



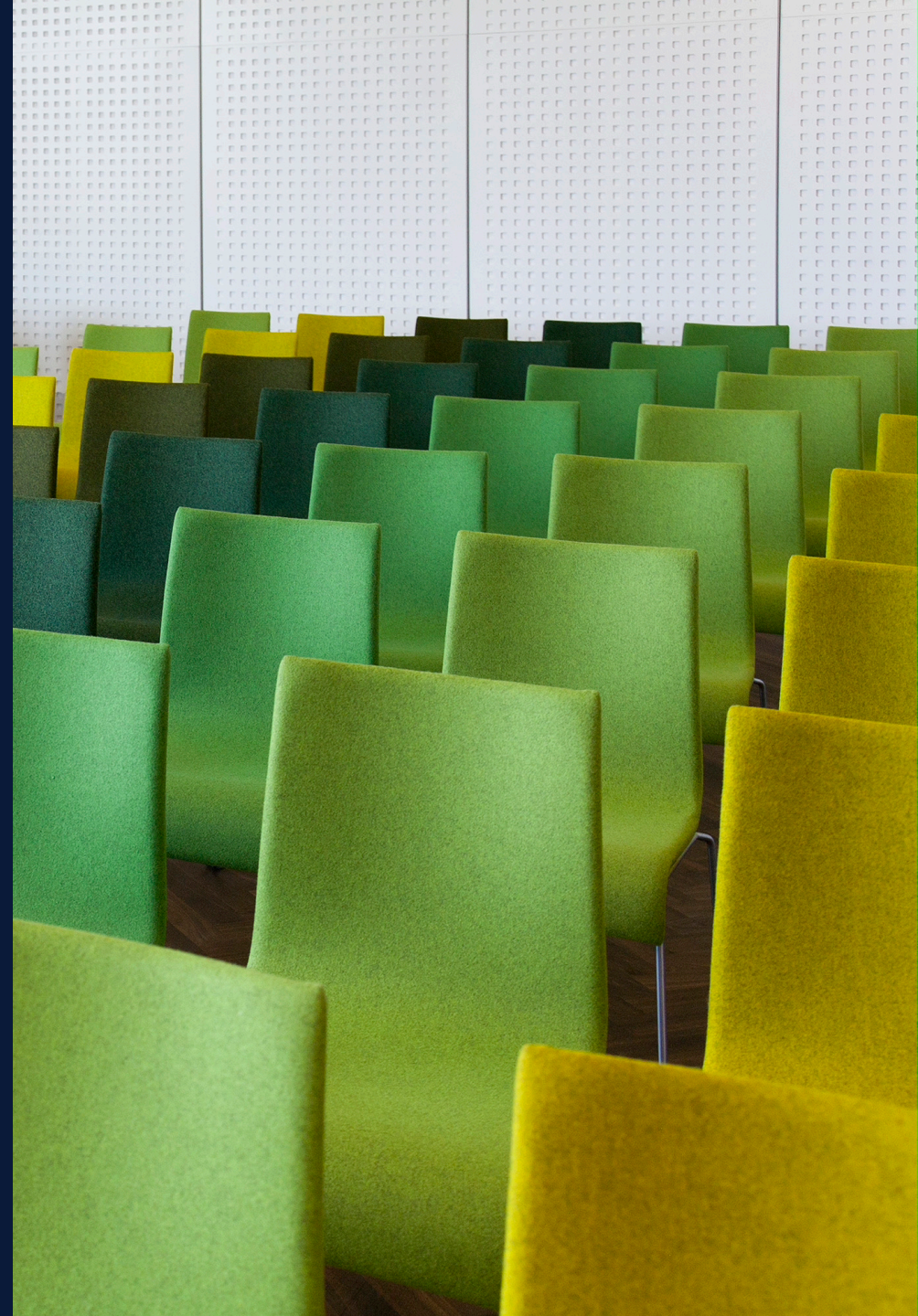
SPRING-FORD AREA SCHOOL  
DISTRICT (SFASD)  
COMMUNICATION AUDIT:  
PRELIMINARY RESULTS



PRESENTED BY:  
CHESTER COUNTY INTERMEDIATE UNIT

# PRESENTATION OVERVIEW

1. Goals of the Communication Audit
2. SFASD Ideals
3. Methodology
4. Key Findings and Opportunities
5. Recommendations



# GOALS OF THE COMMUNICATION AUDIT

1. Provide a comprehensive assessment of current communication efforts and the effectiveness of the overall program;
2. Create a snapshot of current perceptions about your schools and your district;
3. Identify gaps in your district communication strategy; and,
4. Provide baseline research to evaluate progress and develop a framework for creating a communication plan.

