2020 School PR and Communications Benchmark Report

Finalsite

NSRA
National School Public Relations Association

Introduction from Rich Bagin, APR

Our school communication profession has grown in its impact, its numbers, and its value as it is now seen as an integral player in a school district's leadership team across North America. Today's students and their families now live in a culture of nearly instant communication. Communication is expected, and the related pressure to deliver top-flight communication practices is how many districts and their schools are being judged by their communities.

At NSPRA, we are often asked questions such as:

- What does a school communication professional do? How do they set priorities?
- How often do you need to communicate with your key audiences? Which vehicles are most effective?
- What about communication budgets? How many staff members are needed?
- Do you develop plans for overall district communication as well as marketing and crisis situations?
- What is the role of social media in today's communication program?

Thanks to a partnership with **Finalsite,** this *2020 School PR and Communication Benchmark Report* now gives you insight to answer those questions and more. At your fingertips, you now have a snapshot of how 150 NSPRA members approach their craft of school communication.

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Introduction from Rich Bagin, APR, Cont.

You will see that size does not always matter, as more than one-third of the respondents practice their profession in school districts from less than 2,000 students up to 5,000. And you will also take away the need to periodically call a "time-out" to see what's working and how to get better. The communication job in school districts is normally understaffed, and there is always way too much to do. Making time for quick assessments will make your program stronger.

Many of the survey responses, as reported by about 8% of NSPRA membership, dealt with tactics used by communication programs. We all need to remember that the communication function needs to be tied to implementing the major goals of a school district. Selecting the right content and communication solutions to achieve those goals is the core foundation of any successful program.

Finalsite continues to make a substantial contribution to our profession. Their insight and expertise as partners in our professional lives makes us more effective, saves us time, and gives more opportunities to be successful.

We thank Finalsite for providing this practical opportunity for school communication professionals.

Sincerely,

Rich Bagin, APR
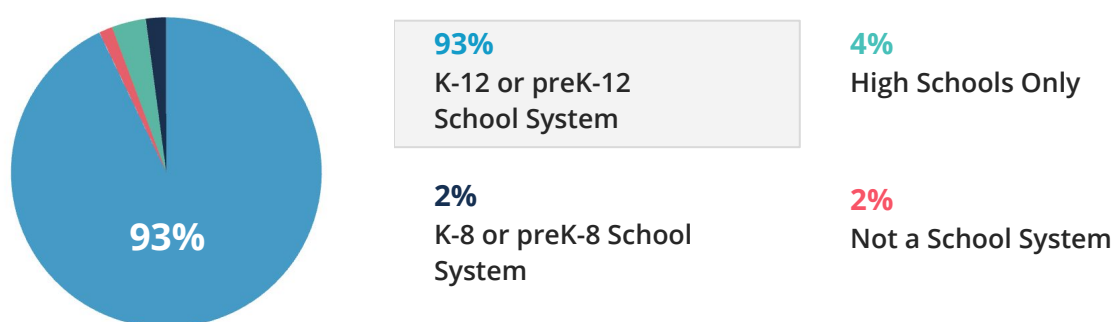NSPRA Executive Director

Respondent Overview
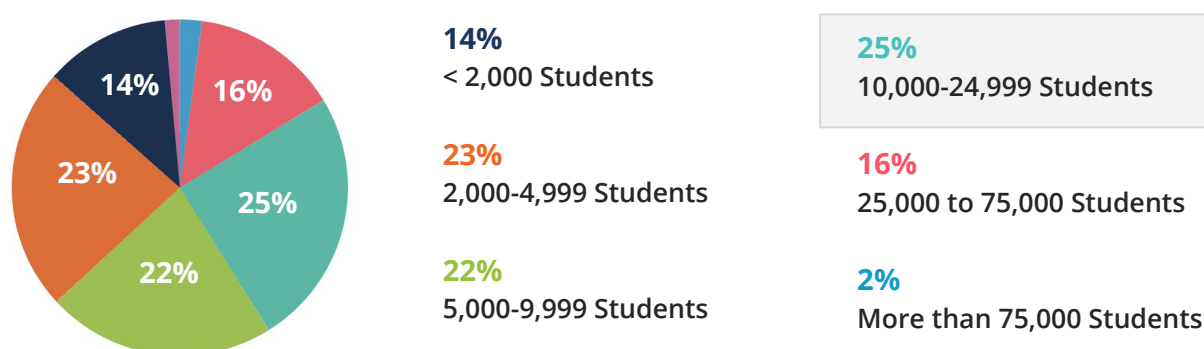
About the Respondents

The question of "who" responded to our survey matters *just as much* as this report's data itself. Survey respondents consisted of 150 public relations and communications professionals who are members of NSPRA.

Most respondents (**93%**) work at a **K-12 or preK-12 school system** with 10,000-24,999 enrolled students. Overall, **80%** of respondents work at a district with between **2,000 and 24,999 enrolled students**.

