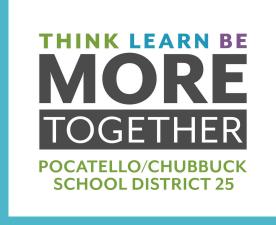


Communications & Community Relations Report





Monthly Communications Insights

PCSD 25 Social Media At a Glance

As of December 12, 2024







Followers



Subscribers



Followers

12,249

1,396

589

468

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



Views

13,913Reach



788

Interactions



40

Follows



34

Unfollows

Livestreams



January 17, 2025 Special Board Meeting 390 views

January 15, 2025 Public Hearing

482 views - YouTube 11,242 views - FaceBook Live

January 14, 2025 Board Work Session 160 views

January 7, 2025 Special Board Meeting 228 views

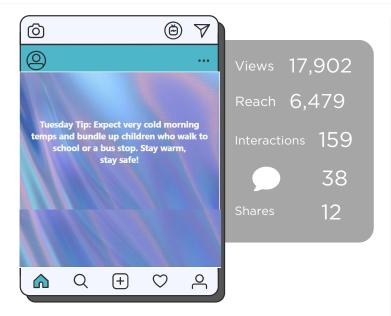


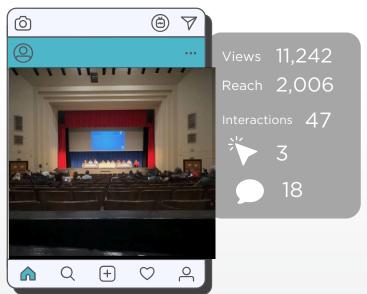
December 17 Regular Board Meeting 217 views



Top Performing Posts

Top Content By Views: Last 28 Days





January 20, 2025

Tuesday Tip: Expect very cold morning temps and bundle up children who walk to school or a bus stop. Stay warm, stay safe!

January 15, 2025
Public Hearing Live Stream - thank you for your patience.

SAVE-THE-DATE



What: TRAINING DRILL

Who: Local Law Enforcement and First Responders

Where: Century High School

When: February 7, 2025

No school for learners. Staff will be invited to participate on a voluntary basis.



What: GRAND OPENING CELEBRATION

Who: Community Open House

Where: PV-TEC

When: May 1, 2025

Invitations will be mailed prior to Spring Break.



Headlines of Interest





AROUND THE DISTRICT

<u>Pocatello/Chubbuck School District achieves highest graduation</u> <u>rate among Idaho's largest districts.</u>

Meg Fleischmann awarded prestigious math and science award.

Franklin Middle School recognized as a leader in math education, shares strategies with Idaho Education Excellence Commission

<u>Highland and Century drama teams win state championships</u>

School District 25 participates in global coding initiative

<u>Pocatello High boys swim team brings home first-ever state</u> <u>trophy with fourth-place finish</u>

<u>Pocatello trustees grapple with shrinking budget and a school</u> closure decision

<u>Public hearing set for Wednesday on fate of schools as decision on</u> closure looms

Community invited to weigh in on proposal to close Pocatello schools and redraw district boundaries

<u>Supporters of Tendoy Elementary rally in front of the school ahead of school board vote Tuesday</u>



AROUND THE STATE

Bear Lake High School's cell phone ban during class seems to be working

<u>Lakeland community continues to be at odds over failed levy</u> <u>repercussions</u>

<u>Idaho teacher shortages persist</u>

School voucher sticker shock: sold to Arizona taxpayers for \$33 million without an \$800 million cost

Principal apprenticeship program gets the green light

<u>Levy failures in Lakeland and Coeur d'Alene pushed their CFOs into the limelight</u>



AROUND THE CAPITOL

Horman, Gramer spar over private school choice

School choice vs. public funding debate

<u>Policymakers preview legislative session: Private school choice,</u> DEI, Idaho Launch are on tap

