

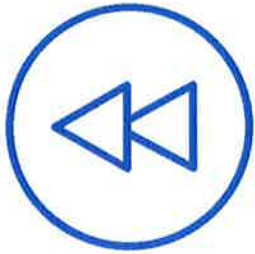


2018-19

COMMUNICATIONS UPDATE

Achieving District Goals & Enhancing Storytelling





Recap From Last Year

"Building a Foundation for Effective, Sustainable Community Engagement & Measurement"

Area Focuses:



1. Visual Alignment -

- Streamlined District Communication Designs
- Consolidated Logos



2. Measure Community Engagement -

- Established Dashboards to Measure Campaign Effectiveness & Expand Storytelling on all Communication Channels

3. Internal Support -

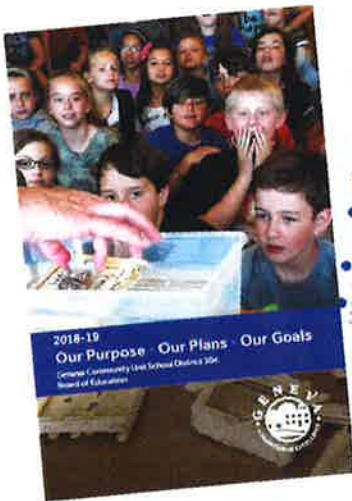
- Established Training & Guidelines for all District Website & Social Media Users



Goals for 2018-19

Area Focuses:

1. Implement New Initiatives That Create Opportunities for Community Engagement
2. Expand Communications Through Activities Guided by Data Analysis
3. Conduct Community Forums as Part of Engagement





01

New Initiatives

**'Learning and
innovation go
hand in hand.'**

—William Pollard



+ 01

New Initiatives

Communications supports all areas of the District with communicating initiatives to families, staff and community

Sodexo Future Chefs:



Update Paper Recipe Card Application with Online Form.



Promote to Families of Students in Grades 1-5.

15
recipes submitted



Invite Local News Media to Promote Our Innovative Chefs!



Invite Staff, Board Members, & Local Merchants to Participate as Judges.

Three blue trophies with stars on top.
**1st, 2nd
& 3rd**
prizes awarded

Sodexo Future Chefs:



+ 01

New Initiatives

Annual Transportation Form: Transition from Paper to Digital



Pilot with Western Avenue:
Create Branded Online Form &
Communicate Launch to Families with
2018-19 Online Registration.



4 min.

Avg. time to complete



MOBILE

Friendly!



Online Transportation Form:



Collect Feedback From Families & Staff

"It seemed to work very well."
— Parent



4.3 of 5

Parent Rating

"Very user friendly."
— Parent



Share Outcomes with Principals & Main Office Elementary School Staff

"Not only cuts my processing time significantly, but makes keeping track of changes from parents so much easier."
— Liz Cannon, WAS Building Secretary



Roll Out Program to Additional Elementary Schools



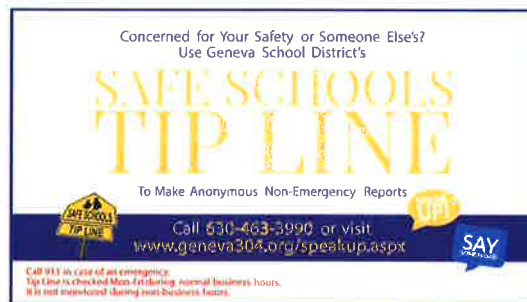
A screenshot of the Mill Creek Elementary School website. The header includes the school logo, name 'Mill Creek Elementary School', and the tagline 'A Tradition of Excellence'. Navigation links for 'ABOUT US', 'STUDENTS', 'PARENTS', 'COMMUNITY', and 'STAFF' are visible. The main content area features a large heading 'RETURNING STUDENT REGISTRATION' and a sub-heading 'Verification Window: April 26-May 17'. A button below reads 'CLICK HERE TO VIEW YOUR SCHOOL FORMS'. The background of the screenshot shows a hand writing on a clipboard with the school logo, next to a computer keyboard and mouse.

+ 01

New Initiatives

Safe Schools Tip Line:

- Featured on Home Page of Every Geneva 304 School Website
- Annual Evaluation and Review of Communication Process with Administrators
- Safety & Security Department Featured in Spring 2019 Newsletter, Highlighting Tip Line
- All 2019-20 School Online Registration Pages List Safe Schools Tip Line Under "Important Information"
- Promotional Flyers Provided to Schools, and TV Monitor Images for Display in Public Areas



+

02

**Expand
Communications/
Data Analysis**

**'You can't
manage what you
don't measure.'**

- Peter Drucker,
Educator & Author



What Actions Can We Take as a Result of Website & Campaign Analysis?

+ **01**

Celebrate/replicate successes

Identify which campaigns performed well so we can celebrate and replicate them.

+ **02**

Identify areas for improvement

Identify which campaigns or pages aren't high-performers, allowing us to tweak our pages or our efforts to optimize future results.

+ **03**

Inform decision-making

Rather than guess how our communication strategies impact our community, base our decisions on quantitative behavior.

