



SEPT. 2016

OCT

NOV

DEC

JAN

FEB

MAR

APR

MAY

JUNE

JULY

AUG 2017



MARKETING UPDATE

HOW LAKEWOOD PUBLIC SCHOOLS IS CONNECTING WITH CLIENTS

meaning.



MY ROLE – DIRECTOR OF MARKETING
Increase & Retain Market Share | Increase Enrollment

People judge a book by its cover.

- **Teachers** and **Staff's** job is the content of the book.
- **My job** is to make people want to open the cover.
(In Print, On-Line, Mobile Devices)

People Who KNOW Us.

Our best “marketers” are current parents who are proud of where they send their kids to school. Potential new parents don’t rely on the word of a realtor, or even the district. They talk to their neighbors about LAKEWOOD PUBLIC SCHOOLS.

People Who DON'T Know Us.

Parents have a choice of where to send their kids to school. Our marketing, digital & in-print, solidifies the hunch that LAKEWOOD is a GREAT place.

marketing.

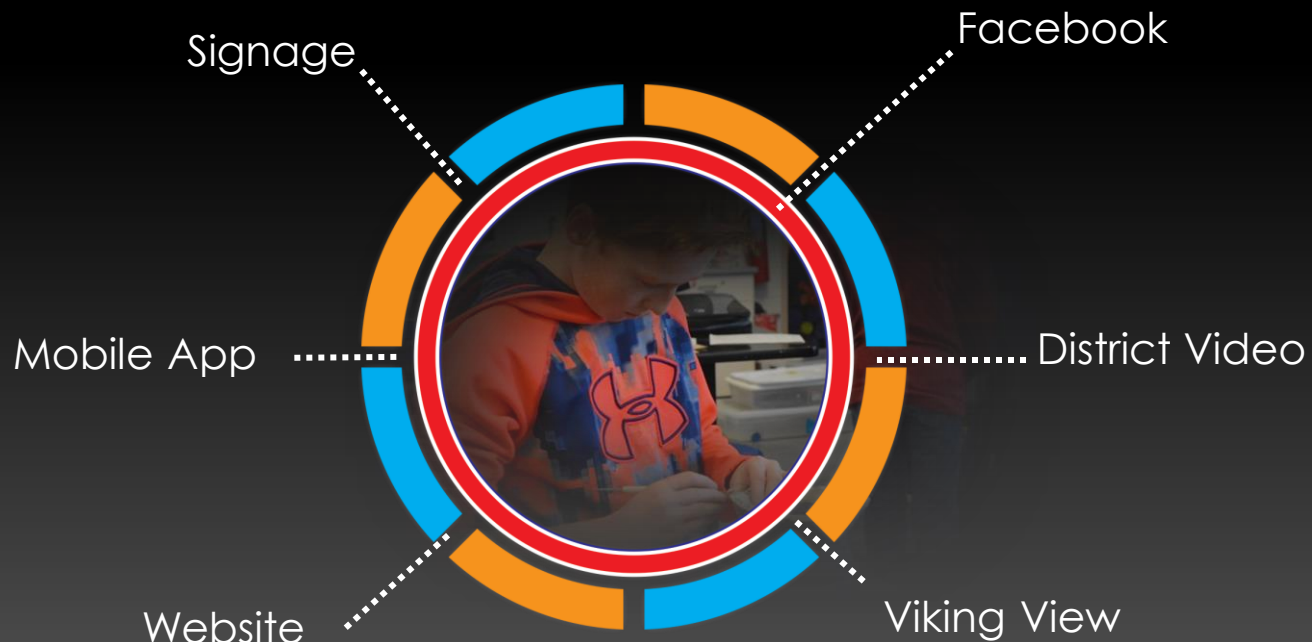
working to cultivate the district's assets

MARKETING ASSETS

any piece of marketing communications, digital, in print, or high visibility opportunities to educate and generate awareness about Lakewood Public Schools

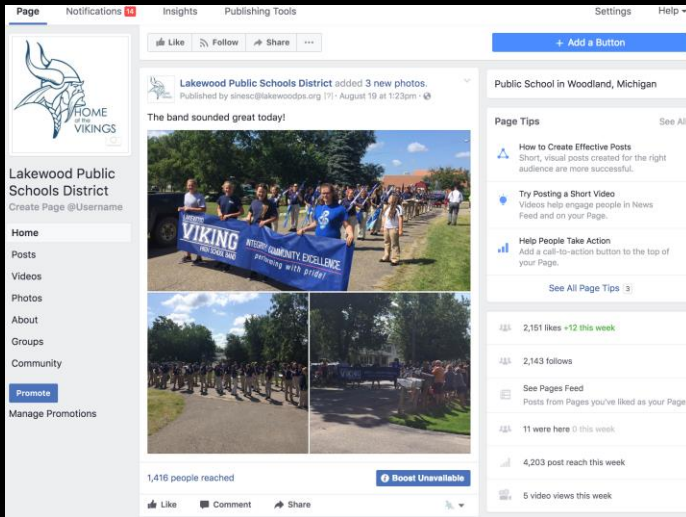
MONETARY ASSETS

opportunity to support the district general fund budget



social media.

