

Evaluation Results (from previous year)

What are the results of the measures determined for each outcome last year?

Outcome 1: Continue to keep our internal and external audiences informed about Park Hill initiatives, school experiences, programs and performance.

Measure 1:	Creative Entourage survey results, media analytics data
Results: Park Hill News/First Hand News Park Hill Employee Insider Park Hill Bulletins Park Hill Connection mailed publication Park Hill Social Park Hill Board Highlights Park Hill website Evaluated by open rates, reach, engagement, website visits, positive/neutral/negative perception data. Throughout the 2023-24 school year, we increased the open rates for both the <i>First Hand</i> and <i>Board Highlights</i> eNewsletters: • <i>First Hand</i>, 55%, up 10% from the 2022-23 school year. • <i>Board Highlights</i>, 52%, up from the mid-40% range during the 2022-23 school year. The open rate for the <i>Employee Insider</i> decreased to 66%, down one percent from the previous school year. Our social media reach and engagement increased: • Facebook had a 167% increase in <i>Reach</i> and 220 more <i>Likes</i> compared to the 2022-2023 school year. • Instagram had a 51% increase in <i>Reach</i> and gained 597 <i>Followers</i> over the same period. • Twitter had a significant 181% increase in <i>Impressions</i> with <i>Followers</i> holding steady compared to previous school year. <i>Mentions</i> were not trackable for most of the school year due to changes in the X platform. • YouTube had a 12% decrease in <i>Impressions</i> from last year, but <i>Views</i> were up by 94%. Our subscriber count increased by 336 over the course of the school year. External media reflected the following message coding: • From August 1 – May 31 (2023-2024 school year) Park Hill had 85 positive or neutral media stories. We had 27 negative media stories.	

Reflections from online and telephone survey data (data from fall 2023):

Question	Excellent	Excellent/ good	Not so good/ poor
Informing the community about safety and security	25.5% 25.0% (2022)	73.4% 71.4% (2022)	23.9% 26.1% (2022)
Communicating with members of the community	17.0% 17.5% (2022)	71.6% 67.6% (2022)	25.8% 31.1% (2022)
Making important decisions facing the district in an open and transparent manner	18.8% 17.6% (2022)	70.7% 60.2% (2022)	26.5% 36.2% (2022)
Responding to community input on important decisions	13.5% 13.2% (2022)	66.4% 58.6% (2022)	27.6% 37.4% (2022)
Asking for community input on important decisions	18.3% 15.1% (2022)	61.6% 58.5% (2022)	34.2% 40.4% (2022)

- Patrons/parents receive primary information from district staff and teachers as well as district emails. Next, they receive information by word of mouth from friends/family/neighbors, materials sent from the schools and the district's monthly e-newsletter.
- Safety and Security communications remained positive, followed by communicating with members of the community. Both increased over 2022.
- Public perception on district transparency increased. 70.7% rated us Excellent/good in "Making important decisions facing the district in an open and transparent manner" - up from 60.2% in 2022.
- It should be noted that "Responding to community input on important decisions" increased in positive perception from 58.6% in 2022 to 66.4% in 2023. This is an almost 8% jump in satisfaction for responding to community input on important decisions.
- "Asking for community Input on important decisions" saw an increase to 61.6% Excellent/good from 58.5% in 2022.

Outcome 2: Continue developing advertising partnerships to support Park Hill's mission.

Measure 1:	Number of partners and gross revenue
Results: Results from 2020-2021 Advertising and Marketing communication plan: • In 2020-2021, our first year of offering this service in-house, we made \$111,690. • We spent \$13,506 on print materials. • That is a profit of \$98,184. • This is an increase of \$15,934 compared to the \$82,250 we made in the 2019-2020 school year. Results from 2021-2022 Advertising and Marketing communication plan: • In 2021-2022, our second year of offering this service in-house, we brought in \$124,701 in revenue. • We spent \$32,354.19 on print materials. • We spent \$124,456 on the portion of staff salaries that goes to this program.	

