

**WEST CHESTER AREA SCHOOL DISTRICT**  
**Pupil Services Committee**  
**November 14, 2022**  
**7:00 p.m.**  
**Spellman Education Center**

**AGENDA**

•	Public Comment of Agenda Items	
★	October 10, 2022 Committee Meeting Minutes	Ms. Chester
•	Mental Health Supports and Statistics Presentation	Ms. Kleiman/Ms. Coulter
•	Communications Department Presentation	Ms. Schwemler/Ms. Hayes

★ Indicates Committee Voting Item

*Public Comment Protocol*

- Residents wishing to make public comment on agenda items must register prior to the start of the meeting.
- Public comments on agenda items will be taken at the beginning of the meeting prior to voting.
- Policy 903: Public Participation in Board Meetings governs public comment.
- The committee chair or designee will call residents in the order in which they signed in.
- A three-minute timer will be projected on the screen and will start after the speaker gives their name and township/borough.

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**WEST CHESTER AREA SCHOOL DISTRICT  
Combined Pupil Services and Education Committee**

**October 10, 2022  
Spellman Education Center Board Room  
Start: 6:30 pm – Finish: 7:44 pm**

**Attending Committee Members:**

☐ Kate Shaw (Edu. Chair) ☒ Joyce Chester (PS Chair) ☒ Daryl Durnell ☒ Laura Detre

**Other Board Members:**

☒ Gary Bevilacqua ☐ Karen Fleming ☒ Karen Herrmann ☒ Sue Tiernan ☒ Stacey Whomsley

**Administration:**

☒ Robert Sokolowski ☒ Kalia Reynolds ☐ Wayne Birster ☒ Melissa Kleiman  
☒ Sara Missett ☐ John Scully ☐ Jeff Ulmer ☒ Michael Wagman

**Public Comment:** none

**Items on Agenda:**

- Approval of September 12, 2022 Combined Education and Pupil Services Committee Meeting Minutes
- Review of PAYS Survey
- Review and Approval of Devereux Advanced Behavioral Health Contract
- Review of SAT/AP Exam Results
- Review and Approval of Revised Policy 137 Home Education Programs
- Review and Approval of Revised Policy 913: Nonschool Organizations/ Groups/Individuals
- Review and Approval of Revised Policy 913.2 Dissemination by Nonschool Organizations, Groups or Individuals (formerly known as Distribution or Posting of Nonschool Organizations, Groups or Individuals)

**Education Committee Actions/Outcomes to be placed on October 25, 2022 Board Agenda for Approval:**

Agenda Item	Vote
Approval of September 12, 2022 Combined Education and Pupil Services Committee Meeting Minutes	3-0
Approval of Devereux Advanced Behavioral Health Contract	3-0
Approval of Revised Policy 137 Home Education Programs	3-0
Approval of Revised Policy 913: Nonschool Organizations/ Groups/Individuals	3-0

Agenda Item	Vote
Approval of Revised Policy 913.2 Dissemination by Nonschool Organizations, Groups or Individuals (formerly known as Distribution or Posting of Nonschool Organizations, Groups or Individuals)	3-0

**October Education Committee Consent Agenda Items:**

**Approval to establish:**

- Henderson HS - Ping Pong Club
- Henderson HS - Badminton Club
- Henderson HS - E Sports
- Henderson HS - Class of 2026
- Henderson HS - Operation Smile

**Approval of the following Study/Excursion trip(s):**

- Rustin HS Model United Nations – University of Virginia

**Approval of the following Revised Policy, 2<sup>nd</sup> Reading**

- Policy 137.1 – Extracurricular Participation by Home Education Students

**Approval to Retire the following Administrative Guideline**

- Administrative Guideline 137AG2 – Participation in District Activities by Home Education Students

