

# Communications & Community Relations Report

May 21, 2024

**THINK LEARN BE**  
**MORE**  
**TOGETHER**  
POCATELLO/CHUBBUCK  
SCHOOL DISTRICT 25

# Monthly Communications Insights

## PCSD 25 Social Media At a Glance

As of May 14, 2024



Followers

**12,154**



Followers

**1,377**



Subscribers

**543**



Followers

**479**

### Facebook continues to be the most effective social media tool to reach our audience



**37,461**

Reach



**17,293**

Engagement



**6,446**

Reactions



**551**

Comments



**2,717**

Photo Views

## Livestreams

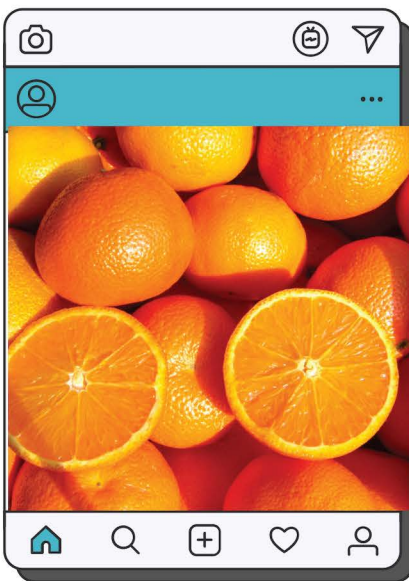


**April 16**  
Regular Board Meeting  
124 views

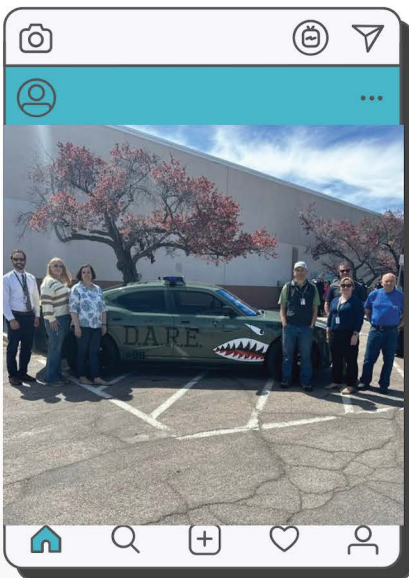
**May 8**  
Special Board Mtg.  
39 views

# Top Performing Posts

Last 28 Days



Reach 11,621k  
 Impressions 13,484k  
 Engagement 1,228k  
 148  
 921  
 141



Reach 9,286k  
 Impressions 9,286k  
 Engagement 269  
 58  
 93

01

**April 25, 2024**

POCATELLO/CHUBBUCK SCHOOL DISTRICT 25 ANNOUNCES 2024 SUMMER FOOD SERVICE PROGRAM

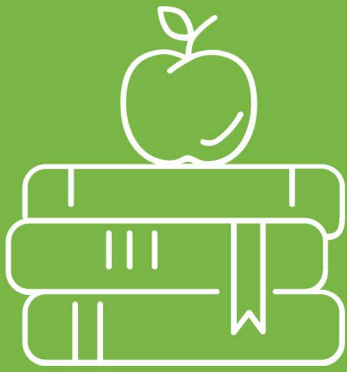
[Link to media release](#)

02

**May 13, 2024**

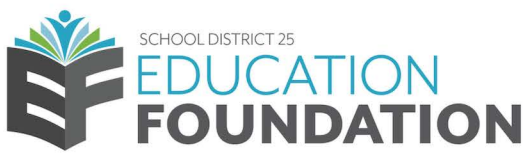
The Pocatello Police Department and its leadership unveiled a new D.A.R.E. car that is inspired by the A10 military plane.

[Read the article](#)



# Story Highlights

## \$17,000+



### \$5,000 Matching Donation!



Locally, the School District 25 Education Foundation raised \$17,130.

#### Internal Campaign Stats:

- 34 new payroll deductions totaling \$569.70 monthly
- 23 payroll deduction increases totaling \$173.00
- 19 one-time donations totaling \$1,780.00
- Monthly payroll contributions are expected to increase from \$612.17 to \$1354.87, exceeding our \$1100 target
- 88 total donors through IG, Payroll, Venmo

### Overall the statewide 2024 Idaho Gives Campaign Raised:

- \$4.3 Million
- 13,621 donors supporting
- 624 organizations



# EDUCATOR APPRECIATION WEEK 2024




## CELEBRATING THE INFINITE POWER OF JOY

THINK LEARN BE  
**MORE**  
TOGETHER  
POCATELLO/CHUBBUCK  
SCHOOL DISTRICT 25

### SPREADING JOY & APPRECIATION

- 56 Cakes
- 40 lbs of jerky
- Bags of cuties and apples
- Infinite Joy!

# IDSPRA: IDAHO SCHOOL PUBLIC RELATIONS ASSOCIATION



IDSPRA is a chapter of the National School Public Relations Association (NSPRA), supporting the mission to communicate strategically, build trust, and foster positive relationships in support of school communities across the state of Idaho.

2024 Annual Conference, Twin Falls, Idaho

Presenter for Two Sessions:  
Lessons Learned for Recent Idaho Ballot Measures:  
Panel members included representatives from Kuna School District and Idaho Falls D93

Preparing and Executing Crisis Response Communications: Co-Presented with Tonya Wilkes and E3 Team

Courtney Fisher, elected President for 2024-2025. 2025 Annual Conference will be hosted in Pocatello

Goals: Membership building; Coalition building among statewide stakeholders to uplift and support public education through coordinated campaigns; and developing quarterly professional development opportunities.

# Headlines of Interest

01

## AROUND THE DISTRICT

[Pocatello/Chubbuck School District announces selection of Principals for Syringa and Tendoy elementary schools](#)

[Restoration to Highland High School coming soon with House Bill 521 signed by Gov. Little](#)

[Pocatello-Chubbuck School District 25 board member Angie Oliver resigns](#)

[Idaho governor answers questions from Highland High School students](#)

[1,400 Pocatello High School students give back to the community](#)

[Kobi Gardea named head coach of Pocatello High School boys basketball team](#)

[PCSD 25 Announces Selection of Ellis Elementary School Principal](#)

02

## AROUND THE STATE

[Schools must adopt new special education manual](#)

[Districts to ask patrons for \\$209 million in local bonds and levies](#)

[Teacher recruitment events report growing interest in the profession](#)

[CDA eyes staff reductions, closing a school - but steers away from four-day calendar](#)

[Boise's school closure plan runs into parent outrage](#)

[Idaho join lawsuit over new Title IX rules](#)

03

## AROUND THE CAPITOL

[School choice PAC: Statehouse opponents](#)

[Don't confuse more with adequate: Idaho schools remain underfunded](#)

04

## AROUND THE COMMUNITY

[Recipients of 2024 "Pocatello's Promise of Tomorrow Mayoral Scholarship" announced](#)

[Pocatello Police unveil new D.A.R.E. Car](#)

[Primary election early voting through May 17](#)

# **MEDIA LINKS**

## **Appendix**





# Thank you.

## **PCSD 25**

# **Communications**

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