

Phoenix Elementary School District
Superintendent
Guardrail #1 Monitoring
09-11-25

ONE TEAM #1 MISSION
EVERY FAMILY CHILD

Superintendent Guardrail #1 and Interim Guardrails Monitoring

The Superintendent shall not allow the District to operate without reciprocal and effective communication between the Board, district employees, and community stakeholders



Superintendent Guardrail 1 Interim Guardrails

- Interim Guardrail 1.1

By May 2026, the District will **establish structured and open opportunities to hear from different constituents** across the District **expanding the regular streams of communications** from 1 business partner luncheon, and monthly meetings with employee associations and the Superintendent Student Leadership Advisory Council and ARCH in 2023-2024 to include new affinity groups with students, families, community businesses, and employees **as measured by monthly meeting reports and expanded audiences receiving district communications.**

- Interim Guardrail 1.2

By May 2026, the District will **increase accessible communications targeted to specific audiences** as measured by **Governing Board Meeting Updates to the Phoenix #1 Community within one week** of each board meeting increasing from four communications in 2023-2024 to 24 communications, and expanding the regular communications to **District communities shared through print and digital media** as well as **school specific information through school channels direct to families** as measured by an impact analysis of communications and marketing metrics.

- Interim Guardrail 1.3

By May 2026, the District will **expand the regular communications to District staff and families through print and digital media** as measured by an impact analysis of communications and marketing metrics.



- Interim Guardrail 1.1

By May 2026, the District will **establish structured and open opportunities to hear from different constituents** across the District **expanding the regular streams of communications** from 1 business partner luncheon, and monthly meetings with employee associations and the Superintendent Student Leadership Advisory Council and ARCH in 2023-2024 to include new affinity groups with students, families, community businesses, and employees **as measured by monthly meeting reports and expanded audiences receiving district communications.**

Scheduled:

1. Business and Community Partner Luncheons - September, December, March
2. Employee Groups - Monthly
3. Student Groups - Monthly
4. Community Group Roundtables - Ongoing
5. Special Interest Group Roundtables - Ongoing
6. City of Phoenix Economic Development Office & Phoenix Community Alliance - Monthly
7. PTAs, Cafecitos, and Site Councils - One School Monthly

- Interim Guardrail 1.1

Face to Face Interactions in Scheduled Meetings Provide Opportunity to:

1. Share Updates on the District Initiatives, Student Progress, and Vision
2. Listen to the Perspectives of those Attending to Understand
 - What do you look for as a good school?
 - What can our schools and district do better to encourage you to be involved?
 - What questions or ideas do you have for the district?
3. Enlist Community Supporters to Help Improve Programming at Our Schools
4. Enlist Community Supporters to Advocate for Public schools

- Interim Guardrail 1.2

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Scheduled:

- **Board President and Superintendent video recaps of Governing Board Meetings**
- **Governing Board Meeting updates sent to all members on the community and business partners, and families contact lists**
- **Implementing strategies to improve social media engagement and website hits**
- **Year-round advertising**
- **Post-migration website clean up and training**



- Interim Guardrail 1.2

- **Video Views**

- SY 24-25: 32,934
- **SY 25-26: 18,983**

- **Governing Board Recaps Sent**

- SY 24-25: 12
- **SY 25-26: 2**

- **Website Page Views**

- SY 24-25: 597,760
- **SY 25-26: 98,800**

- **Website translation requests**

- **NEW! SY 25-26: 275**

- **Phoenix #1 in the news**

- SY 24-25: 81
- **SY 25-26: 8**

- **Social Media Engagement**

- SY 24-25: 37,364
- **SY 25-26: 14,054**
 - Engagement rate per impression is up **32.7%**

- **Mailers**

- SY 24-25: 91,274
- **SY 25-26: 38,620**

- Interim Guardrail 1.3

By May 2026, the District will **expand the regular communications to District staff and families through print and digital media** as measured by an impact analysis of communications and marketing metrics.

Scheduled:

- Increasing districtwide usage of ClassDojo
- Increase internal communication
- Begin process to build Phoenix #1 intranet

- Interim Guardrail 1.3

By May 2026, the District will **expand the regular communications to District staff and families through print and digital media** as measured by an impact analysis of communications and marketing metrics.

- **Active parents on ClassDojo**

- SY 24-25: 4147
- **SY 25-26: 3702**

- **Emails and texts sent to families from District Office**

- SY 24-25: 133,609
- **SY 25-26: 25,307**

- **Staff Mailers**

- SY 24-25: 2
- **SY 25-26: 1**

- **All Staff Email from District Office**

- **NEW! SY 25-26: 4**

Thank you!

