

## Communications Channel Grid

Communications Channels	Target Audience	Purpose	Format & Delivery Method	Results/Notes
<b>Bi-Monthly Community Information Brochure</b>	All River Forest postal addresses (residents & businesses)	Provides information about District 90, including educational initiatives, capital improvements, successes, and awards.	Printed & mailed via USPS	Anecdotal responses from a variety of recipients (parents & teachers) complimenting new format & information.
<b>Press Releases</b>	Chicago area media outlets, including local news outlets of Wednesday Journal, Forest Leaves, and the Patch	Inform reporters and media outlets of events, positions, and activities of District 90, its schools, and staff	Via email on an as-needed basis	Varies depending on reporter interest, subject matter, and media coverage.
<b>District 90 website</b>	District 90 community and any visitors to website	Updated regularly with photographs, news, and educational information.	District 90 website	Investigating a refresh of the current website during the 2021-22 school year
<b>COW meeting presentations</b>	Parents, staff & faculty, community stakeholders, and Board members	Informs Board members and attending community members about District educational programs	COW meetings posted on website (as appropriate)	
<b>Facebook and Twitter</b>	Parents, faculty & staff, Board members, Village residents, and any visitors to the Facebook page or subscribers to Twitter	Shares information on District and school activities. Twitter is used by faculty & staff to share information (#D90Learns). Schools have developed their own Facebook/Instagram sites	Facebook & Twitter	Investigate methods to improve monitoring of Facebook comments (especially the RF Parents, etc. Facebook pages)
<b>BrightArrow Messages (formerly School Messenger) notices</b>	District 90 parents, staff & faculty, Board members, selected community organizations, and other stakeholders	Provides wide-ranging information, including emergency notices, District information, and other general information	Via email	Generally receive about 10-20 responses from parents, depending on the topic.

<b>Contribution to the River Forest e-Newsletter</b>	Village of River Forest community	Provides the District's position on topical educational issues	Via email/monthly	
<b>Employee Newsletter</b>	District faculty and staff	Provides District faculty and staff with information on District events, activities, instructional matters, and other employee-related information.	Via email quarterly (3 times/school year)	Will restart in 2021-22 school year
<b>School E-newsletters</b>	Parents of current students.	Provides information about school, PTO, and classroom events/activities.	Via email.	All schools manage their newsletters in concert with the PTO or faculty and staff.
<b>PTO Council meetings &amp; webpage</b>	PTO Co-presidents for PTO Council meetings, and District families, faculty & staff, Board members, and other stakeholders for the website	Enables sharing of information among PTOs. The PTO webpage provides information about PTO events, activities, and notices.	PTO Council meetings are in-person, and webpage updates are via the D90 website.	PTOs manage the web pages for their respective schools.

Updated October 2021