



LAGUNA BEACH
UNIFIED SCHOOL DISTRICT

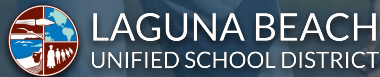
Communications Update

Board Presentation

March 26, 2026

Goal

To support student success by keeping our community informed, creating opportunities for meaningful engagement, and maintaining clear, consistent, and responsive communication through ongoing input and feedback.



Our objectives are to:

- Support understanding of district priorities
- Strengthen connection to our schools
- Encourage meaningful engagement in district work

Our approach includes:

- Clear and consistent communication
- Two-way engagement and feedback
- Responsive to community needs

i Board Policy 1100 and related community relations policies outline these goals and objectives, with additional policies on student safety, privacy, and wellbeing informing our communication priorities.



LCAP Goals for Student Success

- College and career readiness
- Social-emotional development and self-identity
- Safe, equitable, and inclusive learning environments

Strategic Direction

- Learner Profile
- Strategic initiatives and programs
- Board direction and guidance

Aligned Messaging

- Clear connection to district goals
- Alignment across schools and departments
- Focus on impact, not just activities

Priorities

Our content strategy is shaped by the district's goals and priorities for students, and informed by community input and Board direction.



Community Segments

Our communication system recognizes that the **community encompasses multiple audience segments**, each requiring different types and levels of information to engage with the school district.



Board of Education

Governance, fiscal accountability, and information to support decision-making.



Media

Accurate, timely, and relevant information to support public awareness.



Students & Families

Progress updates, school news, and timely information to support student learning and success.



Community Members

District updates, clarity on initiatives, and opportunities to stay informed & connected.



Staff

District priorities, strategic alignment, and internal updates to support alignment & consistency.