WHERE THEY WORK: TYPE OF SCHOOL SYSTEM

93%
K-12 or preK-12
School System

4%
High Schools Only

2%
K-8 or preK-8 School
System

2%
Not a School System

ENROLLMENT SIZES: NUMBER OF STUDENTS

14%
< 2,000 Students

25%
10,000-24,999 Students

23%
2,000-4,999 Students

16%
25,000 to 75,000 Students

22%
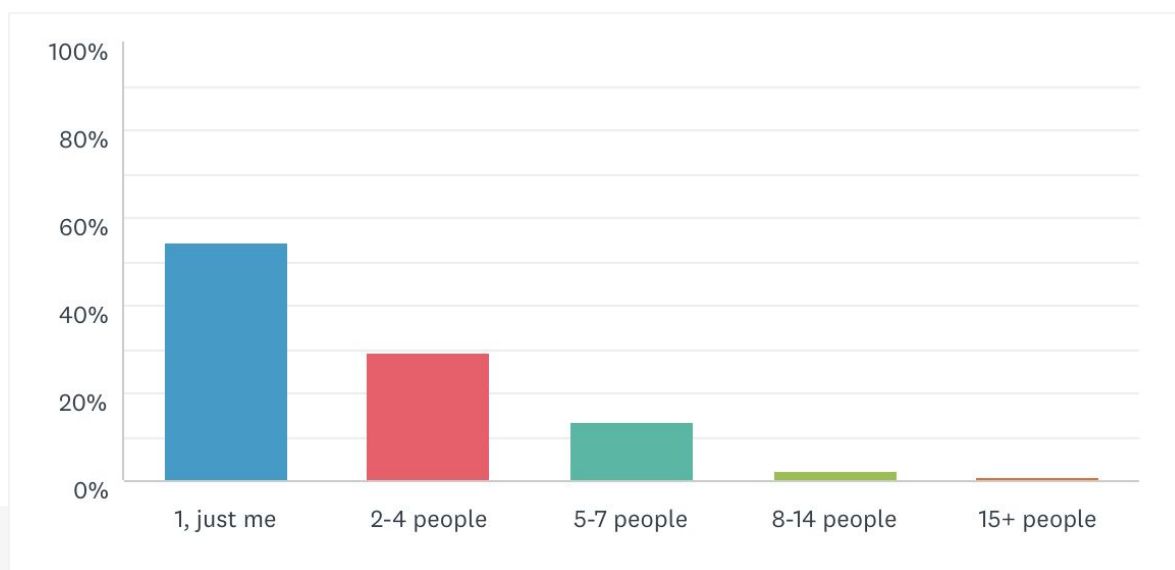5,000-9,999 Students

2%
More than 75,000 Students

District Enrollment and Team Size

As districts grow, so should the size of their communications team — but as the data reveals, **that's not always the case**. Across the board, one-person teams serve as communication powerhouses at districts of all sizes.

RESPONDENT TEAM SIZE

TEAM SIZE & ENROLLMENT

66% Of respondents working at a district with more than 75,000 students still only have **a team of four or less**.

94% Of respondents at districts with an enrollment of less than 4,999 have a communications **team of one person**.

**55%** Of all respondents are a **one-person-team**.

100% Of teams of five or more work at districts where the **enrollment is at least 10,000 students**.

HOW CAN YOU DO MORE WITH LESS? It comes as no surprise that district communication teams are often understaffed and wearing many hats — but how can you do more with less? Read this blog post with 10 favorite time-saving tips for busy k-12 communicators.

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District Enrollment and Team Size Cont.

While one-person teams exist at all levels, there is a clear increase in team size once a school system reaches more than 10,000 students, as evidenced by the data below.
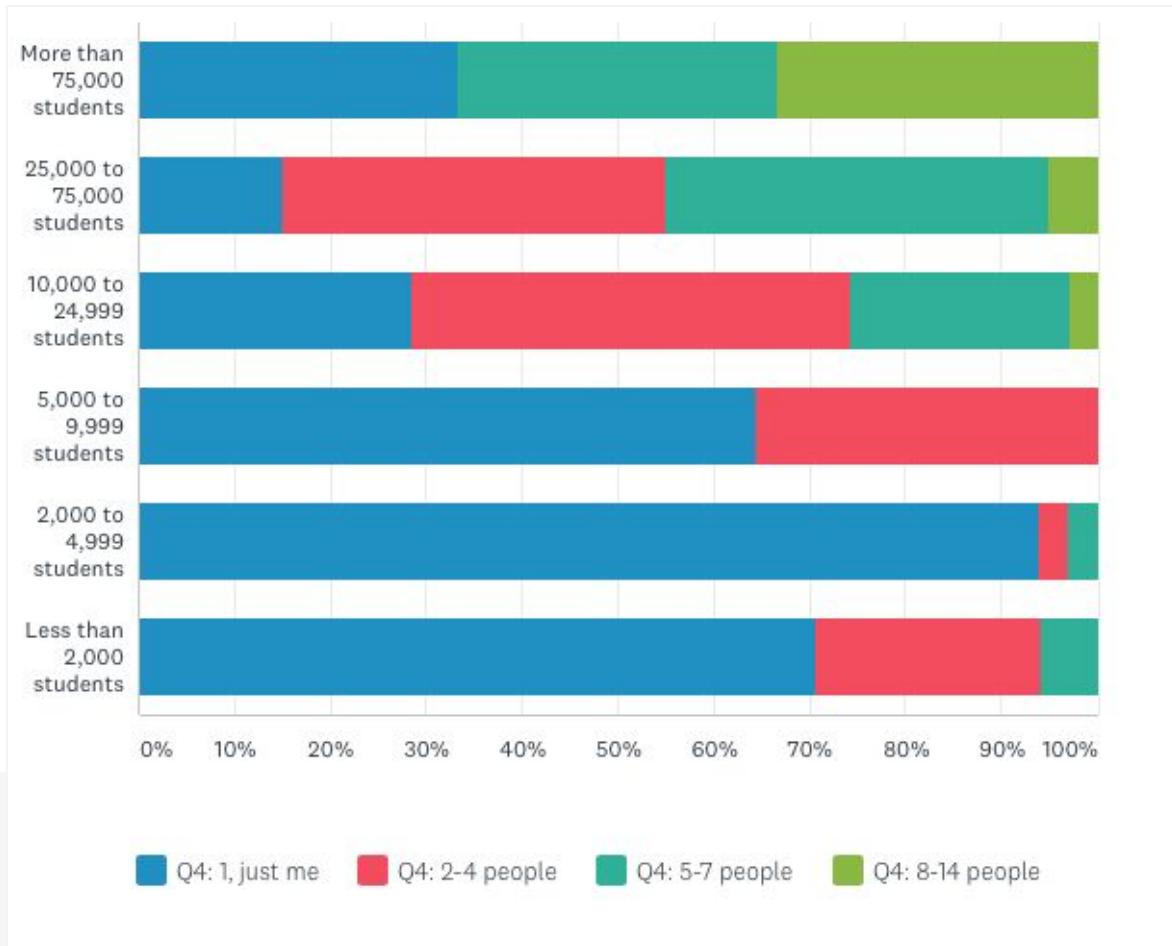
69%

Of school systems with at least 10,000 students have a team of two or more.

71%

Of school systems with less than 2,000 students have a team of one.

2-4 Staff

Is the "sweet spot" for districts with more than 5,000 students.

