



GENEVA COMMUNITY UNIT SCHOOL DISTRICT 304
FROM THE COMMUNICATIONS OFFICE

TO: Kent Mutchler, Superintendent
CC: Board of Education, Bonnie Johnson
FROM: Kelley Munch, Communications Coordinator
DATE: September 3, 2014
RE: Geneva School District Communication Outlets

As part of the routine evaluation of Geneva School District's communication efforts, I have updated the following list of outlets currently used to disseminate District information. I have included brief information with each outlet, including the frequency, format, and intended audience of each medium, all of which are significant when strategically planning communications.

This document is for informational purposes only. I welcome any comments or questions on this list.

Communication Outlets

Geneva School News – District Newsletter

Audience: All Geneva Residents

Format: Printed

Frequency: Quarterly

Notes: The District newsletter is a consistent outlet to reach all residents of Geneva.

Viking Vessel – GHS Newsletter

Audience: High School Parents

Format: Electronically via 304Connects

Frequency: Monthly during the school year

South Scoop – GMSS Newsletter

Audience: Middle School Parents

Format: Electronically via 304Connects

Frequency: Monthly during the school year

North News – GMSN Newsletter

Audience: Middle School Parents

Format: Electronically via 304Connects

Frequency: Bi-Monthly during the school year

Elementary Building Newsletters

Audience: Elementary Parents

Format: Electronically via 304Connects

Frequency: Every other week (Fabyan, Harrison, Heartland, Mill Creek), Weekly (Western, Williamsburg) during the school year

304 Connects

Audience: Individuals signed up to receive District-level news (primarily parents, some community and media)

Format: Electronic

Frequency: As Needed

Notes: 304Connects is the District's subscription-based email service. Those who subscribe are given the choice of receiving information from the District, an individual school, or any combination of available lists.

Student Information System Emails

Audience: All Parents/Guardians

Format: Electronic

Frequency: As Needed

Notes: The District is able to send emails to all parents/guardians with an email address on file in our student information system. Consideration must be made for those families that do not have email addresses on file.

Staff Emails

Audience: Geneva 304 Employees

Format: Electronic

Frequency: As Needed

District Website

Audience: Parents, Community, Media

Format: Electronic

Frequency: As Needed

Building Websites

Audience: Parents, Community

Format: Electronic

Frequency: As Needed

Public Forums

Audience: Community

Format: In Person

Frequency: As Needed

Board of Education Meetings

Audience: Community

Format: In Person, Television, Electronic

Frequency: Twice per month

Notes: Meetings of the Board of Education are broadcast on Channel 10 and archived on the District's website.

Twitter

Audience: Students, Parents, Community

Format: Electronic

Frequency: As Needed

Local Newspapers – Press Release or Submitted Photos

Audience: Community

Format: Printed, Electronic

Frequency: Daily

TribLocal

Audience: Community

Format: Electronic, Printed

Frequency: Daily

Notes: The District is able to directly post press releases and other information

Neighbors of Geneva Magazine

Audience: All Geneva Residents and Businesses

Format: Printed, Electronic

Frequency: Every two months

Notes: Neighbors of Geneva Magazine is a print publication mailed to every resident and business in Geneva.

“Soundings” Chamber Newsletter

Audience: Geneva Chamber of Commerce members

Format: Printed, Electronic

Frequency: Nine times per year

Channel 10

Audience: Community

Format: Television, Electronic

Frequency: Daily

Notes: Event information can be submitted for broadcasting to the community.