<u>Little calls for \$50 million for private school expenses</u>

Bill limiting 'political' flags in Idaho schools goes to full House

Communications At-a-Glance

Enrollment and Attendance Areas



06

PCSD 25 COMMUNICATIONS

- Media release distributed October 17, 2024
 - Idaho State Journal: https://www.idahostatejournal.com/news/local/pocatellochubbuck-school-district-announces-review-of-enrollment-and-attendanceareas/article 614d8562-8cd7-11ef-a408-0f13c8043bcc.html
 - <u>Pocatello-Chubbuck Observer:</u>
 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-pocatellochubbuck-school-district-announces-review-of-enrollment-and-attendance-areas
- Additional Media release distribution
- Public meeting notices
- Website communications
 - FAQs
 - Meeting Agendas
 - Meeting minutes
 - Page-Pops
- Digital communications
- Social Media
 - FAQs
 - Public Hearing
 - Articles
- Op-Ed Column
- District Staff Email
- Board Briefs October, November, December, January
- Infinite Campus Messaging
 - Committee invites
 - FAQs
 - Public Hearing

MEDIA COVERAGE

November 21, 2024

<u>School District 25 considers closure of Pocatello elementary school</u>
<u>https://www.idahostatejournal.com/news/local/school-district-25-considers-closure-of-pocatello-elementary-school/article_9eae6a48-a79e-11ef-9f88-2720da8960e7.html</u>

December 7, 2024

<u>School district considers closing near-century old elementary school</u>
https://www.eastidahonews.com/2024/12/school-district-considering-closing-near-century-old-elementary-school/

Articles at-a-glance Enrollment and Attendance Areas



December 13, 2024

March for Washington Elementary to be held Saturday https://localnews8.com/news/2024/12/13/march-for-washington-elementary-to-be-held-saturday/

December 14, 2024

Photos of Saturday's March to save Washington Elementary School in Pocatello https://www.idahostatejournal.com/news/local/photos-of-saturdays-march-to-save-washington-elementary-school-in-pocatello/collection_79147440-baa3-11ef-bd97-7fb5f6577c92.html

Addressing enrollment shifts in PCSD 25 is a tough but necessary conversation https://www.idahostatejournal.com/townnews/hydrography/opinion-addressing-enrollment-shifts-in-pcsd-25-is-a-tough-but-necessary-conversation/article_affbd416-b97d-11ef-a4a2-cb6e1813ddc0.html

December 17, 2024

Washington and Tendoy supporters making case to keep their schools open https://www.idahostatejournal.com/news/local/washington-tendoy-supporters-making-case-to-keep-their-schools-open/article_1ef5fa3c-b9a5-11ef-9350-cf37b4d64ad7.html

January 4, 2025

'Save our school, Washington is worth it'

https://www.idahostatejournal.com/freeaccess/opinion-save-our-school-washington-is-worth-it/article_c6ba32f4-c9fb-11ef-b589-0306de573b8b.html

January 9, 2025

<u>Pocatello trustees grapple with shrinking budget and a school closure decision</u> <u>https://www.idahoednews.org/east-idaho/pocatello-trustees-grapple-with-shrinking-budget-and-a-school-closure-decision/</u>

January 10

<u>Public hearing set for Wednesday on fate of schools as decision on closure looms</u> https://www.idahostatejournal.com/news/local/public-hearing-set-for-wednesday-on-fate-of-schools-as-decision-on-closure-looms/article_b9427dd2-ce12-11ef-a3f4-3bf4aeb2c92d.html

January 11, 2025

<u>Pocatello trustees grapple with shrinking budget and a school closure decision</u> <u>https://www.eastidahonews.com/2025/01/pocatello-trustees-grapple-with-shrinking-budget-and-a-school-closure-decision/</u>



Articles at-a-glance Enrollment and Attendance Areas



January 12, 2025

<u>Community invited to weigh in on proposal to close Pocatello schools and redraw district boundaries</u>

https://www.eastidahonews.com/2025/01/community-invited-to-weigh-in-on-proposal-to-permanently-close-pocatello-schools-and-redraw-district-boundaries/

January 16, 2025

<u>Patrons speak out against possible school closure at Pocatello hearing</u>
<u>https://www.idahoednews.org/news/patrons-speak-out-against-possible-school-closure-at-pocatello-hearing/</u>

January 17, 2025

Rousing speeches given in defense of Tendoy and Washington schools at public hearing https://www.idahostatejournal.com/news/local/rousing-speeches-given-in-defense-of-tendoy-and-washington-schools-at-public-hearing/article_7f1f60fc-d466-11ef-8b54-13722b929803.html

