



# COMMUNICATIONS & COMMUNITY RELATIONS

Annual Report 2019-20

# Communications



- More than 3,000 stories written, posted or produced by newspapers, magazines, television and radio during 2018 - 19 school year
- A peak of 398 occurred during the first two months of school year
- Most talked about news story? *Send – off for student at W.S. Ryan*
- Most impactful news story?
  - *The Amazing Mr. Fritz – Ryan High School*
  - *Passing of Marilyn Rabsatt*
- District magazine reaches about 40,000 readers digitally each quarter with a goal of expanding past current distribution list

# Communications



- District has more than **33,617** users on Facebook, Twitter, Instagram and YouTube
- Social media posts netted **3.56 million impressions (views)** – a third more than output in 2018

Facebook: 191 posts = 1.9 million impressions with 12,527 subscribers

Twitter: 237 tweets = 1.4 million impressions with 17,500 subscribers

Instagram: 84 posts = 162,000 impressions with 3,702 subscribers  
*160% increase from 2018*

YouTube: 26 posts = 101,000 impressions

*295% increase from 2018*



# Digital Communications

## [www.dentonisd.org](http://www.dentonisd.org)

- Completed a comprehensive overhaul of [www.dentonisd.org](http://www.dentonisd.org) enabling videostreaming capabilities and improved responsive (mobile) design
- HEAT Tickets completed **3,187** (*transfer of staff, new hires, admin changes, etc.*)
- Received **7.1 million** views on [www.dentonisd.org](http://www.dentonisd.org) or corresponding sub site
  - *Top Overall – district homepage received the most views with 3.5 million*
  - *Top Service – Staff Portal (grade portal) #2 overall with 1.2 million views*
  - *Top Department – Human Resources #6 overall with 190 K views*
  - *Top Campus – Guyer High School #7 overall with 215 K views*
- Data contact points show visitors use:
  - *65.5 percent desktop*
  - *32.5 percent mobile device*



# Community Engagement

- Family and community members accounted for 5,433 volunteer applications processed and tallied more than **262,314 volunteer hours**
- Partnered with more than **180 district/campus adopters, businesses and organizations** through Adopt-A-School program to help meet campus needs
- Produced **1,141 mentor - student matches** during the year
- Established stronger ties and communication with area chambers and civic groups

# New for 2019-20



- Create communication collateral for current Safety/Security updates (emergency text alerts, elementary drop-off procedures, etc.) along with Health/Wellness Initiatives
- Design more robust web presence for Human Resources, Child Nutrition, Adult Education/Literacy and Planning/Construction
- Staff Spotlight & Community Spotlight
- Scholastic Network – internal channel that promotes CCR on campus
- Logo Usage/Guidelines
- Customer Service Initiative



# GOALS FOR 2019-20

- Increase the number of business/community partners
- Increase the impressions across all digital, social media platforms
- Increase mentor and/or volunteer hours
- Increase the perception of parents and employees that schools are excellent/good

8. Communications/Community Relations			
8.1	Increase number of business/community partners	3%	40 District /120 Campus Adopters 50/128
8.2	Increase impressions across all digital, social media platforms	5%	3 M 3.5 M
8.3	Increase mentors and/or volunteer hours	5%	200 K hours 262 K Hours
8.4	Increase the perception of parents and employees that schools are excellent/good	2%	78% 75%

Questions?

