

August 20, 2025

Dear Board of Education,

Over the past year, I've appreciated the opportunity to contribute to improving district communications. As a district parent and marketing professional, it has been rewarding to help lay the groundwork for stronger, more consistent engagement with our families and community.

With more active social media channels, consistent email updates, and an updated community report, the district has made meaningful progress in aligning its communications with the goals of the strategic plan—especially Goal Four: Family and Community Partnerships.

Looking ahead, there is an opportunity to build on this momentum by pursuing several key projects, including:

- Designing and distributing a **District Welcome Guide**
- Conducting a **website audit** to create a better user experience
- Creating a **communications hub** with shared graphics, messaging, and templates
- Maintaining a **social media content calendar** and conducting **staff training**
- Creating **branded email templates for principals**
- Strengthening **community partnerships** through event cross-promotion and a possible **district-wide volunteer event**
- Building an **outreach calendar** to highlight student clubs and leadership activities
- Investigating a **quarterly community eNewsletter**

To help complete this work, I would like to continue in a consulting role, providing approximately 10 hours per week at a rate of \$75 per hour. With my background in public sector marketing and my experience both inside and outside the district, I'm confident I can help implement these projects in a way that is strategic, sustainable, and aligned with the district's values.

Thank you for your time and for your continued dedication to our students and families. I look forward to supporting this important work.

Sincerely,

Molly Castor

Director & Consultant, Stacks Consulting Group

2024-25 GOAL	ACTION PLAN	TIMELINE	STATUS
Build consistent communication channels			
Develop communication method chart	Share with DLT	2024-25	Completed
Share Points of Contact Progression chart	Distribute with engagement guidelines and/or at conferences	2025-26	Update website Communications page
Investigate shared email software system	Work with Director of Tech on S'more accounts	2025	Created. Build brand kits. Best practices training?
Establish quarterly superintendent email	Identify theme and content with superintendent	August, November, February, May	Completed Scheduled for 2025-26
Highlight new website	Launch app	February	Completed 2025-26 website audit
Enhance district brand perception			
Create communication + brand guidelines	Share with DLT	2025	Met with DLT. Plan further distribution.
Create district welcome guide	Organize content and design layout; distribution plan?	2025-26	Summer 2025 project
Update community report layout	Meet with DLT, organize content, design layout	February—May	Completed
Update layout of other print materials	Review current templates	Ongoing	
Build social audiences with consistent content	Develop content calendar + share with social media champions	Ongoing	Created content calendar; Increased IG followers by 35%; Meet with SMC Summer 2025
Foster community partnerships			
Identify realtors other local orgs to distribute welcome guide	Connect with realtors, village, library, chamber	2025-26	Investigate Chamber membership
Cross promote events with community orgs	Connect with realtors, village, library, chamber	Ongoing	
Investigate district-wide volunteer event	Connect with student leadership clubs	2025-26	
Build shared outreach calendar for clubs/activities	Connect with BLT	Ongoing	

Overview

The D96 Marketing Plan is well underway, with strategic alignment across communications, branding, and community engagement. This updated proposal outlines the remaining deliverables to implement during the 2025–26 school year and establish long-term sustainability.

1. Communication Infrastructure & Internal Tools

- Maintain established communication channels and prioritize announcements via the **Communication Method Chart**
 - Share the **Points of Contact Progression Chart** through guidelines and staff trainings
 - Build a **communications “hub”** to house shared graphics, templates, and language to promote consistent district-approved messaging
 - **Investigate and pilot branded email templates** for principals and school-based newsletters
 - Conduct **best practices training** for email tools such as S’more
 - Conduct **social media champion training** to reinforce use of templates, naming conventions, and content calendar across school accounts
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2. Website & Digital Updates

- Conduct a full **website audit** to improve user experience, and ensure consistency and accessibility (with Director of Technology)
- Rotate and update **school homepage welcome messages and photos**
- Ensure **calendar and event listings** across schools follow a consistent format

3. Branding & Collateral Development

- Finalize and distribute the **District Welcome Guide** (content, layout, and delivery plan)
- Complete updates to all **existing print materials** using branded templates
- Update and redesign the **Community Report** for May 2026, incorporating stats, icons, and visual storytelling
- Maintain alignment with the district's **communication and brand guidelines**

4. Regular Districtwide Communication

- Maintain **quarterly superintendent emails**:
 - August: Welcome
 - November: ISBE Report Card/Student Achievement
 - February: Family Learning Night/Partnerships
 - May: Fifth Grade Games, Graduation, Year-End Recap
- Investigate building a **district community eNewsletter**
- Align district updates with social media and school communication efforts

5. District Social Media & Content Calendar

- Maintain and expand the **district social media content calendar**
- Include key themes, recognitions, and cross-promotional content from school and community events
- Promote **district accounts** across school pages, PTOs, and community partners

- Create and promote **Facebook Events** for district-wide meetings and activities
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6. Community Engagement & Outreach

- Identify and connect with **community organizations** (Riverside Public Library, Village, Chamber, etc.) for shared promotions
 - Explore **Chamber of Commerce membership** for enhanced visibility
 - Attend and document **district and school events** for marketing use and content creation
 - Create a **shared outreach calendar** of student clubs and leadership groups in community activities to use in district promotion
 - Plan and pilot a **district-wide community volunteer event** with student involvement
 - Connect with **local realtors** to distribute the Welcome Guide and promote district strengths
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7. Evaluation & Metrics

- Build a **metrics dashboard** to track:
 - Social media engagement
 - Website analytics
 - Community event attendance
 - Community and family feedback
 - Report key findings to the District Leadership Team quarterly and School Board semi-annually
 - Use metrics to guide continuous improvement
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Timeline Snapshot

Fall 2025

- Finalize communication tools and branding materials
- Launch superintendent emails
- Conduct social media champion training
- Begin website audit and homepage updates
- Finalize welcome guide
- Create and promote Facebook events and outreach calendar

Winter–Spring 2026

- Distribute print collateral
- Implement branded principal email templates
- Host volunteer event (pilot)
- Launch communications “hub”
- Finalize metrics dashboard and begin reporting cycle
- Publish updated community report