January 18, 2025

Washington Elementary School

https://www.idahostatejournal.com/freeaccess/washington-elementary-school/article_a2ac2a3e-d1d5-11ef-bf45-57b4f82d66c2.html

Keep Tendoy Elementary open

https://www.idahostatejournal.com/freeaccess/keep-tendoy-elementary-open/article 90838e00-bbe7-11ef-8df7-c32289c92aff.html

January 20, 2025

Community members speak out against closing school as part of district rezoning proposal https://www.eastidahonews.com/2025/01/community-members-speak-out-against-closing-school-as-part-of-district-rezoning-proposal/

<u>Tendoy Elementary families and staff hold rally ahead of possible school closure</u>
https://localnews8.com/news/pocatello/2025/01/20/tendoy-elementary-families-and-staff-hold-rally-ahead-of-possible-school-closure/

January 21, 2025

<u>School board decision on Pocatello elementary school closure looms as rally is held to save Tendoy</u>

https://www.idahostatejournal.com/news/local/school-board-decision-on-pocatello-elementary-school-closure-looms-as-rally-is-held-to-save/article_a6611096-d78d-11ef-b8ab-43aa0e24b123.html



MEDIA LINKS Appendix

December 17, 2024

Washington and Tendoy supporters making case to keep their schools open

https://www.idahostatejournal.com/news/local/washington-tendoy-supporters-making-case-to-keep-their-schools-open/article 1ef5fa3c-b9a5-11ef-9350-cf37b4d64ad7.html

Wendell district admits to open meetings violation

https://www.idahoednews.org/kevins-blog/wendell-district-admits-to-open-meetings-violation/

December 18, 2024

State Board unanimously approves Mountain View deconsolidation plan

https://www.idahoednews.org/news/state-board-unanimously-approves-mountain-view-deconsolidation-plan/

The four-day calendar is prevalent. And perhaps, politically untouchable

https://www.idahoednews.org/top-news/the-four-day-calendar-is-prevalent-and-perhaps-politically-untouchable/

December 19, 2024

PCSD 25 transitional kindergarten teacher named as District 25's Employee-of-the-Month

https://www.idahostatejournal.com/community/pcsd-25-transitional-kindergarten-teacher-named-as-district-25-s-employee-of-the-month/article d3e802c2-be2e-11ef-8987-33a1bef17d61.html

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

https://www.idahostatejournal.com/community/december-c-a-k-e-award-recipients-announced/article dbecb8ac-be2c-11ef-be37-cfb68c10fc1c.html

Sate Board of Education approves DEI policies amid trepidation

https://www.idahostatejournal.com/townnews/hydrography/state-board-of-education-approves-dei-policies-amid-trepidation/article_89be420b-112c-5fa8-acab-fde21ea3bba0.html

Bear Lake High School's cell phone ban during class seems to be working

https://www.idahostatejournal.com/news/local/bear-lake-high-schools-cell-phone-ban-during-class-seems-to-be-working/article 82b9c41c-be60-11ef-b0ba-b73bafba16f9.html

Nampa school bus struck by pickup during snowy Monday morning commute; two students, bus driver hospitalized with 'minor' injuries

https://www.ktvb.com/article/news/local/idaho-press/nampa-school-bus-struck-two-students-bus-driver-hospitalized-minor-injuries/277-cb20dc2b-2728-453a-8e8d-723b055a8eb2

State Board reins in campus DEI programs

https://www.idahoednews.org/top-news/state-board-reins-in-campus-dei-programs/

Lakeland community continues to be at odds over failed levy repercussions

https://www.idahoednews.org/top-news/lakeland-community-continues-to-be-at-odds-over-failed-levy-repercussions/

Horman, Gramer spar over private school choice

https://www.idahoednews.org/top-news/horman-gramer-spar-over-private-school-choice/

School choice vs. public funding debate

https://localnews8.com/news/2024/12/19/school-choice-vs-public-funding-debate/

December 20, 2024

Critchfield: When trustees talk about reading, it becomes a priority

https://www.idahoednews.org/news/critchfield-when-trustees-talk-about-reading-it-becomes-a-priority/

Idaho's population has reached 2 million

https://localnews8.com/social-feeds/2024/12/20/idahos-population-has-reached-2-million/

