

Joliet Township High School Community & Alumni Relations Report 2021-2022

Joliet Township High School communicates to thousands of stakeholders in English and Spanish. Communication methods include text and phone messages, emails, website announcements, news postings, press releases, live interpretation, and social media via Facebook, Twitter, Instagram, YouTube, digital media, and Flickr. The analytics below contain data from July 1, 2021 to January 2022.

Email & Text Messages

All emails and text messages are delivered in English and Spanish. To encourage internal communication, all staff receive student and parent emails.

Email & Text Message Analytics	
District/Superintendent	122
Central	111
West	105
Transition	12
Pathways	10
Total	360

Phone Messages

Phone messages are used to deliver information of high importance such as school closings, or upcoming events for all students and parents such as open houses or registration.

Phone Message Analytics	
Number of Phone Messages	14

Website Postings

Updates are made daily to the District, Central, and West Websites to ensure accuracy and communicate new programs and opportunities. The sections of the website listed below are developed specifically to engage parents, students, community, and the media. The announcement and news sections contain a feature for community members to sign up for alerts each time a new announcement or news item is posted.

Website Postings	
Announcements (Also Sent to Local Media)	119
News Items (Also Sent to Local Media)	39
Community Bulletin Posts	34
Community Job Board Posts	14

New Website Features

Using the functionality of the website, the Course Offerings Guide and Student Handbook have been designed on the website to allow the user to view these documents by topic. This allows

the user to easily locate the information pertaining to the topic they wish to view instead of scrolling through a PDF. In addition, to communicate the 2021-2022 Return to Learn Plan and information pertaining to COVID, the 2021-2021 Return to Learn webpage was designed. The webpage contains information such as the COVID dashboard, Shield Opt-in, COVID protocols, and more.

Information on all webpages is translated to Spanish if the user utilizes the translation feature.

[View Online Course Offerings Guide](#)

[View Student Handbook](#)

[View 2021-2022 Return to Learn](#)

Website Forms and Scholarships

The website functionality includes the capability to create forms that allow the end user to pull a spreadsheet and data, including file uploads. These forms are used for event sign ups, volunteer sign-ups, online bullying report form, student media permission opt out, the alumni spotlights, Proof of Student COVID vaccination, and more.

Perhaps the most robust example of the form functionality can be seen in the district committee and donor scholarships posted to the website. To apply for the district committee scholarship, the student completes the Student Profile online and uploads an essay. Based on the profile submissions, the campus scholarship committee awards scholarships to each student. All profiles are organized into a spreadsheet with supporting documentation. For the district donor applications, a form is created for each scholarship with unique criteria and upload functionality for essays and in some cases video uploads. All applications are compiled into a spreadsheet per scholarship and forwarded to the scholarship committee for consideration. The form functionality streamlines the process with the Community and Alumni Relations Office support

Website Form Analytics	
Total Number of Forms	61
Number of Scholarship Forms	22

Contact Us & Info@jths.org

Two-way communication takes place via the “contact us” feature on the website and through the info@jths.org account, which is the reply email that all mass communications are sent from. The Director of Community Relations works with the superintendent to address all parent, community, student, staff and stakeholder concerns and inquiries. Info@jths.org inquires average around ten or higher per day, depending on the content of the information delivered or concerns that are arising, and here have been 245 “contact us” inquiries from July 1 to present. These accounts are monitored 7 days a week as they are sometimes used to report threats or safety concerns.

Online Fundraising

Athletic and activity fundraisers are posted to the JTHS website utilizing the Blue Snap payment processor. Community, alumni, parents, and all stakeholders can place donations using a similar functionality as platforms such as Go Fund Me. All fundraisers receive approval from the building or the district prior to posting.

Online Fundraising	
Number of Online Fundraisers	8
Amount Raised	\$ 15,694

Digital Media

There are 24 television screens throughout the district that display announcements, news items, and important information in a slideshow rotation. Images are creative and eye catching to capture the attention of students, staff and visitors to the campus.

Digital Media Analytics	
Number of Digital Media Posts	252

Social Media

Social media is used to engage stakeholders. The district actively monitors comments and responds to direct messages.

Social Media	
Facebook Posts	136
Page Likes	9,800
Tweets	5,820
Followers	4,268
Instagram Posts	681
Followers	1,433
YouTube Videos	22
Flickr Albums & Event Photography	41

Bilingual Communication - Diana

Translation and live interpretation are provided by the District Communication Specialist (Bilingual Spanish), the Central and West Family Liaisons, and the Bilingual IEP Manager. The numbers below do not include the email and text translations listed in the email and text message analytics previously in this document.

Bilingual Communication	
District Translations	74
District Interpretations	118
Central Translations	52

Central Interpretations	1,410
Central IEP Translations	248
Central IEP Interpretations	850
West Translations	195
West Interpretations	1,360
West IEP Translations	80
West IEP Interpretations	195

Weglot Translation

JTHS announced a new website translation feature on February 4, 2021. By contracting with Weglot, all website content is available in Spanish and French with a click of a button. The powerful tool is superior to translation tools such as google translate because Weglot is customizable and allows the Communication Specialist (Bilingual) to program translations for commonly used phrases and words unique to the district. In addition, the Communication Specialist (Bilingual) reviews all content posted to the website and manually adjusts the content translated to Spanish to ensure accuracy.

Weglot Translation Requests: Number of translation requests for the selected language filters	
English to Spanish	22,963
English to French	102

Atlas Language Services – As the district’s need for interpretation services grows, JTHS has investigated options to expand language access, particularly for Parent Teacher Conferences where the demand for interpretation exceeds the number of Spanish-speaking staff available. JTHS will use Atlas Language Services to assist with interpretation at Parent Teacher Conferences and is investigating the use of phone-in interpretation services to assist with occasions where there are no staff who speak the requested language.