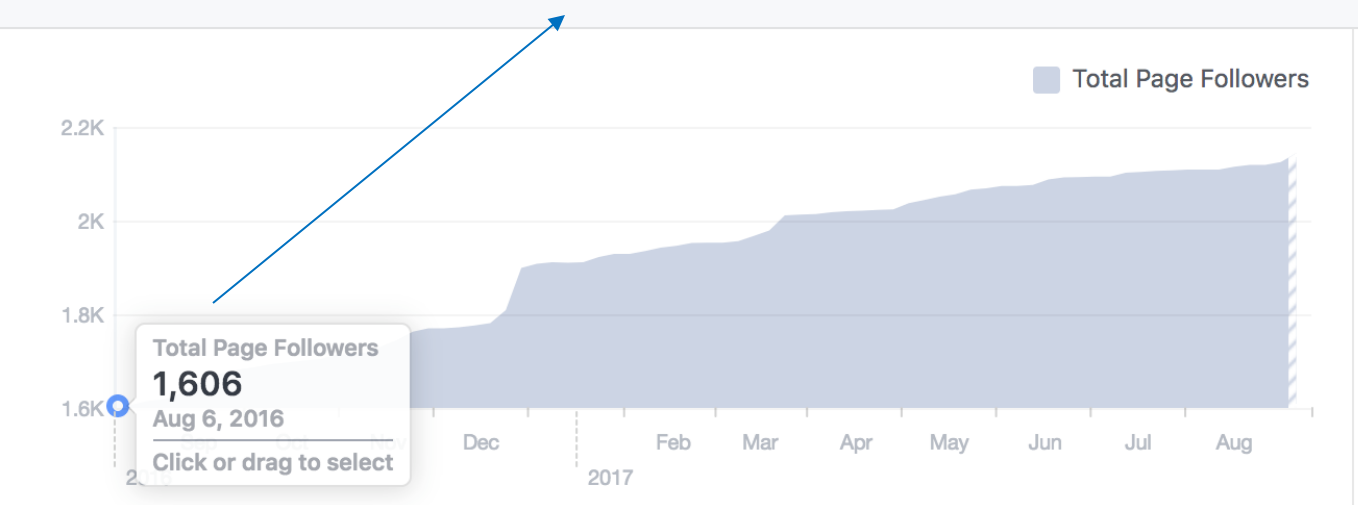
working to cultivate the district's assets



August 2016
1,606 followers

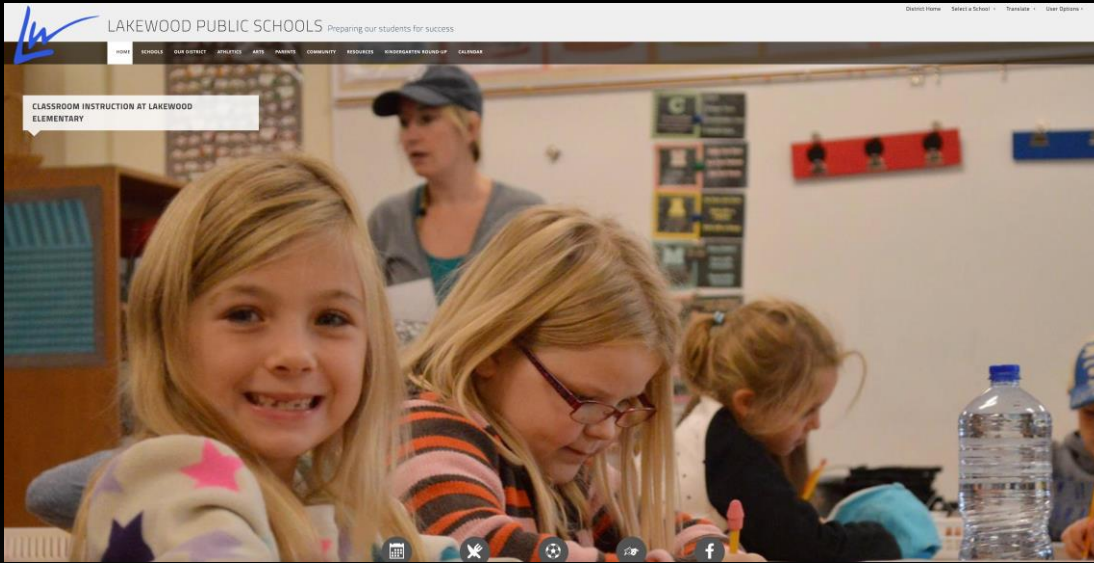
August 2017
2,144 followers

Total Page Followers as of Today: 2,144



website.

