

March 23, 2026

# COMMUNICATIONS ANNUAL UPDATE



**WESTSIDE**  
COMMUNITY SCHOOLS  
COMMUNITY • INNOVATION • EXCELLENCE

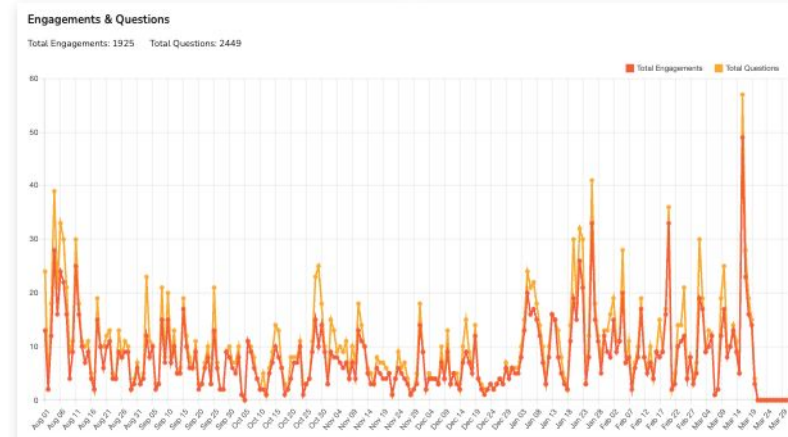


## REVIEW

- Listen & Improve
- Streamline Communication
- Internal Connections
- Find Ideal Communication Tools
- Continue to Tell our Story

# STREAMLINE COMMUNICATION

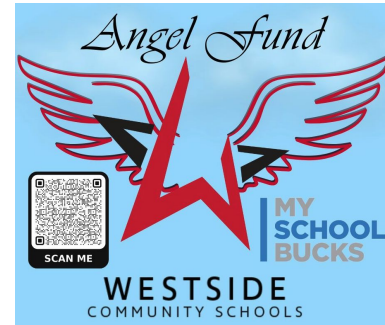
- **Smore Newsletters**  
*2,239 newsletters; 219 users; translates*
- **SchoolStatus**  
*2-way communication; native language*
- **AlwaysOn Chat Bot**  
*1,925 engagements  
2,449 questions*
- **FinalSite Mass Communication**  
*Direct communication, website*



## INTERNAL CONNECTIONS | PROCESS

By developing strong internal partnerships across departments, the Communications Department creates a connected communication system throughout the district.

- More meaningful stories
- Respond quickly to needs
- Ensure all departments feel supported



# COMMUNICATION TOOLS

- **Class Intercom**

*Safe social media management that provides District ownership & line-of-sight*

- **Always On**

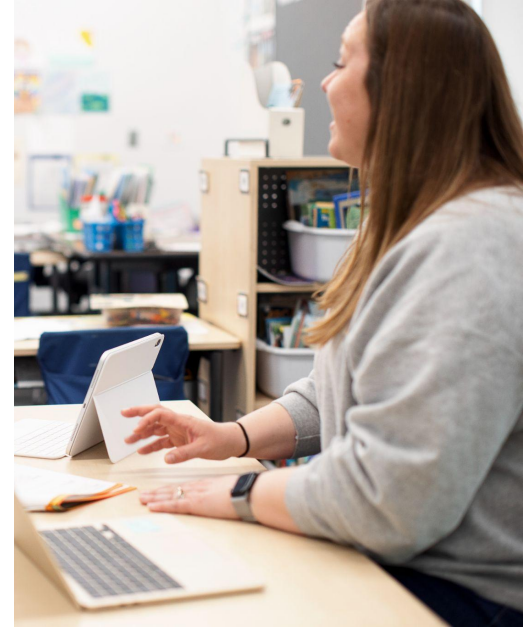
*AI Chatbot that improves website content; reduces phone calls*

- **New Tools**

*Website Platform*

*Mass Communication Platform*

*2-way communication Platform*



# TELLING OUR STORY

## Media Relations

23-24 School Year: 50+ stories (increase 160%)

24-25 School Year: 68

25-26 School Year: 56 stories YTD



## Community Relations

Experienced variety of incidents; proving our systems and process are working

## Bond Phase II Stories

Sharing stories about progress in our schools; 20 videos so far



## GOALS

*Build and protect the WCS brand*

- Continue to Streamline & Build Efficiencies
- Continue Transparent & Timely Communication
- Build Engagement/School Pride
- Continue to Tell our Story
- Cross-Training & Awareness
- Building Owned-Image Library



## STRATEGIC PLAN

- Community, Collaboration, & Partnerships
  - Overall ratings
  - Positive Promotion
  - Trust & Transparency
  - **Engagement**



### 3.4.1: SUPPORT FOR WESTSIDE COMMUNITY SCHOOLS

**Measurement of community support for Westside Community Schools: 98%**



### 3.4.2 : COMMUNITY MEMBERS ON EMAIL LISTS

**Number of community members in our database: 2,358**



### 3.4.3 : NUMBER OF STRATEGIC COMMUNICATION PARTNERS

Number of strategic communication partners: 70





## UPCOMING

- Accessibility updates
- Media training extensions
- Engaging new families & businesses
- More CONTENT!!



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