

Communications & Community Relations Report

April 21, 2026



THINK LEARN BE
MORE
TOGETHER
POCATELLO/CHUBBUCK
SCHOOL DISTRICT 25

On Time, In School, Every Day!



attendance
BLOSSOMS
with balance

www.sd25.us/everydaymatters

Monthly Communications Insights

PCSD 25 Social Media At a Glance

As of April 15, 2026



Followers

12,554



Followers

1,449



Subscribers

672

Most Active Social Channel: Facebook



260,540
Views



1,976
Video Views
Facebook



10,129
Engagement



28
Net Follows



2,628
Video Views
YouTube

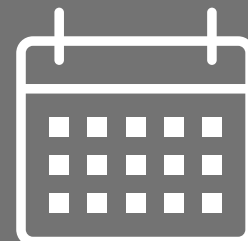


Livestreams



April 14, 2026
Board Work Session
 88 views

March 17, 2026
Regular Board Meeting
 173 views



Top Performing Posts

Top Content By Views: Last 28 Days



Views 28,577
 Reactions 220
 Engagement 2,313
 Clicks 2,084
 Non-followers 71.3%



Views 18,091
 Viewers 11,636
 Engagement 1,705
 Clicks 1,403
 Reactions 245



01 **March 31, 2026**

We're incredibly grateful to Raising Cane's for their generous \$1,000 donation to the SD25 Education Foundation, presented this morning at their grand opening in Chubbuck! Community partnerships like this make a meaningful difference for our learners, teachers, and schools, and we are so excited to begin working together. Thank you for investing in education and supporting our district!

[Read the full post](#)

02 **April 10, 2026**

At Edahow Elementary School, they took time this week to honor the paraprofessionals who make a profound difference in their school. Para's guide learners, support instruction, and help their building function with care and consistency. Their commitment and high standards elevate every learner's journey.

Thank you to these outstanding paraprofessionals for all you do.

[Read the full post](#)

Most Watched Video - YouTube

Top Content By Views: March 11 - April 14, 2026

FMS Career Exploration Sewing
<https://youtu.be/HpScvv5AkX0>

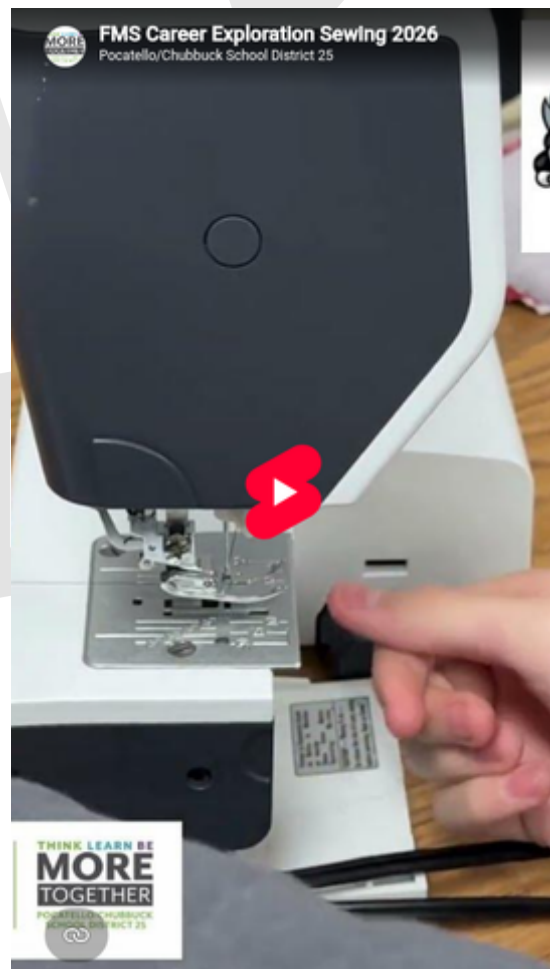
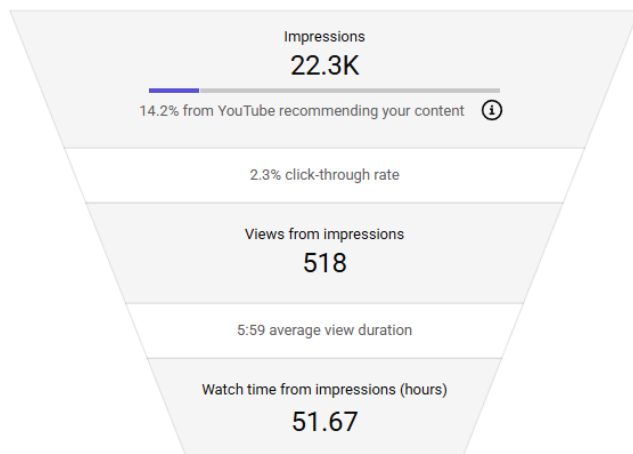
ANALYTICS

