Rural Australian PBIS Success: Capturing and Engaging Your Community
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Ownership & Community Kick-Off

Rushworth P12 College is a K-12 school with 160 students in a town of 875 people. This is their unique journey to engage their whole town with their PBIS vision of "Positive Community - Positive Outcomes".

Ownership Journey:
1. Whole staff held courageous conversations about values and expectations.
2. Student Captains (house leaders) promoted values and choices to students.
3. Students created posters to campaign for different values.
4. Posters were hung around school and in store windows all over town.
5. Staff, students and community were invited to vote for school values.

Face to face events, mascot creation contests and social media were used to promote the Rushworth P12 College PBIS Kick-Off.

Five Key's to Kick-Off-Success:
1. Branding - Rally around a common vision: "Positive Community, Positive Outcomes".
2. Student contests for a school mascot, PBIS poster design, and PBIS reinforcement ticket design.
3. Community invited to the Kick-Off party at school.
4. Promotion and visibility in store windows.
5. Facebook and Twitter social media campaigns.

Student Outcomes
Examples of how Rushworth P12 College shares data with staff and promotes PBIS throughout Australia.

Rushworth P12 College PBIS Team
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