

June 18, 2024



Communications & Community Relations Report

THINK LEARN BE
MORE
TOGETHER
POCATELLO/CHUBBUCK
SCHOOL DISTRICT 25

Monthly Communications Insights

PCSD 25 Social Media At a Glance

As of June 17, 2024



Followers

12,165



Followers

1,385



Subscribers

550



Followers

478

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



35,555

Reach



12,301

Engagement



1,717

Reactions



364

Comments



3,989

Photo Views

Livestreams



June 5
Ratify Negotiated Agreement
 75 views

June 3
Negotiations
 Av. 96 views/session

May 23
Special Board Meeting
 329 views

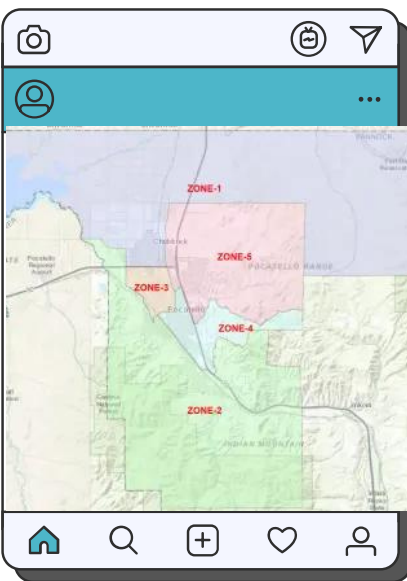
May 21
Regular Board Meeting
 155 views

May 20
Candidate Interviews
 150 views



Top Performing Posts

Last 28 Days



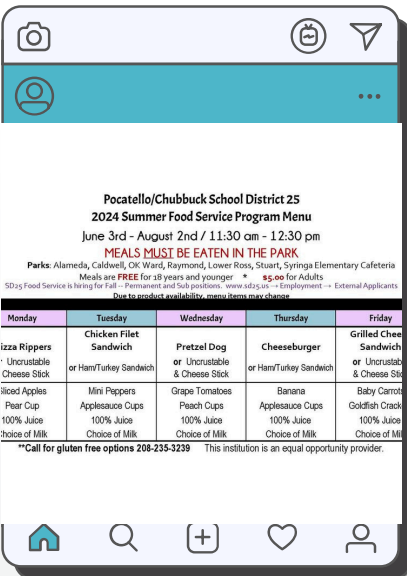
Reach 15,537
 Impressions 15,814
 Engagement 1,323
 34
 395
 882

01

April 25, 2024

Pocatello/Chubbuck School District 25 Board of Trustees Selects Megan Furniss to Fill Zone 1 Vacancy

[Link to media release](#)



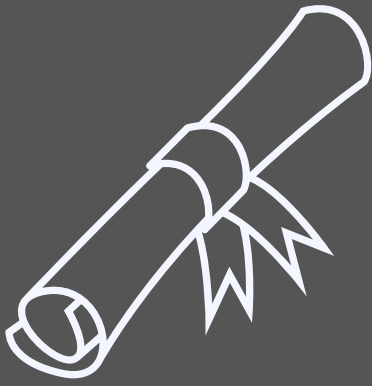
Reach 15,399
 Impressions 16,814
 Engagement 1,862
 334
 418
 869
 195

02

June 3, 2024

Summer Food Service Programs starts today! Meals will be served weekdays, Monday through Friday from 11:30 a.m. until 12:30 p.m. beginning Monday, June 3, 2024. The last day of service will be Friday, August 2, 2024.

[Read about the PCSD 25's summer food service program](#)



Story Highlights

CLASS OF 2024



View PCSD 25 high school graduation photo galleries:

<https://www.sd25.us/families-learners/graduation>



Headlines of Interest

01

AROUND THE DISTRICT

[Annual Memorial Day event to return to Century High School](#)

[Pocatello/Chubbuck School District announces selection of Cassie Atwood as new curriculum coordinator](#)

[Class of 2024 Graduation Photos](#)

[New Horizon High School](#)

[Pocatello High School](#)

[Century High School](#)

[Highland High School](#)

02

AROUND THE STATE

[State Board sets new minimum instructional days. What that means for for-day districts](#)

[Boise leaders weigh the fate of Owyhee Elementary](#)

[Caldwell approves next year's budget, which includes school closure](#)

[Celebrating School Board Appreciation month](#)

