Office of Engagement

School Year 2024-2025

www.d11.org/engagement

From Communication to Engagement

- Two-Way Communications
- Intentional Engagement Strategy
- Transformative Partnerships

Dr. Jessica Wise
Executive Director of Engagement

Vision And Mission

Our Vision

We envision an inclusive environment where students thrive through active engagement and the support of connected families, staff, and community partners.

Our Mission

We enhance educational outcomes by building connections where families, staff, and community partners are empowered to support student success.

Under the Office of Engagement:

Family, School, & Community Engagement

www.d11.org/engagement

Partnerships & Volunteers

- Engaging community partners
- Classroom enrichment
- Field Trips
- Volunteer coordination

Media Production Services

- Video & photography services
- Event coverage
- Graphic Design
- Auditorium management

Marketing & Communications

- District & site level marketing & branding
- Mass communications & stakeholder engagement
- Social Media & Website Engagement Best Practices
- Website management & assistance

Communications

Emergency

Press

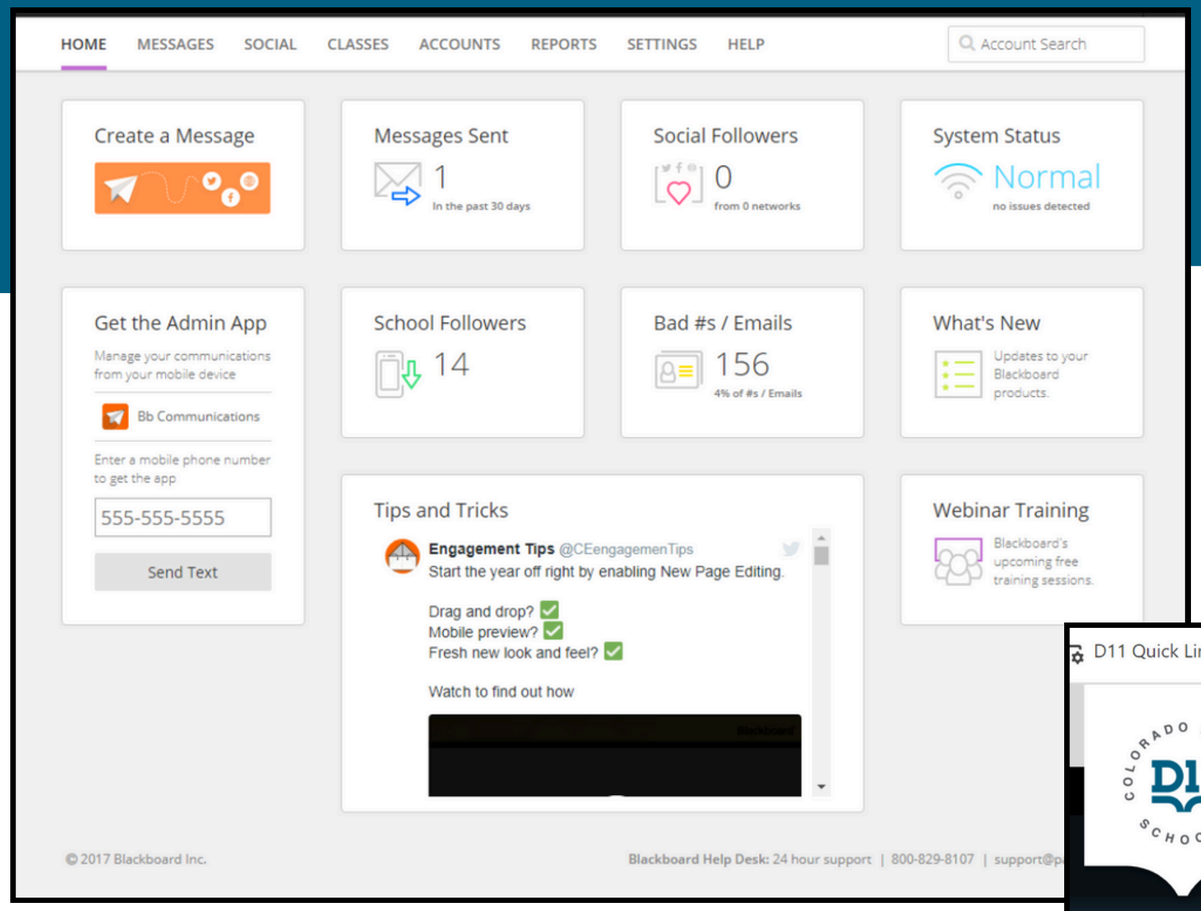
The Loop

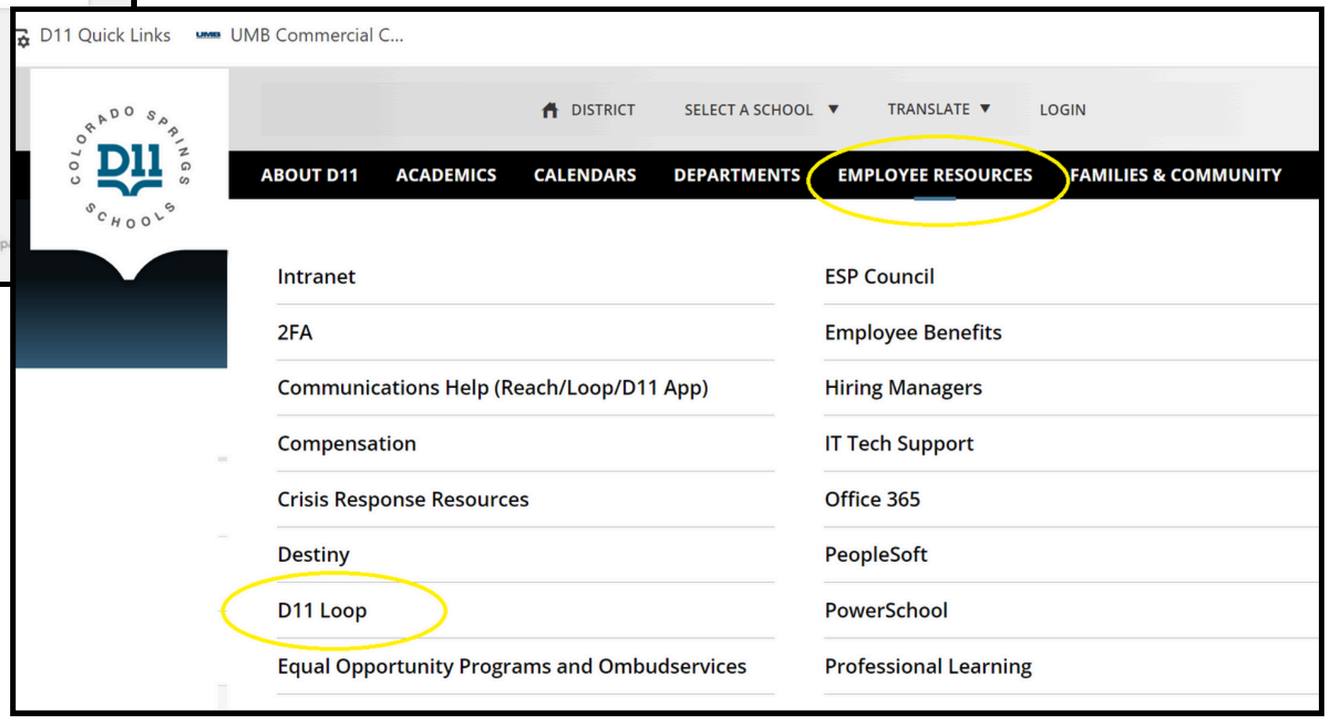
Communications Request Form

Let’s Talk

The Loop

- District communication platform
- Send emails, texts, calls, and newsletters to your community
- Build a culture around using
- Parents must opt-in





The Loop

School Level

- Connect with your local school-level community
  - Staff
  - Parents
  - Students
  - Community Members

District Level

- Connects district wide
  - Staff
  - Parents
  - Students
  - Community Members

Training & Set Up

https://www.d11.org/engagement/platforms

Mass Communication UPDATE

Challenges

- Outdated Server
- Technical difficulties
- Parents have to create unique log-in
- Unsubscribe

Desired Updates

- Singular Log-In
- User-Friendly
- Messaging close to student data, schedules, forms, etc.
- Mass Comms and Two-Way messaging united

Let's Talk

An all-in-one customer service platform designed to facilitate communication and build trust with your community stakeholders.

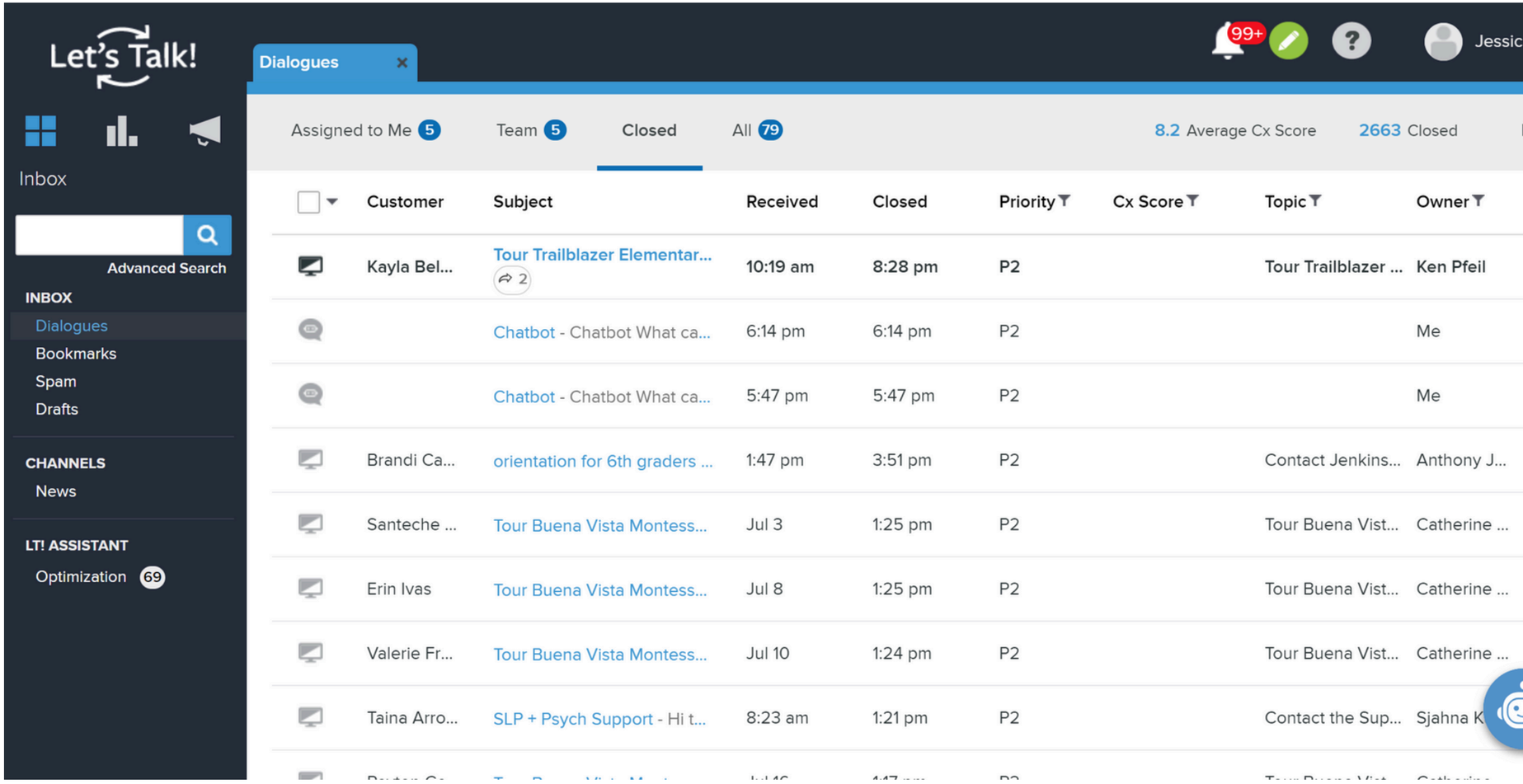
<u>Features</u>:

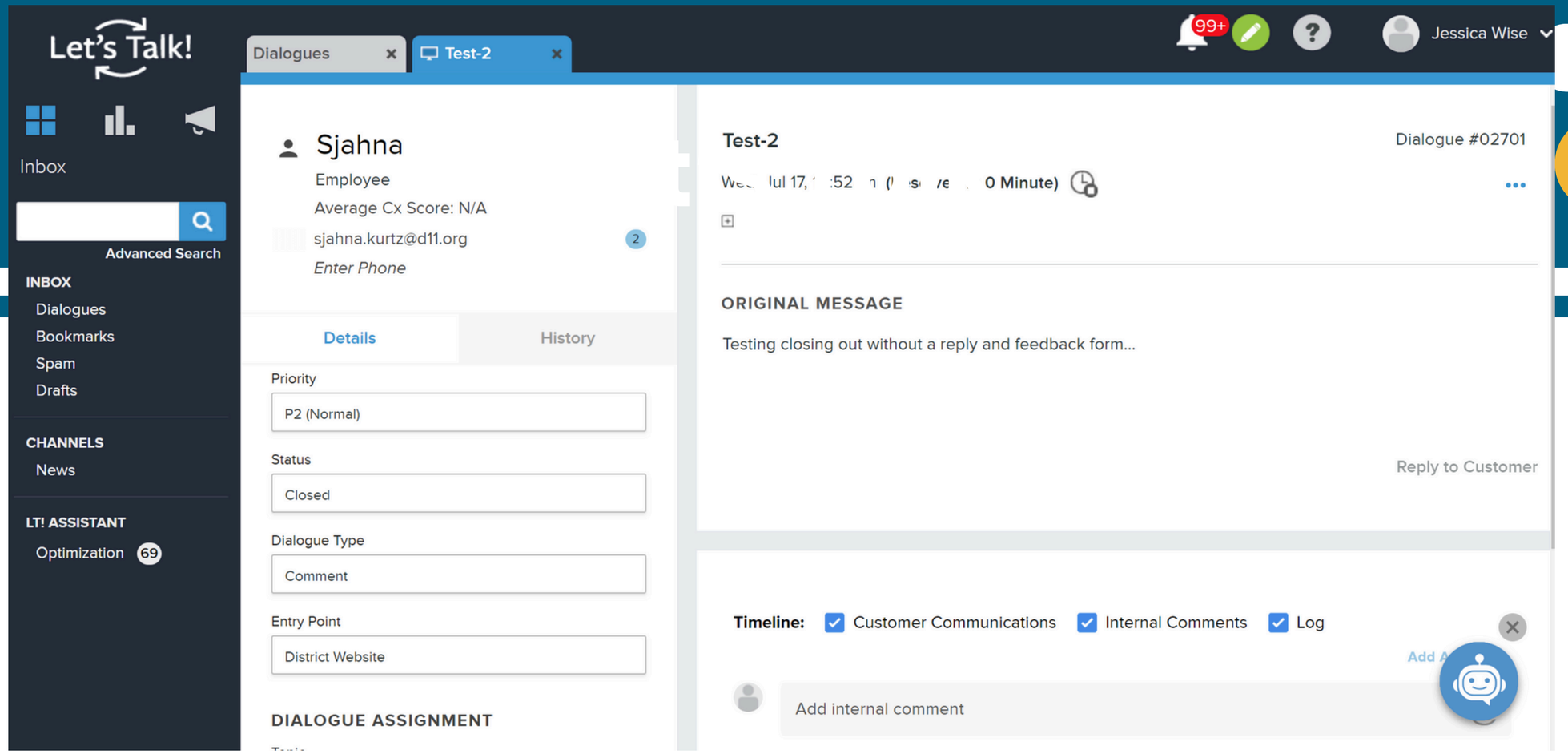
-AI Powered

-Translation Tools

-Data Dashboard

-Automated Workflows





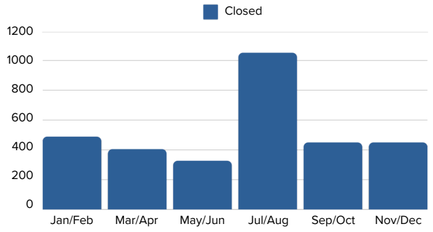
- Prospective Parents/Families
- Current Parents/Families/Students
- School Community

