

December 17, 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 December 12, 2024



Followers

12,234



Followers

1,388



Subscribers

572



Followers

471

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



91,149

Views



13,216

Reach



793

Interactions



29

Follows



16

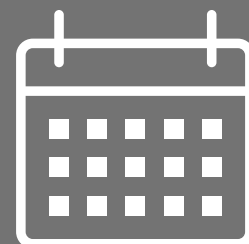
Unfollows

Livestreams



November 19
Regular Board Meeting
398 views

December 10
Work Session
77 views



Top Performing Posts

Top Content By Views: Last 28 Days



Views 10,480
 Reach 6,049
 Interactions 84
 Comments 6
 Shares 45



Views 6,343
 Reach 3,001
 Interactions 11
 Retweets 36
 Comments 7
 Shares 1

01

December 4, 2024

Highland High School Student Government presents:

Read post:

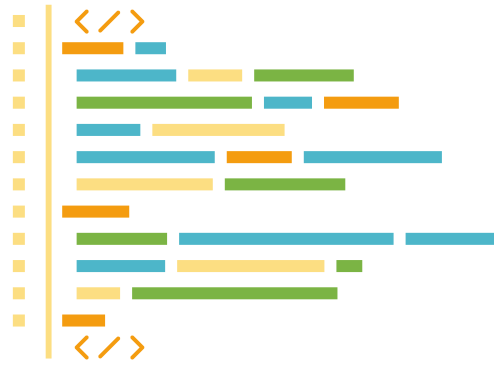
<https://www.facebook.com/PCSD25/posts/pfbid033xorR57BwPKznJgy27DLgssuFmmxvs6xKaB3HJGzQsGiJ4YBy5SEXV7bcvFHLwbVI>

02

November 19, 2024

FAQs regarding review of enrollment and attendance areas:

https://www.sd25.us/departments/communications/news-details/-board/pcsd-25-news/post/frequently-asked-questions-review-of-enrollment-and-attendance-zones?preview=eyJhbGciOiJIUzI1NiJ9.eyJleHAiOiE3MzlwMzYxMzQsImkljoxNDIOfQ.HA7iLp3gaCcPzShxpQe5RfE4aavcr1eu_5gRtVhTjGI&show_post=true&post_id=1424



Media Coverage:
Idaho State Journal
Local News 8

Excitement reverberated throughout School District 25 as K-5 learners participated in the global Hour of Code initiative during the week of December 9-13. This event not only extends learning opportunities for K-5 learners in classrooms around the district's 13 elementary schools but also emphasizes the district's commitment to professional development for educators.



Watch the video:
<https://youtu.be/py5NX1CrKjw>

[Read the media release](#)

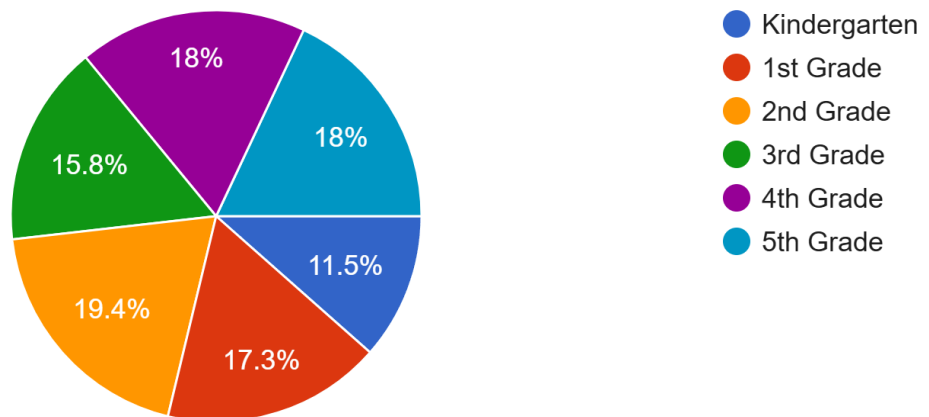


DISTRICT STATS

139 teachers participated in Hour of Code the week of Dec. 9-13

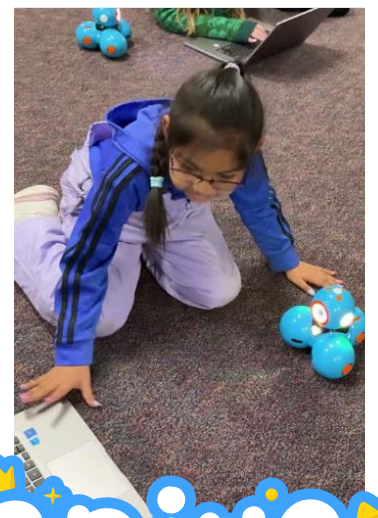
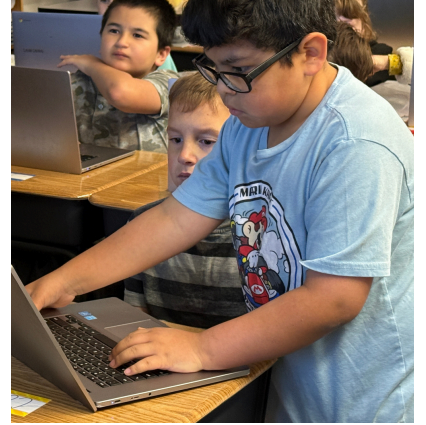
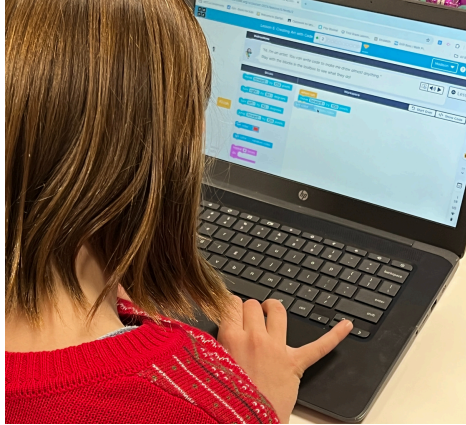
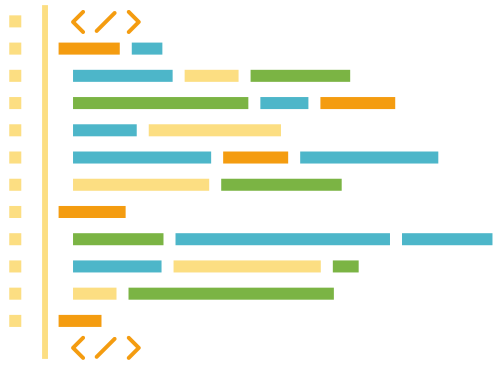
Grade