working to cultivate the district's assets



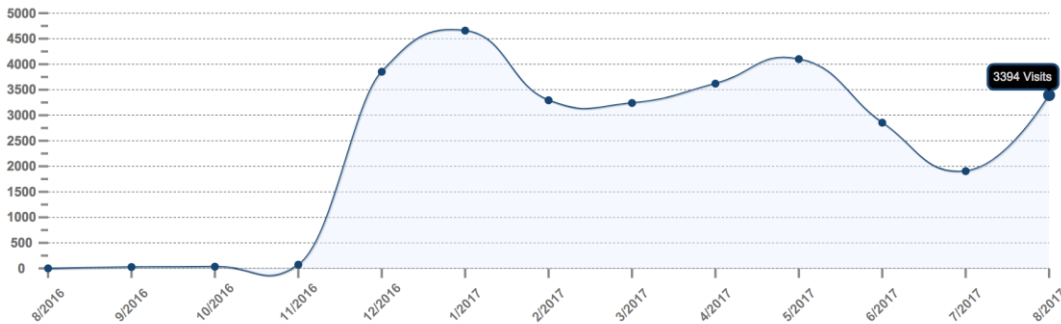
August 2016
0 VIEWS

August 2017
52,472 VIEWS

To Date
31,047 TARGETED VISITS

Site Statistics

Total visits to your site are displayed on the graph below. If you want, you can adjust the date range and see the total visits to your site, page views within your site and targeted visits (when a page in your site was a user's final destination) within the date range.



TOTAL VISITS	TOTAL PAGE VIEWS	TOTAL TARGETED VISITS
34,985	52,472	31,047

mobile app.

working to cultivate the district's assets

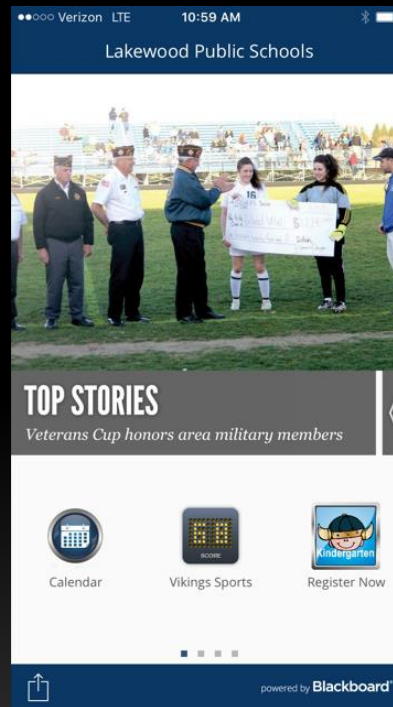
FINDINGS

2.32 Billion smartphone users. Young parents are mobile users and expect mobile optimization and interaction frequency. Customer engagement is the name of this game.

MOBILE TREND

Effective mobile strategy involves more than just a mobile-friendly website. Our app means we are visible to our customers at all times!

CONSTANT COMMUNICATION



Lakewood Public Schools

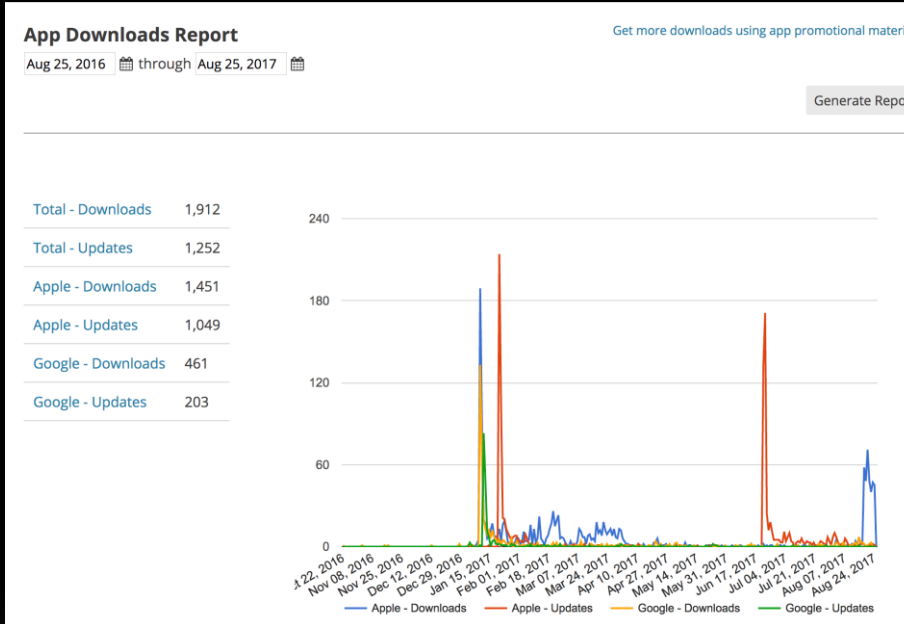
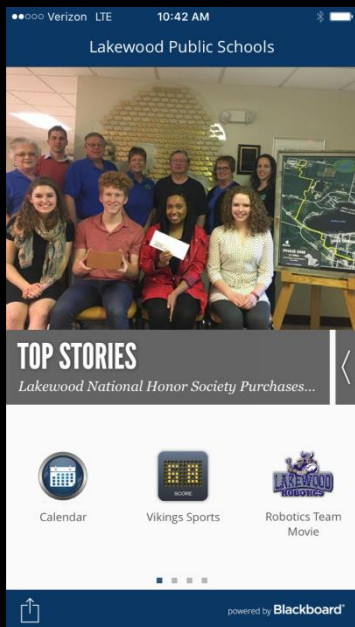


January 2016
LAUNCH

To Date
1,912 DOWNLOADS
& growing.