[State officials are revamping Idaho's graduation requirements for the first time in over a decade](#)

03

AROUND THE CAPITOL

[Libraries limit access as GOP bill takes effect](#)

[As Idaho revenues fall short, hopes for another big budget surplus dwindle](#)

04

AROUND THE COMMUNITY

[Marshall Public Library opens new book walk for families](#)

[Mixed results for voter turnout in local counties on Tuesday](#)

MEDIA LINKS

Appendix

May 15, 2024

Police: Local man arrested for sexually abusing 8-year-old girl

https://www.idahostatejournal.com/news/crimes_court/police-local-man-arrested-for-sexually-abusing-8-year-old-girl/article_25e2a8ae-0d89-11ef-8f2c-6b88fbb989ec.html

IEA-funded group targets Horman over school Choice

<https://www.idahoednews.org/kevins-blog/iea-funded-group-targets-horman-over-school-choice/>

At-risk population exempted from high-stakes testing

<https://www.idahoednews.org/east-idaho/at-risk-population-exempted-from-high-stakes-testing/>

Boise leaders weigh the fate of Owyhee Elementary

<https://www.idahoednews.org/news/boise-leaders-weigh-the-fate-of-owyhee-elementary/>

Governor, superintendent endorse legislative candidates

<https://www.idahoednews.org/news/ive-got-their-back-governor-superintendent-endorse-legislative-candidates/>

Coeur d'Alene schools will remain with five-day calendar

<https://www.idahoednews.org/news/coeur-dalene-schools-will-remain-with-five-day-calendar/>

Idaho lagged behind neighboring states in teacher pay last year

<https://www.idahoednews.org/news/idaho-lagged-behind-neighboring-states-in-teacher-pay-last-year/>

Idaho's best high schools are mostly in the Treasure Valley

<https://www.idahoednews.org/news/u-s-news-and-world-report-idahos-best-high-schools-are-mostly-in-the-treasure-valley/>

House Education vice chair faces two conservative challengers

<https://www.idahoednews.org/elections24/house-education-vice-chair-faces-two-conservative-challengers/>

Former School bus assistant charged with lewd conduct for alleged sexual contact with 8-year-old girl

<https://www.eastidahonews.com/2024/05/former-school-bus-assistant-charged-with-lewd-conduct-for-alleged-sexual-contact-with-8-year-old-girl/>

May 16, 2024

Another rift within the GOP comes into plain public view

<https://www.idahoednews.org/top-news/analysis-another-rift-within-the-gop-comes-into-plain-public-view/>

May 17, 2024

Several levies for local schools, libraries and fire protection on Tuesday primary ballot

https://idahostatejournal.com/townnews/politics/several-levies-for-local-schools-libraries-and-fire-protection-on-tuesday-primary-ballot/article_e58fc4ba-13b1-11ef-930f-6f4f86df09ae.html

May 18, 2024

April C.A.K.E. Award recipients announced

https://www.idahostatejournal.com/community/april-c-a-k-e-award-recipients-announced/article_10cb870e-0255-11ef-8491-17d5644609bc.html

May 19, 2024

Pocatello Thunder returns home as 4A State Champs

https://www.kpvi.com/news/pocatello-thunder-returns-home-as-4a-state-champs/article_02e9660e-1666-11ef-90a5-b3ed13889a09.html

May 20, 2024

Who's spending in Tuesday's election? A guide to some key players

<https://www.idahoednews.org/elections24/whos-spending-in-tuesdays-election-a-guide-to-some-key-players/>

May 21, 2024

Pocatello softball finally captures first state championship after years of building and heartache

https://www.idahostatejournal.com/sports/state-champions-pocatello-softball-finally-captures-first-state-championship-after-years-of-building-and-heartache/article_d33ff1be-159f-11ef-b09c-4fb755089796.html

Ballot issues, contested local and state races to appear on Tuesday's election ballot

https://www.idahostatejournal.com/news/local/ballot-issues-contested-local-and-state-races-to-appear-on-tuesdays-election-ballot/article_a199f068-16f5-11ef-a102-0b272be5548e.html

Pocatello/Chubbuck School District announces 2024 Summer Food Service Program

https://www.idahostatejournal.com/community/pocatello-chubbuck-school-district-25-announces-2024-summer-food-service-program/article_6254a276-0346-11ef-80b9-076fc3d50ffb.html