139 responses



FUN FACTS

During the 23-24 school year, we had 1,521 students who logged into and used Code.org. So far this year, we have already had 1,919 students logged in and using Code.org and it's only December! Last year we had only 1 teacher trained in the CS Fundamentals curriculum which is the elementary curriculum. So far this year, we have 13 teachers trained!



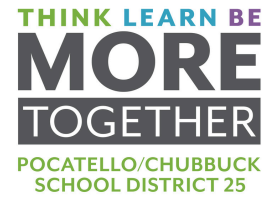
HOLIDAY HEROES

Greater Pocatello Association of Realtors Fills District Office
with Holiday Cheer for PCSD 25 Families

The Greater Pocatello Association of Realtors brightened the season for 11 PCSD 25 families, including 34 children—9 of whom are high school-aged—through their annual Christmas giving effort. Over 200 gifts were lovingly provided, bringing joy and support to those in need. The gifts beautifully adorned the district office tree, which was selected as part of the SD25 Education Foundation's sponsor tree donation from this year's Festival of Trees, creating a stunning display of holiday generosity and community spirit.



Communication Plan: Enrollment and Attendance Areas



Media:

- Media release distributed October 17, 2024
 - Idaho State Journal: https://www.idahostatejournal.com/news/local/pocatello-chubbuck-school-district-announces-review-of-enrollment-and-attendance-areas/article_614d8562-8cd7-11ef-a408-0f13c8043bcc.html
 - Pocatello-Chubbuck Observer: <https://pocatellochubbuckobserver.com/2024/10/20/pocatello-chubbuck-school-district-announces-review-of-enrollment-and-attendance-areas/>
 - Newsbreak.com: <https://www.newsbreak.com/news/3637631335448-pocatello-chubbuck-school-district-announces-review-of-enrollment-and-attendance-areas>
- Committee meetings publicly noticed
- See additional media article links in Headlines of Interest and appendix

Op-Eds

- Idaho State Journal, published December 14:
https://www.idahostatejournal.com/opinion/columns/opinion-addressing-enrollment-shifts-in-pcsd-25-is-a-tough-but-necessary-conversation/article_affbd416-b97d-11ef-a4a2-cb6e1813ddc0.html

Website:

- <https://www.sd25.us/district/enrollment-areas>
- Published October 17, 2024
 - o Accessed from homepage navigation > District
- Updated weekly with committee meeting minutes
- FAQs published November 18
- Page-Pop districtwide published November 18
- Board Meeting Agenda Items posted to website
- All media releases published to website on district home page and communications department

Infinite Campus:

- Invitation to submit interest to serve on committees:
 - Elementary Schools: October 3
 - Middle Schools: October 3
 - High Schools: November 13
- FAQs sent districtwide, November 18, 2024

District Staff Email:

- October Board Brief, October 21
- FAQs, October 14, October 24, November 18
- November Board Brief, December 2

Social Media:

- October Board Brief, October 23
- Pocatello for Accountable Government (P.A.G.E.), October 28
- Committee Meeting Notices
- FAQs: November 19
- Idaho State Journal, October 18

Headlines of Interest

01

AROUND THE DISTRICT

- [Pocatello trustees consider elementary closure amid enrollment declines](#)
- [School District 25 considers closure of Pocatello elementary school](#)
- [Idaho Lottery presents \\$3,000 grant to Ellis Elementary School library](#)
- [College Neighborhood Association leading grassroots effort to keep Washington Elementary from closing](#)
- [Thanksgiving with the Bells](#)
- [School district considers closing near-century old elementary school](#)
- [March to save Washington Elementary School set for Dec. 14](#)
- [Pocatello school leaders, area lawmakers talk vouchers ahead of legislative session](#)
- [Districtwide K-5 participation in Hour of Code: Dec. 9-13](#)
- [Addressing enrollment shifts in PCSD 25 is a tough but necessary conversation](#)

02

AROUND THE STATE

- [Nez Perce Tribe, Lapwai educators call on Critchfield to reconsider endorsement of PragerU curriculum](#)
- [Districts face rising costs for speech language pathologists](#)
- [House Ed gets a new - and possibly more conservative - chair](#)
- [Is 2025 the year of private school choices in Idaho? 'Several' bills could be coming](#)
- [The referendum is the ultimate answer to the school voucher fight in Idaho](#)
- [Statewide Enrollment is slightly up compared to last fall](#)
- [Idahoans defeated school vouchers. We can do it again](#)

03

AROUND THE COMMUNITY

- [Pillar of the community, Jim Johnston, passes away at 82](#)
- [Jim Johnston, well known for his love and support for Pocatello, passes away at age 82](#)
- [Longtime state lawmaker Elaine Smith of Pocatello passes away](#)

MEDIA LINKS

Appendix



Thank you.

PCSD 25

Communications

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www.sd25.us