Ultimately, provide recommendations on how to strategically align communications to district mission and goals to reach community ideals.



# SFASD IDEALS

The following summarizes the knowledge, attitude, behavior and outcome ideals developed by Cabinet and the Board. The established ideals were utilized as the primary benchmark and measurement for the communication audit.

## Ideals Summary

SFASD desires an open and welcoming environment that builds respectful, authentic relationships between internal and external stakeholders and ignites a passion and desire in all to do the very best to serve the diverse needs of all students.

# METHODOLOGY

The Chester County Intermediate Unit (CCIU) employed a variety of qualitative and quantitative data collection measures and assessments to accomplish the SFASD communication audit as outlined below.

## Material Audits



**13+ Artifacts &  
6 Accounts**

Existing materials and social media accounts were reviewed.

## Surveys



**443 Respondents**

Respondents included staff, families and community members.

## Focus Groups



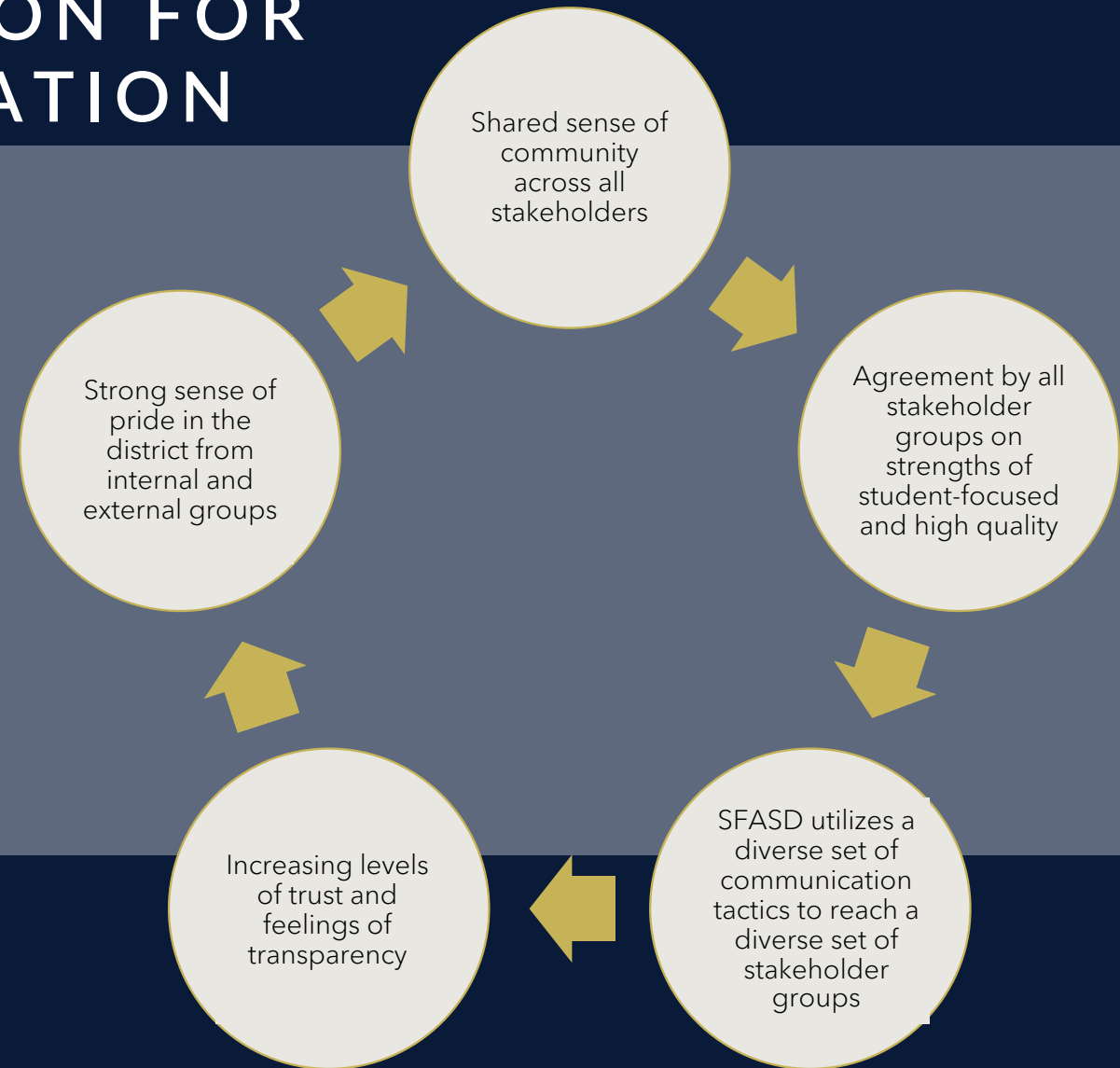
**4 Focus Groups &  
1 Interview**

Focus groups were conducted with internal and external stakeholders.



