



District Office
500 Sunset Drive, Suite #1
Jordan, Minnesota 55352
952-492-6200 main | 952-492-4445 fax

ELISE PICKLE
Communications Director
epickle@isd717.org

Communications and Marketing Monthly Summary

Sharing Our Story:

- Families should have received the Fall Jordan Community Education and Recreation brochures in their mailboxes! Registration for classes are now open, and the digital version (with links directly to class registration) is now on our website > <https://commed.isd717.org/ed-rec/brochure>
- Last week we launched a new video series on our district social media channels ([Facebook](#) / [Instagram](#)) called Tiny Mic Tuesday! These videos are a new way for us to share information and engage with current and prospective families. Upcoming videos will feature staff members and our students, too! Look for new videos most Tuesdays this school year!
- Families will be receiving their Annual Verification email on Tuesday, August 11. Annual Verification gives families the reminder to update their contact information, and access important items like Student Handbooks, school year fees, and the Application for Educational Benefits. We ask that all families complete Annual Verification prior to the start of the school year!

Events Attended for Photography Needs:

- Community Education and Recreation summer programming

Ongoing (Daily/Weekly Activities) handled by Communications:

- Meeting with district leadership to determine upcoming communication needs.
- Craft district messaging.
- Create communications plans for activities and potential crisis communications scenarios, as needs arise.
- Review and respond to public data requests on an individual basis.
- Draft talking points for Superintendent KCHK radio interviews on a monthly basis.
- Manage content for District [Facebook](#), [Instagram](#), and [YouTube](#).

OUR MISSION

Inspire a caring community to ignite learning, innovation, and success for all!

- Continual maintenance of District [website](#) and Smartphone App.
- Maintain updated postings for lighted marquee sign.
- Updating school board policies, following policy committee work, on an as needed basis.