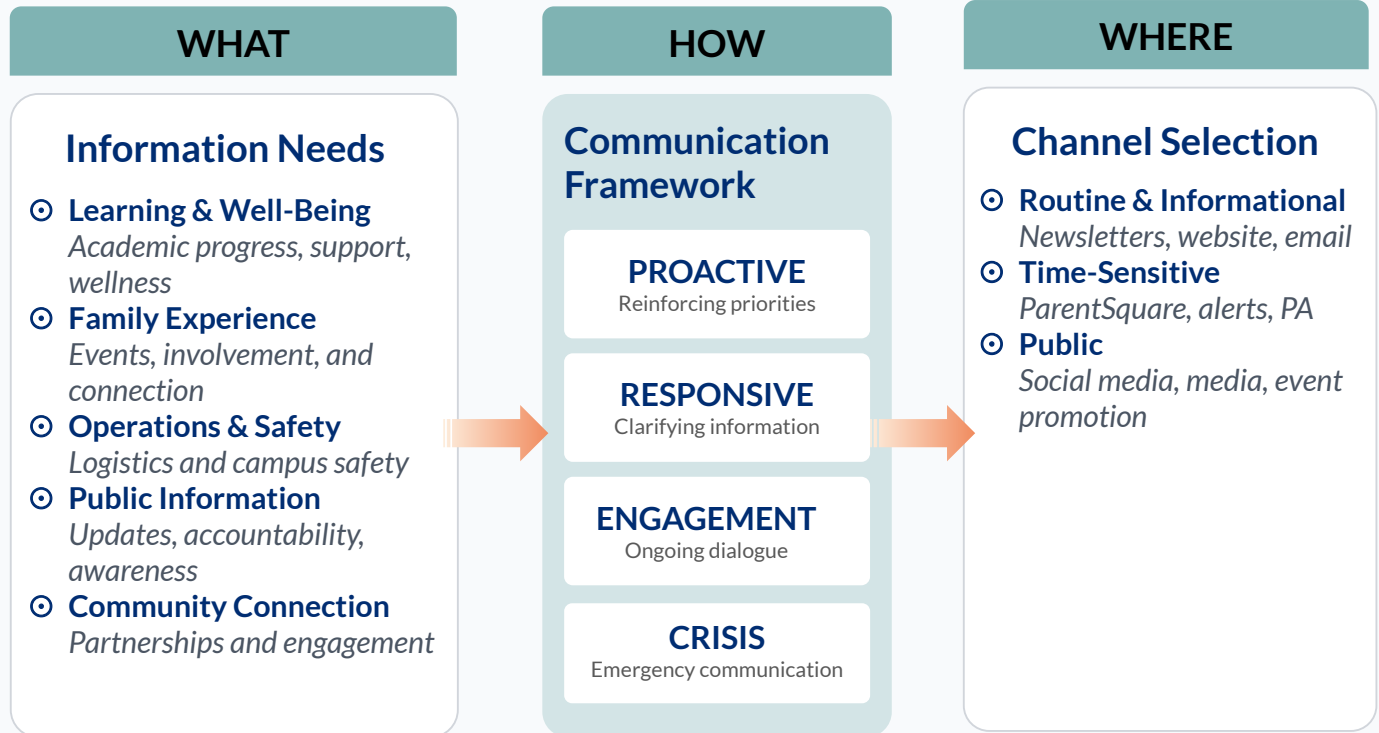


Community Partners

Collaborative programs and shared initiatives that support students and the community.

Communication Channels

A communication needs assessment informs our framework and defines our communication channels.



Communication System

Our communication system connects proactive updates, responsive communication, and ongoing engagement. It is organized to support shared goals for student success.



Proactive Communication: Ongoing updates that reinforce priorities and keep our community informed.



Responsive Communication: Timely communication that addresses questions and provides clarity based on need and situation.



Engagement & Feedback: Two-way communication that builds relationships and informs continuous improvement.



Crisis Communication: Urgent communication that provides clear direction during time-sensitive or emergency situations



Feedback & Engagement

In addition to **structured feedback systems**, we leverage targeted outreach and listening opportunities (i.e., superintendent listening sessions, town halls, and project-specific surveys) to gather input based on **emerging needs and priorities**.

REAL-TIME ENGAGEMENT



Likes/Reactions
Engagement



Views/Impressions
Reach



Comments/Replies
Interaction



Clicks/Link Engage
Action

SYSTEM INDICATORS



Structured Loops

- ↳ Annual LCAP survey
- ↳ Committees & Advisory Groups
- ↳ School & Family Engagement



Channel Growth

- ↳ Newsletter growth
- ↳ Social media growth
- ↳ Website traffic trends



Engagement Trends

- ↳ Open Rates
- ↳ Click-through rates
- ↳ Event participation



Content Insights

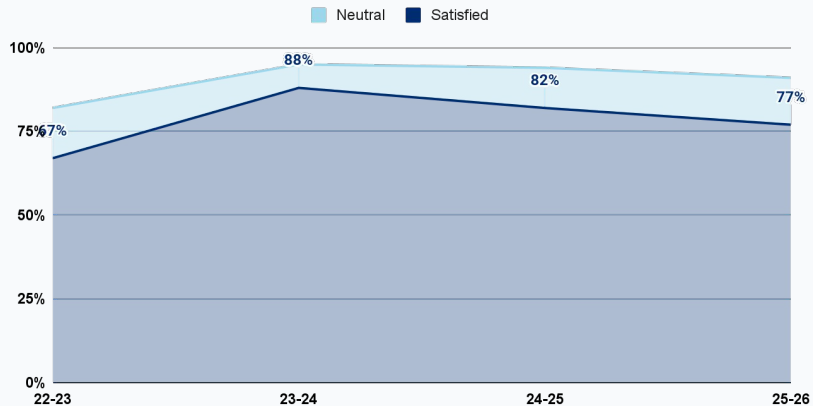
- ↳ Top-performing content themes
- ↳ Social Media DMs
- ↳ Media Story Pick-up
- ↳ Website engagement

Annual Outcomes & System Trends

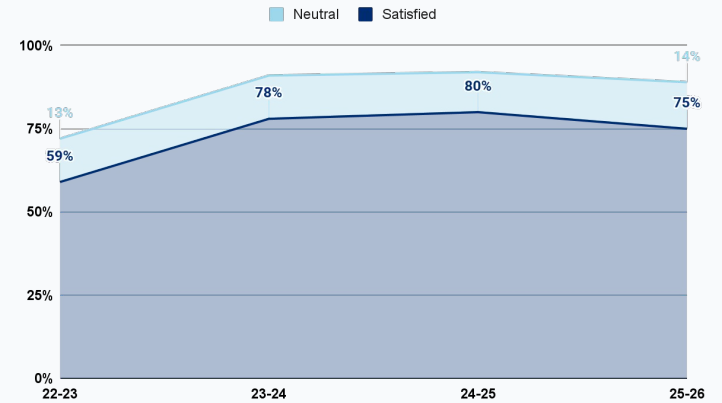
Survey Participation Growth

Year	Staff	Parent	Community
2022-23	197	161	4
2023-24	239	481	0
2024-25	216	496	8
2025-26	233	469	107

