

# Connecting

MARCH 2023

NEWS FOR MANAGERS & MECHANICS

## Using Social Media to Change Directions in School Bussing

**Keep lines of communication open constantly, with information about good news (awards, recognitions, etc.) and challenges.**

It's important to be genuine and consistent in the messages that are distributed, especially when those messages relate to safety and job dedication.

When posting positive news, don't forget about providing visual examples, like displaying student artwork, projects and other accomplishments.

**Educate the public about what transportation staff does throughout the year, focusing on dispatchers, drivers, mechanics, administrators, etc.**

One aspect of recognizing the staff is finding specific drivers to highlight throughout the year. School bus drivers are often beloved by the families and students they transport daily. Posting their stories on Facebook gives the community a chance to advocate for those drivers.

Many drivers have amazing stories. Maybe they decorate their buses for the children they transport, or they used to be a Disneyland employee and now they're a bus driver. No matter what their story is, they are out there, and people want to read about them. You could up a suggestion box in the transportation department where employees can submit ideas. Adding human elements allows people in the community to admire or relate with transportation staff.

If a high school team won a game, include the information on the bus driver or drivers who were responsible for transporting the team safely to and from the event. She said they are just as much a participant as the student-athletes and the coaches.

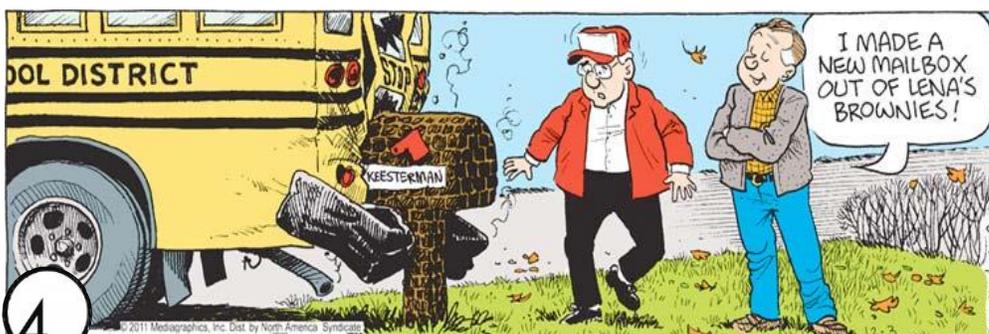
**Before there is a delay or cancellation of school due to weather, natural disaster, etc., hold an event where you discuss procedures and how decisions are made, with safety in mind.**

It's important to educate the community about what goes into being a part of transportation services at the district. For instance, if there is a weather cancellation, make it apparent that the transportation staff was out early in the morning to check the roads for ice. Community members need to know school wasn't canceled because it's a little cold outside, but because it was actually unsafe.

Another simpler way to show-off the transportation staff in a visual way, is to use Facebook Live. Early in the morning while school bus drivers are coming to work and the sun is starting to rise, use Facebook Live to document the processes and procedures that school bus drivers go through to pick up students.

He said the Facebook Live feature is going to be promoted more by Facebook, as it tries to grow its live video presence. Showing drivers in the morning preparing to pick up children is popular content. Not only are you showing drivers getting ready for work, but also sharing human interest stories. You show how early drivers actually have to wake up and drive a large commercial vehicle, in order to pick-up students on-time while being awake and alert.

**Share data on how far the district school buses drive each year via a "Fast Facts" page for the start of school.**



4.

2023  
SCHOOL YEAR

19

ACCIDENT COUNT

8 fewer than February 2022

 "The amount of good luck coming your way depends on your willingness to act."

Barbara Sher 

An example of Washoe's Fast Fact is: "The Washoe County School District uses 351 buses to transport some 20,000 students back and forth to school each day. Every year, our bus drivers log enough miles to drive back and forth to the moon 10 times!"

