

# COMMUNICATIONS DEPARTMENT REPORT

## December 2024 Board Meeting

### 2024-25 Communications Activities

This report is modified to include the ongoing communications and bond program for the Molalla River Schools.

**Background:** The goal of the program is to provide the right information at the right time.

**Situation:** Two foundational elements, the District’s branding, which includes a logo; and the new website platform, which encompasses a parent notification platform, mobile app and webpages were well underway in 2023-24. These projects are behind schedule, yet progressing.

### Plans September - December Branding Work

- Finalize the Brand Style and Logo Use guide
- Design the letterhead, business card, signage, id badges, templates for printed materials and websites.
- Roll out the brand guide for use.

### Website/Communications System Work to reach milestone

- Complete the website menus
- Complete the cleanup of files, pages, documents that transferred from the former sites
- Link the social media channels for the schools
- Complete the automatic notification process - high school and twice a day calls at secondary schools.

### Bond

Direct Mail to Voters
Oversight Committee Process Formed

August - December Planned Milestone Activities	
<b>Handover Complete</b>	Handover websites in October. Formal training sessions completed. IT trained. Transition to 1:1 training and help sessions. Website clean up and content develop is ongoing.
<b>Planned not executed</b>	Resume regular staff newsletters
<b>Completed</b>	Resume regular parent/community newsletters. 11/9 and 12/3 editions sent. A community newsletter is scheduled for monthly distribution.
<b>In process</b>	Launch mobile application. Revisions are underway to make this mobile app functions. Rooms feature in underway: data verified, Administrator demo, IT and Comms trained. Next steps are to orient building reps, pilot at Molalla High in January 2025 and then roll out at all schools February – June 2025.
<b>Completed</b>	Handover notification system
<b>In progress</b>	Launch branding guide. Few items are in production to solidify the style guide.
<b>On Track</b>	Bond Oversight Committee met three times. Co-Chairs are Jeremy Joseph and John Meyer. The Bond Oversight Committee elected to meet monthly on January 7, 2025 and February 4, 2025.

<b>Planned</b>	Bond informational mailer to community (voters)
<b>In Progress</b>	Annual report

**Completed Activities December:**

- Letterhead and sign proofs under revision.
- Rooms training completed. Rooms implementation schedule set.
- Website updates.
- Held December Bond Oversight Committee.
- Visited parent group (Clarkes.)
- Sent parent newsletter.
- Communications support for InTouch payment system.

**Completed Activities November:**

- Graphic Designer hired for brand guide, letterhead, powerpoint slide templates.
- Sign for Board room ordered
- Website trainings for school and district department staff.
- Orientation for Chris Shaw on Apptegy products.
- Held November Bond Oversight Committee meeting.
- Held Community Open House for Middle School Schematic Design.
- Sent parent newsletter.
- Sent safety matters newsletter for crosswalk.
- Promotion for the Studer Satisfaction Surveys.
- Visited two parent group meetings (MES, MRMS).
- Media relations.

**Completed Activities October**

- Emergency Communications
- Webpage rebuild for
- Handoff Attendance calling reports to schools
- Web trainings for District and School Staff (2)
- Facilities Department Webpage builds

**Completed Activities September**

- Community Eligibility Program webpages and video (English and Spanish)
- Communication to the Bond Oversight Committee Members
- Report on Bond Oversight Committee Process for Board
- Back to school content on websites
- School website builds
- Set up automatic attendance calls
- Communications to parents about athletics, attendance calling
- Bond update to the Bond Oversight Committee Applicants
- Checklist for communications to Administrators and School Secretaries (August)
- Back to school ad in Molalla Pioneer

<b>January- March Planned Milestone Activities</b>	
	Launch Communications for FirstView Bus tracking App launch for parents.
	Plan actions for Communications Partnership Pillar goals.
	Launch communications for Molalla River Schools Mobile App/Rooms
	Monthly staff newsletters
	Monthly parent/community newsletters
	Middle School Design Community Outreach
	Meet with parent and support group leaders (PTGs, Orange and Black boosters)