**Items to be discussed at a later date:** None



# West Chester Area School District

OUR MISSION IS TO EDUCATE AND INSPIRE OUR STUDENTS  
TO ACHIEVE THEIR PERSONAL BEST



# Mental Health Supports in the West Chester Area School District





# Overview

## People

**Elementary  
Middle and High  
School  
Counselors**

Career Counselors

**Intervention  
Specialists**

School Psychologists

**Mental Health  
Specialists**

Mental Health  
Interns and Partners

## Statistics

**SRA'S - Suicide Risk Screeners**

VRA'S - Violence Risk Screeners

**Mental Health  
Screenings**

Students being seen by  
Mental Health Specialists

**Student Attendance  
Improvement Plans**

Safe2Say Referrals

## Programs

**SEL - Social Emotional Learning**

QPR - Question, Persuade, Refer

**PBIS - Positive Behavior Intervention**

Safe2SaySomething

**Sys Cloud, Content Keeper**

Individual, Group, and Intensive  
Group Counseling

**APT - Achieve, Progress, Transition**

MTSS - Multitiered Systems of Support

**Parent, student and staff  
trainings**

# WC Pupil Services Staff

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6 APT Staff  
Members

17 School  
Psychologists

3 Intervention  
Specialists

1 Community  
Engagement  
Specialist

33 School  
Nurses

36 School  
Counselors

12 Mental  
Health  
Specialists

7 Behavior  
Specialists

9 Caseworkers

2 Career  
Counselors



# Suicide and Violence Risk Screeners & Assessments

2021-2022

Suicide Risk Screeners

544

August 2022 to Present  
Suicide Risk Screeners

102

2021-2022

Violence Risk Screeners

148

August 2022 to Present  
Violence Risk Screeners

44

# BENEFITS OF SEL

- Students are better able to advocate for themselves
- Students are utilizing the resources and supports that are available to them
- Creates environments where students feel safe learning





# SAFE SAY SOMETHING

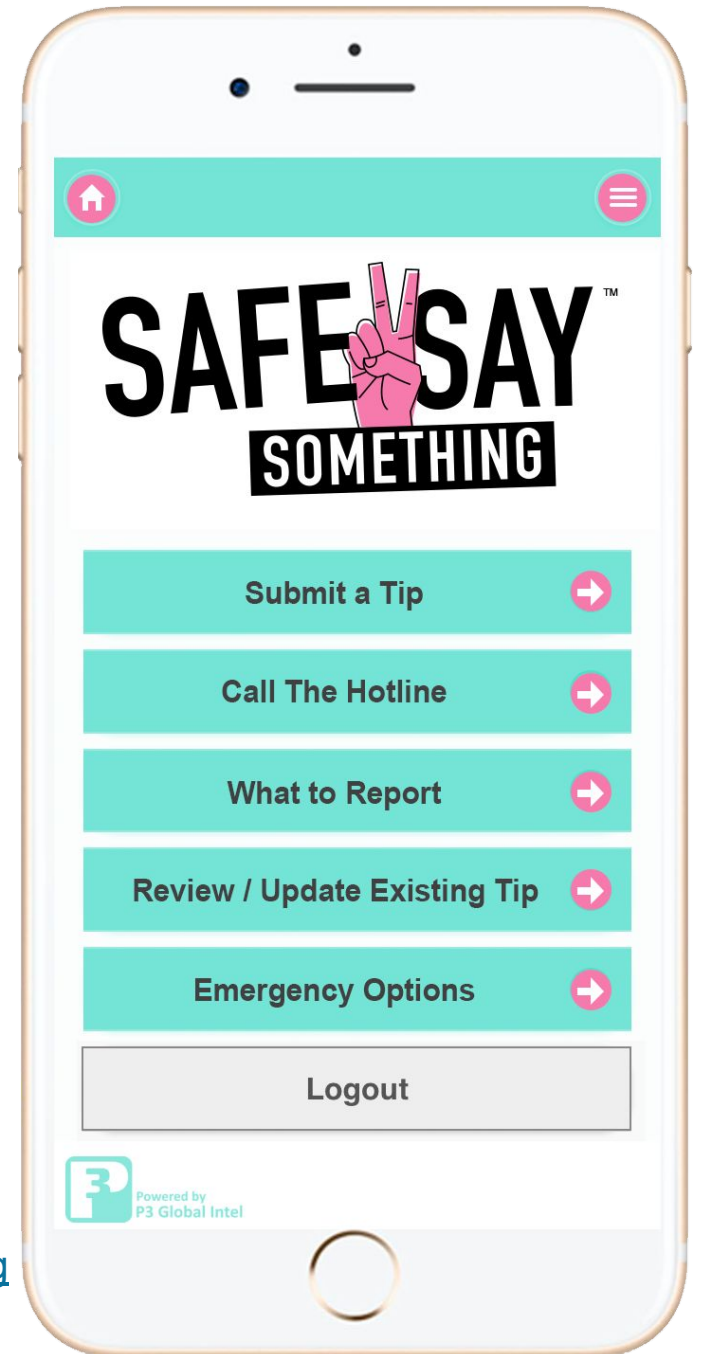


1-844-SAF2SAY

## WCASD STATISTICS:

- 2021-2022: 189 tips
- 2022 until 11/2: 36 tips

[Safe2SaySomething  
Presentation](#)





# Mental Health Specialists - 12

Mental Health Specialists are school-based supportive counselors that provide Tier 3 (highest level) support to students K- 12.

We currently have approximately **352** students being seen by Mental Health Specialists across 17 schools.





