Public Information Program Report







STANWOOD-CAMANO SCHOOL DISTRICT

OUR PROMISE

Every student in the Stanwood-Camano School District is **empowered to learn** in an inclusive setting and is **prepared for the future** of their choice.



STANWOOD-CAMANO
SCHOOL DISTRICT

Goals & Measures

1. Foundational early learning for every student
2. Responsible, engaged critical thinkers
3. Continuous opportunity, growth & achievement for every student
4. Future-ready graduates

Board Policy 4000

The district shall strive to maintain effective communication channels with the public

This year's successes

- ★ Levy outreach, highest voter turnout in county (40%)
- ★ Expanded audiences
- ★ Increased frequency of messaging in response to survey



E-Newsletters

- Average 17,589 pageviews each week — up from 12,355 last year
- Added the **Community Connections** newsletter and the **Spartan Sports Report**
- About 95% of recipients view newsletters and spend an average of 4 minutes
- About 80% view on their mobile device



Results from Community Survey in March

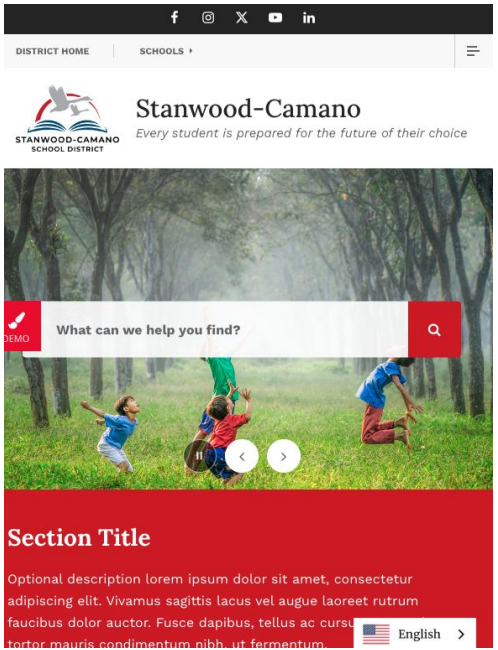
	2023	2024
We are excellent/good at communicating	47%	72% ⬆️
Where do you get school info?		
From district emails	63%	67% ⬆️
From district websites	42%	61% ⬆️
From the district's social media channels	37%	49% ⬆️
Where do you want to get school info?		
From district emails	66%	74% ⬆️
From district websites	41%	57% ⬆️
From the district's social media channels	33%	44% ⬆️