School System Budgets

As district enrollment grows, so does the total operating budget. For districts with less than 5,000 total enrollment, 75% of respondents report a budget of less than $20 million. On the flip side, **100% of districts working with a budget of more than $150 million have at least 10,000 students** — with the majority of them (**57%**) enrolling between 10,000 and 24,999 students.
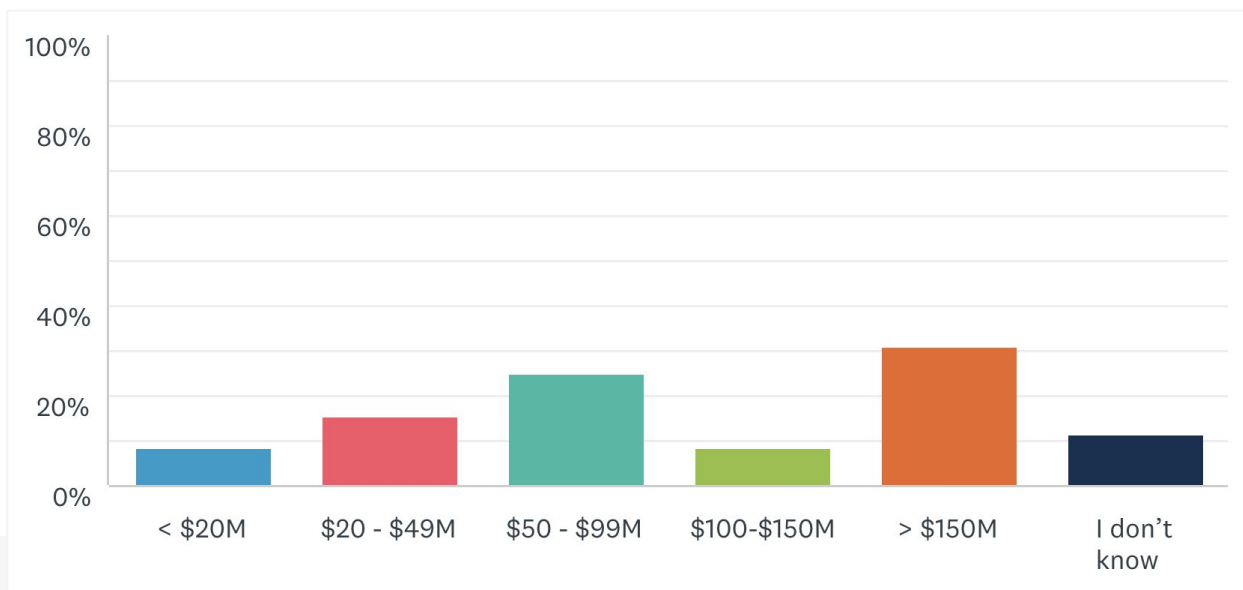
OVERALL SCHOOL SYSTEM OPERATING BUDGETS

|		
9%	**16%**	**25%**
Have a budget of less than $20 million.	Have a budget of $20-$49 million.	Have a budget of $50-$99 million.
9%	**32%**	**12%**
Have a budget of $100-$150 million.	Have a budget of more than $150 million.	Don't know their total operating budget.

Communications Budgets

The largest percentage of survey respondents work with a communications budget of $150,000-$249,999 per year (**21%**), but a close second are those whose budgets are $50,000-$99,999 (**20%**). Because these include salaries, it comes as no surprise that the majority of communications teams are operating as a team of one (**55%**). As a matter-of-fact, **93% of teams operating with communications budgets of less than $250,000 per year only have a team of one**. (Only 2% percent are unsure of their budgets.)
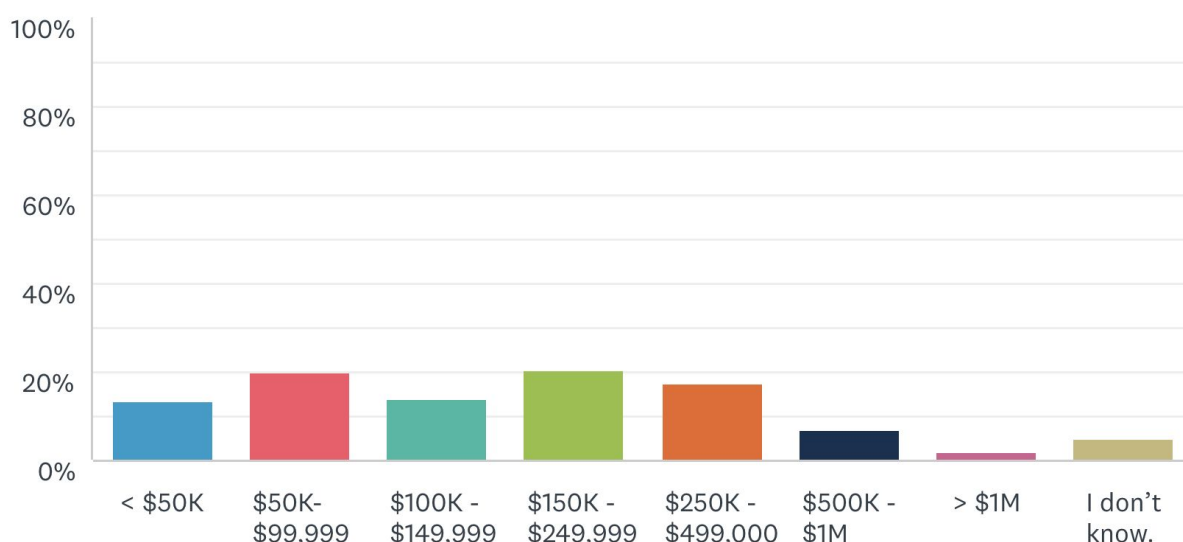
COMMUNICATIONS BUDGETS

14%	**20%**	**35%**	**25%**
Have a budget of less than $50,000.	Have a budget of $50,000-$99,999.	Have a budget of $100,000-$249,999.	Have a budget of $250,000-$1Million.

For school systems working with larger budgets, team size does grow. The **majority of teams working with a communications budget of $250,000 to $499,999 have a team of 2-4 people** (**39%**). Similarly, for teams of 5-7, the majority of respondents (**51%**) have between $250,000 and $1,000,000 each year to spend on communications. For teams of 8 or more, 100% of respondents are working with a communications budget of at least $500,000 annually.

Budget Expenditure

Far and away, the largest chunk of communications budgets goes to staffing. **Communications salaries allot for 65% of the average budget** — with some school systems reporting that salaries account for 90% or more of their budget. That leaves very little wiggle room for additional spending on other essential areas such as the website, print materials, consulting, advertising, and other subscription services.

While, on average, 65% of a district's communications budget goes to salaries — with little fluctuation based on team size — it can be inferred that they rely on other departmental salaries to make up the difference such as leaning on the IT budget for the website and other software subscriptions. What's interesting, however, is that only 27% of survey respondent report that the IT team has a role in managing the website itself.

BUDGET ALLOCATION AVERAGES

65%
Goes to Salaries.

19%
Goes to print materials and advertising.

13%
Goes to the website and other software.

9%
Goes to other software subscriptions.

6%
Goes to consulting.

3%
Goes to equipment.

14%
Goes to other expenses.

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Section Takeaways

The majority of respondents work on a one-person team, which comes as no surprise. K12 PR and communications professionals working at both public and private schools are often wearing too many hats — and COVID-19 has ushered in even more responsibility. From being active on social media and managing the website to sending emails and emergency alerts, today's PR and communications professional has to do a lot with few resources.

There is no question this survey data indicates that the larger the system, the more communication staffing will be needed. But NSPRA has also found that the need for staffing is a function of the expectations, stability, and engagement activities of the community, too. For example, communities in high growth situations may have a need for more communication as new residents have more questions and suggestions than those in a more stable community with long-term family involvement. The culture of a community and its expectations often decide how the communication function should be staffed.

