

COMMUNICATIONS & COMMUNITY INVOLVEMENT
2023-2024 Annual Department Report**Overview**

The Communications & Community Involvement (CCI) team is composed of the Public Communications Officer and eight staff members: Administrative Assistant, Communications Coordinator/C4K Program Director, Communication Specialist, Community Resource Coordinator, Graphic Designer, Videographer and Volunteer Coordinator. In addition, CCI and Facilities Development share the Bond Communications Specialist.

We are committed to providing accurate, clear, timely and transparent information to students, parents/guardians, staff, community members and media partners in addition to providing opportunities for authentic community engagement. CCI collaborates with all departments and schools to promote and support the district's strategic plan.

Accomplishments**Communications**

1. After spearheading much of the community engagement around the strategic plan, CCI shifted to promoting key points of the **strategic plan** to our stakeholders: the Promise, Vision, Mission and Values. Prior to the start of the new school year, we developed various assets including logos, videos, posters for all schools, graphics/signage for district facilities, decals/lanyards/pins for staff and bookmarks/stickers for students. We also started incorporating our Promise Statement — Belong. Believe. Achieve. — in all internal and external branding. We have been pleased with the rate of adoption.
2. CCI continues to lead the state in **video storytelling**. The department produced [176 videos](#) during the 2022-2023 school year, highlighting every school in the district in addition to most departments. Increasingly, we have departments, programs and schools coming to us and requesting video production, which means there is no shortage of video and graphic design work to do. We've also increased our video storytelling as it pertains to bond projects.
3. In April 2023, we resurrected our "Fake and Fatal: One Pill Can Kill" **fentanyl awareness campaign** from 2021. The effort continues to be a model for the nation. Throughout the year, we were tapped to present or participate in fentanyl forums by the White House Office of National Drug Control Policy, U.S. Department of Education, U.S. Department of Health and Human Services, Oregon Department of Education, Oregon Department of Justice, Congresswoman Suzanne Bonamici and Governor Tina Kotek. We continue to collaborate with BSD parents and advocates Jennifer and Jon Epstein,

Belong. Believe. Achieve.

and we continue to make all our [materials and lessons](#) freely available to any school district in the country.

4. The department was **recognized for excellence** in messaging campaigns (2022 Bond), website design, video production and graphic design by the National School Public Relations Association (NSPRA) and the Oregon School Public Relations Association (OSPRA).

Community Engagement & Partnerships

1. CCI supported districtwide **community partnerships**, valued at more than \$1.25M in donated goods and services, which includes 13 school-based food markets and pantries. This figure does not include the individual school-based community partnerships that CCI assists in setting up.
2. **Clothes for Kids** (CK4) served 57% more students (3,784 visits) during the 2022-2023 school year as compared to the 2018-2019 school year, largely due to an increase in the number of days open and an increase in the number of appointments available. Then this summer, CCI took on the monumental task of moving the CK4 operations and more than 30,000 shoes and clothing items to a new, larger space where we could better serve BSD families. We're anticipating a 41% increase in the number of visits this year compared to last year.

Challenges & Goals

1. With such a dramatic increase in the number of families now served by **C4K**, we're experiencing two pain points: 1) lack of volunteers and 2) lack of sustainable funding to purchase supplemental clothing not adequately provided through donations (typically coats, shoes, socks and underwear). To address our volunteer shortage, we've reinstituted a volunteer calendar for school PTOs/PTCs, where we assign volunteer days. We're encouraging high schools to promote volunteer opportunities to students as a way to complete their required volunteer hours. We're partnering with businesses, churches and other organizations to do one-time-only sorting days. In terms of funds, we're seeking partnerships with businesses like Nike, Columbia Sportswear, Haines and Levis for free or discounted goods. We're also partnering with Toyota and Subaru on clothing drives that also have a large donation component.
2. We continue to look for ways to ensure that our **non-English-speaking families** can access district and school information. We're in the process of providing additional ParentSquare training to the district's bilingual facilitators. We'd like to be more intentional about working with the Multilingual Department to schedule in-person trainings for different language groups at the beginning of each school year.
3. While CCI completed a **district website refresh** on the main pages last year, there's a need for a more thorough cleanup of hundreds of internal pages. The district does not employ a full-time webmaster whose responsibility would be to enforce consistent practices and scrub for inaccurate or outdated information. Instead, departments typically have one or two people who are responsible for that department's content. Because of recent employee turnover, some of these webpages have been neglected.

CCI plans to work through the entire website, one department at a time. Much of the work with Teaching & Learning and its sub-departments will need to wait until summer 2024, as it can be disruptive to make these kinds of changes during the school year.