

Communications & Community Involvement

ANNUAL DEPARTMENT REPORT

December 12, 2023



The Team

Zuleyma Gonzalez De Cruz, Administrative Assistant

Christina Mackin, Community Resources Coordinator

Kara Yunck, Communications & C4K Coordinator

Melissa Larson, Communications Specialist

Tim Hurtt, Videographer

Sean Van, Graphic Designer

Johanna Shrout, Volunteer Services Coordinator

Shellie Bailey-Shah, Public Communications Officer

Gabby Urenda, Bond Communications Specialist

Accomplishments

- Strategic plan engagement & rollout
- Video storytelling
- Fake & Fatal 2.0 campaign & local/state/national impact
- Community partnerships
- Relocation & expansion of Clothes for Kids

Challenges & Goals

- Website refresh (internal webpages)
- Outreach to non-English-speaking families
- Sustained funding & volunteers for C4K

ParentSquare/StudentSquare

100%
Families/Staff
Opted In

2022-2023 School Year
47,401 Posts
1,056 Smart Alerts
19,667 Photos/Videos
1,050,392 Direct Messages



53%
Downloaded
App

Parent Use
39,621 Opt for Emails
39,186 Opt for Texts
18,545 Opt for App
Notifications

District Website

Total Visits in
2022-2023 School Year:

3,228,944

Average Number of
Unique Visitors/Month:

269,078



Social Media: District



Followers: 21,689 (up 17%)

2022-2023 School Year

Number of Posts: 723 (up 18%)

Reach: 2.5M (down 9.4%)

Comments: 1,564 (down 8.6%)

Shares: 3,478 (up 17.8%)



Followers: 7,127 (up 16%)

2022-2023 School Year

Number of Posts: 445+ (up 37.7%)

Impressions: 1.81M (up 28.8%)

Reach: 944,394 (up 24.4%)

Comments: 410 (down 46%)

Likes: 45,700 (up 42.4%)

Social Media: District



Followers: 8,950 (down 3.5%*)

2022-2023 School Year

Number of Posts: 627 (up 29.6%)

Impressions: 468,256 (down 43.9%)

Likes: 3,078 (up 28.5%)

*X has experienced a 15% decline in users in the past year.



Followers: 5,658 (up 9%)

2022-2023 School Year

Number of Videos: 176

Views: 148,100

2023-2024 School Year

Number of Videos: 75

Views: 70,586

Social Media: Example

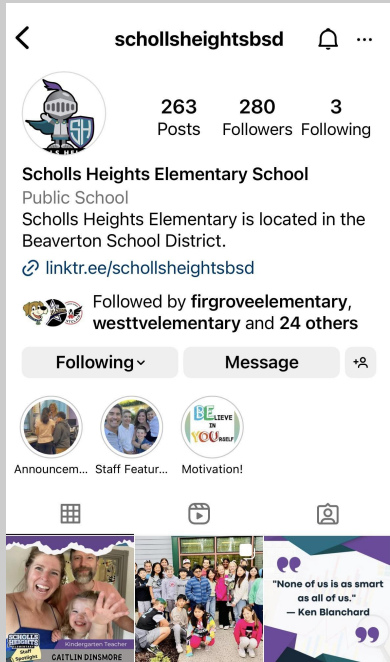


Total Video Views:

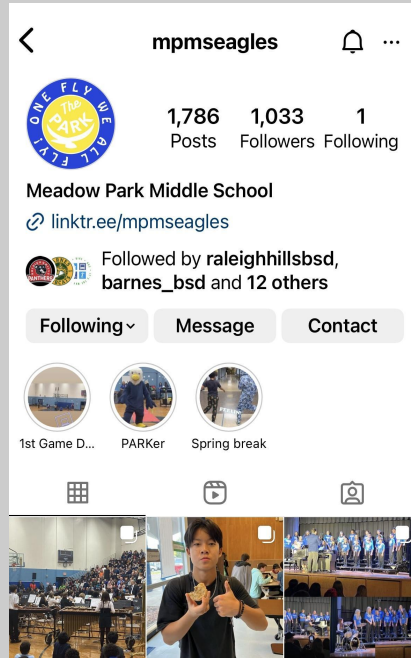
14,720+

Meet the Head Custodian at Bonny Slope Elementary School

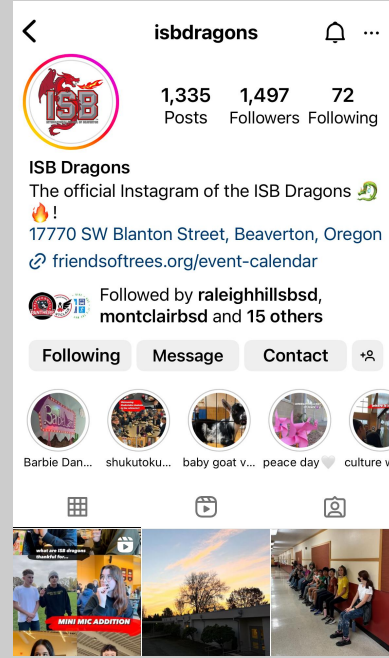
Social Media: Schools



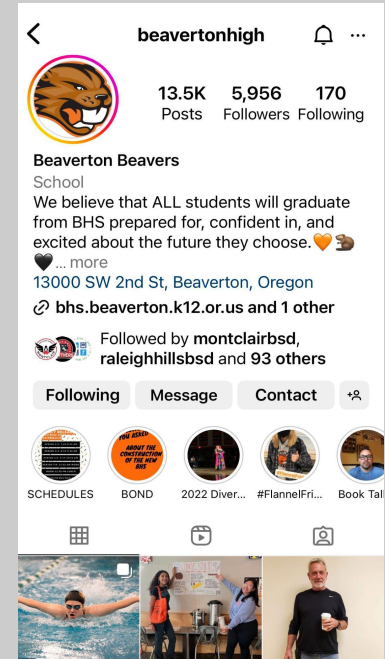
Instagram profile for **schollsheightsbsd**. The profile shows 263 posts, 280 followers, and 3 accounts being followed. The bio identifies the school as Scholls Heights Elementary School, a public school in the Beaverton School District. A link to linktr.ee/schollsheightsbsd is provided. The profile is followed by **firgroveelementary**, **westtvelementary**, and 24 others. The grid of posts includes an announcement, staff features, and a motivational quote by Ken Blanchard: "None of us is as smart as all of us."



Instagram profile for **mpmseagles**. The profile shows 1,786 posts, 1,033 followers, and 1 account being followed. The bio identifies the school as Meadow Park Middle School and includes a link to linktr.ee/mpmseagles. The profile is followed by **raleighhillsbsd**, **barnes_bsd**, and 12 others. The profile picture features a circular logo with the text "ONE FLY WE ALL FLY". The grid of posts includes photos of a game, a person named PARKER, and a spring break scene.



Instagram profile for **isbdragons**. The profile shows 1,335 posts, 1,497 followers, and 72 accounts being followed. The bio identifies the group as the official Instagram of the ISB Dragons and provides the address 17770 SW Blanton Street, Beaverton, Oregon, along with a link to friendsoftrees.org/event-calendar. The profile is followed by **raleighhillsbsd**, **montclairbsd**, and 15 others. The profile picture features a circular logo with a dragon and the letters "ISB". The grid of posts includes photos of a Barbie, a person named shukutoku..., a baby goat, a peace day event, and a culture walk.



Instagram profile for **beavertonhigh**. The profile shows 13.5K posts, 5,956 followers, and 170 accounts being followed. The bio identifies the group as Beaverton Beavers School and states that all students will graduate from BHS prepared, confident, and excited about the future. The address 13000 SW 2nd St, Beaverton, Oregon, and a link to bhs.beaverton.k12.or.us are provided. The profile is followed by **montclairbsd**, **raleighhillsbsd**, and 93 others. The profile picture features a circular logo with a beaver. The grid of posts includes schedules, a bond issue, 2022 Diver..., #FlannelFri..., and Book Talk.