LAKWOOD PUBLIC SCHOOLS was the first school district in our county to launch a free app.

success.



RESULTS | DOWNLOADS

To date, 1,912 downloads.

ACTIVE ENGAGEMENT | NOT JUST A "LIKE"

Downloading our app is not passive, it is a **significant** and **affirmative** action that people take to **engage** with Lakewood Public Schools at a deeper level and partner with us. **It means that folks want to know more about our district.**

FEEDBACK

Feedback has been very positive. Requests for additions and evolution of our app means that it is being used. Smooth implementation, no glitches.

in print. [Branding – high visibility, quality] working to cultivate the district's assets

THE VIKING
BACK TO SCHOOL EDITION | ISSUE NO. 4
www.lakewoodps.org

TACKLING HUNGER FESTIVITIES KICK-OFF IN LAKEWOOD
Lakewood Tackling Hunger Cause Game: Supporting Mama's Market

In Lakewood, the most pressing issue we face is a community's hunger. According to statistics, 40% of the enrolled student population receives free or reduced lunch. That statistic does not include those who qualify but choose not to receive the benefit. For many of these kids, the meal they eat at school is the only one they have on a weekday.

We are proud to have you on board. There are many ways to get involved in our world for us all to do. That is why the Lakewood community has stepped up with Mama's Market to stand up for the hungry in our community during National Hunger Action Month. On September 18, 2017, our community and the Lakewood Football team will proudly kick off the annual Tackling Hunger Cause Game. All proceeds raised during the Tackling Hunger event will be directly donated to Mama's Market. That means that ALL of the money raised stay local and will go to support the hungry in our community. The goal is to raise a big buzz and the resulting profit for Lakewood Families and the hearts of those who help them. Mama's Market is our local pantry supplying food, clothing, personal care, and baby items to local families. They serve an average of 700 people throughout our community each month. This event also our support for the cause and the work they do to make life better for families.

A successful kick-off party was held on July 29 at Mama's Market which got the Tackling Hunger initiative off to a great start. On September 18, our community, our football players, and spectators will be participating in the 11th Year Tackling Hunger Game and will allow you free admission to the field and home game. Visiting Maple Valley Lines at the Unity Field. Refer to page 11 for a schedule of tickets to purchase your Tackling Hunger ticket, as well as the stadium and event menu. Consider purchasing our first ever Tackling Hunger Cause Game and see the community come and be a part of Lakewood history. This experience will serve as an opportunity to build a community and raise funds, that stay in our community, for Mama's Market. **LET'S GO WIGGERS!**

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3 BACK TO SCHOOL
6 STATE & FEDERAL NOTIFICATIONS
11 COMMUNITY NEWS

Supervisor's Summary
Board of Education Notes

Transportation Info
Open House & Community Meetings

Tackling Hunger Game Events
What's Happening

THE VIKING
YEAR-END JUNE EDITION | ISSUE NO. 3
www.lakewoodps.org

KIDS CAN BE HEROES TOO
MAMA'S MARKET COMMUNITY CARD PROJECT YIELDS \$1,300 FOR COMMUNITY WITH THE HELP OF LAKEWOOD STUDENTS

Lakewood Elementary second grade students received news that their work on the annual service learning holiday card project earned \$1,300 for Mama's Market. Mama's Market local food bank and clothing pantry serves families right here in our community. Simply put, it's hard to be a hero when you're a kid. But Lakewood Elementary students did just that. They made and sold their own holiday cards to help support the local food bank and clothing pantry. Their hard work and dedication to the cause is truly inspiring. "We had other 'heroes' too," said the students. "We had our 'heroes' too," said the students. "We had our 'heroes' too," said the students. "We had our 'heroes' too," said the students.

Students were so proud when they learned about their understanding of the work of Mama's Market and how they provide food, shelter, and care for families in need. They were so proud to be a part of the team that helped support the local food bank and clothing pantry. They were so proud to be a part of the team that helped support the local food bank and clothing pantry. They were so proud to be a part of the team that helped support the local food bank and clothing pantry.

1 DISTRICT NEWS
5 SCHOOL NEWS
7 SCHOOL NEWS
11 COMMUNITY NEWS

Supervisor's Summary
Special Year-End Edition

Early Childhood Center
Lakewood Democrat

Middle School
What's Happening

LAKEWOOD PUBLIC SCHOOLS

JAY LERNER
PRINCIPAL & DIRECTOR OF STUDENT SERVICES
Lakewood High School

OFFICE 616.374.8868
CELL 269.953.5290
FAX 616.374.2424

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Lake Odessa, MI 48849

www.lakewoodps.org
lernerj@lakewoodps.org
jlwv@kings

the LECC LINK
NEWS FOR PARENTS OF OUR LITTLEST VIKES
LAKEWOOD EARLY CHILDHOOD CENTER

HERE'S WHAT WE'RE UP TO

Update from Mrs. Duitz
It has been fun getting to know the students of Lakewood Early Childhood Center over the last few weeks. I am excited to be a part of the early stages of their educational career. It has been great to witness students entering the building each day with a huge smile, happy to be at school. The teachers at LECC work incredibly hard and the students are learning and having fun! I truly believe that school + home = SUCCESS! Thank you for help!