How do these teams of all sizes and budgets "do it all"? We'll dive into the details on how they spend their time, where they invest resources, and what they believe offers the best return on investment through this communications benchmark report.

Communication Plan Benchmarks

Communication Plans

Strategic communication plans, crisis communication plans, and social media plans are the **top three most used strategic plans.** Ninety percent of respondents have at least one type of communications plan, with most respondents having at least two plans in place. Surprisingly, **only 54% of respondents have a marketing or branding plan**. Even more surprising is that **one-fourth of respondents don't have a crisis communications plan, even in light of COVID-19**.
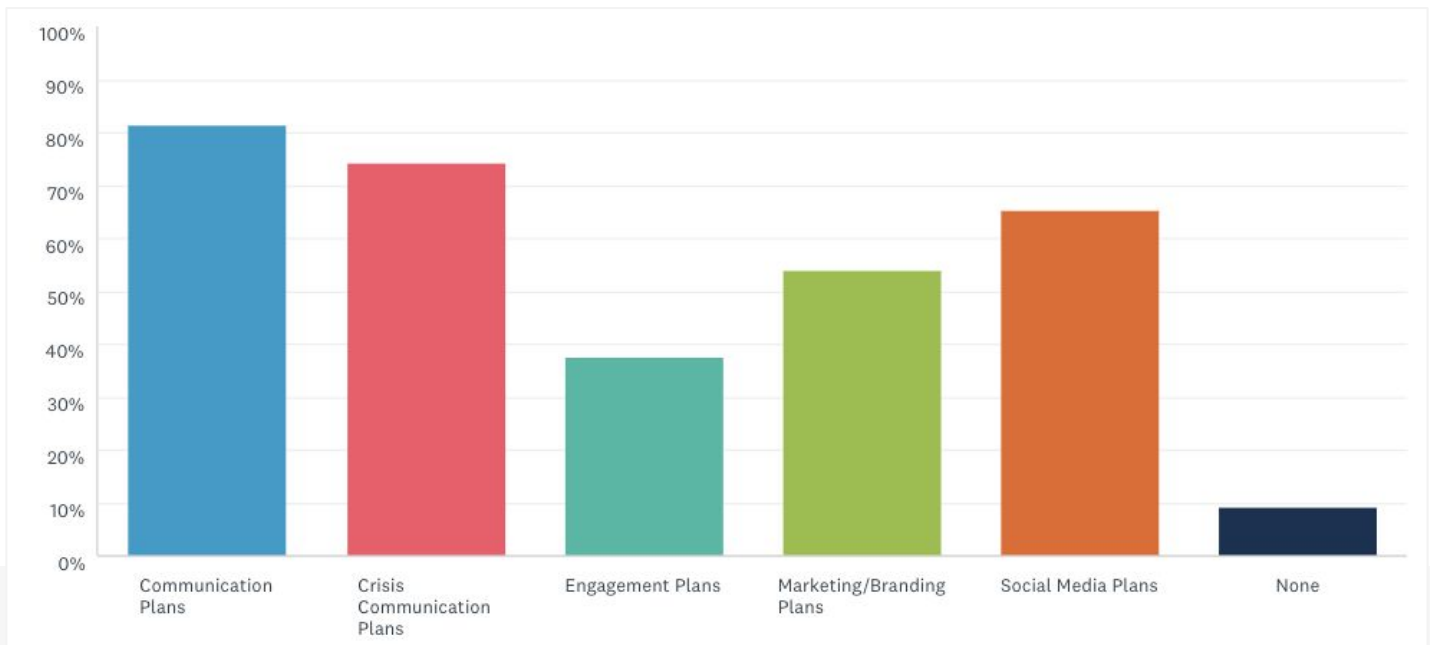
10% Of districts don't have any strategic communication plans whatsoever.

25% Of respondents don't have a crisis communications plan.

3 On average, district communicators invest time into creating 3 strategic plans.

61% Of one-person teams still have a communications plan, crisis plan, and social media plan.

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Time Expenditure

Teams of all sizes definitely know how to prioritize, with respondents spending a about 50% of their time implementing their communication plans. They spend another 25% planning, 15% researching, and 10% evaluating.

EVALUATING YOUR EFFORTS

Taking a step back to see what's working and what's not is a to-do item that often gets dropped to the bottom of the priority list — especially on small teams. We spend so much time doing, that finding time to see the results seems like a distant fantasy. However, it doesn't take a ton of time or expertise in number crunching to ensure you're making the most of your time and resources.

Try to allocate 30-60 minutes each week to evaluate your weekly communications such as emails and social media posts. These are often the two most popular ways that communicators reach families, so checking engagement on a regular basis can help you improve your frequencies and content.

For emails, simply look at the open rate and click rate. For social media, look at reach and engagements — and then recreate the feel of posts that garner lots of "likes" and comments.

DID YOU KNOW? In an analysis of 500 million emails sent by schools on the Finalsite Platform, the **average open rate is 49%**, and the **average click rate is 6%**.

Annual Workload Allocation

Communications professionals are clearly busy communicating on a daily, weekly, and monthly basis. But whom do they spend the most time communicating with? On average, PR professionals spend the most time, **about one-third of their time, communicating with parents, families, and the rest of the community**.

KEY FUNCTIONAL AREA RESOURCE ALLOCATION

32% Of their time is spent on external communications with families.

16% Of their time is spent on internal communications with staff.

12% Of their time is spent on crisis communications.

10% Of their time is spent on media relations.

**11%** Of their time is spent on print communications.

They also spend insignificant amounts of time in other important functional areas such as equity/diversity communications, bond and finance communications, government relations, and marketing.

While most of their time is spent communicating with families, other key functional areas (such as equity and diversity communications) require more than **4%** of a communicator's time each year. In light of recent events nationwide, this percentage is likely to increase.

And, with more than 80% of respondents reporting that they believe marketing is an important strategy, resource allocation doesn't align: on average, **only 9% of their time annually is spent on marketing**.