68%

Of the information is generally clear and informative, meeting my expectations

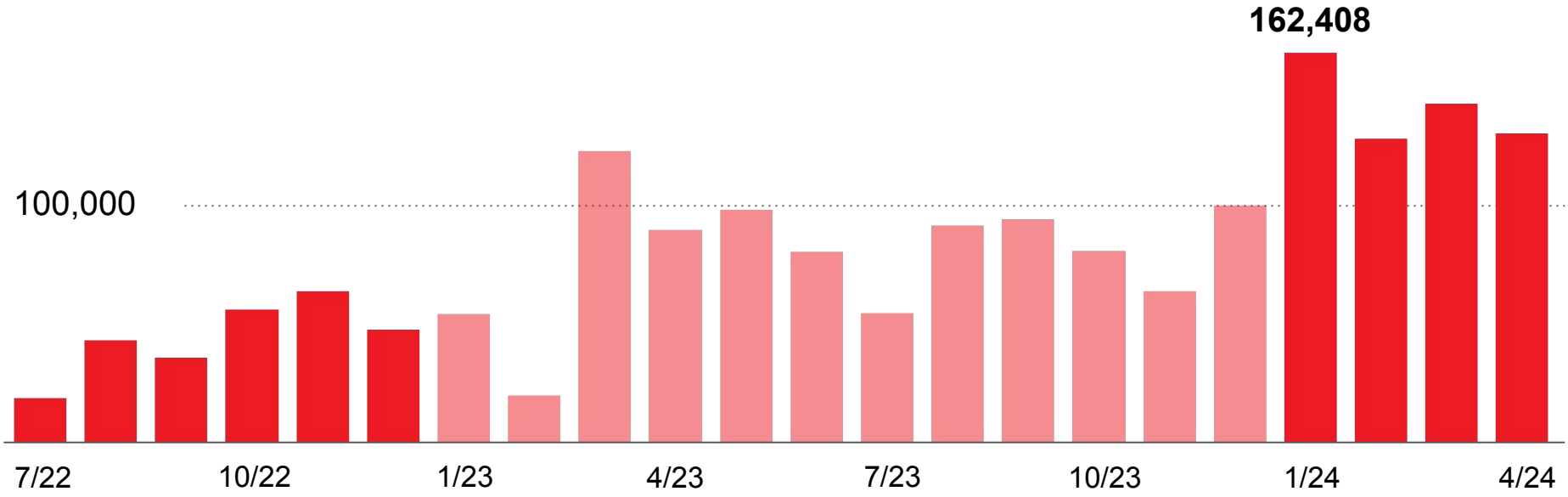
New website vendor — Finalsite

Website: Modern look and functionality; simple, reliable search function
Newsletters: Unlimited newsletters; template style to reduce staff time
Mass messaging: Similar to what we have now; increased reliability
Branded app: Allows for 1:1 messaging in preferred language; user-defined push notifications; robust calendar
Compliance: Records retention; translation



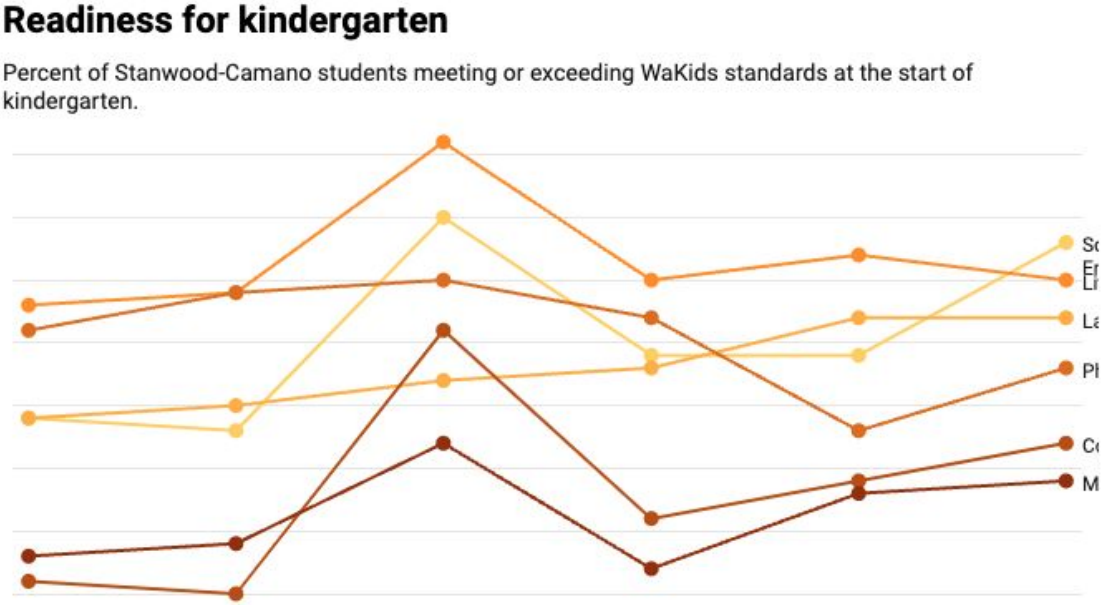
Total monthly views across all platforms

Website, Facebook, Instagram, Nextdoor, Twitter



Next steps

- Implement new website; then teach staff, students, families, community how to use new tools
- **Expand data on our Strategic Plan webpage**
- Increase regular outreach to families about schools (safety initiatives, maintenance needs, student projects, etc)



Questions?



Empowered to Learn!

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