Horman wins, Marmon upsets Yamamoto in key legislative races

<https://www.idahoednews.org/news/idaho-legislature-election-results-from-key-education-races/>

GOP primary results could shift dynamics of school choice debate

<https://www.idahoednews.org/top-news/gop-primary-results-could-shift-dynamics-of-school-choice-debate/>

Salmon bond passes, breaking streak of 12 failures

<https://www.idahoednews.org/news/bond-and-levy-results-209-million-at-stake/>

Close and unlikely election wins add to \$116 million for schools

<https://www.idahoednews.org/top-news/election-wins-some-close-and-unlikely-add-up-to-116-million-for-schools/>

May 22, 2024

Most legislative GOP incumbents leading as votes are counted late Tuesday evening

https://www.idahostatejournal.com/news/local/most-local-gop-incumbent-lawmakers-win-primary-races/article_714a756e-17f3-11ef-958d-97fa619950d5.html

Mixed results for voter turnout in local counties on Tuesday

https://www.idahostatejournal.com/news/local/mixed-results-for-voter-turnout-in-local-counties-on-tuesday/article_d52b0936-17e9-11ef-ac31-9f728786893c.html

Highland baseball team claims first state trophy in 10 years

https://www.idahostatejournal.com/sports/state-baseball-roundup-highland-baseball-team-claims-first-state-trophy-in-10-years/article_149a4652-17d3-11ef-bb23-5b57eb04b4b8.html

Century boys tennis team still comes away with fourth state title in spite of everything

https://www.idahostatejournal.com/sports/century-boys-tennis-team-still-comes-away-with-fourth-state-title-in-spite-of-everything/article_34f095c4-178c-11ef-be2b-c3ea4e09cb89.html

A turbulent primary, and maybe a glimpse into the future

<https://www.idahoednews.org/top-news/analysis-a-turbulent-primary-and-maybe-a-glimpse-into-the-future/>

Boise backtracks on Owyhee elementary closure plans

<https://www.idahoednews.org/news/boise-backtracks-on-owyhee-elementary-closure-plans/>

House 28B incumbent Dan Garner earns November showdown with Dem challenger

<https://www.eastidahonews.com/2024/05/house-28b-incumbent-dan-garner-earns-november-showdown-with-dem-challenger/>

Cheatum retains State House Seat 28A with Republican Primary victory

<https://www.eastidahonews.com/2024/05/cheatum-retains-state-house-seat-28a-with-republican-primary-victory>

May 23, 2024

High school students, frustrated by lack of climate education, press for change

https://www.idahostatejournal.com/news/national/high-school-students-frustrated-by-lack-of-climate-education-press-for-change/article_29ea8d49-9a7e-5f29-beb5-c63778161e19.html

15 GOP incumbent legislators lose re-election campaigns

https://www.idahostatejournal.com/news/local/15-gop-incumbent-legislators-lose-re-election-campaigns/article_57cb5c80-1874-11ef-b73c-67c668477916.html

Idaho Congressman Mike Simpson wins Republican nomination in re-election campaign

https://www.idahostatejournal.com/news/state/mike-simpson-wins-republican-nomination-for-u-s-house-in-idahos-2nd-congressional-district/article_4e9e6ee3-f8ab-5240-b1f4-936a55e9ae0a.html

Public invited to comment on proposed changes to state special education manual

<https://www.idahoednews.org/news/public-invited-to-comment-on-proposed-changes-to-state-special-education-manual/>

Salmon celebrates successful school bond

<https://www.idahoednews.org/news/elated-salmon-celebrates-successful-school-bond/>

May 24, 2024

Annual Memorial Day event to return to Century High School

https://www.idahostatejournal.com/news/local/idaho-field-of-heroes-to-take-place-this-memorial-day-weekend-at-century-high-school/article_0afbd22c-1888-11ef-af77-5beeb27d2deb.html

South Bannock Library District's levy only non-school ballot issue to pass locally on Tuesday

https://www.idahostatejournal.com/freeaccess/south-bannock-library-districts-levy-only-non-school-ballot-issue-to-pass-locally-on-tuesday/article_ef16ac12-17d8-11ef-b923-4fa132a44509.html

Voters support several supplemental levies for local school districts

https://www.idahostatejournal.com/freeaccess/voters-support-several-supplemental-levies-for-local-school-districts/article_f0a28ae2-1814-11ef-9a9c-bf85fe4a7db8.html

Highland's Johnson leads team to first-ever state trophy by winning first singles title in 36 years

https://www.idahostatejournal.com/sports/highlands-johnson-leads-team-to-first-ever-state-trophy-by-winning-first-singles-title-in/article_4e7f1db2-195d-11ef-868a-9349a51a501a.html#:~:text=Johnson%20became%20the%20school's%20first,a%20state%20championship%20since%201988.&text=The%20Highland%20tennis%20team%20celebrate,at%20Boise%20Racquet%20%26%20Swim%20Club.

