with Strong Emphasis on Facility Needs





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- Stakeholder meetings (community engagement, strategic planning, PTOs, etc)
- **Social media (especially Twitter)**

Social Media

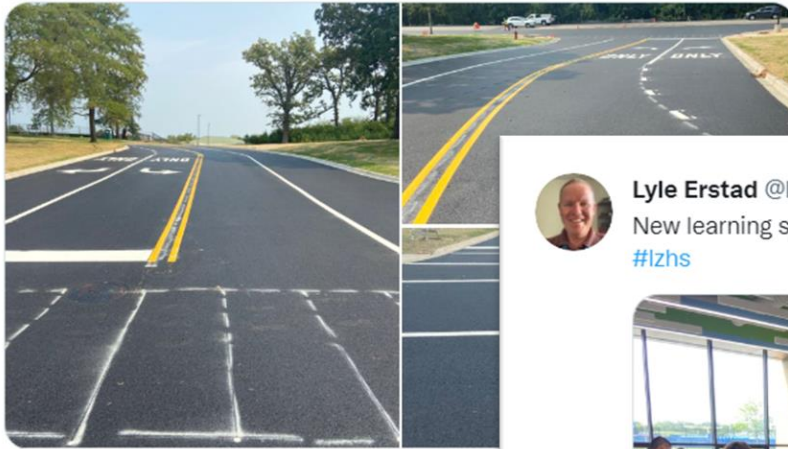
Twitter and other social media tools allow for easy and frequent updates on the work of the Facilities Department and the District.



Lyle Erstad @LyleErstad1 · Sep 11

Front entrance to the High School and the May Whitney bus drive had the final lift of asphalt and permanent striping done today!! Looks great!!

[#lzhs](#) [#maywhitney](#)



Lyle Erstad @LyleErstad1 · Aug 18

New learning spaces at Lake Zurich High School are being put into use!!

[#lzhs](#)



Social Media

Don't be afraid to have some fun with it...and let people get to know you!



Lyle Erstad @LyleErstad1 · Aug 10

Can't wait for the students!!