# Student Attendance Improvement Plans (SAIP)

2021-2022

409

August 2022 to Present

78



# Pupil Services Programs

Social  
Emotional  
Learning

CPI

Gifted  
Screening  
& Evals

Positive  
Behavior  
Supports

Translating  
and  
Interpreting

WCU  
Groups

IEP and  
504  
Plans

Graduation  
and Career  
Pathways

Parent,  
Staff, and  
Student  
Trainings

SRAs  
and  
VRAs

Medical  
Assistance

Crisis  
Team and  
Safe2Say  
Something

QPR

MTSS  
and  
SAP

Intensive  
Outpatient  
Programs

Outside  
Agency  
Coordination

Resources  
for  
Families

Homebound

Attendance  
Support

Community  
Support

Gender  
Plans/  
Name  
Change



# WCASD Communications

Mary Schwemler,  
Manager of District Communications

Pupil Services Committee Meeting - Monday, November 14, 2022



# *Communication Team: Who We Are!*



**Beth Hayes**  
**Digital Communications Specialist**  
18+ Years in WCASD



**Molly Schwemler**  
**Manager of District Communications**  
1 Year in WCASD

# What We Do



## Crisis Communication

- Support District leadership through the quick development and distribution of vital and effective information.



## Media and Strategic Communication

- Build relationships with local media to gain coverage of District achievements.
- Develop owned media coverage through event photography, video creation, press releases, and more.



## Internal Support

- Assist the Superintendent, Assistant Superintendent, Administrators, Principals, and Staff through the preparation of key messages, strategic campaigns, and as needed materials.

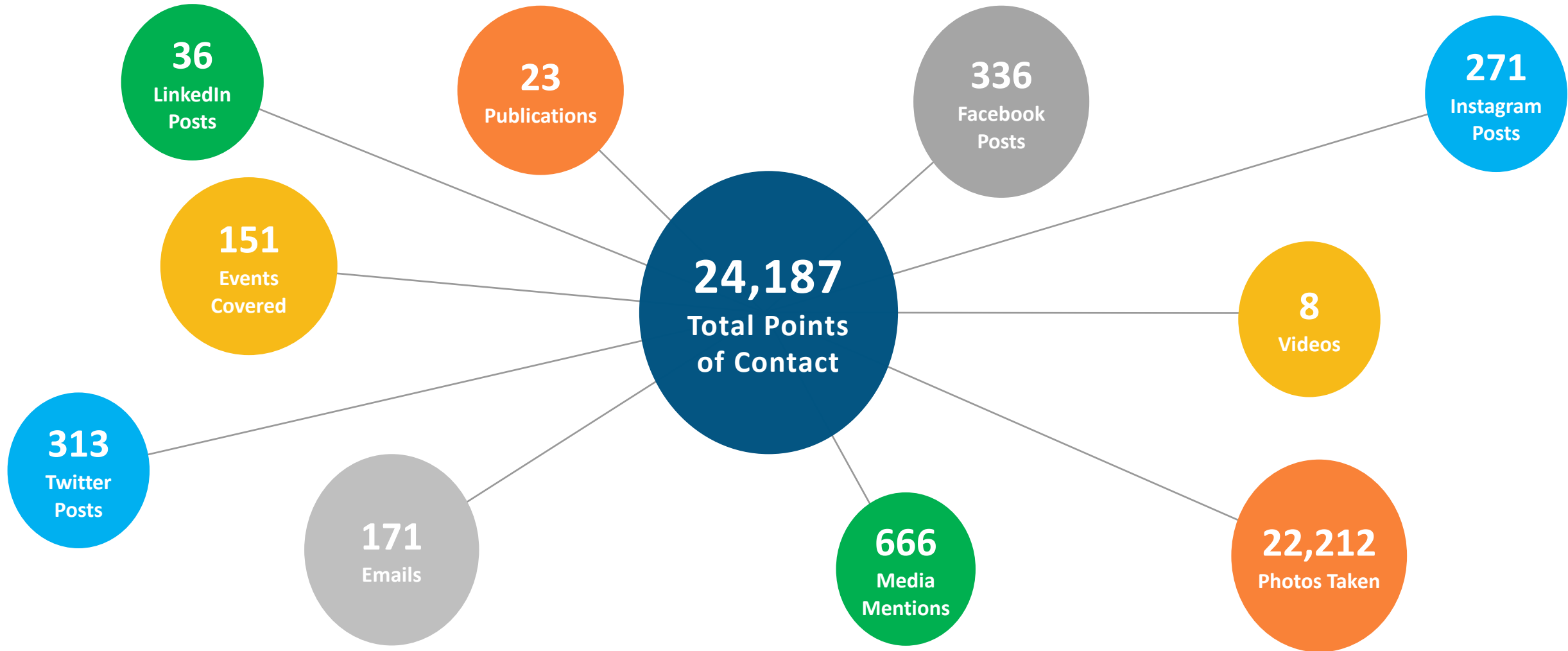


## Stakeholder Engagement

- Share District celebrations, events, good news, and information through District social media, website, and monthly newsletters.
- Make content accessible on District site and through translation.