Winter Clothing
It felt like spring this week! Please make certain that your child continues to be prepared for the winter weather each day. The playground can be muddy and snow pants will certainly help protect clothing from getting wet and dirty. On days where weather conditions are favorable and warm, staff may decide snow pants are not necessary. However, Michigan weather fluctuates quickly, so it's always best to make sure the students are prepared for the cold temperatures that are ahead.

Security Upgrades
LECC has installed a buzzer entry system located by the front entrance. The system is in place and will be implemented after spring vacation. What does this mean for LECC? This will mean that after spring break, the doors will only be unlocked at arrival time in the morning and dismissal time at the end of the school day. If you are coming to school during the day, you will only be able to enter through the main entrance by the office. You will press the gray plastic button (with red light) that will ring at the front administrative assistant's desk (Mrs. Carl). She may talk to you or just proceed to buzz you into the building. To make this process run smoothly, if you are coming to LECC outside of normal drop off/pick-up times, please notify us in advance to assure that our caring staff is ready to buzz you in. Your help and understanding during this transition is appreciated. Your flexibility will be helpful as we upgrade security in order to maintain safe, healthy, and secure areas for children to learn. Our office number is 269.367.4935. Please contact Jodi Duitz with any questions or concerns you may have.

THE VIKING
SPRING EDITION | ISSUE NO. 5
www.lakewoodps.org

SKILLED TRADES, IT'S NOT JUST SWINGING A HAMMER
LAKEWOOD PUBLIC SCHOOLS PARTNER TO CREATE SKILLED TRADES PROGRAM

Starting in the fall of 2017, Lakewood High School will be running a Career Technology course for junior and senior students who are interested in all the alternatives of the construction Technology course. Students will be able to earn credit towards 100% of the requirements of the construction Technology course. This program will be a partnership between Lakewood Public Schools and the Michigan State University. As part of a partnership of the construction Technology course, students will be able to earn credit towards 100% of the requirements of the construction Technology course. This program will be a partnership between Lakewood Public Schools and the Michigan State University.

1 DISTRICT NEWS
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7 COMMUNITY NEWS

Supervisor's Summary
Board of Education

Early Childhood Center
Advanced Education

Middle School
High School
What's Happening

LAKEWOOD PUBLIC SCHOOLS Kindergarten & KinderStart ROUND-UP

REGISTRATION BEGINS APRIL 20
PARENT MEETING | April 20, 2017, 7:00 p.m.
Lakewood Early Childhood Center Gym
223 West Broadway, Woodstock, MI 48897

ROUND-UP [By Appointment] | May 9 & 10, 2017
Call 269.367.4935 to Schedule Your Admission or Evening Appointment

For Preschool Information, please contact:
Iris Hirschholz, School District
616.527.4900

HERE'S WHAT YOU NEED

- Student born on or before September 1, 2012
- Make doctor/health department appointment to update immunizations
- BEFORE school starts in September
- Locate student's state-issued and/or birth certificate (original with seal)
- Bring student to Screening Appointment

LHS GUIDANCE
the **DOWNLOAD**

the **DOWNLOAD**
advance publication to keep students & parents informed about academic planning

1 LATEST INFO
The section contains the latest info on all guidance resources

2 BE ON TREND
The section is designed to share current information for students

3 MARK THESE DATES
Students & Counselors are advised to know

Standardized Testing
The State of Michigan requires that students take the following standardized assessments. The following assessments are a government requirement for juniors:

JANUARY	APRIL 2017	MAY/JUNE 2017	FRESHMAN
SAT	April 11, 2017	PSAT 10	April 11, 2017
MCLEAP	April 12, 2017	PSAT 8	April 11, 2017
METAP	April 19 to 19, 2017	PSAT 9	April 11, 2017

For test preparation, students are encouraged to attend our Saturday PSAT/ACT preparation sessions, view websites such as College Board and Clear Academy, and also download test apps that offer practice questions.

AP Testing
Advanced Placement (AP) testing will take place in May 2017. Students who are currently taking an AP class were given information about the AP test. Mrs. Green will begin collecting test fee receipts on February 21, 2017. For more information, please contact Jessica Green, AP Coordinator, 616.374.2226.

Counseling
Counseling opportunities are available after school on Mondays, Tuesdays, and Thursdays. To students who are credit deficient, please contact the Guidance Counselor, Jessica Green, for more information 616.374.2226.

Senior Scholarship Information
Students are given a packet of information about graduation and scholarship information. In the packet, several forms are required to be turned in to the Guidance Office. For more information about the senior packet, please contact the Guidance Office bulletin board, LHS website, SeniorPack, Fidelity Family Fun, Facebook, or see the Guidance Counselor.