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Communication Frequencies

On average, most school systems are communicating with all of their key stakeholders on **a weekly basis**, which is the most popular frequency for communications despite team size, budget, or enrollment.
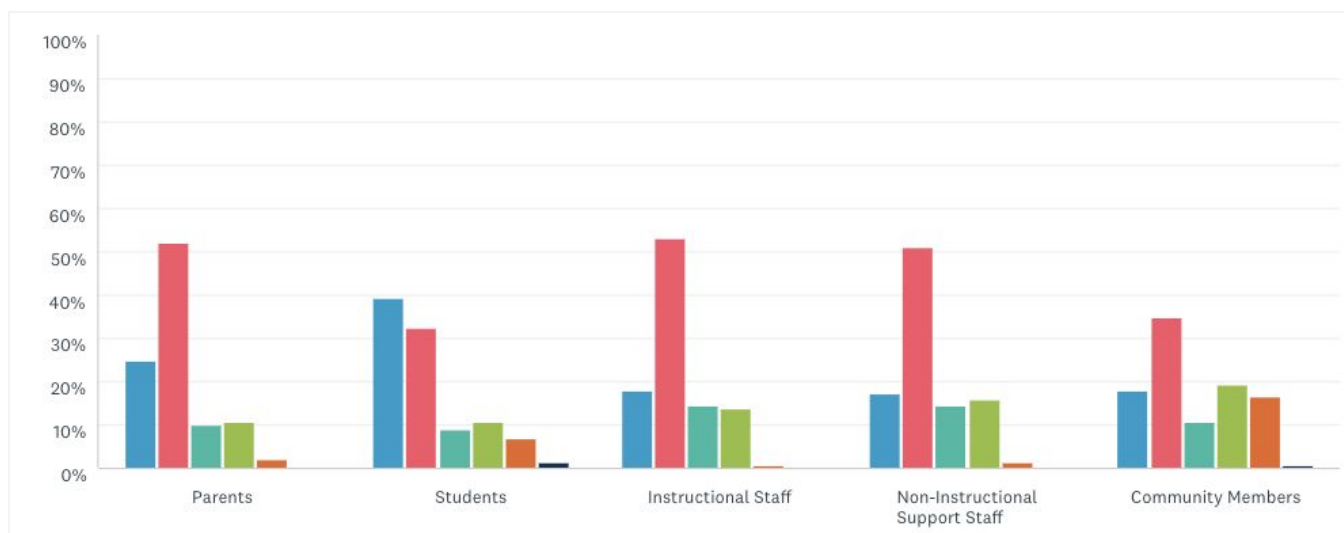
STUDENT COMMUNICATIONS
40% Communicate **Daily**
33% Communicate **Weekly**
9% Communicate **Every 2-3 Weeks**
11% Communicate **Monthly**
7% Communicate **Less than Monthly**

PARENT COMMUNICATIONS
25% Communicate **Daily**
52% Communicate **Weekly**
10% Communicate **Every 2-3 Weeks**
11% Communicate **Monthly**
2% Communicate **Less than Monthly**

INSTRUCTIONAL STAFF COMMUNICATIONS
18% Communicate **Daily**
53% Communicate **Weekly**
14% Communicate **Every 2-3 Weeks**
14% Communicate **Monthly**
1% Communicate **Less than Monthly**

NON-INSTRUCTIONAL STAFF COMMUNICATIONS
17% Communicate **Daily**
50% Communicate **Weekly**
15% Communicate **Every 2-3 Weeks**
16% Communicate **Monthly**
2% Communicate **Less than Monthly**

COMMUNITY MEMBER COMMUNICATIONS
18% Communicate **Daily**
35% Communicate **Weekly**
11% Communicate **Every 2-3 Weeks**
21% Communicate **Monthly**
17% Communicate **Less than Monthly**

SMALL BUT MIGHTY! | On average, **42% of one-person teams** communicate with all stakeholder groups on a **weekly** basis, and **20%** communicate with all stakeholders on a **daily** basis.

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Community Engagement Strategies

Marketing and communications cast a wide net of tactics and strategies that can be implemented to reach families, including:

- Advertising
- Blogs
- Community Portals
- Digital Signage (On Campus)
- Email
- Face-to-Face (On Campus or Virtually)
- Fliers, Brochures, Posters
- Mobile App
- Phone Calls
- Social Media
- Text Messages/Alerts
- Website

But, what's the most popular way to reach each group within your community? The report has identified a top five for each stakeholder group.

PARENTS
1. Social Media
2. Public-Facing Website
3. Emails
4. Fliers, Brochures, Posters
5. Videos

STUDENTS
1. Social Media
2. Public-Facing Website
3. Videos
4. Email
5. Fliers, Brochures, Posters

STAFF
1. Email
2. Social Media
3. Public-Facing Website
4. Face-to-Face Meetings
5. Email

OTHER COMMUNITY MEMBERS
1. Public-Facing Website
2. Social Media
3. Face-to-Face Meetings
4. Videos
5. Fliers, Brochures, Posters

Return on Investment

With the majority of district communication teams operating as a one-stop shop, the ROI of efforts are key. **Survey respondents ranked the following communication tools as the top three for ROI.**
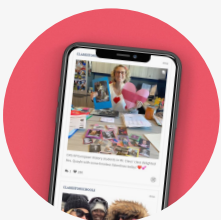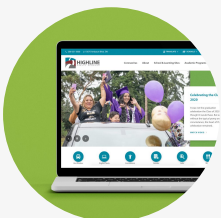

#1 | Social Media
Because social media is free, easy-to-use for admins and families, and available to families without at-home Internet access, it's no surprise it sits at the top of respondents' lists for best ROI.

#2 | Email
While email is one of the most common and practical ways to reach families, you can't guarantee everyone will open or read your emails (especially with lots of other noise).

#3 | Website
While your district's website should be your most valuable communication tool, it's perceived time and cost is likely why it ranks below email and social media.

WHAT'S THE DEAL WITH MOBILE APPS AND NOTIFICATIONS?

Only **2%** of respondents listed their mobile app as being their best investment, and only **7%** listed their call/text mass notification system as their communication tool that offers the best ROI.

Mobile apps are perhaps the most underrated communication tool, as they are an affordable way to reach families, especially those without at-home Internet access. Depending on the mobile app you choose, website updates can automatically be pushed to your mobile app, instantly notifying your community. Because most mobile apps remember account information, families don't need to login to get their personalized information the same way they would on their website. However, ensuring widespread adoption of a mobile app typically requires a planned and sustained marketing effort.

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Section Takeaways

EVALUATE, AND DO WHAT WORKS FOR YOU, *BEFORE* YOU CREATE YOUR COMMUNICATION PLANS

On average, communications professionals only spend about **10% of their time annually evaluating their efforts**. This is expected, considering the extent of their workload. But, it is also absolutely essential to determine if your efforts are worthwhile. For example, 52% of respondents report that they communicate with parents weekly. What if after reviewing your email engagement, you were able to determine that monthly actually worked better for your parents? Or maybe, you've been sending newsletters on random days, and you realize that Thursdays have the highest opens. Wouldn't you want to always send on a Thursday?

While you may be eager to hop into the planning and implementation phase, be sure you're dedicating the time to evaluation, before, during, and after your communications plan is in place.