# Points of Contact

2021-22 School Year



# How We Do It



Website



Local Media



Newsletter



Social Media

# WCASD Websites



**19 Websites**

17 School Sites, 1 Cyber  
Program Site, and  
District Site.



**School Sites**

**629,832**  
Total Site Visits



**District Website**

**2.5 Million+**  
Total Site Visits



**All Websites**

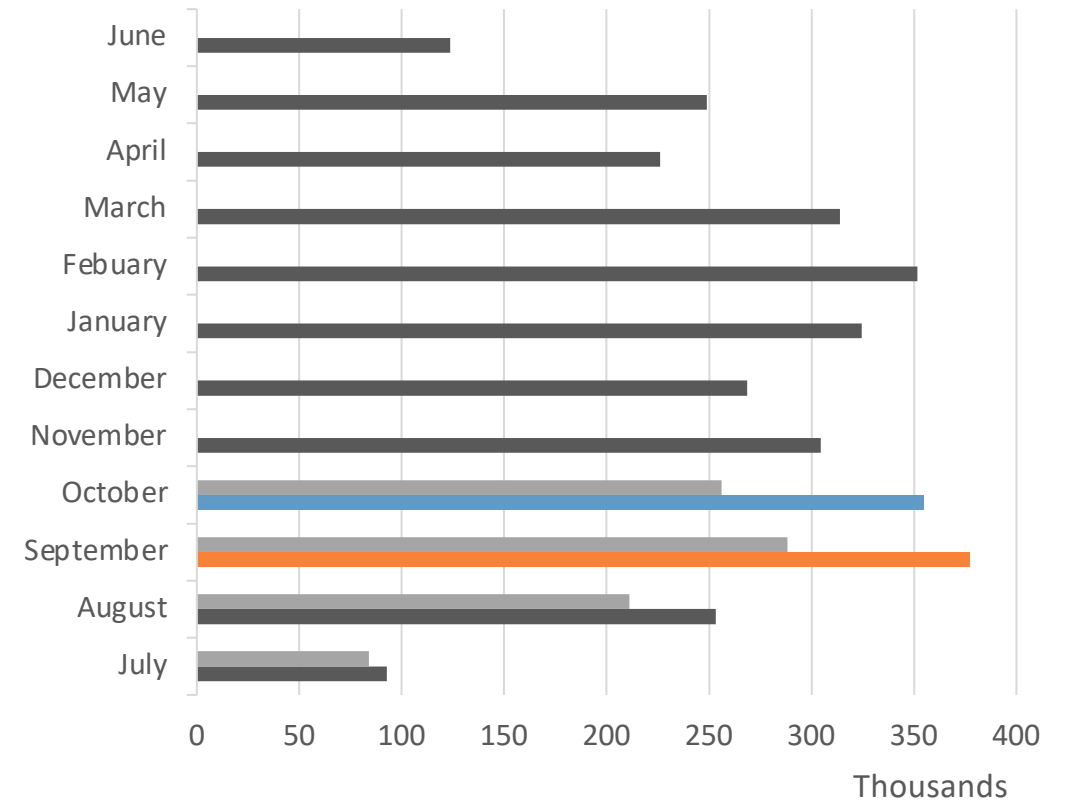
**3.2 Million+**  
Total Site Visits

Throughout the school year, the Communications team, with assistance from each school's Tech Advocates, maintains the District's online presence and appearance to help our families, students, and community access accurate and up-to-date information.

# Website Traffic by Month



2021-22 School Year



# Academic Award Winners: 3 West Chester Area School District Students

Three students won awards at the Jack and Jill of America, Inc. Conference National Harbor, Md.