Unique Views	712
Engaged Views	68
Watch Time	.4 hours

CHANNEL REACH

Impressions and how they led to watch time

Data available Mar 11 - Apr 14, 2026 (35 days)



Total Channel Views:	6,869
Total Watch Time:	121.7 hours
Monthly Audience:	730
	29.7K

EVERY DAY MATTERS

April 2026



On Time, In School, Every Day!

attendance
BLOSSOMS
with balance

www.sd25.us/everydaymatters

As nature reawakens, so can good habits! Prioritize sleep, hydration, and nutritious snacks to fuel focus. If your child participates in spring sports or events, talk about balancing commitments with school attendance.

Attendance grows achievement! Whether it's STEM, the arts, or athletics, PCSD25 helps every learner bloom, where Every Day Matters—and every day is a chance to thrive.



Kindergarten Enrollment Marketing Campaign

2026-27 School Year

Enrollment Website: <https://www.sd25.us/enroll-today>



POCATELLO/CHUBBUCK
SCHOOL DISTRICT 25

The Full Campaign report is pending the final recap meeting with Target River scheduled on April 22. A Comprehensive report will be included in May's Communications report for the Regular Board Meeting on Tuesday, May 19.

COMING SOON

EDUCATOR APPRECIATION WEEK May 4-8

As we look ahead to Educator Appreciation Week, May 4–8, we are proud to celebrate the extraordinary individuals who make learning possible across our district. Every day, our educators go beyond instruction—they build relationships, inspire curiosity, and create a sense of belonging for every learner.

Their impact is not measured in a single moment, but in the countless ways they show up for learners, families, and one another. It is through their dedication and collaboration that our schools truly reflect what it means to be More Together.

Please join us in recognizing and thanking the educators who help our learners think more, learn more, and be more—together.

Reader Board Animated Graphic



Special deliveries planned - Stay tuned!

America Through the Eyes of our Learners

Fine Arts Competition

UPDATES

- Planning Committee Meeting:
Monday, April 20, 3:30 p.m.
- 200+ Entries
- Location Change! Gate City Coffee in Historic Downtown Pocatello will host the First Friday Artwalk Event.

Social Media and Website Graphic



Reader Board Graphic



America Through the Eyes of our Learners

Fine Arts Competition

Event Flyer



CELEBRATE AMERICA THROUGH
THE EYES OF OUR LEARNERS



First Friday Art Walk

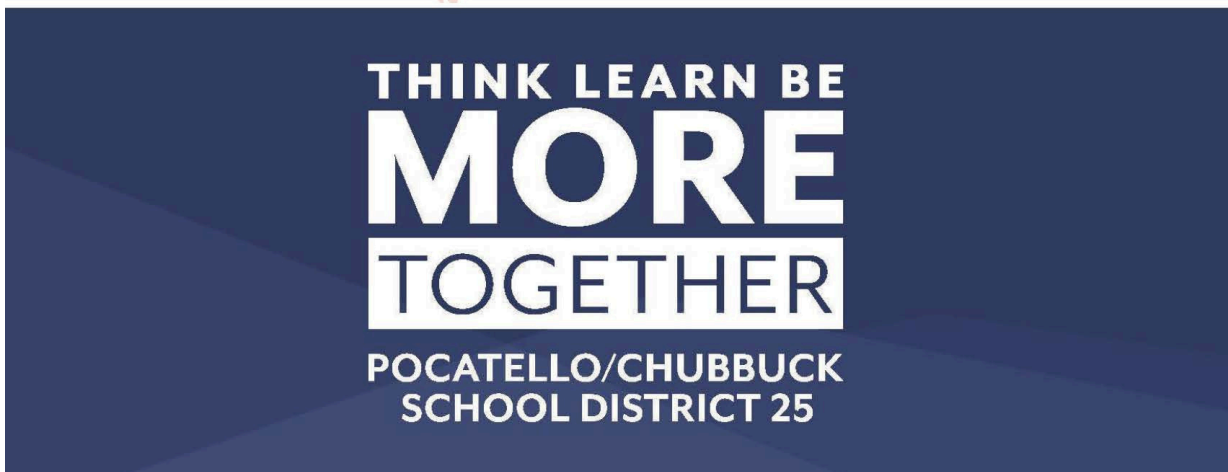
MAY 1, 2026 | 5-8:00 p.m.