Lakewood Early Childhood Center

the LECC LINK
NEWS FOR PARENTS OF OUR LITTLEST VIKES

Illustration of a Viking character holding a shield and a sword.

digital. [videography]

working to cultivate the district's assets



Educator Appreciation Part 2
Lakewood Public Schools Educator Appreciation - Part 2
YOUTUBE.COM



Educator Appreciation Kick Off
A message of gratitude from Superintendent Fleenor to Lakewood Public Schools Educators. We celebrate the best educators a kid could have!
WWW.YOUTUBE.COM



Educator Appreciation Part 1
YOUTUBE.COM



Educator Appreciation Finale
YOUTUBE.COM

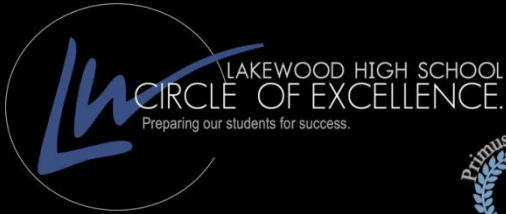


Lakewood Public Schools: Coming Together. Moving Forward. Join Us.
Lakewood Public Schools
YOUTUBE.COM



COMING TOGETHER. MOVING FORWARD.
JOIN US.

in print. [Signage] working to cultivate the district's assets



The motto of the Circle of Excellence, "Primus inter pares," means "First among equals." By their attitude and their achievement, members of the Circle reach that pinnacle.



The emblem of the Circle of Excellence, the laurel wreath, is traditionally used as a symbol of honor and distinction.

THE LAKEWOOD CIRCLE OF EXCELLENCE is an honorary which recognizes students who demonstrate a positive attitude toward learning and a willingness to work hard to achieve excellence.

The honorary is called the Circle of Excellence for two reasons. First, the word "Circle" signifies that members are bound together by a common tie—that of excellence. "Circle" also suggests equality among the members. All are chosen because of their positive attitude and their outstanding achievement in a particular discipline. Each earns honor.

Second, the word "Excellence" emphasizes that quality for which the members of the Circle strive. This honorary was established both to encourage and to reward excellence in scholarship. By virtue of their work ethic and their accomplishments, members of the Circle exemplify excellence.



Congratulations
FEBRUARY, 2017 CIRCLE OF EXCELLENCE MEMBERS



LAKEWOOD PUBLIC SCHOOLS
Preparing our students for success.

STAY CONNECTED.
DOWNLOAD OUR FREE MOBILE APP

Get it on Google play
Download on the App Store

FEATURES
School News • Photos
Calendars • Lunch Menus
Push Notifications • Direct Dial
Staff Directories • More

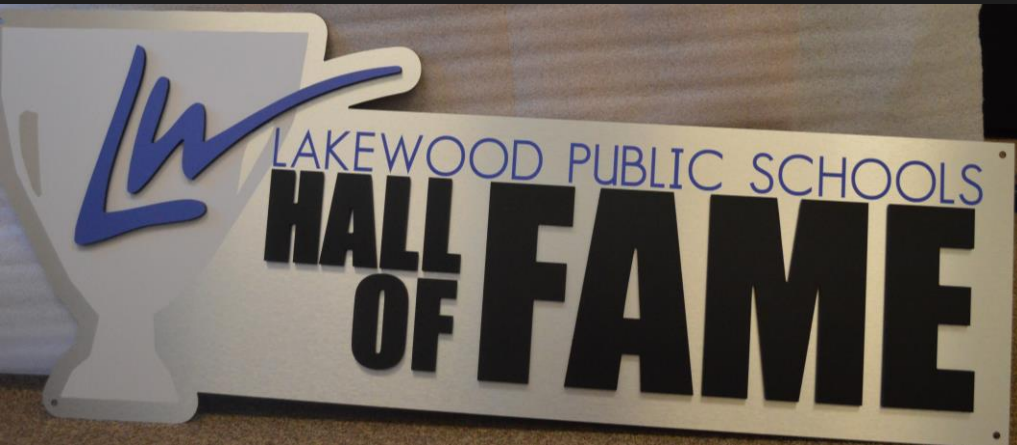


LAKEWOOD PUBLIC SCHOOLS
Preparing our students for success.

**NOW TRAINING & HIRING
School Bus Drivers**

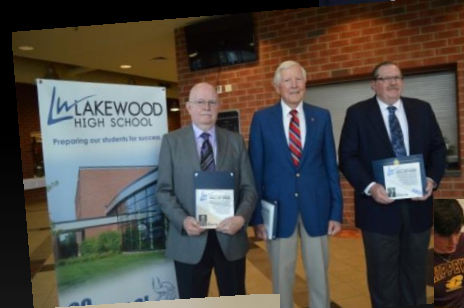
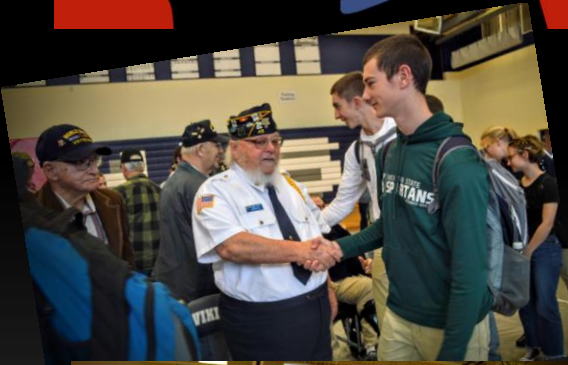
Join our team.
616.374.0759

