



Strategic Communications Update

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Communications: Proactive and Reactive

Proactive Communications

- District priorities and strategic initiatives (superintendent search, housing, bargaining updates)
- Student, staff, and school achievements (awards, student accomplishments, celebrations)
- Family and community engagement (newsletters, community meetings, social media)
- Compliance and required communications (CMAS results, annual notices, public meetings)

Reactive Communications

- Emergency and safety communication (weather closures, safety incidents, emergency notifications)
- Media relations (reporter inquiries, interviews, statements)
- Operational updates and disruptions (transportation changes, schedule adjustments, facility issues)
- Sensitive and high-interest issues (personnel matters, investigations, community concerns)



Communication by the Numbers

August 2025-May 2026

- **Website views:** 300,000 views
- **Social Media:**
 - Facebook
 - 468,179 views on posts
 - 6,207 interactions
 - 222 new followers (11.1% increase)
 - Instagram
 - 1.3M views on posts
 - 79,800 interactions
 - 733 new followers (851.9% increase)
- **Website news stories: 75+**
- **Email Communication:**
 - 101 district wide emails sent
 - 68.9% average email open rate
 - 4.3% average click-through rate



Communications Supported Key District Initiatives This Year

Communications supported districtwide efforts ranging from strategic initiatives and community engagement to compliance, operations, and student recognition.

- Superintendent Search
- Student Enrollment
- Affordable Housing Initiatives
- Bargaining & Compensation
- Assessment Reporting
- Accessibility Compliance
- Emergency Communications
- Student & Staff Recognition
- Community Partnership Engagement
- Community Events and Information



Supporting a Transparent Superintendent Search Process

Audience	Communication Goal
Staff	Gather input on desired leadership qualities and ensure employee voices were included in the search process
Families	Provide updates on the search process and opportunities for engagement
Community	Share timelines, candidate information, and opportunities for public feedback
Media	Serve as a point of contact for questions and provide accurate information about the search timeline, process, and candidate selection



What Impact Did This Have?

- Supported **transparency** during major district initiatives and decisions
- **Connected families and community members** with important resources and opportunities
- **Ensured access** to district information through multiple communication channels
- Highlighted **community partnerships** and district accomplishments
- Provided **timely communication** during emergencies, operational changes, and sensitive issues



Thank you! What questions do you have?