

COMMUNICATIONS & COMMUNITY INVOLVEMENT

2024-2025 Annual Department Report

Overview

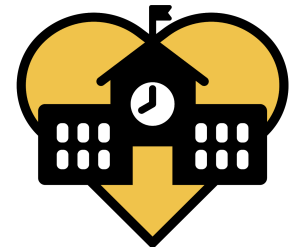
The Communications & Community Involvement (CCI) team is composed of the Public Communications Officer and eight staff members: Administrative Assistant, Bond Communications Specialist, Communications Coordinator/C4K Program Director, Communication Specialist, Community Resource Coordinator, Graphic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

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. The department was recognized by the National School Public Relations Association (NSPRA) with its highest honor, the Gold Medallion Award, for its **Belonging Begins Here attendance campaign**. All the assets developed were shared freely with other districts, both statewide and nationally. The department also received two additional national NSPRA awards and three state OSPRA awards for branding, campaigns and video production.
2. CCI continues to lead the state in **video storytelling**. The department produced [164 videos](#) during the 2023-2024 school year, highlighting every school in the district in addition to most departments. This school year, we have doubled the number of videos related to bond projects as a way of keeping our community apprised of how their bond dollars are being responsibly and equitably spent.



**Belonging
Begins Here**

Belong. Believe. Achieve.

3. We continue to advance a joy-only **social media** strategy with an emphasis on showcasing the exemplary work of staff and students. For example, the department launched a three-month **Kindness Counts campaign** which paired elementary schools with local coffee shops to share student-made kindness stickers with community members. The connections were highlighted on our social accounts.

This year, we are collaborating with high schools to give students more voice across the district’s social channels. In addition, all 54 of our schools operate active social media accounts on Instagram and Facebook, increasing opportunities for positive connections with our community.

Since the 2020-2021 school year, we have increased the district’s Instagram followers by 387% and Facebook by 54% in addition to growing our YouTube channel to 6K subscribers with 825K total views.

4. To support student well-being, we developed the **Escape the Vape campaign** geared to students in grades 6-12 and their parents/guardians. In addition to social media posts, new posters in schools and a [new webpage](#) with resources, we hosted a districtwide "Community Conversation about Vaping" event featuring an expert panel.



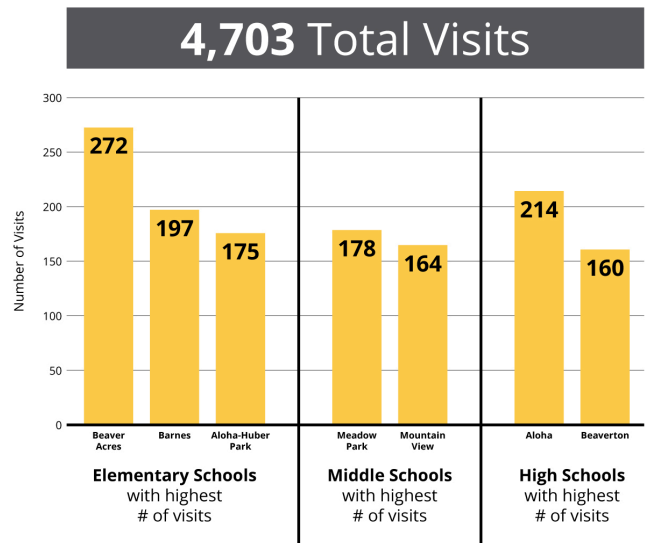
Community Partnerships & Volunteerism

1. **Clothes for Kids (C4K)** served a record number of students from all schools during the 2023-2024 school year for a total of 4,703 visits and about 146,000 items distributed. Since 2000, we have increased the number of students served with gently used clothing and shoes by 223%.

To provide more predictable funding, we have worked to secure long-term sponsorships from local businesses (Beaverton Toyota, CARR Subaru, Tektronix Foundation) and community organizations (Rotary, local churches). We also have started regular surplus sales to generate more revenue for new purchases. Last year, we spent \$20K on new socks and underwear, alone.

Number of Clothes for Kids Visits

2023-2024 School Year



Belong. Believe. Achieve.

Beaverton School District does not discriminate in any programs or activities on any basis protected by law, including but not limited to, an individual's actual or perceived race, color, religion, sex, sexual orientation, gender identity, gender expression, national or ethnic origin, marital status, age, mental or physical disability, pregnancy, familial status, economic status, veteran status, or because of a perceived or actual association with any other persons within these protected classes.

2. In collaboration with the Public Safety Department, we implemented a new volunteer application system called Raptor and re-registered nearly 15,000 volunteers in two short months. We worked closely with our parent-teacher organizations (PTOs) to train volunteer coordinators on the new system. We also reconfigured our communications platform, ParentSquare, to facilitate the volunteer sign-up process. Anecdotally, we have heard from PTOs that **volunteerism** has increased because parents/guardians are now seeing volunteering opportunities on a platform that they regularly visit.
3. After being unable to supply enough grocery gift cards to meet the needs of families who experienced food insecurity during the 2023 winter break, the department reached out to the Beaverton Education Foundation (BEF) to partner on the [Feed Their Bodies, Feed Their Minds campaign](#) in 2024. With additional cards donated by THPRD and Safeway, a total of 2,741 grocery gift cards (\$30 each) were distributed to families identified by school-based counselors to help supplement food needs during winter break. In addition to this effort, the department facilitates 13 weekly or biweekly [food markets](#) in schools across the district.
4. CCI supported districtwide **community partnerships**, valued at more than \$1.15M in [donated goods and services](#) in the 2023-2024 school year. This figure does not include the individual school-based community partnerships that CCI helps to facilitate.

Initiatives

1. The department has switched providers for its [Engage BSD](#) platform in order to utilize more robust engagement tools. Recent projects include the districtwide cell phone use survey, Aloha High School mascot student survey and feedback related to specific bond projects. In the coming year, we'll be looking for additional opportunities to use this new tool to engage with stakeholders on various issues, including **long-range facility planning**.
2. Along with our Human Resources Department, we're always looking for ways to boost staff morale. At the beginning of January, we launched a [new staff recognition program](#) called **BSD Achievers**. The first staff members will be recognized at the end of the month.

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