Let's Talk!® by K12 Insight

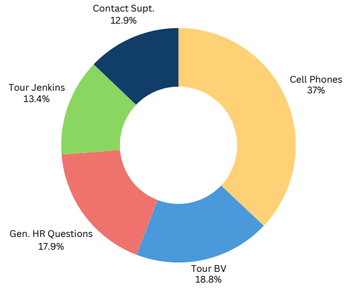
Executive Summary for Colorado Springs Schools D11

Here is an overview of our Let's Talk data from January 1, 2024 - December 31, 2024.
Here we share successes, key milestones, and recommendations for the coming year.

Let's Talk dialogues



Top Let's Talk topics



What's Going Well

- Average Response Time is 1 day
- Positive Experiences are on the rise
- Large number of school tour requests

Future Expansions

- Expand Chat Bot to more topics
- Expand popular topics into sub topics based on FAQs.

Key Performance Indicators (KPIs)

4719

# of dialogues

23

Chat questions asked

Chat is new and in 2024 only Transportation & Payroll were using it

20

Hours

Average response time

8.2

Average Customer Experience (Cx) score

(8.4 is the national average)

Dialogue Metrics

Parents/ guardians **69%**

Employees **13%**

Students **6%**

Community members **15%**

Question **76%**

Comment **7%**

Suggestion **2%**

Concern **12%**

Compliment **1%**

Two-Way Communications

- **Who**: Teacher to Parent, Teacher to Student, Teachers to Class groups
- **What**: Direct messaging accessed on your computer and phone
- **Why**: Share information, ask targeted questions, discuss concerns, develop relationships and trust

Most Commonly Used Two-Way Platforms:

- **Class Dojo**
- **Schoology**
- **Reachwell**

Not Used:

- Blackboard Reach

Two-Way Communications

Opportunities:

- ONE app that has two-way functionality
- Connection to student data (schedules, lunch, calendar, grades)
- Singular account and login
- Language Translation
- Vertical Alignment from Elementary to Secondary

Challenges:

- “Too many” apps
- Parent Preferences
- Educator Preferences
- Vendor Obstacles

Expanding PowerSchool Potential

Parent Engagement

PowerSchool SchoolMessenger Communicate provides schools and districts with trusted mass communication and emergency messaging capabilities. Our best-in-class tools for parent, community, and classroom engagement and communication capabilities are ready for any crisis you may face.

Attendance Management

PowerSchool SchoolMessenger SafeArrival makes attendance management faster and easier. An add-on to SchoolMessenger Communicate and the SchoolMessenger app, it helps schools save time and money while enhancing student safety.

Forms and Workflows

With PowerSchool SchoolMessenger Permission Click, you can create online forms for capturing parent permissions and data, build digital workflows that make school policies and procedures easy to follow, collect school fees online, and much more.

Classroom Messaging

PowerSchool SchoolMessenger Chat, our two-way messaging solution, is a powerful new way to improve parent communication and student success. With SchoolMessenger Chat, you can: Reach every parent and achieve communications equity, improve teacher-parent relationships so parents are engaged and involved, and enhance performance by helping parents stay connected to their children's education.

Targeted Engagement Initiatives

- **Community Engagement and Communication**
  - Palmer High School Renovation
- **Marketing Campaigns**
  - District and School Based
  - Training and resources for schools/departments
- **Partnerships**
  - Galileo Community School
  - Cougar Champions

Marketing

1

INTENTIONAL Traditional & Digital Marketing

- Intentional and trackable tactics
  - Clear call to action with tangible like an interest form, lead magnet, and follow-up customer service plan
- Print, Audio, TV, Digital Campaigns & Digital Footprint Work

2

Brand Awareness & Ambassadorship

- Building support and good-will among all stakeholders
  - D11/School Swag
  - D11/School Ambassadorship Program
  - Word of mouth, online presence, community engagement

3

Digital Footprint

- Social media use as an engagement tool and promotion platform
- Website management, Google Business Profile, SEO: up-to-date, engaging, marketing slant, GBP and SEO training
- Best Practices and Guidelines: social media marketing at school level, school websites as marketing tools

4

Marketing Materials

- Media Production Services & Marketing Team
- Design and collaboration

5

Event Coverage & Storytelling

- Team can cover events that fit within our strategic plan
- Positive storytelling via press, social media, website, newsletters