PLANNING IS EVERYTHING

It goes without saying that communication plans are essential. They help professionals determine why something needs to be communicated and outline what will be said, where, how, and who needs to hear it. Only 10% of respondents are lacking any communication plan whatsoever. And of those respondents, all of them were a one-person team. That can likely be chalked up to bandwidth.

SOCIAL MEDIA RULES THE ROOST...BUT YOUR WEBSITE IS A CLOSE SECOND

Across the board, social media appears to be the most popular means of communications. The platform offers the reportedly highest ROI and ranks in the top two best communication vehicles to reach every stakeholder group. Social media's importance can also be evidenced by the fact more districts have a social media plan than a marketing/branding plan.

But — especially in light of COVID-19 — your district's website is becoming increasingly important. And if community members previously weren't visiting your website, they certainly are now, which explains why the public-facing website sits hand-in-hand with social media in terms of popularity and perceived effectiveness.

Enrollment Marketing Trends

Enrollment Marketing at School Districts

Marketing your district hasn't always been top-of-mind — but it certainly is in 2020 and beyond. Couple a **decreasing national birth rate** with an increase in competition from online schools, charters, and affordable private schools, and it's clear that the role of school PR goes beyond sending emails.

According to survey data, 82% of school communicators agree that marketing themselves is important for recruitment.

82%

of respondents "feel that it is important for districts to market themselves to recruit new families to move into its community, or open-enroll in its schools."

So, what tools do school communicators need to market their district in 2020 and beyond?

- **A Digital Campus:** Much like your physical campus, your digital campus is a way to inform, inspire, and engage all members of your community. Your Digital Campus is facilitated by your website — making it more important than ever before.
- **A Strong Website:** A district's website has never been more important, as it is the core of your Digital Campus. Your website should be mobile-first; load quickly; have up-to-date, engaging content; be easy to navigate and accessible; and have a modern look and feel.
- **Social Media Strategy:** Simply pushing content from your website to social media isn't a marketing strategy. With algorithms keen on favoring content from friends, family, and groups, the content you post on social media should be optimized for each platform, focus on engaging visuals, and follow posting recommendations. Other considerations include Facebook Groups and paid ads.
- **Search Engine Strategy:** Ninety-three percent of all online experiences begin in search — so ensuring your district is found in searches like "best public schools near Nashville" will be key.

FURTHER READING:
Why Digital Marketing Matters to Districts
Does Your District's Website Play A Role In Your Brand?

Websites

The role of district websites has changed over the past five years — and rather dramatically since the COVID-19 outbreak. So, a recently redesigned website is key for ensuring families can easily find and engage with content.

Seventy-five percent of respondents report that their website has been redesigned in the **past three years**. While 29% report they redesigned their website less than a year ago (congratulations!), **9% have a website that is more than five years old**.

Three years is typically the "tipping point" of a website — meaning it's usually right around the three year mark that a website starts to look dated, whether that's due to design enhancements (think responsive design) or new regulations (think WCAG 2.0).

Website experiences are constantly evolving, and with increased consumer expectations, your district's website is expected to evolve along with it. So, **for districts with a website three years or older**, now is the time to begin thinking about your next redesign — especially if you see marketing your district as important. And for that 9% of districts with a website more than five years old, a redesign isn't an option, but a necessity.

> **FURTHER READING:**
> 6 Signs That Your School Website Needs A Redesign
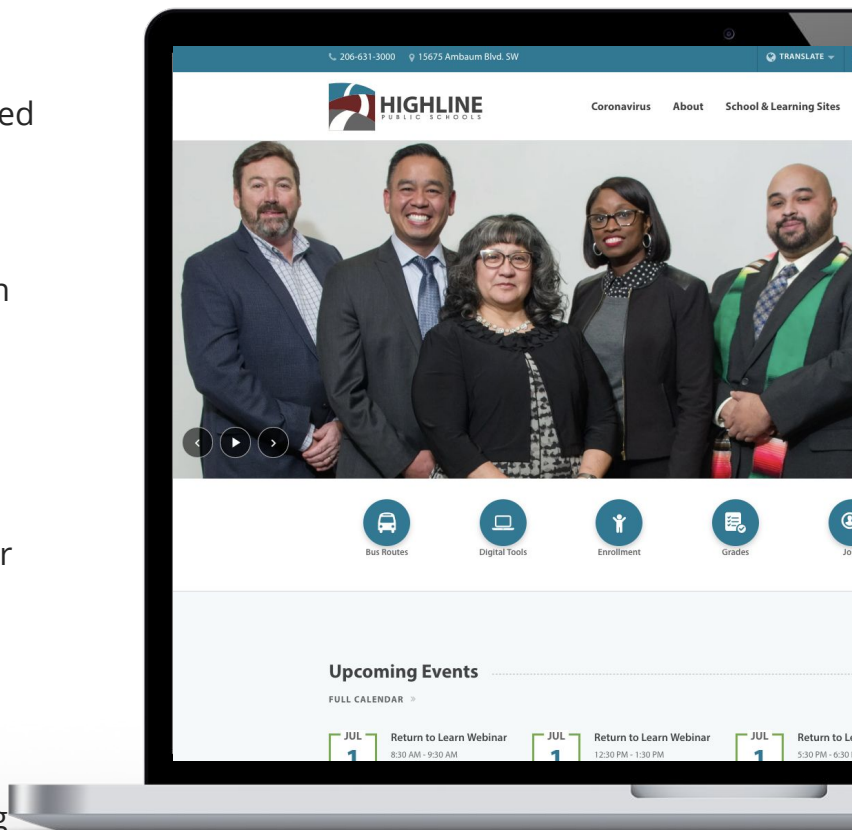
Featured: Highline Public Schools | Washington

28%
Of respondents who feel that marketing their district is important still have a website that is four years old or more.

Websites (Cont.)

Considering how important your website is to both communications and marketing — *how* it is managed, and *by whom*, is important.

For most districts, the communications team has the responsibility for maintaining the website content (**96%**). But because the majority of district communicators are working solo, they are leaning on additional teams for managing content.

Most districts rely on at least two teams to manage website content. Those additional teams are Information Technology (28%) and District Administration (17%).
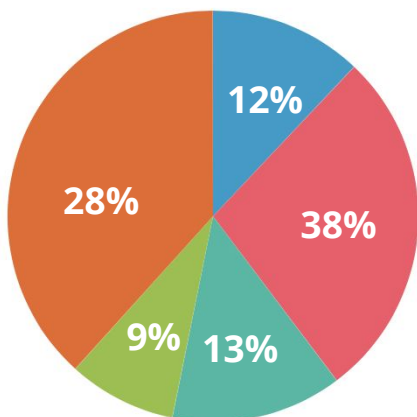
And, websites are a case where teamwork definitely makes the dream work. (Or, at least keeps the website up-to-date.) **Only 12% of respondents report that they're the only person updating the website.**

Featured: Spring Lake Park Schools | Minnesota

AVERAGE WEBSITE CONTENT TEAM SIZE

12%
1 Website Author

28%
2-4 Website Authors

13%
5-7 Website Authors

9%
8-14 Website Authors

38%
15+ Website Authors

FURTHER READING:
8 No-Fail Tips for Training District Webmasters (From Districts!)

