



Engaging the 70%

Members: Michelle Johnson, Kassi Eckert, Margo Rapp,
Matt McCalla, Michelle Ellis, Charles Stocker

Summary of Project



Roughly 70% of the Sycamore Community do not have students in school but nonetheless, have a vested interest in the public school. Likewise the district has a vested interest in maintaining a connection with those families which consist of empty nesters, senior citizens, private school families and pre-parents (families with children not yet old enough to send kids to school.)

The district has attempted to both communicate and connect with this 70% through a variety of methods yet we receive feedback that we are falling short. This committee has been tasked with researching a wide ranging approach to connecting with the families in Sycamore that do not send students to our schools.

What's working?

- A Full Time Public Relations Employee
 - Support for this person in terms of resources and budget.
 - Our current communications efforts have proven to be effective, but we need to continue to do more.
- The use of social media to reach out to these non-district families.
 - This cost of this method is little to nothing.



Based off of data collected from *The Hamilton County Board of Elections*, we were able to narrow our focus:



- Over 25,000 registered voters within the district.
- **6,000+** of those voters are ages **65-85** - Roughly **25%** of total voting population.
- **653** Total registered voters who have children that attend private schools and not Sycamore.
- **6,000+** of these voters are “empty nesters” Ages **45-65** Who do not have children in a school system. (Sycamore or private) - Roughly **25%** of registered Sycamore voters.

Findings: Focus on empty nesters over age 45 and senior citizens to age 85. This is over 50% of registered voters!

Outreach Survey Schools

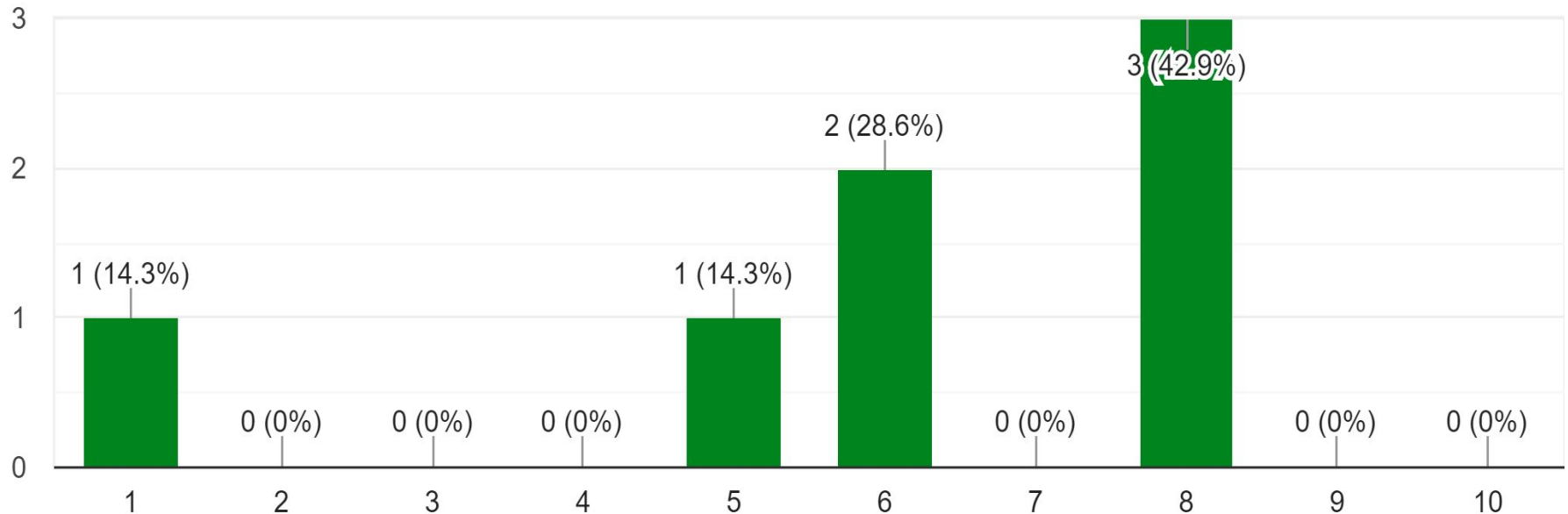


Loveland
CITY SCHOOL DISTRICT



Survey Responses

On a scale of 1-10 (1-very little, 10-almost all), how much of your communication plan is focused on engaging such families in the community?



Some Key Findings and Themes:

- Each district surveyed utilizes **social media** to communicate with the community in one way or another.
- **Facebook** is the most effective form of social media in terms of communication and overall participation.
- **Instagram** is the up and coming form of social media for younger generations.
- Many of these districts also send out quarterly **newsletters** or **post cards**.



Conclusions



- **Instagram:** This has been identified as the **next generation's** preferred form of communication.



- **Facebook:** This is currently the **strongest** form of social media communication. This is popular with our current parents and many senior citizens. ***ALL schools surveyed noted this as their most effective form of social media!***



- **Nextdoor** - Consider the use of this platform as a potential opportunity to publicize district events.

Recommendation: Create an instagram account that is targeted to **pre-parents**.



Hootsuite: This is an effective tool to manage all of the school's social networks through a single dashboard. This tool is approximately \$129/month and works with over 35 different social media platforms.

Recommendations



Hold listening sessions with the target groups of empty nesters to determine preferred methods of communication and frequency.

- **SAC?** - This research could continue in an informal manner.
- **Independent Consultant** who specializes in communications to get more formal, unbiased responses. Prioritizes the creation of an action plan and guides implementation.

Recommendations - Emails



- What resources can help us to gather community data?
 - Utilize Final Forms to retain archived emails of families who have graduated.
 - Consider purchasing emails from companies such as **Amazon, L2political, Accurate Append**
 - (Cost is roughly \$0.10 address).



Recommendations

- **Consider opportunities or programs that implement interpersonal communication.**
 - A new Sycamore Senior Center - In conjunction with SCS (Perhaps on School Grounds?)
- **Grassroots Effort:** Neighbor to Neighbor communication in conjunction with SCS. (Examples: Elementary students encouraged to do something kind for neighbors to say “thank you” for paying taxes!)

Recommendations

- Definitely target empty nesters, seniors, and businesses with invitations:
 - **Ribbon Cutting Ceremonies**
 - **Building Construction Tours**
- Create opportunities for “community graffiti”, Sell bricks from the old buildings. (An emotional connection to the school and new buildings!)



Questions?

