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Communications & Community Involvement

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COMMUNICATIONS & COMMUNITY INVOLVEMENT

2025-2026 Annual Department Report

Overview

The Communications & Community Involvement (CCI) Department is led by the public communications officer and supported by eight staff members: administrative assistant, bond communications specialist, communications coordinator/C4K program director, communications specialist, community resource coordinator, graphic designer, videographer and volunteer coordinator.

CCI is committed to providing accurate, clear, timely and transparent information to students, families, staff, community members and media partners while fostering meaningful engagement. We work collaboratively across all departments and schools to build trust, support strategic priorities and strengthen the district's public image.

Accomplishments

Communications

1. Believe You Matter Mental Health Campaign

Spearheaded by CCI, the district launched a yearlong, districtwide initiative focused on student mental health and well-being called [Believe You Matter](#). The campaign has three focus areas: suicide prevention (fall), social media and digital wellness (winter) and sleep health (spring). In September, every school hosted a suicide prevention education night. More than 540 parents and 200 staff members were trained to recognize warning signs and respond to youth in crisis. In January, the district will offer a parent education series featuring an internationally recognized expert on technology and social media. The campaign is helping reduce stigma, build connection and equip families with strategies to support student well-being.

2. Video Storytelling and Bond Transparency

CCI produced [164 videos](#) during the 2024-2025 school year, showcasing every school and department. The team also developed a [five-part video series](#) explaining the long-range facilities planning process, including financing, educational specifications, enrollment, feeders and boundaries, and facility conditions. In addition, we continue to document bond-funded construction progress at Beaverton High School and Raleigh Hills Elementary, along with smaller projects throughout the district. These videos increase public understanding, elevate school stories and reinforce accountability.

3. Aloha High School Mascot Rebranding

CCI engaged extensively with students and staff at Aloha High School on a [new branding package](#). The new mascot imagery—a wolf and shield, as selected by students—replaces images of King Kamehameha previously used by the school. The change reflects the district's move away from mascots that depict human figures or specific genders to better represent school communities in culturally respectful and inclusive ways.

4. State and National Recognition

CCI earned state awards from the Oregon School Public Relations Association for its *Kindness Counts* social media campaign, video storytelling and labor negotiations website. The team also received national awards from the National School Public Relations Association for marketing materials and website design. These recognitions highlight the district's commitment to high-quality, effective communication practices.

Community Involvement

1. Clothes for Kids (C4K)

Clothes for Kids served a record number of students during the 2024-2025 school year, with more than 5,000 visits and approximately 150,000 items distributed. The program receives no direct financial support from the district and relies on clothing and monetary donations.

To increase sustainability, the program now hosts three surplus sales each year, selling donated items not suitable for students. The sales are widely advertised to families and the public. Last school year, these events generated more than \$17,000. Combined with sponsorships from local businesses, the proceeds are used to purchase high-need items, including new socks and underwear. Last year alone, nearly \$30,000 was spent on those essential items.

With the exception of a part-time program coordinator, C4K is staffed entirely by volunteers. The program currently serves families three days a week and requires a minimum of 20 volunteers each day to meet demand. As need has increased, so has the challenge of growing and sustaining the volunteer base. This year, we have expanded outreach efforts to faith-based groups, community organizations, businesses and students to recruit additional volunteers.

2. THPRD Partnership Expansion

CCI expanded its long-standing partnership with Tualatin Hills Park & Recreation District. THPRD hosted monthly donation drives at all centers—collecting clothing, coats and

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shoes for Clothes for Kids and hygiene items and laundry pods for our McKinney-Vento program. We also partnered to host a prom dress giveaway, offering more than 300 dresses to students to help eliminate financial barriers to milestone experiences.

3. Districtwide Food Pantries and Community Markets

CCI coordinated the establishment of food pantries at all 54 school sites plus the Community Transition Program and Early College to support families facing food insecurity, especially during the temporary suspension of SNAP benefits. Also, the district partners with the Oregon Food Bank (OFB) and Urban Gleaners to operate 11 external and one internal school-based, pop-up markets and is working with our community partners to expand markets to additional schools. Last year, OFB distributed \$167,808 in food, and Urban Gleaners provided more than \$1 million in food support through BSD schools.

4. Other Community Partnerships

In addition to OFB and Urban Gleaners, CCI cultivates partnerships with more than 100 local organizations, including businesses, community groups, faith-based organizations and service clubs. Last year, these partners contributed \$836,919 in in-kind donations; this figure does not include in-kind donations facilitated by and given directly to schools.

Initiatives

1. Class Intercom Social Media Platform

Social media continues to be an excellent way for the district and schools to showcase the work of students and staff while building community. This past summer, CCI launched and trained staff on Class Intercom, a unified social media management platform. For the first time, all 116 district, school and program Facebook and Instagram accounts are managed in one secure system. The platform improves scheduling, reduces staff time, enhances brand consistency and allows the district to share coordinated campaigns, like *Believe You Matter*, more efficiently.

2. Let's Talk/Onflo Districtwide Engagement Tool

In partnership with IT, CCI supported the rollout of Let's Talk/Onflo, a unified service desk and customer engagement platform designed for school districts. The tool includes an AI-driven chatbot to answer frequently asked questions and a contact feature that routes users directly to the appropriate department. The platform launched in November and will be introduced to the community in January. Next year, it will extend to schools, improving accuracy, response time and overall service quality.

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