December 21, 2024

Highland and Century drama teams win state championships

https://www.idahostatejournal.com/news/local/drama-dynasties-highland-and-century-drama-teams-again-win-state-championships/article e43b6636-bbd7-11ef-abfc-1b7dcc89606f.html

Applications open for 2025 Pocatello's Promise of Tomorrow Mayoral Scholarship

https://www.idahostatejournal.com/community/applications-open-for-2025-pocatello-s-promise-of-tomorrow-mayoral-scholarship/article 15356912-bf02-11ef-ba77-8fe25c67ca25.html

Franklin Middle School recognized as a leader in math education, shares strategies with Idaho Education Excellence Commission

https://www.idahostatejournal.com/community/franklin-middle-school-recognized-as-a-leader-in-math-education-shares-strategies-with-idaho-education/article 51884282-bbd2-11ef-9d9d-0bd0977c9f62.html

Idaho's role in preserving the Electoral College

https://www.idahostatejournal.com/freeaccess/opinion-idaho-s-role-in-preserving-the-electoral-college/article_229ad6de-bef6-11ef-b951-bf571cbd7ea8.html

December 23, 2024

Fort Hall students defy national absenteeism trends among Native American communities https://www.idahoednews.org/top-news/fort-hall-students-defy-national-absenteeism-trends-among-native-american-communities/

December 24, 2024

Local police organize efforts to bring Christmas cheer to families in need this holiday season https://www.idahostatejournal.com/news/local/local-police-organize-efforts-to-bring-christmas-cheer-to-families-in-need-this-holiday-season/article 99d46f64-b814-11ef-990d-176970324e11.html

School District 25 participates in global coding initiative

 $\frac{https://www.idahostatejournal.com/news/local/school-district-25-participates-in-global-coding-initiative/article \\ 66171788-b80c-11ef-860c-77f3dbb5f108.html$

Children act more like siblings than classmates at North Idaho's smallest school https://www.idahoednews.org/north-idaho/children-act-more-like-siblings-than-classmates-at-north-idahos-smallest-school/

December 27, 2024

Wyoming Education Savings Account family application available New Year's Day https://localnews8.com/news/top-stories/2024/12/27/wyoming-education-savings-account-family-application-available-new-years-day/

December 28, 2024

League of Women Voters of Pocatello to sponsor 2025 Idaho Legislature Preview https://www.idahostatejournal.com/community/league-of-women-voters-of-pocatello-to-sponsor-2025-idaho-legislature-preview/article-c8c9533e-c156-11ef-b7ca-076fcb725a6c.html

Policy Wish list for Idaho's 2025 Legislative Session

https://www.idahostatejournal.com/freeaccess/opinion-policy-wish-list-for-idahos-2025-legislative-session/article b8719fa6-be3f-11ef-ba4b-5bde8e5b2e26.html

Power shifts in the legislature signal trouble ahead

https://www.idahostatejournal.com/townnews/museums/opinion-power-shifts-in-the-legislature-signal-trouble-ahead/article 4466d174-be41-11ef-abd7-e7ccf15aae06.html

If you're a high school senior in Pocatello, you could win a mayoral scholarship https://www.eastidahonews.com/2024/12/if-youre-a-high-school-senior-in-pocatello-you-could-win-a-mayoral-scholarship/

December 30, 2024

Profiles of service: educators from the battlefield to the schoolhouse https://www.idahoednews.org/top-news/profiles-of-service-educators-from-the-battlefield-to-the-schoolhouse/

December 31, 2024

Idaho lawmakers should make it easier for citizens to participate during the session https://www.idahoednews.org/voices/idaho-lawmakers-should-make-it-easier-for-citizens-to-participate-during-the-session/

January 1, 2025

Low-income students, religious schools, urban areas: Who will benefit from a school choice program? https://www.idahoednews.org/top-news/low-income-students-religious-schools-urban-areas-who-will-benefit-from-a-school-choice-program/

January 2, 2025

U.S. House fails to reauthorize 20-year-old bipartisan bill to fund rural schools, communities https://idahocapitalsun.com/2024/12/24/u-s-house-fails-to-reauthorize-20-year-old-bipartisan-bill-to-fund-rural-schools-communities/

