



Communications Update

A look at the district's new communication tools



Every student is empowered to learn in an inclusive setting and is prepared for the future of their choice!



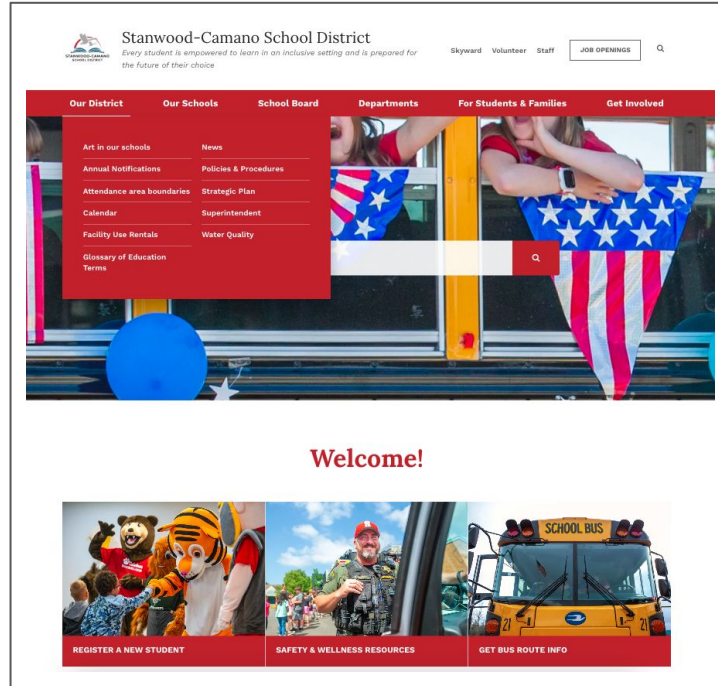
Engagement

Our strategic plan focuses on empowering individuals to pursue their passions, fostering collaboration and resourcefulness, and emphasizing personal development.



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Board Policy 4000



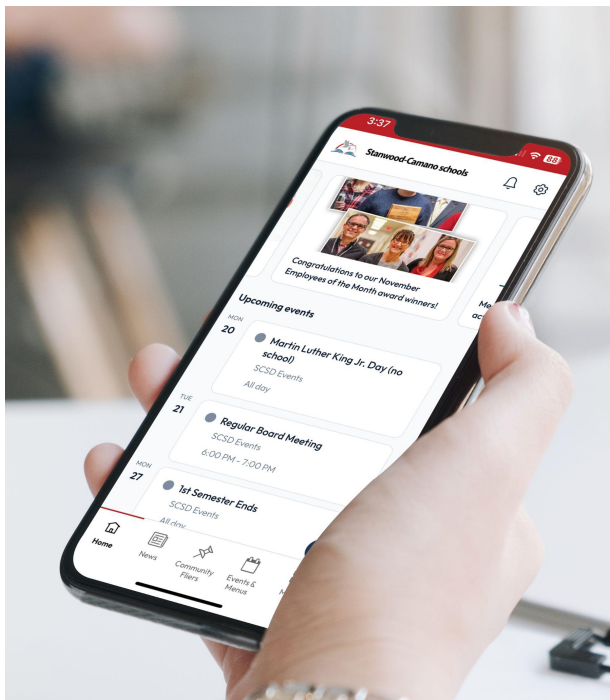
The district shall strive to maintain effective communication channels with the public

This year's successes

- ◆ Rollout of new communication platform
- ◆ Expanded audiences
- ◆ Increased access to messaging



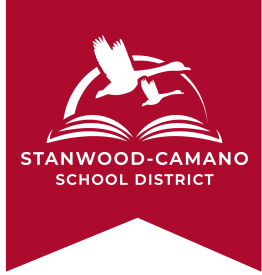
By the numbers



Since launching our Finalsite platform in mid-September, we have sent ...

- ◆ 501,020 emails
- ◆ 52,443 texts
- ◆ 4,482 calls

And we are connected with **17,295** unique users!



What we've learned

Website: Users have responded positively to the modern look and functionality; simple, reliable search function; and ease of navigation on a mobile device

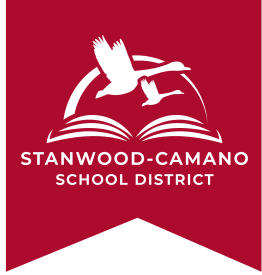
Newsletters: Unlimited newsletters; template style to reduce staff time

Mass messaging: We've worked through some hiccups connecting our data to Finalsite to ensure we're messaging the right people

Training staff: Staff is catching on quickly and discovering new ways to better reach target audiences

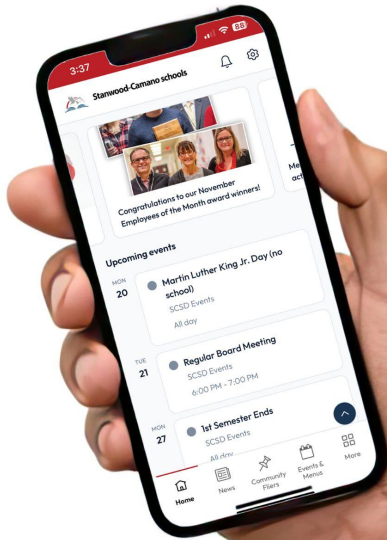
Translation: Users receive our messages in their preferred language we have on record in Skyward

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New app!

- ◆ Launched in January
- ◆ Already has more than 1,000 downloads
- ◆ Customizable calendars (by school, by event, by menu)
- ◆ Push notifications in emergencies for anyone
- ◆ Finalsite will soon add a 1:1 messaging feature that will also comply with public record retention laws





Complete coverage

According to our annual community survey results the way people consume information is widely fractured. These new communication tools better allow us to reach students, families, and the community how they have indicated they want to be reached.

Thank you!