

### Communications Department Goal *Updates*

**2025-2026 SCHOOL YEAR** 



## The Role of the Communications Department



- Connect families, staff, and community with timely, accurate, and engaging information
- Strengthen the district's image and reputation
- Build trust and engagement through consistent communication

### 2025-26 Goals \





**GOAL 1** Parent Engagement



**GOAL 2** Communication Alignment

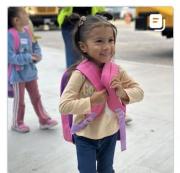


GOAL 3 Staff Recognition





# This year we've connected more families, celebrated more staff, and built more community pride than ever before.



Tue Aug 26, 7:55am

- **⊙** 171K
- ♥ 265
- **8**
- **→** 13



Honoring D33 retirees and milestone year...

Thu Jun 5, 7:44pm

- ◆ 17K
- **239**
- 10
- **→** 6



Yesterday, thanks to Zeman's Kicks for...

Thu Aug 21, 11:15am

- ◆ 16.1K
- **194**
- **●** 8 **→** 5



Did you miss us? ● Because we...

Wed Aug 20, 3:00pm

- 13.3K
- **318**
- 16
- **→** 28

Our social media engagement is up by over 75% since February!

### Goal 1: Parent Engagement

#### **BY JUNE 2026**

- Ensure full representation in PTOs at every school
- Boost positive parent ratings & reviews on GreatSchools, Niche, NextDoor by 25%

#### Key 2025–26 Actions

- Relaunch PTO Council & DPAC with consistent schedules and agendas
- Integrate All in for Literacy & Wait Until 8th tech support into each meeting
- Launch "Reputation Refresh" campaign to promote positive reviews

### Parent Engagement IN ACTION

- More opportunities for parents to join PTO meetings & share feedback
- "All in for Literacy" & "Wait Until 8th" resources included in newsletters
- QR codes at each school for parents to leave positive reviews & ratings





This year we're focused on streamlining systems, launching PowerSchool & using ParentSquare



### Goal 2: Communication Alignment

#### **BY SPRING 2026**

- Consolidate all messaging into ParentSquare & student info into PowerSchool
- Increase parent app downloads& engagement by 25%

#### **Key 2025–26 Actions**

- End-of-life for Blackboard, eSchoolPlus,
   Home Access Center
- Clean up and fully optimize PowerSchool& ParentSquare
- Partner with schools & Tech Coaches for building-level training & support

#### Communication Alignment IN ACTION

- Prioritize data cleanup with building secretaries & staff to ensure accuracy
- Offer tech support & login assistance at Curriculum Nights & other events
- Review app usage & engagement for both apps at all schools





## Our staff spotlights on social media show just how much our community loves seeing D33 staff recognized.

Our first spotlight video on Michelle Lewis received <u>94 positive</u> comments & has the highest number of interactions to date!



Michelle Lewis

Gary Elementary



Nicholas Kobriger

Turner Elementary

**Andrea Dakuras** 

Leman Middle School

Mario Garcia

Currier Elementary

### Goal 3: Staff Recognition

#### **BY JUNE 2026**

- Launch a unified recognition system tied to Portrait qualities and All In theme
- Feature at least 30 staff spotlights on social media

#### **Key 2025–26 Actions**

- Replace Pride Awards & Board Salutes with "Portrait in Action" recognition
- Create badges for each Portrait quality
- Spotlight series for staff on social media and in newsletters

### Staff Recognition IN ACTION

- Google Form nominations from staff, parents & community
- Portrait badges awarded at staff meetings
- Board recognition & social media spotlights showing "why" they were recognized



### Additional Department Initiatives

#### Social Media Storytelling

Weekly spotlights, student-created content

#### Website Management

Quarterly audits, staff training, parent/staff surveys

#### **Crisis Communication**

1-page reference guide, script templates, admin training

#### Metrics & Measurement

- ParentSquare & PowerSchool engagement rates (downloads, logins, open rates)
- Attendance at PTO/DPAC meetings
- Number of positive online reviews
- Staff recognition counts and reach
- Social media engagement analytics



### **Next Steps**



- 1. **Fall:** Parent group relaunch, PowerSchool & ParentSquare optimization
- 2. **Winter:** Mid-year engagement check, Reputation Refresh prep
- 3. **Spring:** Recognition campaign wrap-up, end-of-year metrics



### All of us. All for them.





# THANK YOU. Questions?