 Holly Herman, Patch Staff   
Posted Thu, Jun 23, 2022 at 2:00 pm ET

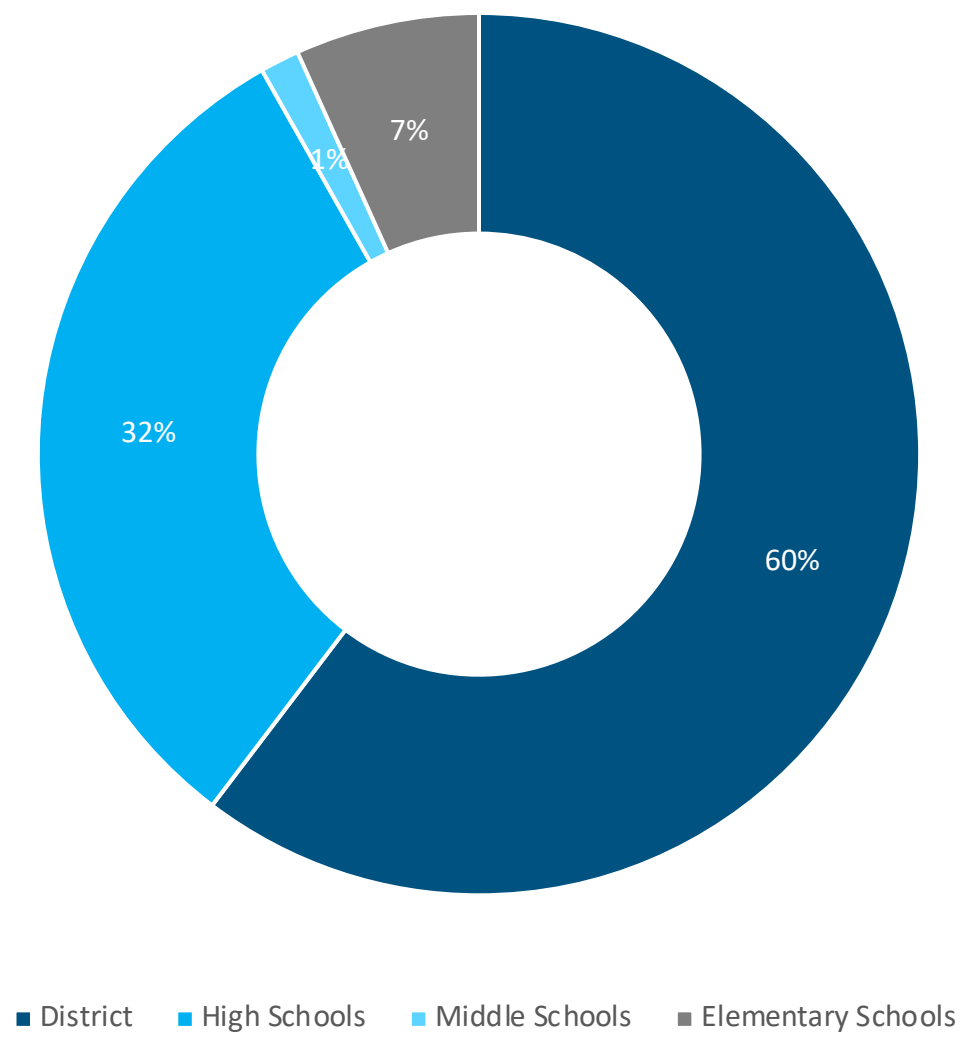


**660+** Media Mentions

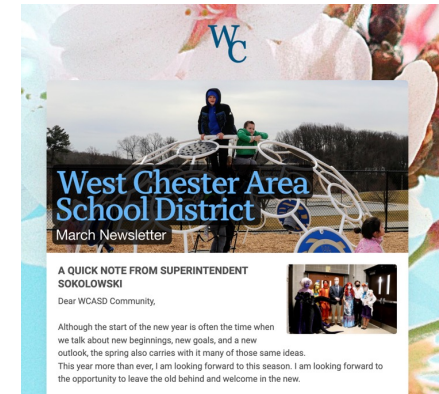
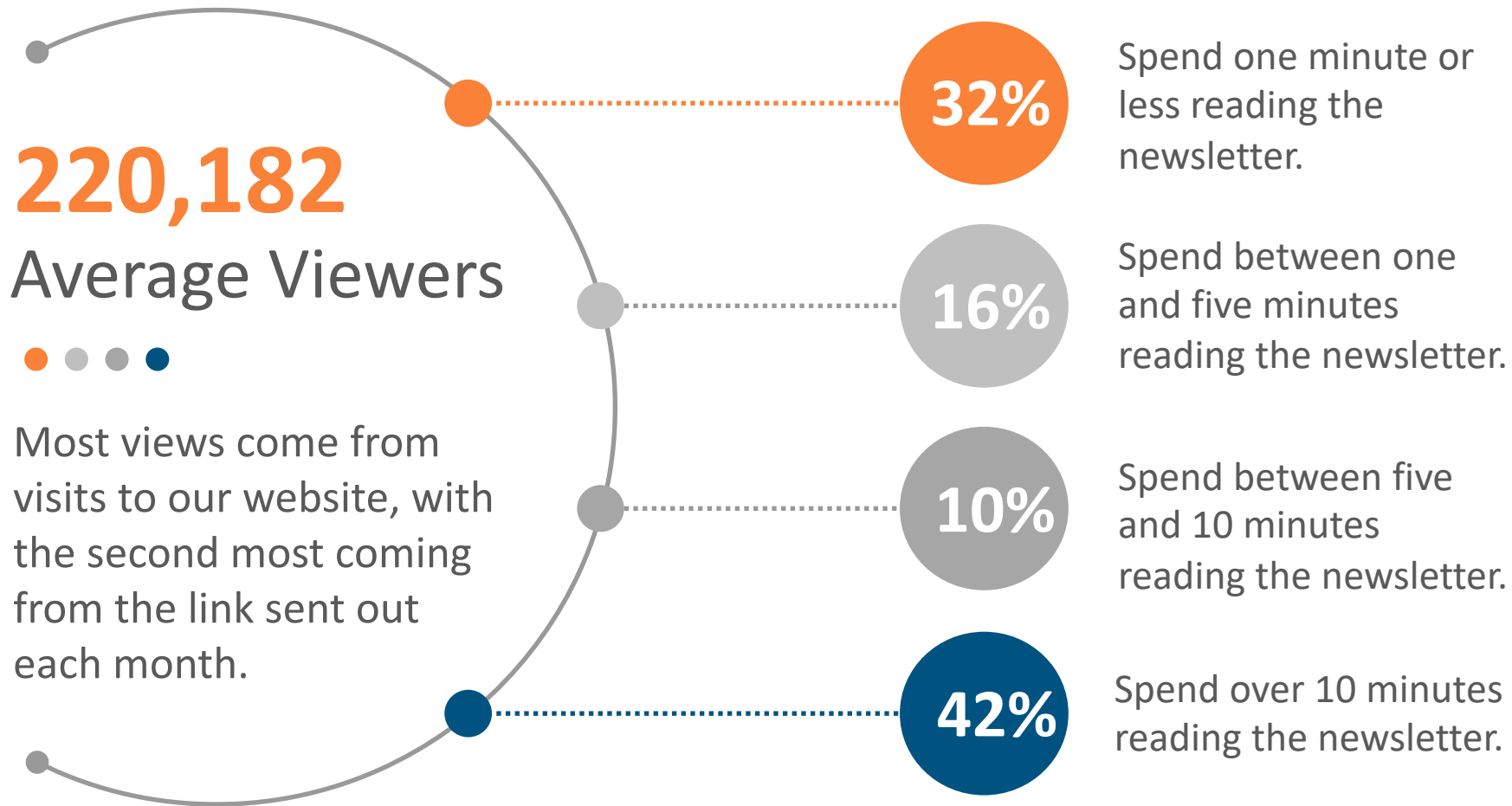
**30+** Media Releases or Statements Issued

# Media Exposure

Local and Online Media Coverage



# Monthly District Newsletter



# *Social Media*

2,329,810

Impressions & Reach

24,532

Followers

956

Posts & Stories

## Album First Day of School 2021-22



West Chester Area School District added 156 new photos.

August 30, 2021 · 🌐



# FaceBook

336 Posts

4,325 Comments

37,668 Reactions

1,683,639 Post Reach



West Chester Area School District

September 14, 2021 · 🌐

Dayshawn Jacobs, Running Back at Rustin HS, has been nominated for Pennsylvania school football player of the week after his outstanding performance Saturday night. Vote for Dayshawn at <https://bit.ly/JacobsPAFBPlayer>. The poll closes at 10 a.m. We

Dayshawn Jacobs, RB



West Chester Area School District

June 1 · 🌐

Yesterday morning our #WCASD seniors grabbed their graduation gear and headed back through the halls of their middle and elementary schools for a final senior walk!

Our younger students got a glimpse into their future while they cheered on the seniors, and our seniors got to remember all of the wonderful people, activities, and places that made their time with us special 💙 Congratulations to the Class of 2022!

Our senior students are busy preparing to toss their graduation caps and walk across the stage to receive their diplomas, but first...

## District Hashtags

- #WCASD
- #WCASDPersonalBest
- #WCASDEducates
- #WCASDIspires

**Chester Area SD**  
stChesterASD

our new Assistant Superintendent  
ynolds! [bit.ly/3rEbuM0](https://bit.ly/3rEbuM0)



# Twitter

**313** Posts

**3,090** Likes

**5,597** Mentions

**564,200** Impressions



As they prepare for the school year, teachers new to WCASD spent time bonding with each other and learning about the area. Their mission included locating the original WC High School, the first schoolhouse in WC, & snapping a "Friends" style photo at the historic CC Courthouse.