Higher education heads into the 2025 session, in retreat

https://www.idahoednews.org/top-news/analysis-higher-education-heads-into-the-2025-session-in-retreat/

January 3, 2025

Fraternal Order of Police brings Christmas to Bannock House teens

https://www.idahostatejournal.com/news/local/fraternal-order-of-police-brings-christmas-to-bannock-house-teens/article_25116a8e-c7bd-11ef-9f60-df388c99f599.html

Policymakers preview legislative session: Private school choice, DEI, Idaho Launch are on tap https://www.idahoednews.org/top-news/policymakers-preview-legislative-session-private-school-choice-dei-idaho-launch-are-on-tap/

Public education is the civil rights of our time

https://www.idahoednews.org/voices/public-education-is-the-civil-rights-of-our-time/

Superintendent shuffle: 2025 turnover at education's helm

https://www.idahoednews.org/news/superintendent-shuffle-2025-turnover-at-educations-helm/

Governor outlines his priorities for the upcoming legislature

https://localnews8.com/politics/idaho-politics/2025/01/03/governor-outlines-his-priorities-for-the-upcoming-legislature/

January 4, 2025

Idaho State University to offer and credit for K-12 professional development in-district courses at no cost

https://www.idahostatejournal.com/community/idaho-state-university-to-offer-credit-for-k-12-professional-development-in-district-courses-at/article_f681b594-a3a3-11ef-af4f-df2c24d2d666.html

Pocatello High boys swim team brings home first-ever state trophy with fourth-place finish https://www.idahostatejournal.com/sports/pocatello-high-boys-swim-team-brings-home-first-ever-state-trophy-with-fourth-place-finish/article ef029f3e-ca47-11ef-8e5f-ebeb137d925b.html

'Save our school, Washington is worth it'

https://www.idahostatejournal.com/freeaccess/opinion-save-our-school-washington-is-worth-it/article c6ba32f4-c9fb-11ef-b589-0306de573b8b.html

Parents have rights; So do their children

https://www.idahostatejournal.com/opinion/columns/opinion-parents-have-rights-so-do-their-children/article 18451614-c968-11ef-9dc9-2b09a1633520.html

January 5, 2025

Legislative session kicks off Monday. Watch the governor's State of the State https://www.idahoednews.org/state-policy/legislative-session-kicks-off-monday-watch-the-governors-state-of-the-state/

Spelling it out: How a bill becomes a law

https://www.idahoednews.org/news/spelling-it-out-how-a-bill-becomes-a-law/

January 6, 2025

Kids check out of school as they get older, and parents are in the dark

https://www.idahoednews.org/news/report-kids-check-out-of-school-as-they-get-older-and-parents-are-in-the-dark/

How do you know that your teaching is working?

https://www.idahoednews.org/voices/how-do-you-know-that-your-teaching-is-working/

Little calls for \$50 million for private school expenses

https://www.idahoednews.org/top-news/state-of-the-state-little-calls-for-50-million-for-private-school-expenses/

Gov. Little unveils 'Keeping Promises' campaign in State of the State

https://www.idahostatejournal.com/news/local/gov-little-unveils-keeping-promises-campaign-in-state-of-the-state/article 85bf41a9-eeec-5884-9816-84372b5a2380.html

Idaho lawmakers likely to clash over school choice, grocery tax repeal in 2025 session

https://www.idahostatejournal.com/news/local/idaho-lawmakers-likely-to-clash-over-school-choice-grocery-tax-repeal-in-2025-session/article 76e05c24-e6a9-5183-b9d2-8af0b510ad3b.html

Little makes one surprising promise – and several negotiable promises

https://www.idahoednews.org/top-news/analysis-little-makes-one-surprising-promise-and-several-negotiable-promises/

Bonneville County Deputies respond to "swatter" call

https://localnews8.com/news/local-news/2025/01/06/bonneville-county-deputies-respond-to-swatter-call/

Key Takeaways: Governor Little's State of the State address

https://localnews8.com/news/idaho/2025/01/06/watch-live-governor-little-to-deliver-state-of-the-state-address/