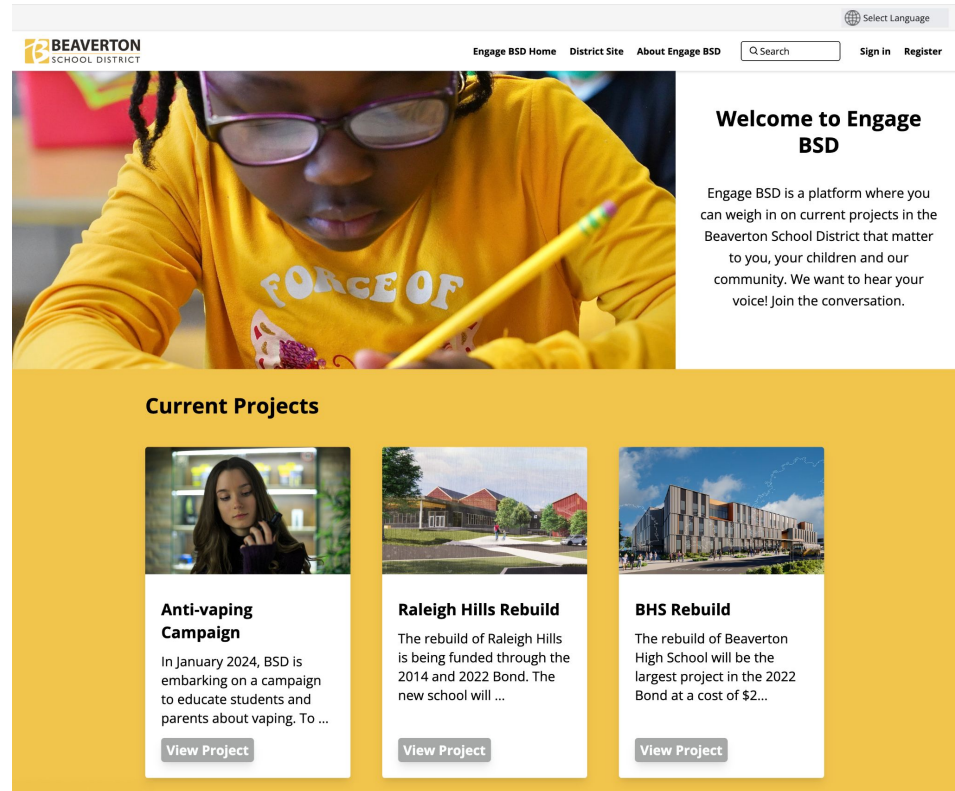
Engage BSD

Number of Projects: 16

Number of Visits: 54,675

Number of Contributions: 19,560
(comments, posts, reactions, surveys)

Engagement Rate: 40.3%



The screenshot shows the Engage BSD website interface. At the top, there is a navigation bar with the Beaverton School District logo, links for "Engage BSD Home", "District Site", and "About Engage BSD", a search bar, and "Sign in" and "Register" buttons. A "Select Language" dropdown is also present. Below the navigation bar is a large image of a young girl with glasses, wearing a yellow shirt with "FORCE OF" visible, holding a yellow pencil. To the right of the image is a "Welcome to Engage BSD" section with a paragraph of text: "Engage BSD is a platform where you can weigh in on current projects in the Beaverton School District that matter to you, your children and our community. We want to hear your voice! Join the conversation." Below this is a "Current Projects" section with three project cards. Each card has a thumbnail image, a title, a short description, and a "View Project" button.