A little afternoon yoga to get Starkweather kindergartners focused and ready for an afternoon of learning! [#WCASD](#) [#WCASDEducates](#)



## District Posting Schedule

- 4-6 Posts Per Week (Alternating)
- Mon, Weds, Fri
- Tues, Thurs
- Morning, Midday, Evening

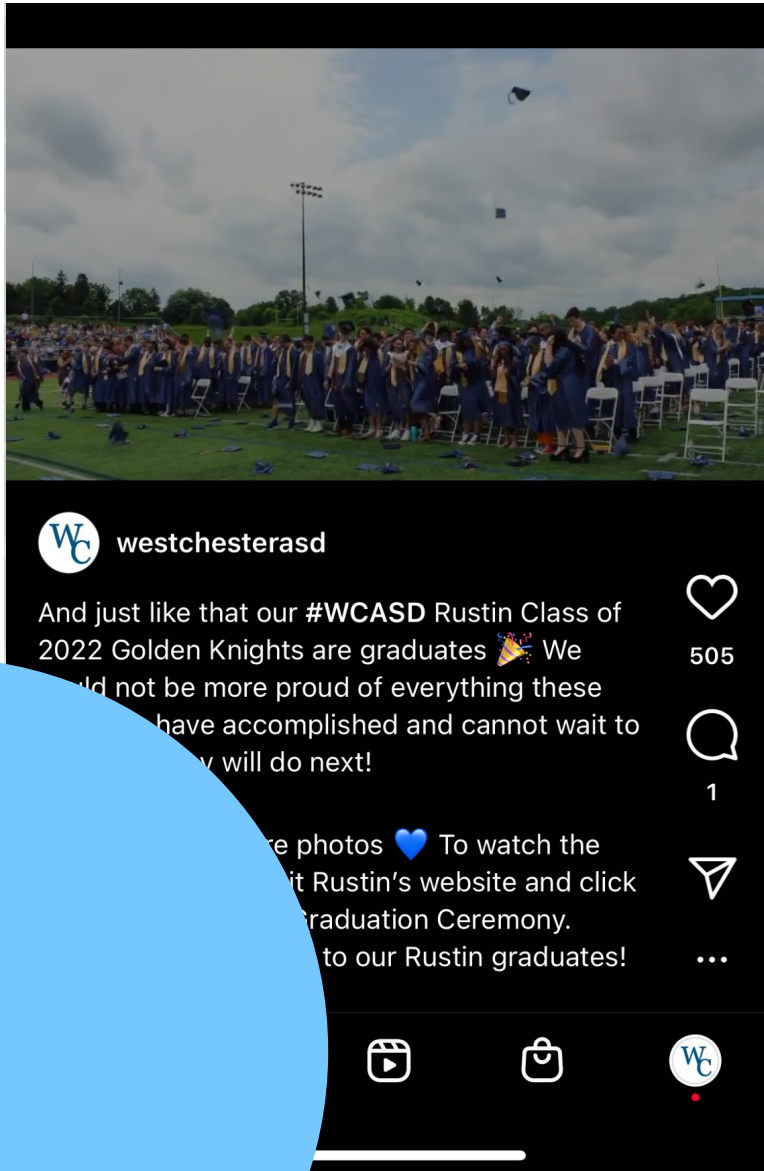
# Instagram

271 Posts

18,190 Story Views

21,973 Likes

36,549 Impressions



## District Content

- Regular View into Schools
- Celebrations
- Student & Staff Achievements
- Weather & Major Alerts



West Chester Area School District

2,028 followers

6mo • 🌐

Congratulations to [#WCASD](#) East High School DECA advisor, Mrs. Lill, being named the PA DECA Advisor of the Year 🏆

Your commitment to helping our students grow into leaders with a dedication and care for our community is truly exceptional! To learn about DECA and Mrs. Lill's recent award, read the full article at the D <https://lnkd.in/efEPjUXx> [#WCASDPersonalBest](#) [#WCASDInspires](#) [#community](#) [#leaders](#)



...der presented statewide DECA award

...s/her) and 345 others

17 comment

# LinkedIn

36 Posts

1,042 Reactions

1,711 Clicks

45,422 Impressions

The 2021 Chairman's Award recognizes a member of the Exton Chamber's Board who has demonstrated outstanding commitment and dedication to fostering the development of business growth and prosperity, advocating for sound public policy and providing outstanding programs and benefits. Thank you for all the work you do for the community, John! 🙌 (pictured on the far left) [#WCASD](#) [#WCASDPersonalBest](#) [#community](#) [#business](#)



West Chester Area School District

2,028 followers

11mo • 🌐

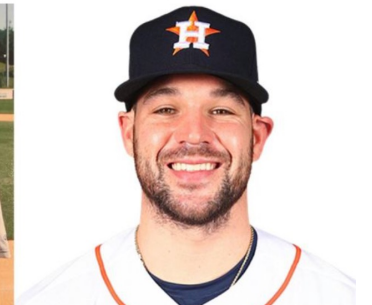
Ches-Mont League 🏆

PA State 🏆

American League 🏆

Next the World Series 🏆

[#WCASD](#) is cheering [#ForTheH](#) & our hometown WARRIOR [@HendersonAthle1](#) [@chazzyfizzz](#) [@chazkanemccormick](#)