+ 02

Expanding Communications Through Data Analysis

Growing our Geneva 304 social media followers helps extend our storytelling reach to parents, students and greater community.

Social Media:

Represents May 2019 data (compared to May 2018).



5.6K +672

total fans increase this year



4.8K +1.1K

total followers increase this year



1,100+ +439

total followers increase this year

+ 02

Expand
Communications
Through Data Analysis

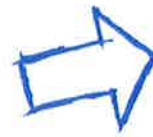
2018

32K
MONTHLY
website users

Website:

2019

35K
MONTHLY
website users

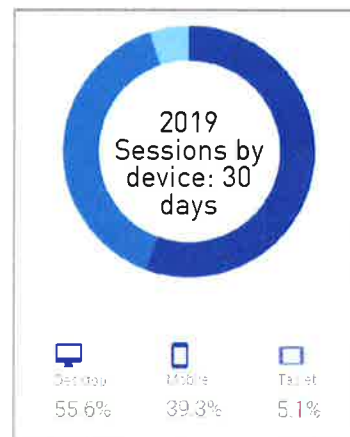


224K
ANNUAL
website users



267K
ANNUAL
website users

What devices
are audiences
using?





03

Conduct Community Forums

'Alone, we can do so little; together, we can do so much.'

— Helen Keller



+ 03

Conduct
Community
Forums

400+
registered

200+
attendees

Wake Up Call:



Email open rates as high as 42% —
higher than our average of 30%

REGISTER TODAY TO ATTEND
7 P.M. TUESDAY, JAN. 22 AT GENEVA HIGH SCHOOL



Click on the image above to watch a video about the speakers of Wake Up Call a presentation on drugs and alcohol abuse coming to Geneva High School Jan. 22.

Dear parents, guardians, community and staff,

Wake Up Call, a free one-night-of-a-lifetime broadcast with more than 20 "real flags" (signaling drug or alcohol abuse), is coming to Geneva High School on Tuesday, Jan. 22. The event is free and open to adults age 21 and over.

THERE'S STILL TIME TO REGISTER
WAKE UP CALL 7 P.M. TUESDAY, JAN. 22 AT GENEVA HIGH SCHOOL



Click on the image above to watch a video about the tools and resources offered by Wake Up Call.

to parents, guardians, community and staff.

The still time to register for Wake Up Call, a free one-night-of-a-lifetime broadcast with more than 20 "real flags" (signaling drug or alcohol abuse), at Geneva High School on Tuesday, Jan. 22. The event is free and open to adults age 21 and over.

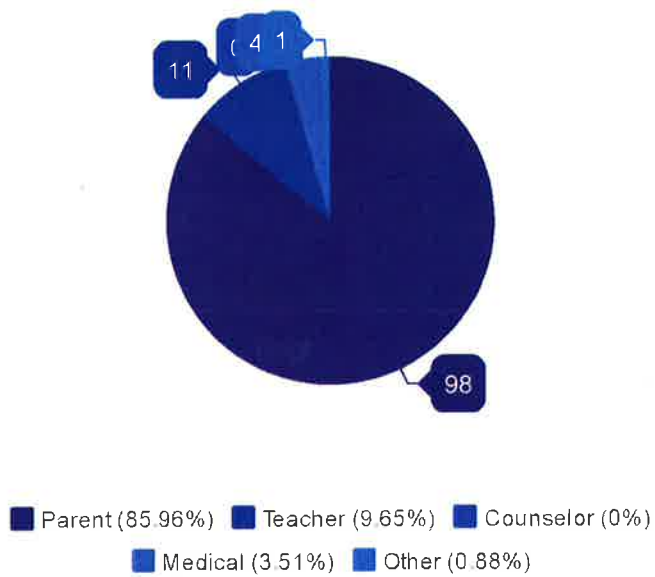


Wake Up Call
requested to use
Geneva 304's videos
& flyers in their own
promotions

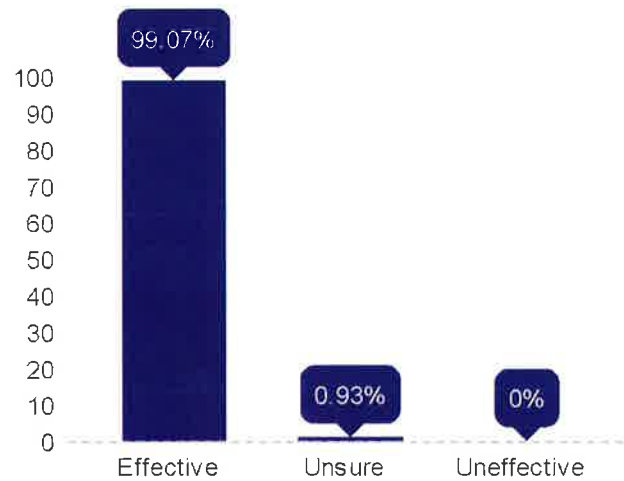


Wake Up Call Post-Event Survey Results:

I'm here as a ...

