

Kieleidoscope

May 25, 2017

Kiel is known as “The Little City that does Big Things” I hear this statement from many and see the pride that goes along with the voice. The school district is an important part of the community. I would argue that the school district is the “hub” of the city. New employees of area businesses often research the school district as a determination of where they want to live and raise their children. The city of Kiel has many traditions and much to be proud of. So does the Kiel School District. We need to continue to advocate and “toot our horn” about the great thing happening in our schools.

When I am asked about KASD I mention the great students we have. I tout our hardworking staff and the support of the community. I promote student performances on Facebook and Twitter and speak fondly about our accomplishments. As a district, we have focused on making our website more user friendly and have added social media communication for the public. In the fall, we will be launching a new district App that will provide up-to-date information on what is happening in the district. We send quarterly newsletters and buildings send them as well. A goal of our strategic plan has been to improve our communication methods both internally and externally. I think we have made great improvements, however there is more to do.

As members of the Kiel Area School District, do we promote our schools enough? Do we speak positively about the students, the school board and other members of the district? As a community member or a parent do we advocate for the school district? Word of mouth is one of the best ways to promote an organization. And through promotion we can talk about the success stories and advocate for our school district. Is everything perfect for everyone, no. I can guarantee that some people have complaints about our district. But I believe the majority are satisfied and if we speak positively and individuals hear a pattern of great things about our district, the negative will be overpowered by the positive.

This past week I participated in the Zielanis Color Run, the Senior Awards Ceremony, the elementary spring concert and the Home Show. Many others within the community did as well. I witnessed over 800 people attend the elementary concert in the high school gym. This shows fantastic support for our students. With parking and seating at a minimum and the temperature in the gym not ideal, parents and community members still came to show their support for our students.

The Home Show performed by the Waves of Rhythm Show Choir was an outstanding performance. I bet that the buzz around town was how well our kids performed. On Sunday graduation will take place for our seniors. The high school gym will be packed full with family members and friends of the graduates. It is a very positive and proud day for all involved as we come together to honor all our seniors.

Advocacy is easy and it is so important for the school district and the community. I thank all of our supporters. Kiel is fortunate to have the strong backing of the members of the “Little City that does Big Things” and the surrounding municipalities. Let’s continue to tell our story and spread the positive news about the Kiel Area School District!