Boise approves 3.25% raise for teachers

<https://www.idahoednews.org/news/boise-approves-3-25-raise-for-teachers/>

4A State Champion Pocatello Thunder Interview

https://www.kpvi.com/news/4a-state-champion-pocatello-thunder-interview/article_81160dea-1a5b-11ef-bd4d-c39f918daa3a.html

May 25, 2024

Pocatello inching closer to proposing sign code ordinance changes to planning and zoning commission

https://www.idahostatejournal.com/news/local/pocatello-inching-closer-to-proposing-sign-code-ordinance-changes-to-planning-and-zoning-commission/article_c4150b0a-124f-11ef-a448-57c8cf62e1c4.html

The future is here: Embracing multimodality in AI

https://www.idahostatejournal.com/opinion/opinion-the-future-is-here-embracing-multi-modality-in-ai/article_05ca48f4-193e-11ef-8e53-4b592e0e337c.html

Collective action and positive change

https://www.idahostatejournal.com/opinion/columns/opinion-collective-action-and-positive-change/article_d5a702c4-19ed-11ef-a1bf-27147fc4a29a.html

Upholding local control: A stand against Idaho GOP's reluctance to empower local government

https://www.idahostatejournal.com/freeaccess/opinion-upholding-local-control-a-stand-against-idaho-gops-reluctance-to-empower-local-government/article_60985e54-193b-11ef-9c20-6b00d7e1e96f.html

May 28, 2024

Marsh Valley students stage walkout to support teachers on the chopping block

<https://www.idahoednews.org/east-idaho/marsh-valley-students-stage-walkout-to-support-teachers-on-the-chopping-block/>

May 29, 2024

Post-election audit selection of Idaho counties, precincts

<https://localnews8.com/politics/idaho-politics/2024/05/29/post-election-audit-selection-of-idaho-counties-precincts/>

Staff reductions imminent after levy fails in Caldwell

<https://www.idahoednews.org/news/staff-reductions-imminent-after-levy-fails-in-caldwell/>

May 30, 2024

West Bonner considers shuttering two elementary schools

<https://www.idahoednews.org/north-idaho/west-bonner-considers-shuttering-two-elementary-schools/>

May 31, 2024

Caldwell outlines school closure, other cuts for next school year

<https://www.idahoednews.org/news/caldwell-outlines-school-closure-other-cuts-for-next-school-year/>

Caldwell closes Lincoln Elementary following failed Levy

https://www.ktvb.com/article/news/local/idaho-press/caldwell-school-district-closes-lincoln-elementary-school-following-failed-levy/277-ed069a71-65d5-40b0-bf39-723fb2c66be4?fbclid=IwZXh0bgNhZW0CMTEAAR2GR6-u0JVR4Si4qTDQZ0d-gs1ngEMgB4FEcRSzom2ECzoWy_qzWCnMgKY_aem_AaoVnEwmC7qXSioAoF2glePskcOjcSIbMBHU6MCZCqdKKK9aOcVyDBxyCKl9wolQggo5HljsUuFk6fe855HjfmDf

Photos of New Horizon High School Class of 2024 graduation ceremony

https://www.idahostatejournal.com/freeaccess/photos-of-new-horizon-high-school-class-of-2024-graduation-ceremony/collection_aebcfb20-1f6d-11ef-aadd-1fd17f287df8.html?fbclid=IwZXh0bgNhZW0CMTEAAR2qH641gfO8he58yOwr_uV-Ah9EvTbn1Zwk7PxTuH0e-EpJ1QwC9AAoEHs_aem_AaoO1-LBwgY5IXyeoFK9D3C-x1kdKf9e4dIKYIUM7vWlcUE2CSgJ0RzNGyDxe14x5cMJHZjOKdGj-q-9X6Ms94HF