BEAVERTON
SCHOOL DISTRICT


Engage BSD Home District Site About Engage BSD Sign in Register

Select Language

Welcome to Engage BSD

Engage BSD is a platform where you can weigh in on current projects in the Beaverton School District that matter to you, your children and our community. We want to hear your voice! Join the conversation.


Current Projects



Anti-vaping Campaign

In January 2024, BSD is embarking on a campaign to educate students and parents about vaping. To ...


[View Project](#)



Raleigh Hills Rebuild

The rebuild of Raleigh Hills is being funded through the 2014 and 2022 Bond. The new school will ...

[View Project](#)



BHS Rebuild

The rebuild of Beaverton High School will be the largest project in the 2022 Bond at a cost of \$2...

[View Project](#)

Newsletters

Community Newsletter

404 Subscribers

Staff Talk

Employees: 4,751

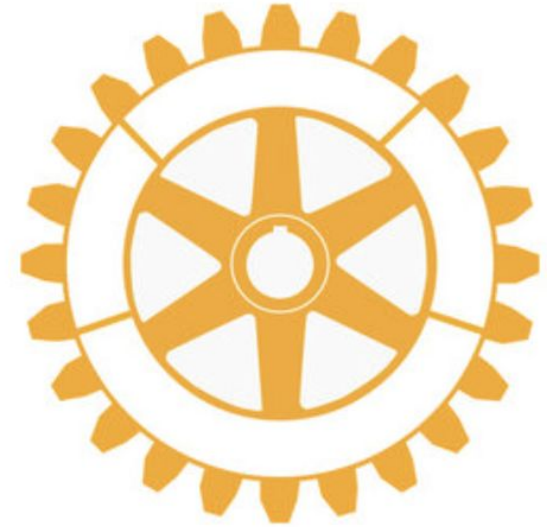
Editions/Year: 22

Open Rate: 29.6%

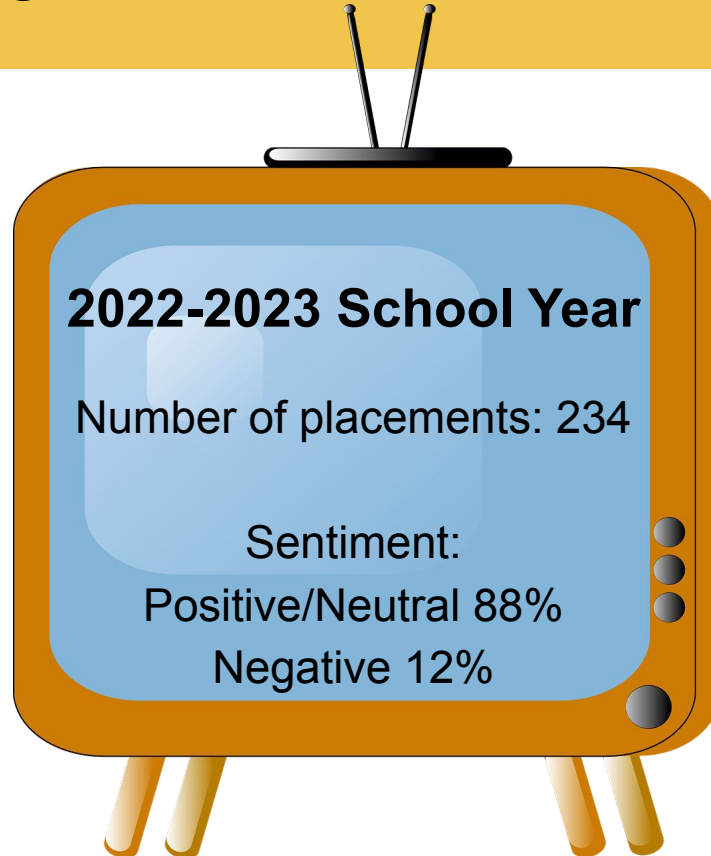
Events



Community Partnerships



Media Engagement



Questions?

Be sure to follow the district's
social media accounts