The Colorado Springs School Dis...
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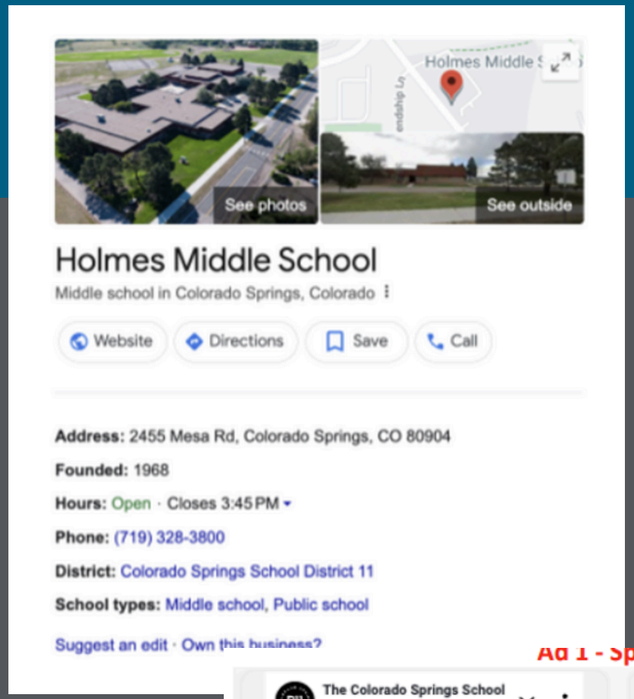
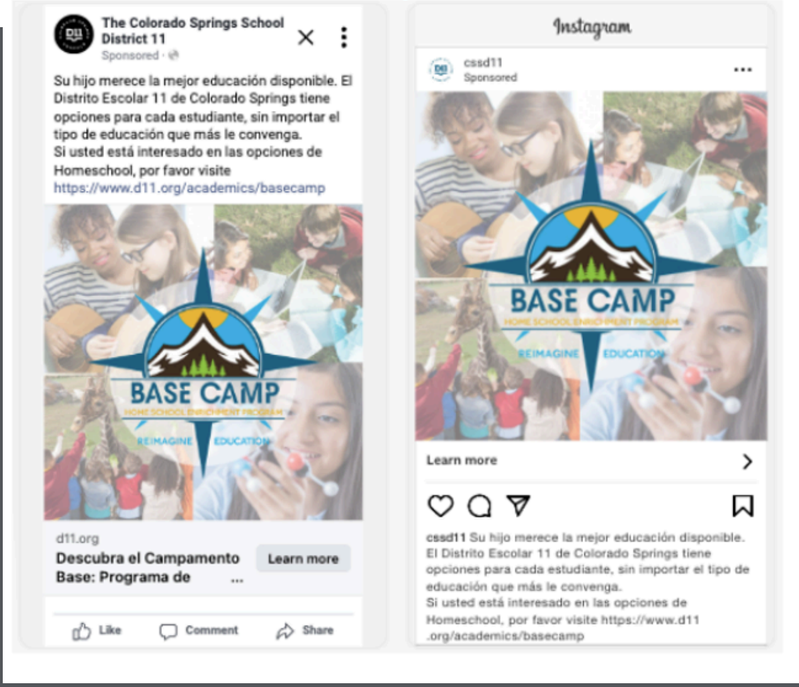
Rogers Elementary and D11 are proud to offer an English and Spanish Dual Language Immersion pathway program!
LEARN MORE

Base Camp
Homeschooling In Colorado
Homeschool Basics
Homeschool Options
Homeschool Resources
Credit Information
HOME > ACADEMICS > BASE CAMP HOMESCHOOL ENRICHMENT PROGRAMS
BASE CAMP
HOME SCHOOL ENRICHMENT PROGRAM
REIMAGINE EDUCATION
The Base Camp Program offers hands-on enrichment experiences in STEAM, Community Outreach and Outdoor Learning, and Visual and Performing Arts for Kindergarten - 8th Grade students who are homeschooled.
Students will be separated into three different age levels, with enrichment activities designed for each specific age range: Primary (K-2), Intermediate (3-5), and Secondary (6-8).
IGNITE CURIOSITY AND OPPORTUNITY IN YOUR HOMESCHOOL JOURNEY WITH US!
Complete our interest form to learn more.
FAQ
Base Camp Interest Form
* Required
Parent Last Name*
Parent First Name*
Email Address*
Phone Number
Postal Code*
How did you hear about us?*
Online Advertisement
Word of Mouth
Social Media
Resource Fair
D11 Website
Internet Search
Please select up to 1 choice
SUBMIT
An Exploratory Enrichment Experience
Dive into engaging experiments, projects, and exploration in our dedicated STEAM space.
Jump into the world of arts with access to instruments, performance spaces, and art supplies.
Explore the wonders of nature in our backyard with trails for environmental investigation.
Find opportunities for expeditionary excursions and continued learning. Base Camp is conveniently located near Rock Ledge Ranch and the Space Foundation.


See photos
See outside
Holmes Middle School
Middle school in Colorado Springs, Colorado
Website
Directions
Save
Call
Address: 2455 Mesa Rd, Colorado Springs, CO 80904
Founded: 1968
Hours: Open · Closes 3:45 PM
Phone: (719) 328-3800
District: Colorado Springs School District 11
School types: Middle school, Public school
Suggest an edit · Own this business?