June 1, 2024

Hundreds of School District 25 high school seniors receive diplomas

https://www.idahostatejournal.com/news/local/seize-the-day-hundreds-of-school-district-25-high-school-seniors-receive-diplomas/article_1ddfd702-1ed3-11ef-8fc6-c3c870aeef39.html

Photos of Pocatello High School's graduation ceremony

https://www.idahostatejournal.com/freeaccess/photos-of-pocatello-high-schools-graduation-ceremony/collection_d958905a-2031-11ef-a2fa-57396a7397a2.html?fbclid=IwZXh0bgNhZW0CMTEAAR0JHuXBdX6RI52VM3bRfbCB7eIUe_OzmjssVjw3OpFEkPCJHoqYIsNR2Us_aem_AapJb8wDWBJV9I1zzv08vG7tJx-zh148ih7gkgFuXl_pHVf3vGHSpnYIKROI0ocT7ZIFBHRZUIpkoAkj2QYTKcR8

Photos of Century High School's graduation ceremony

https://www.idahostatejournal.com/freeaccess/photos-of-century-high-schools-graduation-ceremony/collection_b07ee3f8-2033-11ef-b0b6-13cc84e3947d.html?fbclid=IwZXh0bgNhZW0CMTEAAR2wIAdCtksfpegZz8YI36e04SifA_GhfssMdpuia_StMRWgxN_bBKeaTbs_aem_AaqX1rvs-C10abDTutjAUmm_j_AJzoKCDhsktJOF8xr_qrqDDjW8IJ80oilQols4q90doRDHDpS-q3MwftpXn1S

Photos of Highland High School's graduation ceremony

https://www.idahostatejournal.com/freeaccess/photos-of-highland-high-schools-graduation-ceremony/collection_0d1c2e52-2036-11ef-88c7-439e5d05882a.html?fbclid=IwZXh0bgNhZW0CMTEAAR2ftLiHa1I3mLHe76EsvJSfmgUyn2v1cwXt_sKz4OY1mGbDdd0jsKEsY_aem_Aarn9kf8kAjKFFb-HyXzsXXsg0YyDurjAnvWs6DrUuy8I9ufDXRXqPzK9BaR9dwaReEt_VqtuLp_5-bLf9yT0j4j

June 3, 2024

How parents and neighbors ended Salmon's decades-long school bond drought

<https://www.idahoednews.org/top-news/everything-on-the-table-how-parents-and-neighbors-ended-salmons-decades-long-school-bond-drought/>

ISU to offer bachelor's in software engineering starting this fall

https://www.idahostatejournal.com/community/isu-to-offer-bachelor-s-in-software-engineering-starting-this-fall/article_1723b5fc-21ce-11ef-9b7d-3355090aa567.html?fbclid=IwZXh0bgNhZW0CMTEAAR2ILY_BUyQUuretJIQO_14K2eNCFoUlWElNm9_t7fLkVgmsjnK11DpHqhc_aem_AaqRscAFUW0sw5i9-fsv7mDKelgU7WL5grruUMDrr_NQ_9jpJmGKE7zpTnvavEEdPalPXYAbi17Q1kMG8nO4ZNzt

Pocatello/Chubbuck School District announces selection of Cassie Atwood as new curriculum coordinator

https://www.idahostatejournal.com/community/pocatello-chubbuck-school-district-announces-selection-of-cassie-atwood-as-new-curriculum-coordinator/article_b84dfdbc-21e9-11ef-8da1-e7be05a0bcec.html?fbclid=IwZXh0bgNhZWQCMTEAAR0UI6pp_EG_Cf-PsOI956K6RBkpcAVuTIPYIEFvbmX_0HSeh2ft8uonpY_aem_Aao9YCtx4V6RnHfRjzTrr-EldmqD6JXYh1975ZRG5VxEbt-UCKgE1OhJEI4_xhCTd60KursjUCvBXqoBSX0c5Mor

Celebrating School Board Appreciation month

<https://www.idahoednews.org/voices/celebrating-school-board-appreciation-month/>

June 4, 2024

School leaders in two resort towns get creative to offer affordable housing for staff – with mixed results

<https://www.idahoednews.org/top-news/school-leaders-in-two-resort-towns-get-creative-to-offer-affordable-housing-for-staff-with-mixed-results/>

