



# 2022-23 Communication Guide

## Districtwide Messaging

**Overview:** In the spring of 2022, we asked RPS families and 6-12 students about their communication preferences. Based on survey responses from 837 families and 209 secondary students, we created this guide to help District staff determine what type of information to communicate, how often and on what platforms.

### Elementary Families

#### CONTENT

1. 87% - Urgent information (snow days, etc.)
2. 72% - Districtwide initiatives (student safety, environmental practices, land acknowledgment statement, equity work, etc.)
3. 68% - School board meeting highlights and policy changes
4. 43% - Ways to have their voice heard at the district level
5. 11% - Alumni features

#### FREQUENCY

1. 49% - As needed
2. 25% - Once a month
3. 21% - Weekly
4. 5% - Daily

#### PLATFORM

1. 88% - Email
2. 71% - Text message
3. 31% - Phone call or robocall
4. 31% - Through Seesaw
5. 28% - On paper (a handout)
6. 19% - On the District or school website
7. 17% - In person
8. 16% - ParentVUE
9. 16% - U.S. Mail
10. 15% - Social media

### Secondary Families

#### CONTENT

1. 83% - Urgent information (snow days, etc.)
2. 67% - Districtwide initiatives (student safety, environmental practices, land acknowledgment statement, equity work, etc.)
3. 66% - School board meeting highlights and policy changes
4. 39% - Ways to have their voice heard at the district level
5. 17% - Alumni features

#### FREQUENCY

1. 44% - As needed
2. 22% - Once a month
3. 27% - Weekly
4. 6% - Daily

#### PLATFORM

1. 89% - Email
2. 67% - Text message
3. 36% - Phone call or robocall
4. 22% - ParentVUE
5. 21% - District or school website
6. 18% - U.S. Mail
7. 18% - Schoology
8. 14% - On paper (a handout)
9. 13% - In person
10. 13% - Social media

### Secondary Students

#### CONTENT

1. 79% - Urgent information (snow days, early release, no school reminders, etc.)
2. 64% - Policies that affect me as a student
3. 38% - Ways to have my voice heard at the district level
4. 37% - Districtwide initiatives (student safety, environmental practices, equity work, etc.)
5. 30% - School board meeting highlights
6. 13% - Alumni features

#### FREQUENCY

1. 38% - As needed
2. 27% - Weekly
3. 20% - Once a month
4. 10% - Daily

#### PLATFORM

1. 92% - Email
2. 30% - Text message
3. 21% - On paper (handout)
4. 20% - School or District website
5. 18% - Digital displays in my school
6. 13% - Phone call or robocall
7. 12% - Social media