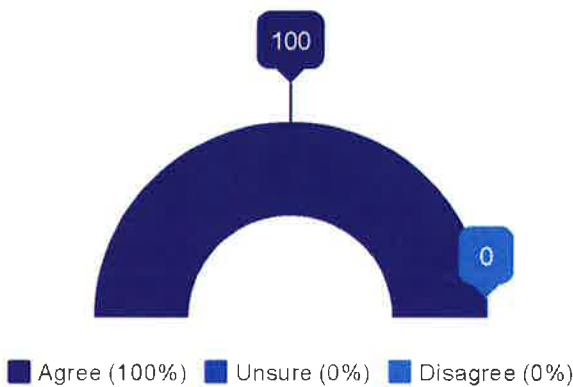


How effective was this presentation in providing awareness and education about this topic?



Wake Up Call Post-Event Survey Results:

After the presentation, I believe I have more knowledge about the signs and symptoms of substance use.



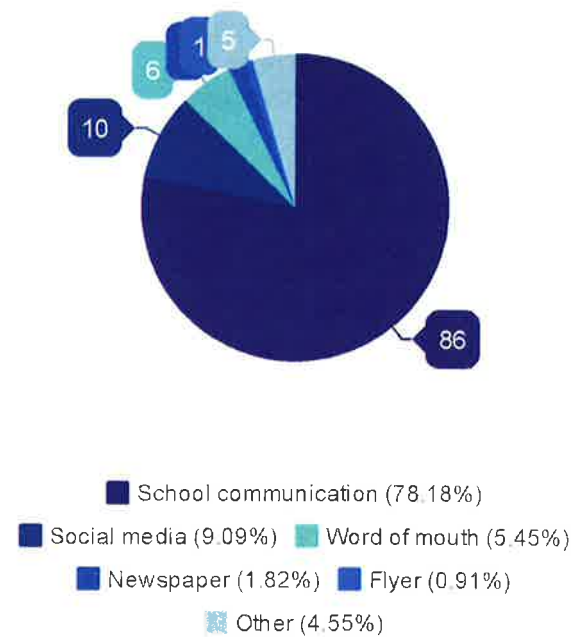
★★★★★
4.92 of 5

Attendee Rating

"Excellent informative presentation."

"I feel more confident about approaching my children about this topic."

How did you hear about the event?





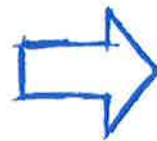
03

**Conduct
Community
Forums**

Community Engagement Series:

5

target audiences



100+

guest attendees



Real Estate Agents/Brokers



Chamber of Commerce Members



Geneva Academic Foundation



Parent Teacher Organizations



Geneva Women's Club

OBJECTIVES:

- Discuss what's new for Geneva 304
- Get answers to questions
- Share feedback on how we can improve communication

OUTCOMES:

- Increased responsiveness to community alerts (scams)
- Strengthened awareness of opportunities for students & families (Future Chefs judging)
- Additional storytelling about the great work partners do to support Geneva 304 students and staff (GAF grants, GWC donations)



Beyond the Goals

Additional Focuses:

1. Support and Promotions for Internal Stakeholders - Our Staff!



Geneva CUSD 304 @Geneva304 · 19 Dec 2018

If you're not yet following @KaraBeran1 please do so! Mrs. Beran is a second grade teacher at Harrison Street Elementary School, and we can't wait to see what her class is up to this year! @HSSPrincipal



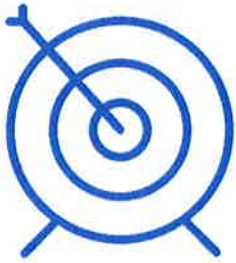
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18

staff training sessions



- Social Media
- Website
- Email



Beyond the Goals

'If you aren't excited about your content no one else will be.'

- Inc.com

Additional Focuses:

2. Nurture Our No. 1 Communication Tool: Website

100+
old pages removed



Compliance with American Disabilities Act

3. Foster Relationships and Raise Bar in School District Communications



Drugs & Alcohol Forum — Golden Achievement Award of Merit:Marketing Campaign



Drugs & Alcohol Forum — Award of Merit: In-House Video



WE ARE Your Board of Education — Award of Merit:Infographic Series



WE ARE Your Board of Education — Award of Merit:ocial Media Campaign



First there were Geneva 304 logos ...



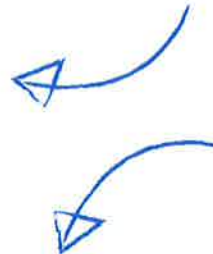
Unique school identities through mascots



... Then there was Geneva 304 Blue!



Trademarked Logo



School Identities Remain Distinct But Unified by Geneva 304 colors!



**'Everyone has
a story to tell.'**

— Savi Sharma

What's Next?

+ **01**

Innovative Storytelling

Find new ways to share our stories with our community!

+ **02**

Explore Tools That Enhance Communication

What other communication tools can we leverage to increase our effectiveness?

+ **03**

Continued Focus on Relationships

Seek new opportunities to build, strengthen, and sustain relationships — with staff, partners, and community.

THANK YOU!