Ad 1 - Spanish


The Colorado Springs School District 11
Sponsored
Su hijo merece la mejor educación disponible. El Distrito Escolar 11 de Colorado Springs tiene opciones para cada estudiante, sin importar el tipo de educación que más le convenga.
Si usted está interesado en las opciones de Homeschool, por favor visite
https://www.d11.org/academics/basecamp
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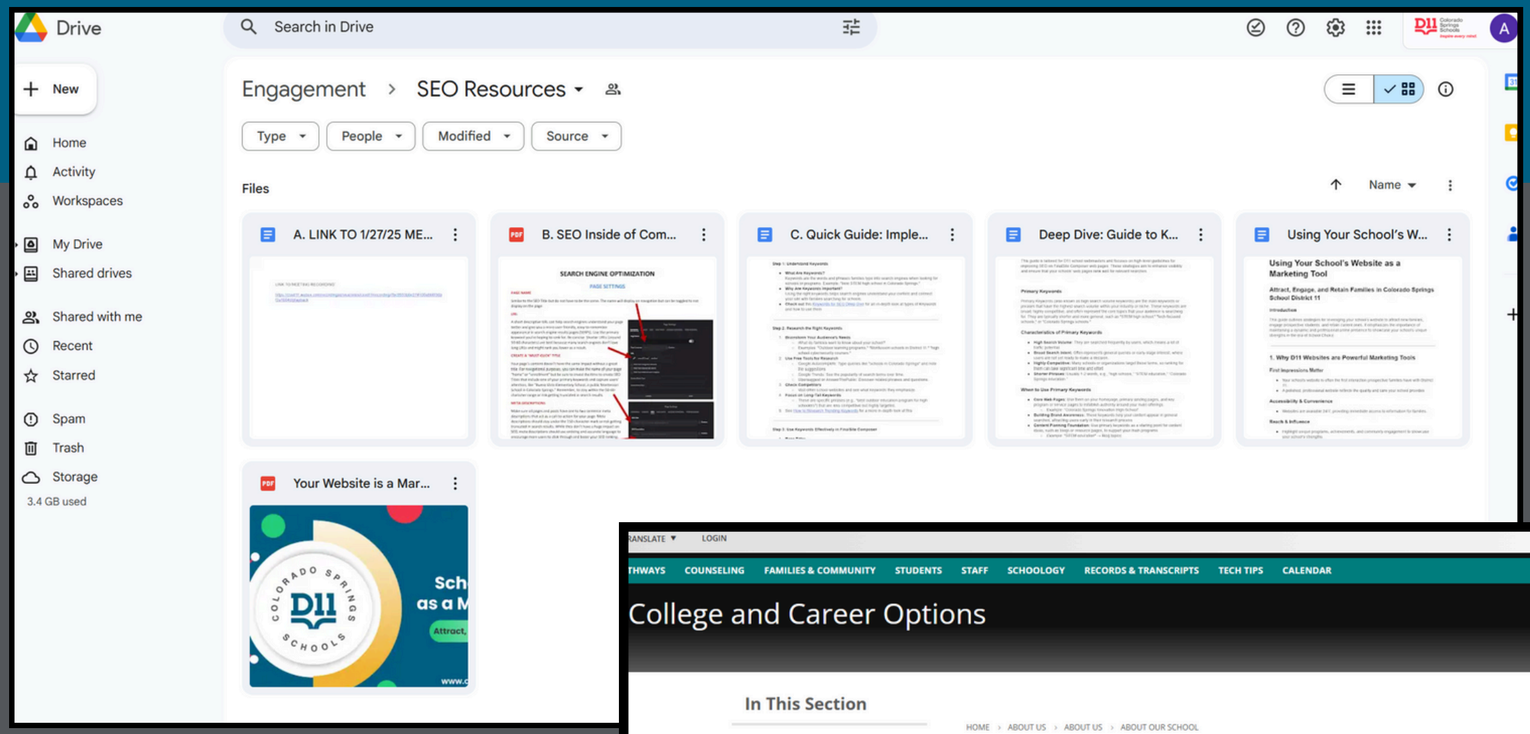
cssd11 Su hijo merece la mejor educación disponible. El Distrito Escolar 11 de Colorado Springs tiene opciones para cada estudiante, sin importar el tipo de educación que más le convenga.
Si usted está interesado en las opciones de Homeschool, por favor visite https://www.d11.org/academics/basecamp



Schools: Building a social media strategy

Guidelines for Creating a School Social Media Strategy

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1. Define Your Goals and Objectives

- **Identify Key Objectives:** Start by determining the main goals of your social me presence. Common goals for schools include:
  - Increasing community engagement.
  - Showcasing student achievements and unique programs.
  - Attracting prospective families and increasing enrollment.
  - Communicating important updates and events.
- **Set SMART Goals:** Make sure your goals are Specific, Measurable, Achievabl Relevant, and Time-Bound. For example:
  - Increase page followers by 15% within six months.
  - Post three updates weekly that showcase school culture and student le
  - Achieve a 20% increase in event RSVPs from social media channels.

