



Hastings
Public Schools

Communications Plan Three-Year Direction

November 4, 2026 • Board Work Session

3-Year Goals

Year 1 Plan

Scorecard

Students are the heart  *of all we do*

From Feedback to Strategy

What We Heard

Families identified the need for clearer, timelier and more relevant information.

Our Approach

Communicate less by default.
Communicate better by design.

Our Response

Align audiences, channels, district priorities and measurement.

1

Listen

Use family feedback to identify communication needs.

2

Plan

Establish goals, audiences and channel roles.

3

Measure

Create a consistent monthly baseline.

4

Improve

Review trends and adjust practices.

Three-Year Communications Goals

Focus	Year 1 • 2026–27	Year 2 • 2027–28	Year 3 • 2028–29
Direction	Clarity in Practice	Consistency & Depth	Refinement & Sustainability
Systems	Develop annual plan and communication handbook	Implement standards across schools and programs	Embed communications into regular operations
Storytelling	Launch Students at the Heart	Expand stories across channels using engagement data	Sustain authentic, relevant storytelling
Processes	Create calendar, templates and request procedures	Refine workflows based on actual use	Maintain consistent practices and improve processes
Evaluation	Establish baselines	Review trends	Evaluate annually

September 2026 Communications Scorecard

Facebook Social Media

Total Page Followers	6,267
Growth	+10.5%
Avg. Daily Views	13,802
# of Posts	49
# of Comments	401
# of Shares	95
Total Views	408,283
Total Engagement	56,538

Raider Update E-Newsletter

# of Raider Updates	4
Open Rate	59%
Click Through Rate	8.3%
Unique Readers	3,013
Total Link Clicks	3,013



Most Used Link
Calendar Page
581 Clicks

Website District Homepage

Page Views	6,182
# of News Stories Posted	6
# of New Users	7,659



Most Visited Page
For Parents Page
1,779 views



Best Facebook Post



Homecoming Court

36,751 Views
215 Reactions



Featured Story: Orchestra

5,483 Views
52 Reactions



Next Steps

01

Report Monthly

Share a monthly communications scorecard with the Board and make it available on the district's Vision Card website. [View monthly report.](#)

03

Expand Measures

Add storytelling balance, targeted messages, and stakeholder feedback.

02

Review Trends

Review trends over time, identify opportunities for communication adjustments, and update progress on the district's Data Dashboard website. [View trends.](#)

04

Gather Feedback

Welcome input to continuously improve how we communicate across the district.

Questions & Discussion