Parent Satisfaction with District Communication



Parent Satisfaction with Opportunities for Families to Participate in Events & Activities



Parent Satisfaction with Opportunities for Input

Year	Satisfied	Neutral
2022-23	82%	7%
2023-24	87%	8%
2024-25	90%	5%
2025-26	90%	5%

95%

Channel Growth & Engagement

Consistent growth and engagement across channels demonstrate increased reach, interaction, and connection with the community.

Channel Growth Metrics




3,473 (↑9.6%)
Instagram




808 (↑11.8%)
It's A Wrap



56,000/month
Page Views



21 issued (25/26)
Press Releases




99.9%
ParentSquare

Engagement & Performance Insights



Resident
Outreach List


- ↳ 9,000 contacts
- ↳ 63.2% avg. open rate
- ↳ 1.8% avg. click-through rate



Instagram


- ↳ **181,357** avg. views
- ↳ **62.4%** follower reach
- ↳ **37.6%** non-followers

**Based on average performance over the past 90 days*



It's A Wrap


- ↳ **73.8%** avg. open rate
- ↳ **6.1%** avg. click-through rate



Event
Engagement

- ↳ 2024-25 | 187
- ↳ 2025-26 | 114
- ↳ Attendance tracking

**Coverage includes school & district events & activities by the Communications Department*



YouTube

- ↳ 826 subscribers
- ↳ 11,500 views
- ↳ 248 videos

**Data reflects content published via LBUSD Media; LBUSD also maintains a dedicated Board Meeting channel (363 subscribers)*

Superintendent Entry: Insights & Priorities

Entry & Initial Review

- GrayMatters Communications Report
- 100-Day Entry Report
- Board goals and priorities alignment
- Start, Stop, Keep survey synthesis

Listening & Engagement

- Community town halls and listening sessions
- Staff input sessions & ad hoc committees
- PTA & Student Advisory Council feedback

Recommendations (GrayMatters Review)

- Strengthen clarity and consistency across communication
- Expand two-way engagement with the community
- Broaden outreach beyond enrolled families
- Improve internal communication and alignment

Additional Community Feedback

- Transportation Committee feedback to improve communication around services, updates, and rider experience
- Arts Committee feedback to strengthen visibility of programs & events



Implementation & Next Steps

From January 2026 to present: actions taken and ongoing priorities.

Implemented

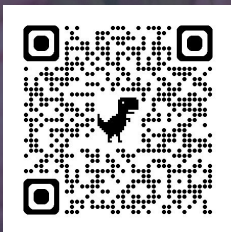
- ➔ Next-day “It’s a Wrap” communication following Board meetings, with clearly defined content parameters and alignment on review and feedback processes
- ➔ Increased visibility of Board actions and student-facing outcomes
- ➔ Press-release-style summaries for major Board decisions
- ➔ Expanded distribution across media, district channels, and community organizations
- ➔ Enhanced social media focus on Board actions, student impact, and upcoming events

Ongoing & Next Steps

- ➔ Conduct a comprehensive review of recent data, feedback, and key insights to inform updates to the 26–27 Communications Plan
 - Strengthen two-way engagement
 - Broaden community participation

Community Events

Stay connected, get involved, and take part in what's ahead across our school community.



Upcoming Community Events

- **LBUSD Celebration of the Arts**
 - April 14 from 6 to 8 p.m. @ LBHS
- **LCAP Community Convening**
 - April 30 from 4 to 5:30 p.m. @ LBHS
- **LBHS Vocal Jazz Concert**
 - April 17 from 7 to 9 p.m. @ LBHS
- **LBHS Spring Dance Concert**
 - April 24 from 7 to 8 p.m.
 - April 25 from 2 to 3 p.m. & 7 to 8 p.m.

Subscribe and Follow

- **It's A Wrap Community Newsletter**
 - www.lbusd.org/itsawrap
- **Instagram**
 - @LagunaBeachUSD



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Thank you.

Questions, Feedback, & Discussion

March 26, 2026