Perform some quick calculations to help the community appreciate how far drivers drive. That way, when there is a fender bender, the district is able

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*Saints Drivers Received Goodie Bags From North Elementary*



*Name That  
Baby Contest  
In  
Floodwood  
&  
Cremwell*

*School Sent Over Pizza For Lunch In East Central*



*Personalized Cups  
in Seven Hills*



## Bus Driver Appreciation Day or Days

*Thanks for Making the Best Of The Day and Honoring Your Drivers*

*Breakfast in Rockford*



*Coffee Cups in Pine City*



# Connecting



## WINTER BUILDING CHECKLIST

- REGULARLY CHECK FOR ICE DAMS
- CHECK SINKS AND TOILETS FOR LEAKS
- VACUUM REFRIGERATOR COILS
- TEST SMOKE AND CARBON MONOXIDE DETECTORS MONTHLY. REPLACE BATTERIES
- CHECK WATER SOFTENER, ADD SALT AS NEEDED
- CHECK FURNACE FILTERS, VACUUM FILTER AREA IF NEEDED. VACUUM HEAT EXCHANGE RADITORS
- TIGHTEN HANDLES, KNOBS, RACKS, ETC
- RUN WATER IN FLOOR DRAINS AND FLUSH TOILETS IN UNUSED SPACES ( UNLESS FIXTURES HAVE BEEN WINTERIZED
- INSPECT HOSES/WATER LINES FOR LEAKS
- CHECK ALL CORDING AND WIRING FOR DAMAGE
- PAY SPECIAL ATTENTION TO SNOW AND ICE BUILDUP IN DOORWAYS CAUSING AIR GAPS AND HEAT LOSS
- CLEAN AND VACUUM CURTAINS, WINDOW SILLS, FLOOR AND CEILING CORNERS
- REPAIR INTERIOR DAMAGE. PATCH SHEETROCK. TOUCH UP AND REPAINT AS NEEDED
- REPLACE OUTLETS COVERS IF THEY ARE DAMAGED OR MISSING
- DON'T OVERLOAD OUTLETS WITH TOO MANY ELECTRICAL PLUGS
- REVIEW THE SLIP & FALL LIST WEEKLY DURING THE WINTER MONTHS



*Lucas Schaefer*

Lucas is moving in a new direction away from managing a company within 4.0.

You'll still find him in the Custom Shop and he's excited to explore what the next chapter will be.



*Mike Negley*

Mike is launching into a new career starting May 1st.

Mike is leaving Chisago Lakes as Manager but will still stay with the company as a driver.

Thank you for your support within the 4.0 family throughout the last 5 years.



*Jessica Larson*

Jessica will be leaving 4.0 School Services for a new adventure! Her last day is March 15th.

We want to also offer a special thank you to Jessica Larson for her many years of service on the northern frontier of 4.0. Jessica is a strong leader and her attention to detail will be greatly missed. We wish her the best in her new career in marketing.



**SAINT PETER**

Meet the New Manager in the 4.0 Family!

*Monica Hasch*



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to provide the number of miles the school covers a year, and that there are going to be some glitches along the way.

**When there are challenges or changes, refer back to those educational events you held. Stress that you value transparency and good communication with students, families, staff and the community. "As we told you back in October... this is how the system works..."**

Don't let social media intimidate you. Instead look for ways to empower yourself by useful information and content that brings awareness in your community.

## BIRTHDAYS

### MARCH

- 9th – Russ Bode
- 13th – Mike Hennek
- 14th – Angela Sheridan
- 24th – Terry Becker
- 25th – Tina Tuebert

## DATES TO KNOW

- APRIL 29TH—1ST PERIOD RANDOM TESTS MUST BE COMPLETE
- MAY 3RD—WEST REGIONAL MEETING
- MAY 10TH—CENTRAL REGIONAL MEETING
- MAY 17TH—METRO REGIONAL MEETING
- MAY 24TH—NORTH REGIONAL MEETING



## INJURIES?

**REMEMBER**  
to use the  
**Nurse Advantage**  
Line

**1-844-891-6022**



## LOOK

AT THE

**Slip & Fall**  
**Safety**  
**Checklist**

## Howard Lake is excited to send Wrestling to the State Journey





# MARCH



Sun	Mon	Tue	Wed	Thu	Fri	Sat
<p>"FOR EACH PETAL ON THE SHAMROCK, THIS BRINGS A WISH YOUR WAY: GOOD HEALTH, GOOD LUCK, AND HAPPINESS FOR TODAY AND EVERY DAY." -IRISH BLESSING</p>			1	2	3 PAYROLL	4
5	6 PO LISTS DUE	7	8	9	10	11
12	13	14	15 SCHOOL DIST. BILLING	16	17 PAYROLL PO LISTS DUE	18
19	20	21	22	23	24	25
26	27	28	29	30	31	 <p>WATCH OUT FOR FALLING ICE</p>