

DanTheMan

Superintendent Tweets Snow Day Updates

When even the slightest chance of snow was in the forecast, the Twitter account for North Kansas City School District Superintendent Dan Clemens, Ph.D., was flooded with Tweets from concerned students. Whether it was videos of the ice on their driveways or rants about still having school, students made sure their voices were heard.

Dr. Clemens generally Tweeted the night before bad weather was expected in order to keep students updated, as well as sending a Tweet in the morning confirming or cancelling school.

"I try to be active on Twitter just because I don't always have direct lines to the kids with communication, and Twitter is the one area that if they follow me, I can give them information," said Dr. Clemens.

Senior Paris Taylor-Mahone and junior Will Garstang both Tweeted at Dr. Clemens regarding his snow-day decisions. Taylor-Mahone wanted to make sure Dr. Clemens knew about the conditions in the parking lot, and Garstang Tweeted "#DanTheMan" after he called school off.

"I feel like if we do more Tweets about the Staley parking lot and our neighborhoods, it makes him think about it more," said Taylor-Mahone.

She was not alone. Many students Tweeted to Dr. Clemens to keep him up to date with current weather and future conditions. However, despite the students' determination, the Tweets had no influence on the decision to cancel class.

"Really, the decision is made between the area superintendents and myself, so I'll communicate with them," said Dr. Clemens.

"Usually we try to make a decision together between Park Hill, Liberty, Platte County and ourselves."

Although the Tweets weren't a deciding factor in calling off school, Dr. Clemens said he read through all the student Tweets.

"There's some funny ones that make me giggle," said Dr. Clemens. "I think it's fun. Every once in a while, you get someone that has bad taste, and I try to block them, but most of the time it's in good humor."

Both Dr. Clemens and students could agree that Twitter

streamlined the process of communication about snow days.

"I always enjoy that they keep us notified, and I think social media is good in that form," said Garstang.

Twitter provided a connection between the superintendent and the students and allowed for communication from both sides, for better or for worse.

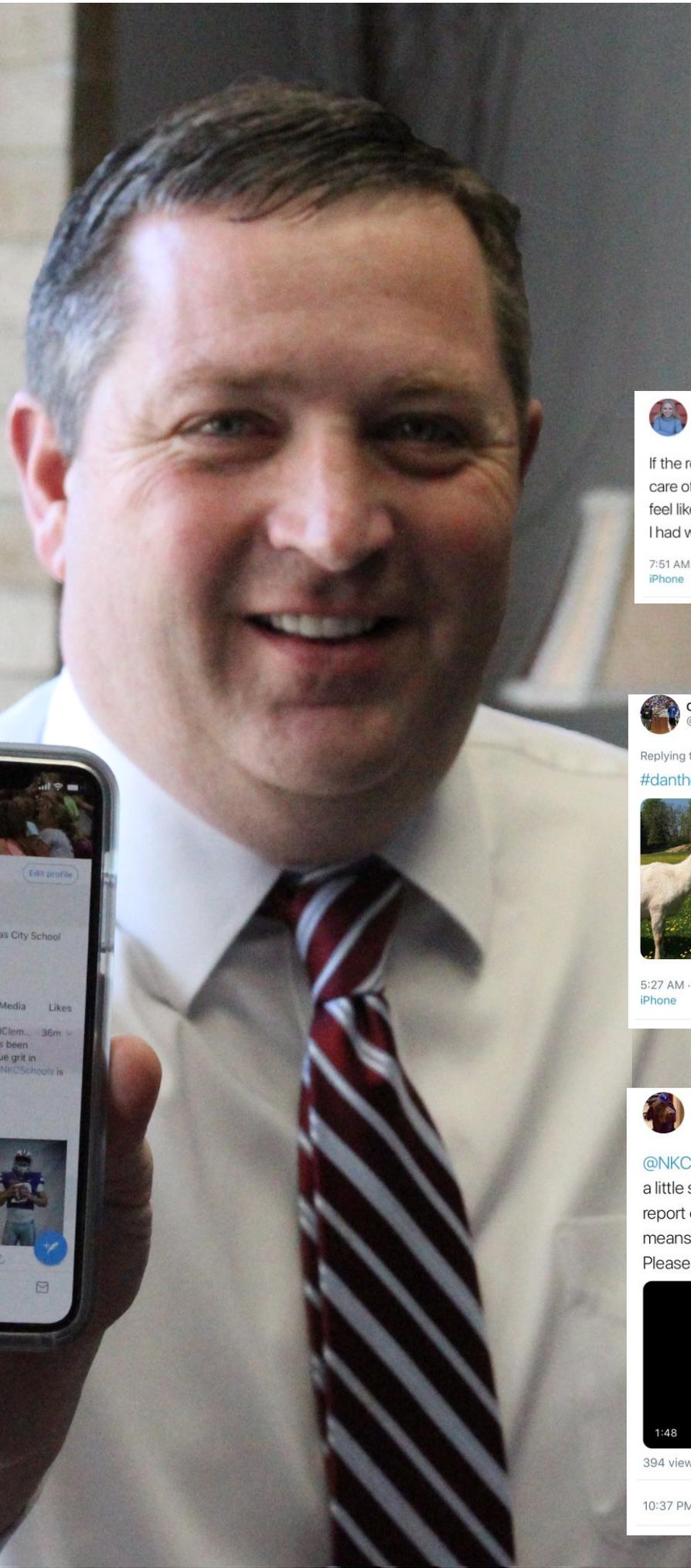
"If it's a snow day, I'm the most loved guy in the city, but if we have to come to school, I'm the most hated," said Dr. Clemens.

// Written by Grace Duddy

In his office Jan. 28, North Kansas City School District Superintendent Dan Clemens, Ph.D., shows his Twitter account. Clemens announced snow days on Twitter to reach students and families faster. "I think it's just trying to get the information out to the kids so that their parents and families can plan for the next day," said Clemens.

// Photo by Clare Cunningham





from the feed



Students Explain Why They Tweeted At Superintendent



 **Abby Hittle**
@_aBbY11

If the roads/parking lots were being taken care of then why did my drive to school feel like there was a cobblestone road and I had wood wheels?

7:51 AM · 1/22/19 from Missouri, USA · Twitter for iPhone

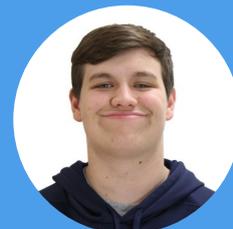
“ A lot of the times he says that the roads and the parking lots are being taken care of, but a lot of times they aren't.
- *Abby Hittle*, 12 ”

 **Carter K**
@CarterKinslow

Replying to @NKCSchools
#dantheman #GOAT



5:27 AM · 1/23/19 from Missouri, USA · Twitter for iPhone



“ He's a great guy, and you got to let him know what's going on, because he's a busy man, and so just a quick Tweet, and he'll know.
- *Carter Kinslow*, 10 ”

 **Cade**
@Cadeinator

@NKCSchools 's Updates were coming in a little slow, so we decided to run our own report on tonight's weather and what it means for tomorrow's driving conditions! Please enjoy!



1:48
394 views

10:37 PM · 1/22/19 · Twitter for iPhone



“ I was just sitting at home, and I thought it would be funny to make a video. So, me and my brother made a video, and then because everyone was kind of like, '@ him,' and I was like, 'Might as well just see if he even looks at this video.'
- *Cade Martchsing*, 12 ”

Photos by Cole Roberts