Learn about us
Like Us | Follow Us | Support Us
www.lakewoodps.org



outreach.

working to strengthen relationships [students, staff & community]



Lakewood Super shadows student
Lakewood Public Schools Superintendent Randall Fienor traded in his daily...
SENTINEL-STANDARD.COM
011 people reached [Boost Unavailable](#)



Shadow a Student Challenge at LES
Superintendent Fienor Shadows a Student
[Read More](#)



Lakewood 'Super' Lunch
Several students at Lakewood Middle School had a special guest during lunch...
SENTINEL-STANDARD.COM

outreach.

working to strengthen relationships [students, staff & community]

the LAKEWOOD LEAD

Behind the scenes stories about educators that matter to you.



Ms. Kaffer Creates the Conditions to Motivate and Facilitate Learning at Lakewood Elementary

Ms. Kaffer's second grade students are simply captivated by her calm spirit and the positive learning environment she creates at Lakewood Elementary School. A visit to her classroom is all it takes to feel the buzz of active participation, high expectations, great attitudes, and clearly articulated aims. A shared effort to exceed expectations is in the air. Ms. Kaffer's students are not so excited to move ahead at the end of the school year, they find it difficult to leave her classroom. Her influence impacts their lives beyond the classroom. As a teacher, she fulfills her academic life, and as a role model, her positive example and genuine care for her students will help them to make a mark in our world. Lakewood Elementary students are inspired by Ms. Kaffer because she ignites a love for learning and a thirst for knowledge in her classroom each day.

Success. Nothing Less.

THE WHY
Ms. Kaffer's deep passion for teaching and learning is not only contagious to her colleagues, but also to her second grade learners. Her effective teaching strategies meet a broad collection of interests, abilities, and skills. Math skills were on point as students participated in hands-on experiences, small group work, and games that required critical thinking and problem-solving. Simultaneously, other students were engaged in reading circles, working on comprehension and peer instruction. Student entries were also at work, focused on creativity and practicing motor skills that are sure to spill over into academic achievement. Why does a classroom in the Lion's den stimulate high levels of learning in our kids? The environment in her classroom creates opportunities for diverse and impactful learning for students. Ms. Kaffer's passion for the content she teaches allows an interest in her second grade that encourages them to collaborate, connect, and indulge in the learning space that she creates.


THE HOW
Ms. Kaffer makes every student feel valued and important. Her students feel supported and are warmly encouraged to take academic risks. Her classroom environment is calm, stimulating, and challenging. Lessons are presented with each learning style in mind and technology is infused to make lessons and content come alive for her kids.

THE IMPACT
As educators, we understand that classroom environment affects student learning. Ms. Kaffer's Lakewood Elementary students are performing at high levels, are on task, and happy to learn in the positive and supportive classroom climate she creates. Thank you, Ms. Kaffer, for your gift of time and for honoring your craft so that Lakewood kids can be their best.

THIS IS LAKEWOOD

the LAKEWOOD LEAD

Behind the scenes stories about educators that matter to you.



Ms. Cogrove Gets an "A" for Supporting the Arts in the Lives of Lakewood Kids

Ms. Cogrove's middle school students are downright inspired by their classroom projects. The project based learning experience of Ms. Cogrove's students go beyond the introducing visual art pieces they create. She champions for her students by introducing many art forms with varying media and techniques that provide skills and opportunities for their transition into high school. In her classroom, it's not just about the exceptional artwork her students create. Read on...

Success. Nothing Less.

THE WHY
The arts nurtures a motivation in students to learn through active engagement, disciplined and sustained attention, persistence and talking, among other competencies. Ms. Cogrove motivates her students in the design and skill application process to provide a safe place for students to create. There are numerous benefits to students in art classes. They are taught to see better, to envision, persist, learn from mistakes, use critical thinking skills, and be playful in their learning. Ms. Cogrove celebrates art education for the value it adds to the learning and lives of Lakewood students.

THE HOW
Ms. Cogrove teaches art elective classes for 6th, 7th, and 8th grade students. She also designed a 2D art class as an elective for 7th grade students. Ms. Cogrove developed a comprehensive curriculum for the middle school art program in collaboration with colleagues from the high school art department. Using exceptional teaching strategies, Ms. Cogrove instructs students on the use of materials, techniques and art forms. Her kids hone their fine motor skills, understand the elements of design, use tools safely, and they learn about multicultural artwork. Her classroom buzzes with creative energy and maintains respect and caring.

THE IMPACT
The quality of artwork created by students is exceptional. Student work is displayed throughout the school during the school year as well as showcased in a community art forum. Student work is uploaded to Art Social, which allows families and other community member's online access to view student artwork. Several of her middle school students had their artwork accepted into The Scholastic Art Awards hosted by Kendall College of Art and Design. Ms. Cogrove makes a lasting impact as she sparks a life-long appreciation for the arts in Lakewood students.