Social Media

Social media ranks at the very top of the list as the communications platform that respondents believe offers the **most ROI**, which comes as no surprise given it is free and easy to use. Across the board, districts are investing time and resources into the channels proven to engage families: **Facebook, Twitter, Instagram, and YouTube**.

The popularity of YouTube is striking, although it makes sense considering video was listed as a top way to reach students and parents online by respondents. Eighty-six percent of respondents report that they use YouTube. YouTube is very useful for Search Engine Optimization (SEO) — so bravo to all the districts using it! However, **if your district is using YouTube simply for video storage purposes, a more secure platform without ads (such as Vimeo) would be better**.

SOCIAL MEDIA ADOPTION AT SCHOOL DISTRICTS

Facebook	Twitter	YouTube	Instagram	LinkedIn
96%	**96%**	**86%**	**74%**	**40%**

CONSIDER THIS: SOCIAL MEDIA AS A TWO-WAY CONVERSATION

Many schools rely on social media to "get the word out." However, in a time when families are looking for replacements for face-to-face communications, social media can provide a familiar and safe place for families to ask questions and get answers. As you build your social media plan for the coming year, be sure to incorporate plans and policies around responding to comments and messages across all of your channels.

FURTHER READING:
The Complete Social Media Guide for Schools
Four Social Media Platforms School Districts Should Be Using in 2020
How to Use Social Media to Improve District Communications
How to Create a School Social Media Policy: Your 5-Step Guide

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Social Media (Cont.)

With social media as a top communication vehicle for numerous stakeholder groups, ensuring that content is relevant, consident, and on-brand is key. So, you would imagine that district communicators want to play a role — but not many do.

Only **19% of respondents manage all their social media pages**, only **53% authorize the creation of pages,** and only **29% track the usernames and passwords of all social media accounts**. Another 9% aren't involved at all.

For districts not involved in key social media management areas such as authorizing page creation or managing usernames, social media should not be their first or primary means of communications due to predictable inconsistencies.

It's also important to note that this can quickly become problematic. Social media is a prominent voice of your district. PR and communications departments should, at a minimum, have access to all usernames and passwords.
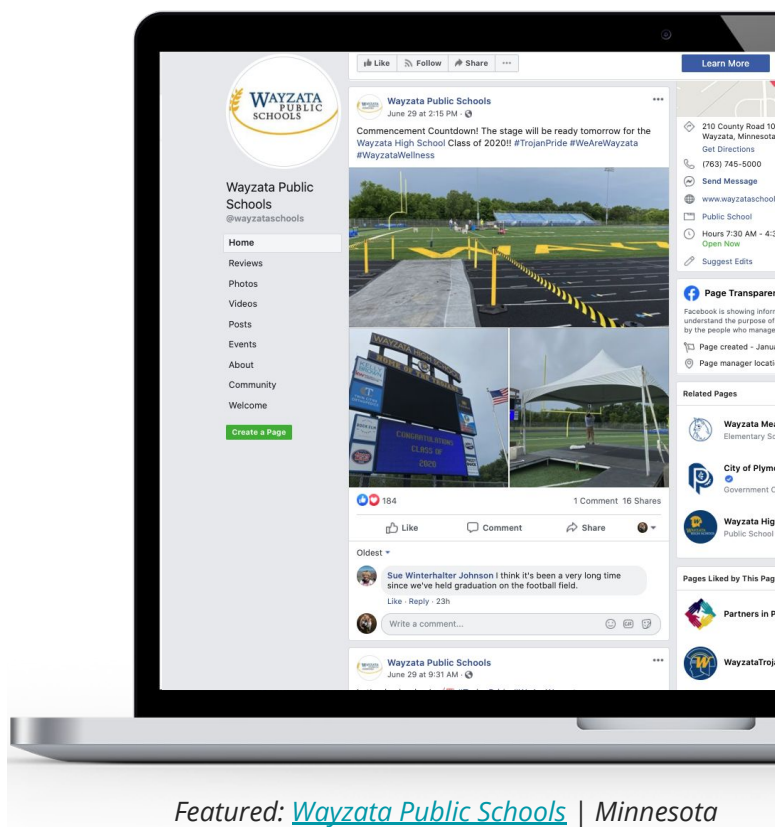
Featured: Wayzata Public Schools | *Minnesota*

IN WHAT WAYS ARE YOU INVOLVED IN YOUR DISTRICT'S SOCIAL MEDIA STRATEGY?

81%
Re-share school content on district pages

66%
Provide training and support

72%
Enforce social media policies

53%
Authorize the creation of pages

39%
Track usernames and passwords

19%
Run all social media pages

9%
Aren't involved at all

Online Reviews

Today, families are **just as likely to trust an online review as they would a personal recommendation**. It's how they're used to making big decisions — from choosing a real estate agent and booking a vacation to selecting a school system and place to live. Online reviews are a critical component of marketing your district, and an effective gauge of your community's happiness within your district.

Seventy-one percent of respondents report that their communications team monitors online reviews. The other 29% do not monitor online reviews. While you may already be wearing multiple hats, it's important to make checking in on your online reviews a **weekly habit** — especially in light of COVID-19. They will provide you with true insight into how your school system is perceived by your community, good and bad.

You cannot delete reviews on any review website, but on Facebook and Google you can reply to reviews in comment form — which can be helpful for dealing with negative comments.

29%

71%
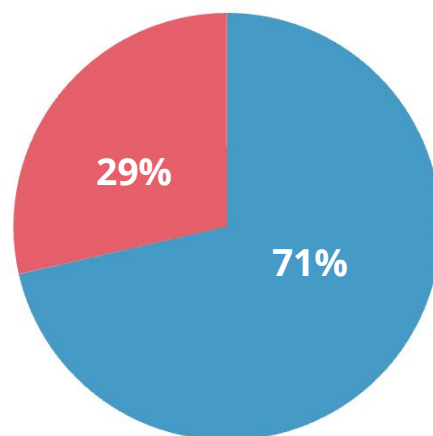
29%
Do Not
Monitor
Reviews

71%
Monitor
Reviews

TAKE A DEEPER DIVE INTO YOUR DISTRICT'S REVIEWS

Great! SCHOOLS

A directory website that ranks public schools directly against private schools, regionally. Learn more at greatschools.org.