## 2022-23 District Hashtags

- [#WCASDCommunity](#)
- [#Gratitude](#)

# *Crisis Communication*

## Potential Threats

16 Emails,  
2 Phone Scripts

## Social Media Rumors

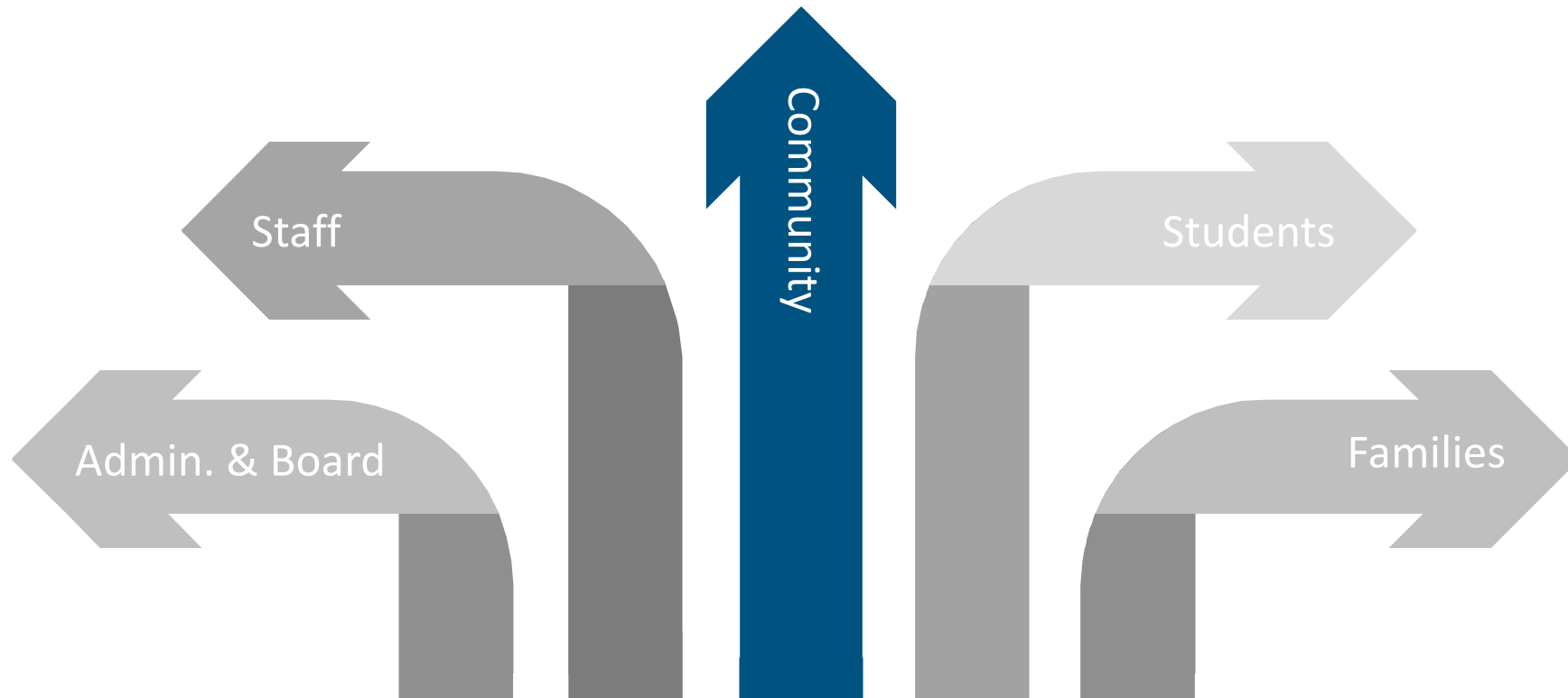
6 Letters

## Weather/Power Emergency

5 Letters

## COVID

6 Letters



# Why We Do it



## Provide Accuracy and Clarity

- We want to give our families and community accurate, clear information as often as possible to ensure they are aware of events, activities, important changes, and more.



## Celebrate Personal Bests

- The WCASD is a large district with many successes and personal bests to be proud of.
- We want to acknowledge those successes and show our community what confident, support students can accomplish.



## Tell Our Story

- We want to tell our story, the story of our district, in a way that is positive but also accurate and transparent so that our community has a true picture of our goals and priorities.



## Make Connections

- We believe that our students, staff, families, and community thrive when they feel connected to their schools, the district, and each other.
- Our PR efforts work toward developing those connections.

WC

**Thank  
You**