Class Reunions

The Community & Alumni Relations Office assists reunion coordinators through communication delivery, event planning, scheduling campus tours, and providing classmate contact lists.

Class Reunion Analytics	
Number of Reunions with Support Provided	13
JTHS	1956, 1960, 1961,
East	1972, 1974
Central	1972, 1981, 1989, 1990, 1991,
JTHS	1956, 1960, 1961

Alumni Database

JTHS contracted with Alumni Nations to conduct a data scrub to locate contact information for

alumni and to develop a database. JTHS alumni can update their contact information through our alumni website [here](#). In addition, records are updated when working with Class Reunion Coordinators. The Alumni Office views obituaries and removes alumni who are deceased on a weekly basis.

Alumni Contact Analytics	
JTHS	24,818
Central	25,341
West	26,056
East	6,864
Number of Alumni Contacts on File	83,079

Alumni Events

Homecoming: All alumni receive free admission to homecoming and sign up in advance through a form hosted on the website and sent to the contacts in the alumni database and through a press release sent to local media and shared on Social Media. Alumni are engaged at homecoming through special announcements at the football game, and an alumni tent where their picture is taken with a photo frame customizable to their graduation year. Alumni visiting the tent are encouraged to update their information in the database. [View Homecoming Photos](#)

Joliet East Night: In January an East Alumni Event is held at Joliet Central during a boys and girls basketball double header. All East alumni receive free admission and sit in a reserved section. Central basketball players wear the East jersey and alumni in attendance are announced over the intercom. [View East Alumni Event Photos](#)

Alumni Spotlights

To engage our alumni, celebrate their success, and inspire our current students, JTHS has launched the #JTexcellence Alumni Spotlight Campaign. The campaign was announced on January 18, 2022 and there has been a very positive response. Alumni can complete the spotlight form or nominate an alumni. If an alum is nominated, an email from the Director of Community & Alumni Relations is sent to the nominee encouraging participation. More information [HERE](#).

Alumni Spotlight Analytics	
Number of Submissions Received	9
Number of Nominations Received	13
Number of Spotlights Published	5

***Due to the positive response and the limit of one post a day, there are spotlights are on deck for publication.*

Student Ambassadors

The Superintendent and Director of Community and Alumni Relations sponsor a group of students who represent the school and district at events and through service projects. Examples of Ambassador opportunities include participation in the School Improvement Planning Committee and Discipline Committee; volunteering at the Washington Junior High 5K; leading school tours; participating in videos for incoming freshman students; participating in problem solving circle professional development for staff; and more.

Ambassador Analytics	
Number of Ambassadors	101
Number of Ambassador Opportunities	15

Student Event – Virtual Career Exploration

Over 30 Joliet Township High School students and female professionals participated in the virtual career exploration event on December 2, 2021. The event was facilitated by the Community and Alumni Relations Office in partnership with the Zonta Club of the Joliet Area & the National Hook Up of Black Women, Inc. Joliet Chapter. Students learned the personal stories behind the career choices of local female professionals and the paths they took to get where they are today. The event included a live question-and-answer session and zoom breakout sessions. Occupations represented at the event included a State Representative, University Administrator (Diversity & Inclusion), Audiologist, User Experience Researcher for a Physics Simulation Software Company, Social Worker, Professor of Nursing, Human Resources Director, Agronomist for a Global Agriculture Company, Physical Therapist, Certified Financial Planner, Business Owner, a Realtor, and more.

Strategic Planning

Director of Community & Alumni Relations works with the superintendent to internally facilitate the Strategic Plan which includes documenting all planning progress, coordinating data collection, stakeholder participation, community awareness, and logistics of planning sessions.

Media Management & Publicity

The Director of Community and Alumni Relations works with the superintendent to respond to media inquiries, and arrange television, radio and print interviews. Networks include the Herald News, WJOL, Times Weekly, Farmers Weekly, Patch, Fox, NBC 5, ABC 7, CBS 2, WTTW, WLS, WBBM, and 95.9 the River, to name a few. News releases containing stories of district and school achievements, new program announcements, and events are communicated to media contacts through press releases, which are also posted to the website and shared via social media.

Community Involvement & Affiliations

- Director of Community & Alumni Relations and Communications Specialists are members of the National School Public Relations Association and the Illinois National School Public Relations Association.
- The Communications Specialists are participating in the Joliet Region Chamber of Commerce & Industry's Community Leadership School. The Community and Alumni Relations Director is a past graduate of Community Leadership School with the culminating project resulting in a new park for the children of the Warren Sharp Community Center.
- Director of Community & Alumni Relations is a board member of Project Acclaim and has nominated and awarded the following from July 1 to present: Joliet West Vaccine Clinic, Edna Brass (Community Involvement), National Hook Up of Black Women, Joliet Chapter; Miracle League of Joliet, Silver Cross Hospital (Pandemic Response), Kelly Rohder Tonelli (community involvement).
- Director of Community and Alumni Relations is a member of the Zonta Club of the Joliet Area and Chair of their Z Club Committee. She is also chairing the Luna Fest Woman's Film Festival that is raising scholarship money for students who wish to attend JJC.
- Director of Community and Alumni Relations is a member of the Joliet Region Chamber of Commerce & Industry and the Council for Working Women.
- Director of Community & Alumni Relations and Communications Specialist (Bilingual) are members of the Community Services Council.
- Director of Community & Alumni Relations will attend a cohort through the National School Public Relations Association to obtain an Accreditation in Public Relations (APR) Certification.
- Communication Specialist (Bilingual) is a Silver Cross Community Commissions Board Member and serves as the assistant coach and mentor of the JTHS Steel Tiger Robotics Team.

