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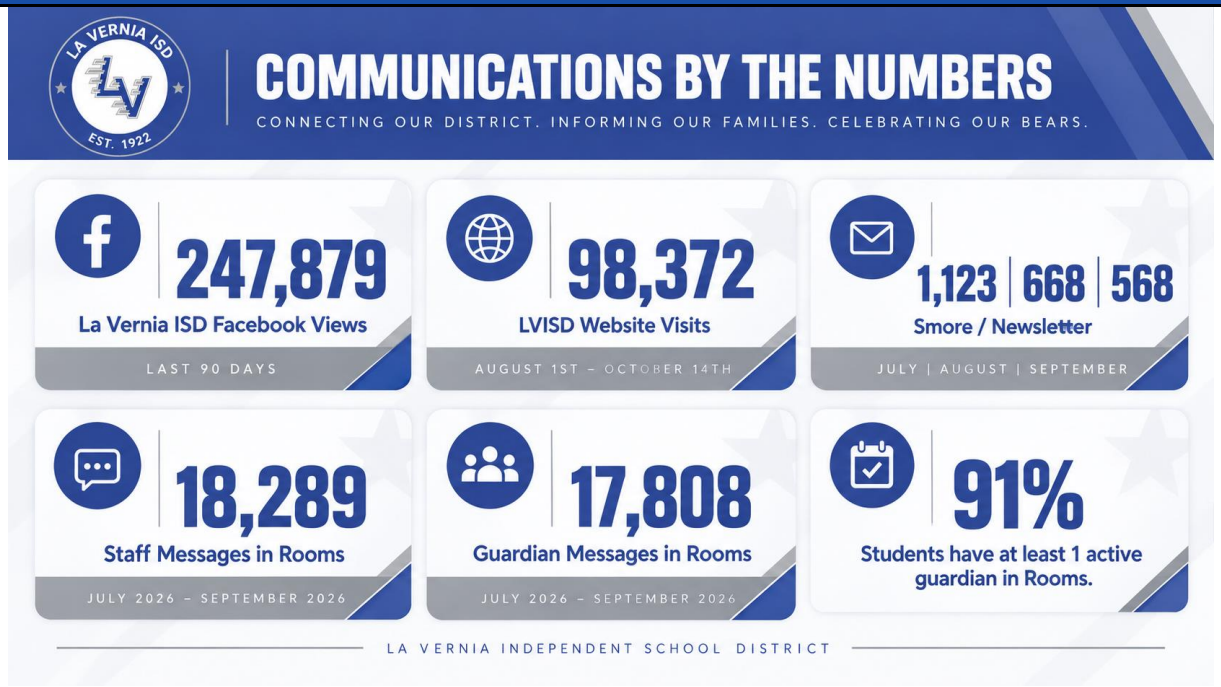
Department Strategic Plan Progress Update

Every Campus. Every Student. Every Day.

Department:	Communications	**Director/Lead:**	Valerie Frazier

One of our priorities this year has been moving beyond simply communicating information and focusing more intentionally on helping our community understand our district, celebrate our people, and know where to find reliable information.

SNAP SHOT (DATA):



PROGRESS AT A GLANCE

Goal	Current Result	Evidence
Increase parent satisfaction with district communication by 10% as measured by the district annual survey.	On track Needs attention	• Survey sent to parents in May 2027

Publish and distribute one district newsletter each month from August 2026 through May 2027, featuring district news, student and staff spotlights, upcoming events, and important announcements, with a goal of maintaining a minimum email open rate of 50%	On track Needs attention	• Explore alternatives to traditional newsletters

STRATEGIC ACTIONS UPDATE

Strategic Action	Progress / Result *(Complete, In- Progress, On- Going, Not-yet, N/A)*
Communicate consistently through multiple platforms sharing timely district, campus, and program updates.	On Going
Provide clear and open two-way communication	On Going
Monitor newsletter engagement and open rates.	On Going
Review newsletter analytics to improve communication.	On Going
Monitor parent feedback and website/social media traffic.	On Going

HIGHLIGHTS & IMPACT

Focus Area	Accomplishments to Highlight

District Communication	Monthly district newsletters, parent and staff notifications, website updates, attendance campaigns, district app and Rooms support
Community Engagement	Launch of Bear Country Community Leadership Academy, parent and staff surveys, Bear Country Student Leadership Academy recruitment and promotion
District Storytelling & Recognition	Student and staff spotlights, teacher appreciation campaigns, athletics and fine arts recognition, Be a Teacher Day video campaign
Transparency & Public Information	Safety communications, public information requests, district procedures and announcements, construction and facility updates

CHALLENGES / BARRIERS

What challenges, if any, may impact achievement of the goal?

- Families receive a significant amount of communication each week from the district, campuses, and teachers. With so much information being shared, families may experience communication overload, causing them to overlook or miss messages that are important or relevant to them.

NEXT STEPS

What will you focus on moving forward?

- **Evaluate communication methods:** Explore shorter, more targeted communication formats that make important information easier for

families to identify and access.

- **Improve communication coordination:** Work with campuses and departments to streamline messaging, reduce duplication, and ensure information is shared in a timely and consistent manner.
- **Increase engagement:** Continue monitoring communication analytics and parent feedback to identify which methods are most effective.
- **Explore alternatives to traditional newsletters**: Consider brief weekly updates, visual reminders, and increased use of the district app and social media to better connect with families.

END-OF-YEAR OUTLOOK

☐ Expected to Meet/Exceed Goal ☐ Additional Monitoring Needed ☐ Adjustment to Actions Needed

Brief Explanation: Make information easier to find, easier to understand, and more convenient for families to access.