Results from 2022-2023 Advertising and Marketing communication plan:

- In 2022-2023, our third year of offering this service in-house, we brought in \$141,500 in gross revenue.
- We spent \$29,800.05 on print materials.
- We spent \$91,000.99 on the portion of staff salaries that goes to this program.

Results from 2023-2024 Advertising and Marketing communication plan:

- In 2023-2024, our fourth year of offering this service in-house, we brought in \$148,800 in gross revenue. * \$5,000 should have been in this year's revenue, but due to late payments, this amount will be accounted for in the 2024-2025 revenue line.
- We spent \$23,754.86 on print materials.
- We spent \$89,868 on the portion of staff salaries that goes to this program.
- Thus far in 2024-2025, we have added **one** new \$5,000 level partner, **one** new \$2,500 level partner and **one** new \$1,000 level partner. We've currently made **\$1,550** in ala carte sales.

For reference, we print the following items annually to support our advertising and sponsorship programming:

- 12,500 athletic programs
- 800 athletic posters
- 34 indoor gymnasium banners
- 98 outdoor banners at athletic fields
- 9,000 fine arts programs

What do key stakeholders consider to be the strengths and OFIs of the program?

Strengths	Reflections from 2023 Creative Entourage online and telephone survey data: • Patrons/parents receive primary information from district staff and teachers as well as district emails. Next, they receive information by word of mouth from friends/family/neighbors, materials sent from the schools and the district's monthly e-newsletter. • Safety and Security communications remained positive, followed by communicating with members of the community. Both increased over 2022. • Public perception on district transparency increased. 70.7% rated us Excellent/good in "Making important decisions facing the district in an open and transparent manner" - up from 60.2% in 2022. • It should be noted that "Responding to community input on important decisions" increased in positive perception from 58.6% in 2022 to 66.4% in 2023. This is an almost 8% jump in satisfaction for responding to community input on important decisions. • "Asking for community Input on important decisions" saw an increase to 61.6% Excellent/good from 58.5% in 2022.
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OFls	Reflections from 2023 Creative Entourage online and telephone survey data: • While we have increased in positive perception of facilities, transparency and responding to community input on important decisions, there is still work to do on ensuring we ask for input and respond to input on important decisions.
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What do the program's staff consider to be the strengths and OFIs of the program?

Strengths	• Strong communication skills covering a wide variety of media • Evolving job descriptions • Adaptable to change • Strong content and stories • Award-winning projects • Community dependence on district communications over media sources • Student and Teacher Advisory Councils • Public engagement platform (Park Hill Listens and Park Hill Perspectives) • PH2034 engagement team and process • Engagement with diverse audiences • Event planning and execution • Production of over 120 videos each year
OFls	• Superintendent visibility and continuing communication tactics • New community and/or advertising partners • Gathering and monitoring all school/athletic/performing arts social media accounts • Graphic design refresh and approach • Continued emphasis on student voice

How well aligned are the program's priorities and processes with the goals of the program?

Our district communication plan keeps our processes aligned with our goals and with the CSIP.

Results of the Program Equity Audit

What were the findings of the Program Equity Audit?

The Communication Services team has established and sustaining practices in ensuring inclusive representation and using intentional and meaningful DEIB practices so the program mirrors the communities we serve. The program honors stories of the Park Hill community by clearly communicating its successes and learning opportunities.

The Communication Services team has sought out participation in our Restorative Practices training and is making strides in participation in needed professional development.

Park Hill School District is emergent in language representation, and we have work to do in serving multiple languages through publications, voice messaging and text messaging. A needed platform for our communication services team and district has just been contracted through securing ParentSquare.

ParentSquare is our newest two-way communication platform and is being piloted this school year with full implementation in the Spring/Summer of 2025. ParentSquare will offer robust translation services for our communication channels.