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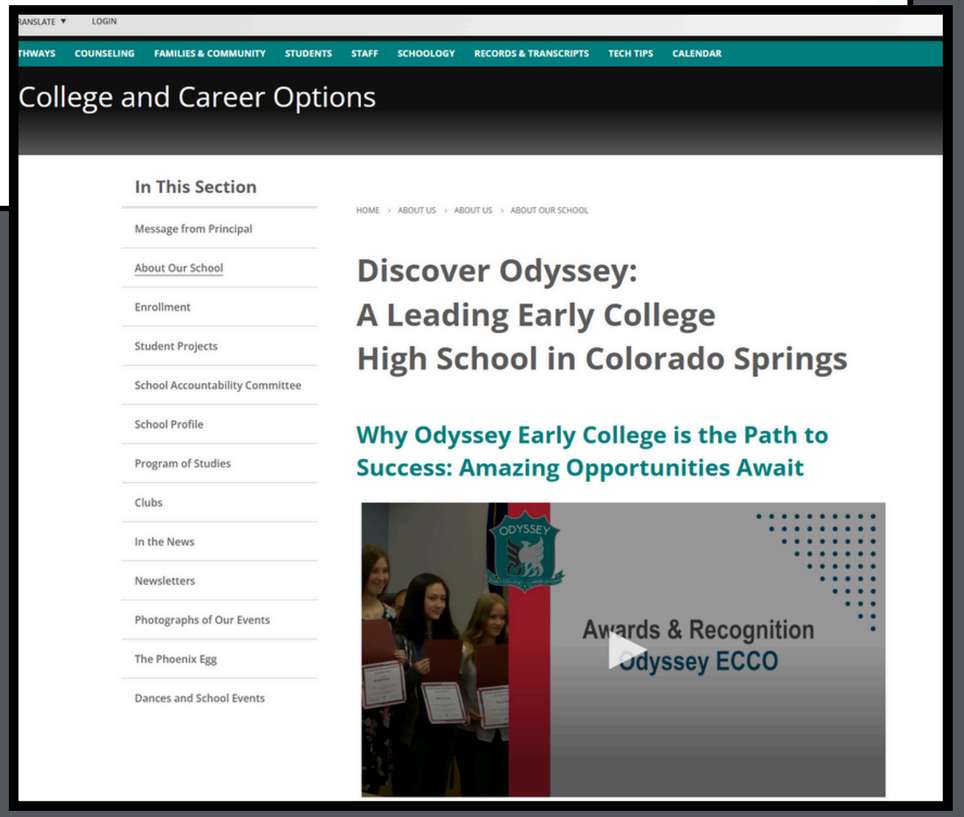
2. Know Your Audience

- **Identify Key Audience Segments:** Typically, a school's audience includes cur prospective parents, students, alumni, staff, and community members.
- **Understand Their Needs and Preferences:** Each audience segment will have needs and interests.



