

## **BISD Community Relations Report March 2018**

**Mission of the Community Relations Department: To tell the BISD story through positive dialogue via print and social media, focusing on BISD policy, teaching efforts and student success; to integrate the BISD story into the community in such a way that it promotes goodwill and support to the district, while also investing key personnel into the community profile through service and networking.**

### **Specific Projects completed since March 2017:**

- Overhaul of the BISD Website
- Contract negotiation for and implementation of the School Messenger system
- Refreshment of publications and ads, with specific emphasis on the Back-to-School Guide
- Crisis Response Handbook; continued support in school safety training
- Enhanced Social Media presence with feed to the BISD website
- Hospitality/Customer Service Workshop for Front Office Personnel
- Teacher and Staff Spotlight program
- Billboard program
- Teacher Appreciation and Drink Carts
- Teaching in Excellence awards and Teacher Retirement gifts through the Brownwood Education Foundation
- Classroom grants through the Brownwood Education Foundation
- Charles Musgrove: audio-visual classroom contributions, Gordon Wood scoreboard contributions

### **Projects underway:**

- Continued development of the BISD website, with a focus on meeting ADA compliance
- Continued development of the BISD athletic website
- “Because I Had a Teacher...” campaign through the Brownwood Education Foundation
- STEM program development through the newly-established N.B. Bunin STEM Account
- Parent University implementation
- Plans to fundraise for the mobile STEM/library in cooperation with the Brownwood Education Foundation
- Plans to begin a BISD Alumni database
- Plans for a quarterly BISD magazine entitled the Brownwood Roar
- Enrollment for 2018 – 2019 in the TCU Certified Communicator Program
- 2018 Brownwood Education Foundation Gala – October 2018

## Current Statistics:

### **BISD Website: From August 2017 – March 2018:**

156,311 Total Visits (up 22,935)  
221,725 Page Views (up 40,620)  
140,252 Targeted Views (up 18,549)

As compared to:

### **From August 2016 – March 2017:**

133,376 Total Visits  
180,105 Page Views  
121,703 Targeted Views

### **From August 2015 – March 2016:**

124,906 Total Visits  
168,539 Page Views  
113,240 Targeted Views

## **Social Media:**

### **August 2017 - March 2018:**

**Twitter:** 3,327 Tweets  
1,200 Followers (up 156)

**Facebook:**  
Total Page Likes: 2,890 (up 702)  
Organic Post Reach (Max): 6,206  
Weekly Post Reach (Feb. 27 – March 5, 2018): 3,460  
Weekly Post Engagement (Feb. 27 – March 5, 2018): 8,497  
Top Sources of Traffic to FB: Facebook; Google; Powr.io (Brownwoodisd.org  
Homepage plugin); r.search.yahoo.com

**Instagram:**  
73 Posts  
169 Followers (up 116)

As compared to:

### **August 2016 – March 2017:**

**Twitter:**  
2,842 Tweets  
1,044 Followers

**Facebook:**  
Total Likes: 2,188  
Organic Post Reach (Max): 3,090

**Instagram (Started last year):**  
49 Posts  
53 Followers