The team audits each of our major publications for representation and diversity of content. The team is intentional about the program's visual environment, including online platforms and communication mediums, showing diverse students/adults of varied racial, ethnic, language, gender, gender identity groups and people with disabilities in a variety of roles. Representation is a key driver of our work.

Deployment Level of Program Services: Services are well deployed, with no significant gaps.

Evaluation Implications

General Recommendation Resulting from the Evaluation

Select from the following possible recommendations resulting from the evaluation:

- ☒ Continue the program as is. It is meeting or exceeding all expected outcomes.
- ☐ Expand the program, replicating effective components.
- ☐ Streamline, refine, or consolidate elements of the program.
- ☐ Redesign the program.
- ☐ Reevaluate the purpose and/or goals of the program.
- ☐ Discontinue ineffective or nonessential program components.
- ☐ Discontinue the program.
- ☐ Other (Specify.)

Plan for Evaluation (for upcoming year)

Coordinator Name

Kelly Wachel

Planning Team

Samantha Fitzgerald, Paul Lewis, Traci Todd Murphy and Quinn Mills

Description of the Program

The communication services department responsibilities include communications planning, crisis communications, internal communications, community relations, event planning, media relations, staff training, volunteer management, publications, publicity, websites, email newsletters, social media, graphic design, video production and the district's advertising and sponsorship program.

Description of How the Program's Services Are Developed and Delivered

The Park Hill School District Communication Plan focuses on strategic initiatives and issues-related initiatives. The strategy builds branding and messaging within the district and creates increased positive exposure to Park Hill's CSIP. The strategy internalizes a consistent message focused on performance and achievement, DEIB and long-range planning.

To support the mission of the Park Hill School District, the Communication Services Team builds its budget to support the following goals:

1. Improve the flow of information and transparency within the Park Hill School District
2. Showcase student voice and authenticity in learning
3. Provide transparency between Park Hill and the general public
4. Provide opportunities for two-way communication and feedback
5. Portray excellence through intentional public perception work
6. Build the advertising and sponsorship program

Mission:

In order to bolster support for the Park Hill School District and strengthen relationships with district stakeholders, the communication services department facilitates interconnected communication and provides timely, accurate information tailored to the needs of key customers.

Vision:

Engaging the community to support our students and schools and managing the district's reputation.

Program Information:

To support Park Hill in building successful futures for each student, every day, we execute functions in these areas:

1. Internal and External Communications
2. Marketing and Advertising
3. News and Information
4. Media Relations
5. Event Planning
6. Website Services
7. Graphic Design
8. Video Production

These are the Park Hill outlets and platforms that our budget supports:

Park Hill First Hand News
Park Hill Employee Insider
Park Hill Bulletins
Park Hill Connection Magazine
Park Hill Board Highlights
Park Hill website
SchoolMessenger (text, phone and email communication)
Engagement HQ/Park Hill Listens
Livestreaming Board of Education meetings
Ballot Measure Support
District events
Convocation
Hall of Fame
Retiree Celebration
Graduations
Groundbreakings/Ribbon Cuttings
Public Engagement Events
Social Media: Facebook; Twitter (X), Instagram, YouTube
Marketing and Advertising

Digital Advertising
Direct Mail and Print Advertising
Athletic Game Programs and Posters
Fine Arts and Performing Arts Programs
Award Sponsorships

Budget:

Budget dollars will be allocated to achieve the desired results of engaging the community to support our students and schools. Our communication budget for 2024-25 is \$476,850 (not including salaries and benefits for six team members) for public information and \$148,800 (+/-) for advertising (advertising is up from \$141,500 in 2022-23).

District Focus Areas:

- CSIP – Build successful futures for Park Hill students of all backgrounds
- Culture of belonging
- Redistricting – addition of new elementary school
- Student voice and engagement
- Advertising

Strategic Communications Planning: We strategically guide the district communication efforts and support administrators, schools and departments in their communications.