Pocatello officials tout their successes during State of the City address

https://www.idahostatejournal.com/news/local/pocatello-officials-tout-their-successes-during-state-of-the-city-address/article 1606966c-ca2f-11ef-a682-cbf4114abea4.html?fbclid=lwY2xjawHrv-9leHRuA2FlbQlxMQABHendNNLozkLjDUPNGGWu728-j6ut0XUZ-k LeTPoa1nCbbJIWlMd7LISFw aem 1q40u6JqTTQHI05v-GNKiw

Idaho governor calls for funding for public schools, tax cuts and investments in wildfire fighting https://www.eastidahonews.com/2025/01/idaho-governor-calls-for-funding-for-public-schools-tax-cuts-and-investments-in-wildfire-

fighting/?fbclid=IwY2xjawHrxmxleHRuA2FlbQIxMQABHRGeF3zP6ZMSncclLtMM9dS2RoHpQEMyiWYZt6Je0gEYjh9O08wx3zjPqQ_aem_JeO-Zua-T9b-aeBobV7EYQ

January 7, 2024

Critchfield echoes governor on private school choice: Spending must be accountable https://www.idahoednews.org/school-choice/critchfield-echoes-governor-on-private-school-choice-spending-must-be-accountable/

Budget hardliners question Little's 'low' tax cut proposal

https://www.idahoednews.org/state-policy/statehouse-roundup-1-7-25-budget-committee-hardliners-question-governors-low-tax-cut-proposal/

Idaho teacher shortages persist

https://www.idahoednews.org/top-news/report-idaho-teacher-shortages-persist/

State superintendent echoes governor on private school choice: Spending must be accountable https://www.eastidahonews.com/2025/01/state-superintendent-echoes-governor-on-private-school-choice-spending-must-be-accountable/

School voucher sticker shock: sold to Arizona taxpayers for \$33 million without an \$800 million cost https://www.idahoednews.org/voices/school-voucher-sticker-shock-sold-to-arizona-taxpayers-for-33-million-with-an-800-million-cost/

Idaho's Constitution does not permit private school subsidies

https://www.idahoednews.org/voices/idahos-constitution-does-not-permit-private-school-subsidies/

Passing school choice legislation is likely the easiest part of creating new school choices for families and students

https://www.idahoednews.org/voices/passing-school-choice-legislation-is-likely-the-easiest-part-of-creating-new-school-choices-for-families-and-students/

I feel sadness and regret over Gov. Little's decision

https://www.idahoednews.org/voices/i-feel-sadness-and-regret-over-gov-littles-decision/

January 8, 2024

Principal apprenticeship program gets the green light

https://www.idahoednews.org/news/principal-apprenticeship-program-which-adds-requirements-gets-the-green-

Bill would raise voting threshold to 60% for ballot initiatives

https://www.eastidahonews.com/2025/01/bill-would-raise-voting-threshold-to-60-for-ballot-initiatives/?fbclid=IwY2xjawHr0x9leHRuA2FlbQlxMQABHbeDRGIA7GN1kEFoklwGgpIjlxlcszl9wI6xhYa_gPXCfpEJfh77oWQEoA aem dZgKL6 z0zkjxrrRF-g-4w

Portland Public Schools passes district-wide cellphone ban

https://katu.com/news/local/portland-public-schools-passes-district-wide-cellphone-ban-policy?fbclid=lwY2xjawHr2x9leHRuA2FlbQlxMQABHSXC8JDoAEEcqy_RMKwqU6ur5a4UGHWX6MyZYsoCi_lomlsAj3M4qUydTfA_aem_awEYrxjWFmg955zDx25-Nw

January 9, 2025

Pocatello trustees grapple with shrinking budget and a school closure decision https://www.idahoednews.org/east-idaho/pocatello-trustees-grapple-with-shrinking-budget-and-a-school-closure-decision/

West Ada educator named Language Teacher of the year https://www.idahoednews.org/news/west-ada-educator-named-language-teacher-of-the-year/

Trump wants to change colleges nationwide. GOP-let states like Idaho offer a preview https://www.idahoednews.org/top-news/trump-wants-to-change-colleges-nationwide-gop-led-states-like-idaho-offer-a-preview/

Parent information compromised in Bonneville School District 93 data breach

https://www.eastidahonews.com/2025/01/parent-information-compromised-in-bonneville-school-district-93-data-

January 10, 2025

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Thank you.

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