Quick Guide: Marketing & Promoting Your D11 Middle School

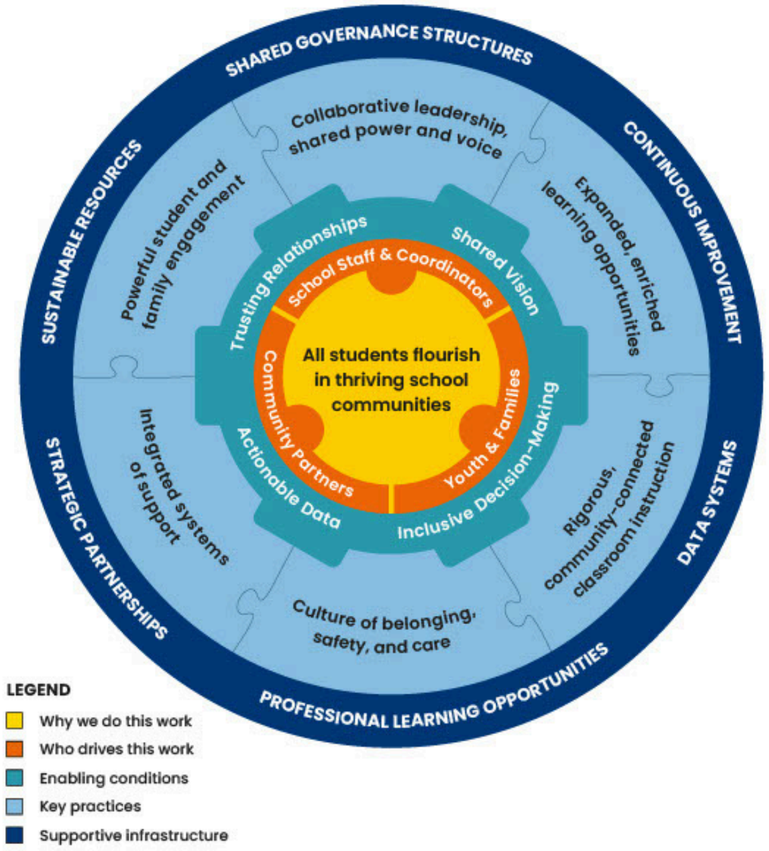
1. Build a Strong Online Presence

- **Google Business Profile**: Claim and verify your profile, ensuring your school's information is accurate and complete. Regularly update it with photos, events, and posts to showcase your school's strengths. Use high-quality images and videos to make a strong visual impression.
- **Leverage Review Websites**: Encourage positive reviews on platforms like Google Reviews, Yelp, Niche, and Nextdoor. Engage school ambassadors, staff, and satisfied parents to share their experiences on these sites. Highlight specific programs, events, or the welcoming school community in their reviews. Regularly monitor these platforms to ensure your school's reputation is well-represented online.
- **Website Updates**: Keep your school's website engaging and user-friendly. Ensure it has a marketing slant by emphasizing your school's unique offerings and providing clear calls to action (e.g., "Enroll Now" or "Schedule a Tour"). Simultaneously, provide easily navigable resources for all families, such as calendars, lunch menus, and parent portals.
- **Social Media**: Share stories, events, and achievements regularly on platforms like Facebook, Instagram, and TikTok to connect with current and prospective families.
  - **Connect with Students**: Create content that appeals directly to middle school students. Share student achievements, cool classroom activities, and behind-the-scenes glimpses of school life.
  - **Multiple Content Formats**: Use a variety of formats, such as posts, stories, and reels, to keep the content dynamic and engaging. Share school events, student spotlights, and upcoming activities in fun and interactive ways.
  - **Interactive Stories**: Leverage stories with clickable links for actions such as signing up for events, enrolling in programs, or visiting the school website for more details. Make sure links lead directly to relevant content for ease of access.
  - **Student-Generated Content**: Involve students in creating content, such as sharing their experiences, highlighting school clubs, or showcasing creative projects. This can foster a sense of ownership and pride in their school while encouraging their peers to engage. Use student-created videos, photos, and testimonials to provide an authentic perspective of school life.
  - **Tell the School's Story**: Use social media not just to promote but to tell the story of your school, highlighting what makes it unique. Share success stories, key milestones, and the positive impact the school has on students, teachers, and the community.
  - **also see** D11's social media best practices

A Framework for Community Schools

The community schools strategy transforms a school into a place where **educators, local community members, families, and students work together to strengthen conditions for student learning and healthy development**. As partners, they organize in- and out-of-school resources, supports, and opportunities so that young people thrive. The school community, led by a community school coordinator/manager, works to develop a vision and goals for the school, student and family well-being, and student learning. (See Figure 1.)

Figure 1. Essentials for Community School Transformation



Source: Community Schools Forward. (2023).

Galileo Community School

Cougar Champions

- Training Volunteers to Provide Tier 1 and Tier 2 behavioral supports in classrooms
- Co-Created Solutions to improve Student Outcomes
- Engaging Community Partners to walk alongside the school

ESTD. 1898
Columbia
ELEMENTARY SCHOOL
ARTS FOR ALL

Communication Preferences Survey

Email

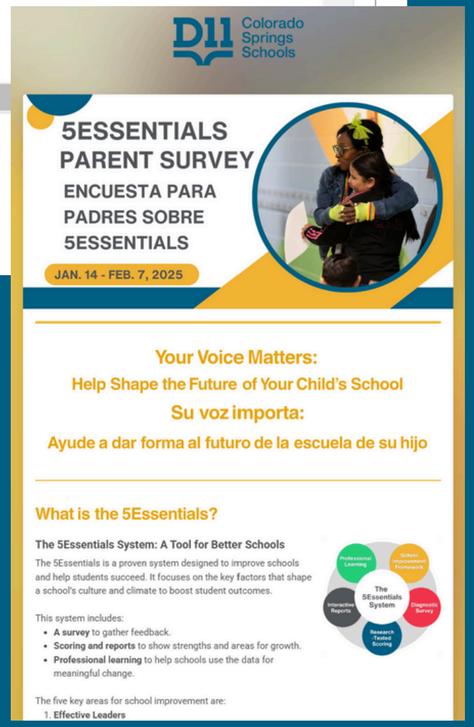
What is the 5Essentials?

The 5Essentials System: A Tool for Better Schools

The 5Essentials is a proven system designed to improve schools and help students succeed. It focuses on the key factors that shape a school's culture and climate to boost student outcomes.

This system includes:
- **A survey** to gather feedback.
- **Scoring and reports** to show strengths and areas for growth.
- **Professional learning** to help schools use the data for meaningful change.

The five key areas for school improvement are:
1. **Effective Leaders**
2. **Collaborative Teachers**
3. **Involved Families**



Email

Dear Stratton Families,

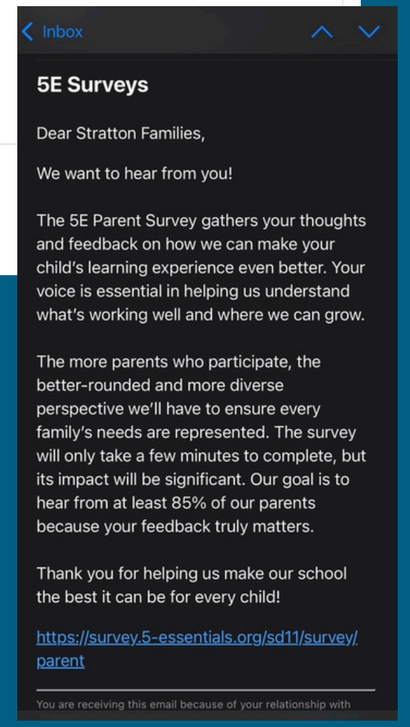
We want to hear from you!

The 5E Parent Survey gathers your thoughts and feedback on how we can make your child's learning experience even better. Your voice is essential in helping us understand what's working well and where we can grow.

The more parents who participate, the better-rounded and more diverse perspective we'll have to ensure every family's needs are represented. The survey will only take a few minutes to complete, but its impact will be significant. Our goal is to hear from at least 85% of our parents because your feedback truly matters.

Thank you for helping us make our school the best it can be for every child!

https://survey.5-essentials.org/sd11/survey/parent



Colorado Springs School District 11

Thank You

Where community meets the classroom.

www.d11.org/engagement