Caldwell presents its case for reductions after failed levy

<https://www.idahoednews.org/news/caldwell-presents-its-case-for-reductions-after-failed-levy/>

June 5, 2024

Is Launch reaching a new group of graduates? It's possible

<https://www.idahoednews.org/kevins-blog/is-launch-reaching-a-new-group-of-graduates-its-possible/>

Scholarships in Idaho

<https://www.idahoednews.org/features/spelling-it-out/scholarships-in-idaho/>

As Idaho revenues fall short, hopes for another big budget surplus dwindle

<https://www.idahoednews.org/news/as-idaho-revenues-fall-short-hopes-for-another-big-budget-surplus-dwindle/>

June 6, 2024

Lawmakers get a glimpse into CWI's growth – and the challenges that come with it

<https://www.idahoednews.org/top-news/lawmakers-get-a-glimpse-into-cwis-growth-and-the-challenges-that-come-with-it/>

Idaho AEYC announces new executive director

<https://www.idahoednews.org/news/idaho-aeyc-announces-new-executive-director/>

June 7, 2024

GOP attacks on school levy process mean deep cuts for our students

<https://www.idahoednews.org/voices/gop-attacks-on-school-levy-process-mean-deep-cuts-for-our-students/>

June 8, 2024

Libraries limit access as GOP bill takes effect

https://www.postregister.com/opinion/guest_column/opinion-libraries-limit-access-as-gop-bill-takes-effect/article_d53d03f4-1f71-11ef-a5be-93825f31caf8.html

June 9, 2024

Highland's Van Orden restores program's legacy in the hurdles with a pair of state championships

https://www.idahostatejournal.com/sports/highlands-van-orden-restores-programs-legacy-in-the-hurdles-with-a-pair-of-state-championships/article_c283dd36-253a-11ef-a7c4-3bcbd35ac3f8.html?fbclid=IwZXh0bgNhZW0CMTEAAR2NOIILaMTnZ96kfEUocmWMcOk3oHunk6si33kfcHw3ERwyFeoT2XcHwQ8_aem_Ab3h8SJ6DbFcpqbeNHDhXIYJBzXyf5QiJMxhnfaqzujqhA39uzyiw_iSULDdX-dT5h9iILWFIkaU9ALO3fxwYL7

June 10, 2024

Superintendent shuffle: 2024 turnover at education's helm

<https://www.idahoednews.org/news/superintendent-shuffle-2024-turnover-at-educations-helm/>

Journalists launch nonprofit to promote government transparency

<https://www.idahoednews.org/news/idaho-journalists-launch-nonprofit-to-promote-government-transparency/>

West Bonner trustees close a school, select new superintendent

<https://www.idahoednews.org/news/west-bonner-trustees-close-a-school-select-new-superintendent/>

Idaho's First National Civics Bee competition seeks kids in grades 6-8

<https://www.idahoednews.org/news/idahos-first-national-civics-bee-competition-seeks-kids-in-grades-6-8/>

June 11, 2024

Caldwell approves next year's budget, which includes school closure

<https://www.idahoednews.org/news/caldwell-approves-next-years-budget-which-includes-school-closure/>

Marshall Public Library opens new book walk for families

https://www.kpvi.com/news/local_news/marshall-public-library-opens-new-book-walk-for-families/article_b5ce44d8-2831-11ef-a142-dbb7a8479535.html

June 12, 2024

State Board sets new minimum instructional days. What that means for for-day districts

<https://www.idahoednews.org/top-news/state-board-sets-new-minimum-instructional-days-what-that-means-for-four-day-districts/>

State officials are revamping Idaho's graduation requirements for the first time in over a decade
<https://www.idahoednews.org/top-news/state-officials-are-revamping-idahos-graduation-requirements-for-the-first-time-in-over-a-decade/>

Idaho Republican state convention kicks off Thursday in Coeur d'Alene
<https://www.idahoednews.org/news/idaho-republican-state-convention-kicks-off-thursday-in-coeur-dalene/>

School closure, athletics cuts and eliminating SRO's part of Caldwell Schools' new budget
https://www.idahostatejournal.com/townnews/school/school-closure-athletics-cuts-and-eliminating-sros-part-of-caldwell-schools-new-budget/article_47d90d8b-1545-5b2b-972a-ce85b587384c.html



Thank you.

PCSD 25

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