

**ITEM FOR INFORMATION****COMMUNICATIONS & COMMUNITY INVOLVEMENT DEPARTMENT REPORT****SUMMARY**

The Communications & Community Involvement Department is committed to providing accurate, clear, timely and transparent information to students, families, staff, community members and media partners in addition to providing opportunities for authentic community engagement.

**BACKGROUND**

The Communications & Community Involvement team lists among its accomplishments during the past school year the “Belonging Begins Here” attendance campaign and the “Escape the Vape” educational campaign in addition to its social media and video storytelling. CCI facilitated the re-registration of 15,000 volunteers and has seen an increase in volunteerism with the expanded use of ParentSquare. CCI secured more than \$1.1 million in donated goods and services, including increased giving to the Clothes for Kids program which served a record number of students.

Initiatives for the remaining school year include community engagement around the district’s cell phone policy, the Aloha High School mascot change and long-range facility planning. In cooperation with Human Resources, CCI is also launching a new employee recognition program.

**RECOMMENDATION**

District staff will present a report from the Communications & Community Involvement Department. No action needed.

**Belong. Believe. Achieve.**