Parents, students, and community members can leave reviews directly on your page. They can be hidden, but this is not advised.

Google Reviews

While Google is very popular for small businesses, it is not as popular as the other platforms for reviews. However, these reviews show up directly in search alongside your district name.

NICHE®

Niche.com is the most popular and authoritative review site. Families use Niche.com for choosing places to live and schools. For districts, a town's grade is impacted by the district.

FURTHER READING:
Online Reviews for Schools: Why They Matter and What to Do

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Section Takeaways

MARKETING ON THE MIND

Eighty-two percent of school communicators agree that marketing themselves is important for recruitment — a strikingly high number when you consider that only about half of respondents have a marketing plan, on average they only allocate about 9% of their time to marketing, and it gets a tiny bite out of their budget.

But if it's so important, why aren't districts taking action? Time and resources is likely a contender, alongside the fact that for many districts, marketing for enrollment isn't a necessity at this time (although it is deemed important).

WHAT HAPPENED TO SOCIAL MEDIA PLANS?

Although more than 60% of respondents shared that they have a social media plan, they may not be enforcing it. The data revealed that numerous districts aren't keeping tabs on new accounts (or existing ones for that matter). With social media being such an essential platform for communications, regaining control of these channels is essential to avoid confusion and facilitate two-way conversations.

REVIEWS MATTER

What families have to say about your district matters — and nearly three-fourths of respondents are keeping tabs on them.

As states begin to see more families flee cities to settle down in the suburbs, online reviews for your school system can impact growth.

Take 30 minutes each month to check on reviews across the ones listed in this report and address any potential concerns.
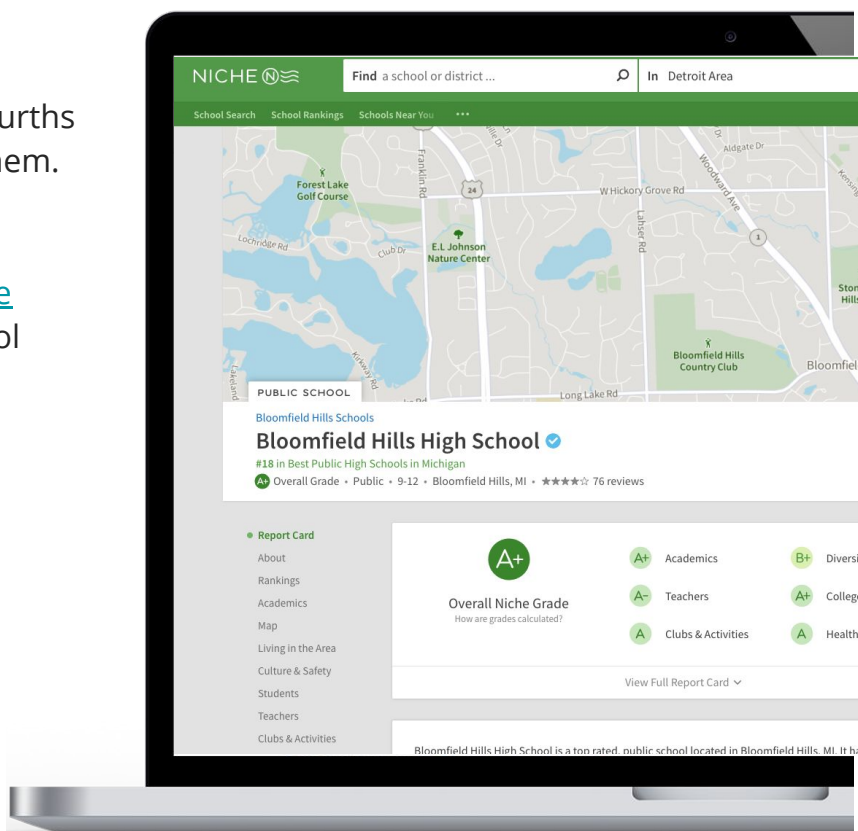
Featured: Bloomfield Hills Public Schools | Michigan

Benchmark Projections

As we look beyond 2020, which benchmarks do we think will fluctuate the most?

CRISIS COMMUNICATIONS

The survey for this benchmark report was issued in the middle of the coronavirus update. While one-fourth of respondents currently don't have a crisis communications plan, even in light of COVID-19, by fall 2020, we imagine that all communications teams will have some kind of crisis communications plan.

YOUR WEBSITE WILL BE YOUR COMMUNICATIONS HUB

While communication vehicles like email and social media are fast and efficient, they are also fleeting — meaning your community may not be able to find the information when they need it. Using your district's website as the primary hub — the true source — of information, you will simplify your life and streamline your communications. (And most importantly, it will save you time.)

If you'd like to learn best practices about district communication hubs, read this blog.

REGAINING CONTROL OVER SOCIAL MEDIA

As *everyone* relies more and more on platforms like Facebook, Twitter, and Instagram to connect and communicate while far apart, many districts will have to regain control to avoid chaos. Parents and students are already bombarded with information — it's essential that your communications team helps to break through the noise.

INVESTING MORE TIME, BUDGETS AND RESOURCES INTO MARKETING

Enrollment has been declining at public schools for years (in some states more than others) due to increased competition from online schools, charter schools, affordable private schools, and even homeschooling. In addition to increased competition, there are less students in the pool. Add in a new reliance on distance learning or expensive safety measures, and you have a perfect storm that may bring to shore an increased need for marketing.

About Finalsite

Districts choose Finalsite for our award-winning, ADA-compliant designs, robust communications software, integrated mobile app, simple website content management tools, and secure hosting. With scalable solutions to meet every district's unique needs, 24-7 support, in-house accessibility specialists and tactical website deployments, Finalsite is equipped to help districts of all sizes launch and maintain websites that improve school-to-home communications, recruit faculty, and engage key stakeholders. Finalsite is headquartered in Glastonbury, Connecticut, and serves more than 5,000 districts and schools in 84 countries, maintaining a 95% retention rate year over year.

For more information, please visit www.finalsite.com

To learn more about how Finalsite can help your district, start with a free 15-minute consultation: www.finalsite.com/consult

About NSPRA

The Leader in School Communication – the National School Public Relations Association provides school communication training and services to school leaders throughout the United States, Canada, and the U.S. Department of Defense Education Activity (DoDEA) schools worldwide. NSPRA's mission is to build support and trust for education through responsible public relations that leads to success for all students. We accomplish that mission by developing and providing a variety of diverse products, services and professional development activities to our members as well as to other education leaders interested in improving their communication efforts.

For more information, please visit www.nspra.org.