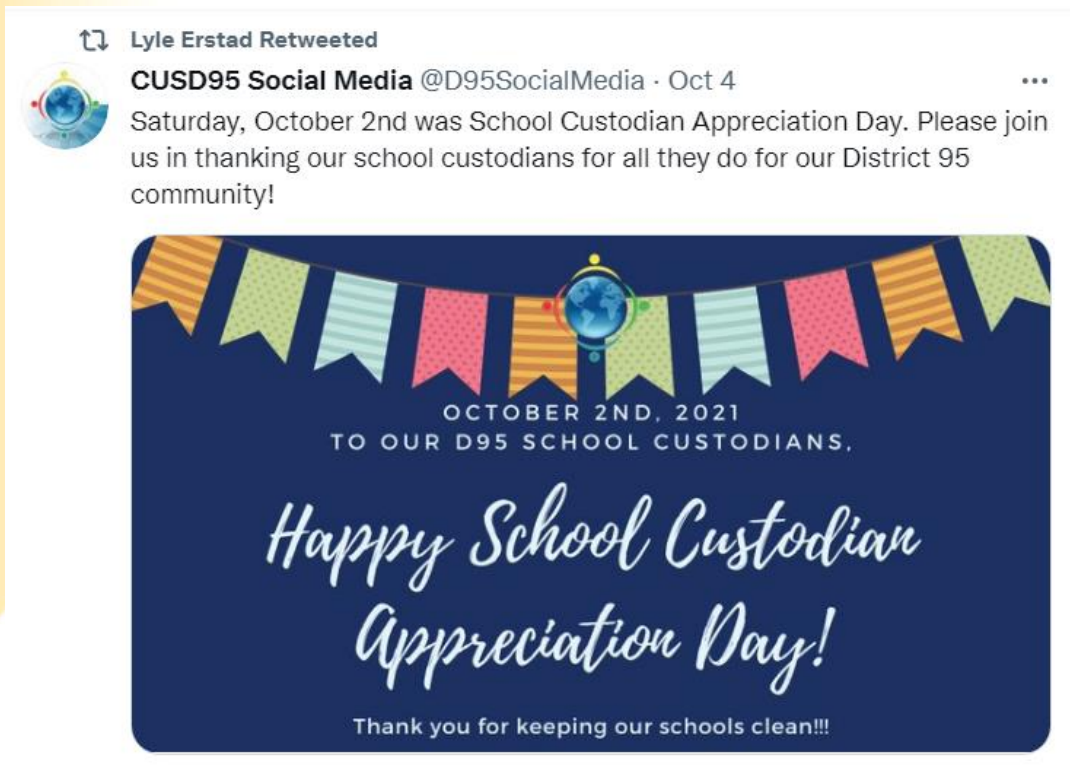
Vicky Cullinan @vcullinanD95 · Aug 10

May Whitney EC playground ready to go. It is so much fun
@LyleErstad1 had to try it out #joyfuljourney



Social Media

Twitter and other social media tools also provide a great mechanism for shout-outs...which is another way to engage the school community!



Social Media

Twitter and other social media tools can be used to promote some great causes.



Social Media

Twitter and other social media tools can be used to promote some great causes.



