

As I think back on my Educational Leadership classes I recall my Public Relations Professor making the claim that “the best public relations is a good day of school.” If you were to get all your information from one local source you would think that the Eureka Schools were at an all time low with the quality of education and the opportunities our students have available. However, we think the reality is just the opposite. Did you know?

1. This summer we built a new playground for the community with no additional burden on taxpayers.
2. Our Elementary school is one of the highest performing schools in the nation based on MontCas and NAEP data.
3. Our Junior High is one of a few schools nationwide that has moved from “DidNotMake AYP” to “Makes AYP” and stayed there for two years in a row.
4. Additionally, our Junior High is one of two schools in Montana with similar demographics that “Made AYP.”
5. Our High School tardies have decreased by over 50% in the last two years and discipline referrals are down, too.
6. We traded Halloween costumes for “Science Day” at the elementary school and our students still had fun, and learned.
7. Our Junior High (with High School to follow) just received part of a 28 million dollar grant (with 18 other Districts) to better prepare students for post secondary educational opportunities.
8. Our District is recognized for their technology education program and we have built the infrastructure for this program without a technology levy.
9. Our High School has not lost a course offering despite significant budget cuts. Additionally, High School study halls have evolved to guided studies classes to assist students with their needs.
10. Every District employee has been asked to work harder and give more to benefit students.
11. Our Board of Trustees has made decisions and set specific goals for the constant improvement of the District keeping the education of our students as their top priority.
12. Our facilities and grounds are constantly improving in both appearance and efficiency.

In conclusion I have to agree with my Public Relations professor that the best PR is a good day of school. However, good is not good enough and we will continue improving to make good days into great days for our students. I invite anyone wishing to see any of these points to visit with a Principal or myself to draw your own conclusions.

Jim Mephram, Superintendent  
Eureka Public Schools