Public Engagement: We work with senior leaders to administer surveys, focus groups, task forces, online engagement tools and other opportunities to bring stakeholders into the district decision-making process.

Crisis Communications: We provide timely communication in the event of a crisis in the district, and we support principals with their communications following incidents in their buildings.

Election Campaigns: We coordinate the informational campaign when the Board of Education places a bond or levy question on the ballot.

Communications Support: We write speeches, letters and talking points; we provide graphic design services for other administrators and departments; and we provide technical support for school websites, broadcast journalism classrooms and video communications.

Communications Training: We train district employees in communications, media relations, customer service and on-camera interviews.

Publications: We produce the Park Hill “Connection” magazine for every residence in the district, as well as informational brochures for prospective employees and relocating families, among others. Our publications have won national awards through the National Association of School Public Relations Association (NSPRA). In 2023-24 we also produced a new Access and Inclusion brochure to highlight our progress and work around Diversity, Equity, Inclusion and Belonging initiatives.

Brand Management: We monitor use of the district logo and ensure it is used according to our graphic standards.

Media Relations: We maintain professional relationships with reporters, working with them to coordinate coverage of the district and collaborate on local, regional and national stories.

Electronic Communications: We maintain the district website and produce the “First Hand” email newsletter and the “Employee Insider” email newsletter for staff. We administer the automated phone calling and text-message alert systems. We manage social media content via Facebook, Twitter (X), Instagram and YouTube. We also produce the “Board Highlights” email newsletter.

Marketing Support: We assist the Education Foundation, the PTA, the Community Education program and other district groups with their marketing communications.

Advertising: We manage the district’s advertising and sponsorship program.

Event Planning: We plan the Hall of Fame celebration, staff convocation, Teacher Appreciation Day, Board Appreciation Week, groundbreakings and ribbon cuttings. We assist with the HR department’s retirement celebration and service awards and the Education Foundation’s annual campaign and Community Breakfast.

Recognition: We coordinate Board recognition of staff and students, as well as recognition programs such as district office art displays and digital greeting cards. We also manage the Park Hill Stars staff recognition process monthly.

Graphic Design: We produce daily graphic design pieces for publications, social media, special projects, brochures, programs, banners, marketing materials and more.

Video Production: We plan, storyboard, shoot, edit and produce over 120 videos annually.

Key Program Stakeholder Groups

- ☒ Students
- ☒ Parents
- ☒ Staff
- ☒ Administrators

- ☒ Board of Education
- ☒ Taxpayers
- ☐ Other (Specify.)

Student and/or Stakeholder Needs Addressed by the Program

The Communication Services team focuses on strategic initiatives and issues-related initiatives. Our strategies continue to build branding and messaging within the district and create increased positive exposure to Park Hill School District and Park Hill’s CSIP. The strategies internalize a consistent message focused on performance and achievement, DEIB, student voice and long-range planning.

Outcomes of the Program

Outcome 1: Continue to keep our internal and external audiences informed about Park Hill initiatives, school experiences, programs and performance.

Outcome 2: Continue developing advertising partnerships to support Park Hill’s mission

Measures

Creative Entourage survey results, Media Analytics data

Number of partners and gross revenue

Evaluation Questions

- What is the status of the program’s progress toward meeting outcomes?
- What do students and other stakeholders consider to be the strengths and weaknesses of the program?
- What do staff consider to be the strengths and weaknesses of the program?
- How does the program’s actual implementation compare with the program’s design?
- How should priorities be changed to put more focus on achieving the goals?
- How should outcomes be changed? Any added or removed?

Data Collection Methods

- ☒ Surveys and questionnaires
- ☒ Interviews
- ☒ Document reviews
- ☒ Observations
- ☒ Focus groups
- ☐ Case studies
- ☐ Assessments
- ☐ Other (Specify)