



COMMUNICATIONS

A team from Voler Strategic Advisors gathered footage in Burlingame High School's Art of Video Class.

- **New District Logo:** Communications staff rolled out the full implementation of the new District logo including the application of decals on the District's fleet of vehicles, production of business cards, installation of District Office wall designs, documents and more. The logo received the 2024 Silver Award in the Corporate - Logos category of the Davey Awards.
- **Website Launch with Finalsight:** In July 2024, the Communications Team, with the assistance of the Technology Support Group and designated web teams at each school site, launched the District's new websites with Finalsight, the District's new service provider. The launch included the development of two new school websites - Middle College and Bridge Academy.
- **LinkedIn Growth:** SMUHSD and its school sites continue to see increased engagement and follower growth for its various Company Page accounts. A consistent and robust presence on LinkedIn allows the SMUHSD community to make connections with each other that may lead to academic and career opportunities and advancement for students.
- **Video Production:** The Communications Team worked with Voler Strategic Advisors (pictured above) to direct the production of a series of back to school videos which premiered in August and school promotional videos in English and Spanish for Aragon, Bridge Academy, Burlingame, and San Mateo Adult and Career Education. View videos at www.smuhsd.org/youtube
- **Content Creation and Dissemination:** The Communications Team continued to curate and create content and graphics for the following communications:
 - News You Can Use weekly email with content in English/Spanish and distributed to school Administrators, Administrative Assistants, Family Engagement Coordinators, and PTO leaders
 - SMUHSD enews, sent the Monday before Board Meetings to all staff, parents/guardians, students and community members (city officials, etc.)
 - Monthly employee newsletter, Savvy Source



The Mills High School Site Improvement Projects ribbon-cutting ceremony

- **In the News:** The District was featured in a number of positive news stories including:
 - KRON4: Backpacks Assembled at Samaritan House (August 1, 2024)
 - Capital News Network: This school banned cellphones six years ago. Teachers – and many kids – couldn't be happier (June 30, 2025)
 - San Mateo Daily Journal:
 - OpEd: Growing from Either/Or to Both/And by Randall Booker (August 9, 2024)
 - Article: Trade preparation program launches at Aragon (November 2, 2024)
 - Article: Aragon hosts AIDS Memorial Quilt (December 6, 2024)
 - Article: \$86M Crestmoor Sale is Finalized in San Bruno (February 15, 2025)
 - Article: San Mateo Union celebrates construction progress (March 3, 2025)
- **Meeting the Needs of Multilingual Families,** the Communications Team:
 - Worked closely with Multilingual Learner (ML) Program staff on the development of an Immigrant Family Resource Toolkit in English and Spanish. Learn more by visiting: www.smuhsd.org/undocumented-students.
 - Assessed the interpretations needs of schools and updated signage to indicate how families can access interpretation services.
 - Developed posters outlining the rights of immigrant students.
 - Made 17 visits to parent groups across school sites to promote our Spanish social media and guide families through the navigation of our new website.
- **Transcreated Content:** The Communication Team transcreated into Spanish more than 110 pieces of content for distribution in newsletters, social media platforms (including the Spanish page on Facebook), News You Can Use, websites and more. Transcreation is a process to create authentic communications in the native speaker's home language.