Gate City Coffee

FINE ARTS COMPETITION SHOWCASE

Artwork | Poetry | Photography & Photo Stories
Pottery & Sculpture | Musical Composition
and More

Artwork awards sponsored by the SD25 Education Foundation 



CLASS OF 2026
TERRY PERKINS
EDUCATIONAL SCHOLARSHIP

7 annual awards, up to **\$6,000** over two years

53 scholarships awarded to PCSD 25
graduates since 2018

CLASS OF 2026 RECIPIENTS:

Century High School

Nicole Huang

Mia Chavez

Highland High School

Bridger Baker

Harper Merrill

Pocatello High School

Anesa Bills

Porter Corrington

New Horizon High School

Brooklyn Cleaves

67 APPLICATIONS SUBMITTED

CLASS OF 2026

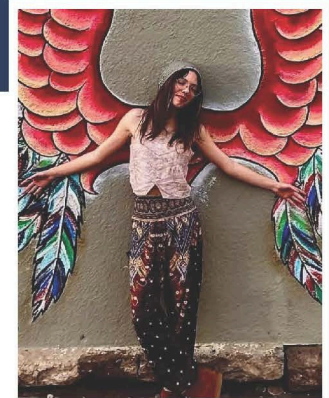
**TERRY PERKINS
EDUCATIONAL SCHOLARSHIP**



Nicole Huang
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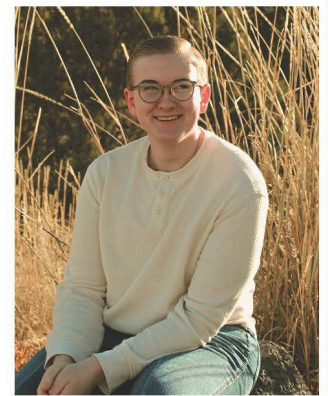
Bridger Baker
Highland High School



Harper Merrill
Highland High School



Anesa Bills
Pocatello High School



Porter Corrington
Pocatello High School



NEW!

ELECTRONIC DISPLAY @ DISTRICT OFFICE

Thanks to the generous support of the SD25 Education Foundation, the district has installed an upgraded electronic display board—creating an exciting opportunity to better connect with our community right at our doorstep. This investment allows us to share timely updates, celebrate learner and staff achievements, and highlight the many ways our schools are living out the promise of “You Belong Here.”

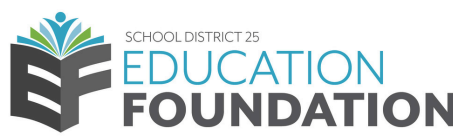
More than just a communication tool, the display board strengthens our ability to keep families informed, engaged, and connected. It’s another way we are building visibility, pride, and a deeper sense of belonging across our district—because when our community is informed and involved, we are truly More Together.

2-Sided Reader Board for North- and South-Bound Traffic



COMING SOON

IDAHO GIVES 2026



\$5,000 Match from Lookout Credit Union



CAMPAIGN GOALS

- Increase community participation in supporting local classrooms, teachers, and learners across PCSD 25.
- Unlock the \$5,000 matching gift from Lookout Credit Union to maximize the impact of donations.
- Expand awareness of the SD25 Education Foundation and the programs it supports, including classroom innovation grants and learner opportunities.
- Engage Foundation board of directors and community partners in promoting the campaign and encouraging peer-to-peer support.
- Increase PCSD 25 staff support through payroll deduction - encourage staff participation with annual raffle prize giveaways.

MEDIA LINKS

Appendix

Links to articles from March 10 through April 15, 2026



Thank you.

PCSD 25

Communications

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 www.sd25.us