# LAYING A FOUNDATION FOR STRONG COMMUNICATION

Throughout the audit, it became clear that Spring-Ford Area School District is doing the work necessary to lay the groundwork to continue to move toward the ideals. Here are the key contributions of SFASD that are creating a solid communication foundation for the district and its stakeholders.



# KEY FINDINGS - STRENGTHS

## SURVEY

High level of satisfaction with communication from SFASD among staff and families

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Agreement among staff and families on the SFASD brand being centered around community

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## FEEDBACK

Strong levels of trust by family and staff in the communication they receive from the district

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Large majority of families would recommend SFASD to other families



# KEY FINDINGS - STRENGTHS

## FOCUS

Strong sense of pride in the District among internal and external stakeholders

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## GROUP

Recognized improvement by stakeholders of district transparency and responsiveness with multiple accolades given in focus groups for both superintendent Bob Rizzo and communication director Erin Crew

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## FEEDBACK

Familiarity and utilization of multiple communication channels and tactics to reach a diverse set of stakeholder groups

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Families, community and staff all indicated a desire to partner with the district to improve communications



# KEY FINDINGS - STRENGTHS

## ARTIFACT

Consistent visual branding across all District communications

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## REVIEW

Consistent and integrated mix of communication mediums, supported by designated audio-visual staff

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## FEEDBACK

Centralized social media accounts generate a positive level of stakeholder engagement



# KEY FINDINGS – AREAS OF IMPROVEMENT

## BUILDING UP SFASD

Clarify expectations for how information is shared at the building levels

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Improve reach by proactively partnering with staff to get feedback and empower them to be district ambassadors

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## INTERNALLY

Proactively align communication efforts to the community brand

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Strengthen internal community by keeping them informed about future direction and progress of any changes being made



# KEY FINDINGS – AREAS OF IMPROVEMENT

## BUILDING UP SFASD

Partner with stakeholders to simplify/target content and better manage the volume of communications being shared

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Strengthen external community by clearly communicating the district's vision, steps being taken to achieve it and the role stakeholders can play

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## EXTERNALLY

Proactively align communication efforts to the community brand

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Create a strategy to actively communicate and engage with the broader community



# OPPORTUNITIES

## Clearly Communicate the Vision

1. There exists among all audiences very encouraging levels of pride in the District and a strong desire to remain a welcoming and supportive community; however, the direction and vision of the District may not always be clear, unified and relationship-focused.

## Broaden and Strengthen the Community

2. While a true, authentic sense of community remains a desired ideal for all stakeholders and can serve as a central component of the overall SFASD brand, the ongoing growth of the district and minimum outreach to the broader community has placed a strain on this vision and requires a more intentional focus from all communicators within the district.



# OPPORTUNITIES

## Increase Communication Relevancy

3. Despite stakeholders recognizing and showing strong appreciation for the multiple channels of communication from the district, there was a common desire among all stakeholders for more streamlined and targeted messaging enabling audiences to more easily identify and find what is most relatable to them.





# STRATEGIC FOUNDATIONAL RECOMMENDATIONS

## 1. Be intentional in driving the “community” position



- Prioritize Staff Communication
- Partner in Initiative Communications
- Cross-Building Collaboration



- Expand Family Engagement Opportunities
- Parent Influencer Network



- Annual Report
- Expand Community Partners
  - Strengthen Community Email List



- Board Bios
- Communication Protocols
- Communication Agreement



# STRATEGIC FOUNDATIONAL RECOMMENDATIONS

## 2. Strategically align communication to organizational goals and ideals

- Strategic Communication Plan
- Define Leadership Communication Expectations
- Empower SFASD Brand Ambassadors

## 3. Prioritize and target audience communication

- Weekly Update Enhancements
- Review Website Navigation
- Personalize for Special Populations



THANK YOU!  
QUESTIONS?