

the SYSTEM COORDINATOR guide

UTRUST APPRECIATION PROGRAM



Tip

Encouraging your principals to appoint a school coordinator and an appreciation team to plan the celebration activities will enhance the overall effectiveness of the Utrust Employee Appreciation Program and help generate positive publicity for your school system.

✧ Appreciation Days ✧

There are eight appreciation days throughout the year recognizing and honoring school employees beginning in September and ending in May.

ROLE OF SYSTEM COORDINATOR

As the system coordinator, you are a vital part of the success of the Utrust Appreciation Program in your school system. You are responsible for communicating with the board, superintendent and schools to build enthusiasm and to ensure that everyone receives the tools needed to celebrate appreciation days in fun and exciting ways.

For each of the appreciation days, we prepare four packets: one for you and one each for elementary, middle and high schools. We make them available on-line at www.utrust.org for easy access. These packets contain ideas and information to help your schools celebrate the appreciation day.

Participation in this program will make a difference in employee morale. It will also generate positive publicity within your community about the school system and help your students develop an attitude of gratitude while they learn leadership skills.

Appreciation Days Calendar

Bus Drivers-September
Custodians-October
Superintendents-November
Food Service - January

Principals-February
Special Teachers -March
Support Staff-April
Classroom Teachers- May



Get the Board Involved

Use the resolution of appreciation included in each packet and have the board adopt it, with or without modifications, to officially establish the day in your school system. Don't adopt one resolution at the beginning of the year to cover all days. Doing them individually means a great deal to each group involved. They like to be singled out for recognition. Also, the press is likely to cover each one so you might get eight articles rather than just one.

Encourage principals to invite school board members to participate in selected celebration activities at their schools. This helps enhance the relationship between the board and employees.

Following each appreciation day, ask the technology coordinator to assist you in preparing a powerpoint presentation or report to share with the board about how the day was celebrated in the system. The staff is honored when the board takes the time to hear about the celebration of appreciation days.



Let the Community Know

Send a news release prior to the appreciation day to the local media. Use the one we have provided or modify it and send it on.

After the appreciation day, send a few stories written by students about the activities that were conducted on that day to the local media. Ask the school coordinator for each school to forward you stories, pictures and videos taken by the students.

Ask your webmaster to include the photos, videos and written articles on social media. This gives your students an extraordinary opportunity to showcase their work as reporters or photographers.

Share the Materials with Schools

Ask principals to appoint a school coordinator and four other advisers to handle the appreciation days and let you know their contact information.

Send an e-mail to the school coordinators reminding them of the upcoming appreciation day and letting them know that the appreciation day materials are available on-line.