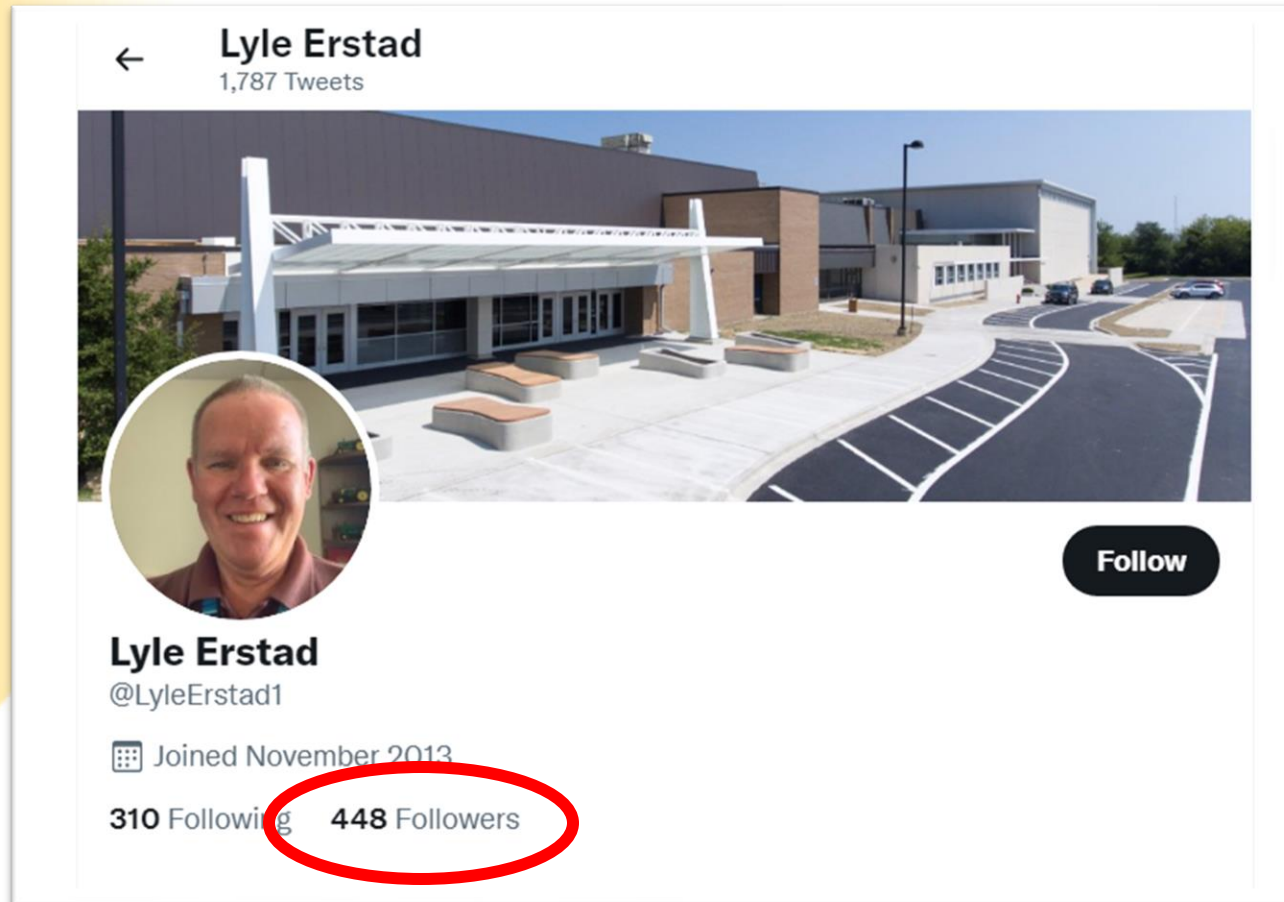
Social Media

Twitter and other social media tools can be used to promote some great causes.





Social Media

Does Social Media help to get your message out? You be the judge...



A screenshot of a Twitter profile for Lyle Erstad. The profile header shows a back arrow, the name "Lyle Erstad", and "1,787 Tweets". The main image is a large photograph of a modern school building with a covered walkway and a parking lot. A circular profile picture of Lyle Erstad is overlaid on the bottom left of the main image. A black "Follow" button is on the bottom right. Below the profile picture, the name "Lyle Erstad" and handle "@LyleErstad1" are displayed. Below that, it says "Joined November 2013". At the bottom, it shows "310 Following" and "448 Followers", with the "448 Followers" text circled in red.

← **Lyle Erstad**
1,787 Tweets



Lyle Erstad
@LyleErstad1

Joined November 2013

310 Following **448 Followers**

Follow

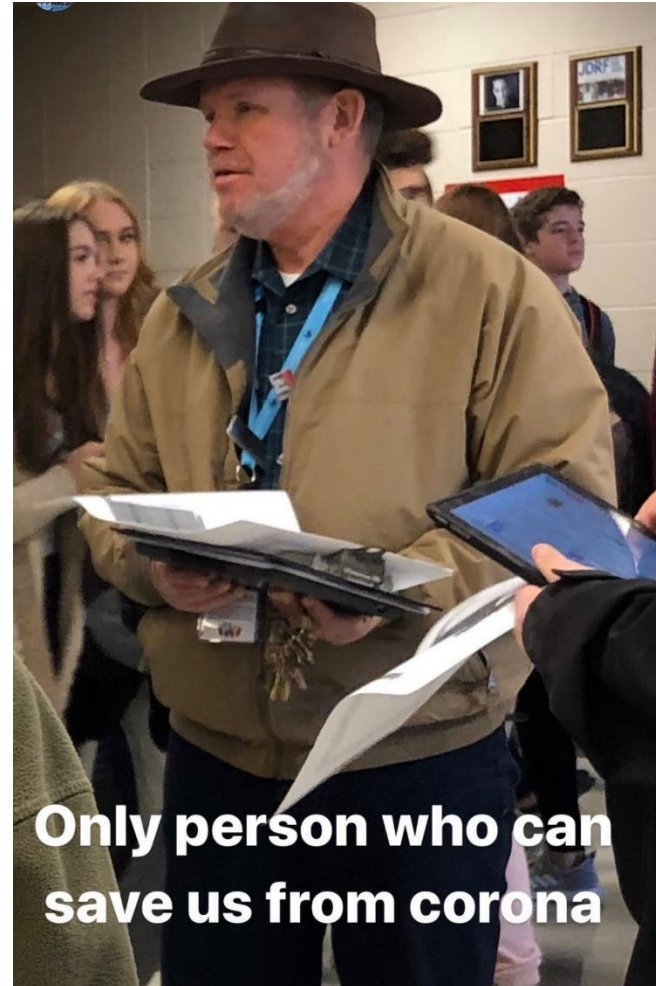
Social Media

Does Social Media help to get your message out?

This message was Tweeted by one of our high school students in March 2020 as we entered the pandemic.

Do your stakeholders know you and what you do?

**TELL YOUR STORY,
AND THEY WILL!**



**Only person who can
save us from corona**



Questions?

Thank you for your time!

Contact Information

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