THIS IS LAKEWOOD



THANK YOU
Lakewood Public Schools Maintenance Team
We Appreciate You

#DedicatedDriver
Diane Moldonado has a warm heart, and thanks to her generosity and care, our kids will be warm through the cold Michigan winter. These stylish hats are fashioned to our students' liking. Diane dedicates several hours to making each special hat, with students in mind. Now that's dedication. Diane, you are a picture of kindness and a reflection of daily acts of generosity happening in Lakewood Public Schools. You are making a mark in the lives of students. Thank you for being you. THIS IS LAKEWOOD.



superintendent's SHOUTOUT



Thank you Mrs. Michelle Forman-Martzke. Mrs. Martzke is a Lakewood teacher of 29 years who embodies the hallmarks of the ideal educator. Mrs. Martzke is a hardworking, selfless teacher who quietly gives of her time so that kids can have the very best. She is well respected among her colleagues and is a strong leader in our district. Mrs. Martzke, your dedication, generosity of time and energy is deeply appreciated. You have made a difference.

SHOUTOUT



Collectively, these men have 50 years of experience. Kendall Smith has worked in the district maintenance department for the last 18 years. Steve Spelskey, 26 years, and Pat Flannery, 6 years.


What most people don't realize is that these three individuals are responsible for 427,302 square feet of facilities and equipment, and acres of property to upkeep. They are also subject to a 24-hour-a-day, 7-days-a-week on-call schedule. They often field calls from me in the middle of the night, very early in the morning.

These men are worth their weight in gold. A skilled maintenance team can save a district thousands (if not tens of thousands) of dollars over the years by providing routine maintenance and repairs to very expensive equipment, often prolonging the life of it.

What's the secret to their success? Well, from where I sit, it is that they treat this place like it's their own home or property. This personal investment and care in the district makes all the difference for our students and staff. They understand that their work directly impacts our ability to provide safe, comfortable, and functional learning environments for our students. Join me in giving a shout out to these awesome members of our team! Thanks gentlemen!

Like Follow Share

#TalentedTeacher
Mrs. Barbour's middle school students know the power of a great teacher, and a great novel. Her students were captivated in an immersive reading experience as they delved deep into Gary Paulsen's "Wood Runner". As she read about the character, Samuel, a 13-year-old boy living during the Revolutionary War, her students were transported to the British colony, America. Mrs. Barbour brings thrill and joy into reading for her students. She understands the imp... See More



4,127 people reached

Boost Unavailable


#TerrificTechTeacher
Infusion of technology in the classroom has had a significant impact on learning. It has changed how teachers teach, and how students learn. Mrs. Shirley McMillen makes that strategy look easy at Lakewood Elementary. Her students were having a great time learning, demonstrating a high level of interest, and lots of fun. Mrs. McMillen has fully embraced and integrated tech tools that have opened up a world of possibilities for Lakewood Elementary students. Labs like this could not be possible without the support of our tech team. Thank you, Mrs. McMillen, you are a #TerrificTechTeacher!



2,304 people reached


Boost Unavailable

#SensationalSupport
Some super heroes don't wear capes. The sensation office at Lakewood Middle School are key players happen. Mrs. Carter and Mrs. Wells connect with least parents throughout the day fostering positive and true 10,924 people reached all the way! They do more than provide superior adm educators and the school principal, they also help under-the-weather kids, they are the reliable source of information for parents, and they model positive behavior to students. Thank you Mrs. Carter and Mrs. Wells for going about serving students, families, and staff with precision and smiles. THIS IS LAKEWOOD.




2,630 people reached

Boost Unavailable




introducing Adam Nobell

Adam Nobell is a young man with a passion for learning and a love for teaching. He is currently a student at Lakewood Middle School. Adam is a member of the Student Council and is currently serving as the Vice President. Adam is a member of the Student Council and is currently serving as the Vice President. Adam is a member of the Student Council and is currently serving as the Vice President.



introducing Whitney Goodwood

Whitney Goodwood is a young woman with a passion for learning and a love for teaching. She is currently a student at Lakewood Middle School. Whitney is a member of the Student Council and is currently serving as the Vice President. Whitney is a member of the Student Council and is currently serving as the Vice President.



WELCOME SCOTT WELLWOOD

Scott Wellwood is a young man with a passion for learning and a love for teaching. He is currently a student at Lakewood Middle School. Scott is a member of the Student Council and is currently serving as the Vice President. Scott is a member of the Student Council and is currently serving as the Vice President.

marketing.

our roadmap for the coming year

OBJECTIVES

embed 2016.2017 initiatives

initiatives as part of our key organizational processes

- Website
 - Mobile app
 - Rebranding
 - Communications in print
 - PBIS
 - Veteran's Day
 - Kindergarten Round Up
-
- On-boarding
 - Hall of Fame launch
 - School news reporting
 - Press liaison
 - Board reporting
 - Teacher/Classroom support
 - Training and modeling to develop skills districtwide



marketing.

our roadmap for the coming year

OBJECTIVES

expansion of initiatives

2017.2018 implementation

- Building capacity in staff on website management, continued
- Site communication expansion
- Website build-out, continued
- PBIS support, phase II
- Veteran's recognition, phase II
- Individual building promotional videos/project-based learning

