



OXFORD AREA SCHOOL DISTRICT (OASD) COMMUNICATION AUDIT: RESULTS PRESENTATION

PRESENTED BY:
CHESTER COUNTY INTERMEDIATE UNIT



PRESENTATION OVERVIEW

1. Goals of the Communication Audit
2. OASD Ideals
3. Methodology
4. Key Findings and Opportunities
5. Recommendations



GOALS OF THE COMMUNICATION AUDIT

1. Provide a comprehensive assessment of current communication efforts and the effectiveness of the overall program;
2. Create a snapshot of current perceptions about your schools and your district;
3. Identify gaps in your district communication strategy; and,
4. Provide baseline research to evaluate progress and develop a framework for creating a communication plan.



OASD IDEALS

The following summarizes the knowledge, attitude, behavior and outcome ideals developed by the Administration. The established ideals were utilized as the primary benchmark and measurement for the communication audit's strategic review.

Ideals Summary

Oxford Area School District seeks to create a trusted, connected community that honors its traditions while embracing innovation. Through strong relationships, comprehensive programs, and a commitment to excellence, the district aims to foster pride, engagement, and lifelong connections among students, families, and staff.



METHODOLOGY

The Chester County Intermediate Unit (CCIU) employed a variety of qualitative and quantitative data collection measures and assessments to accomplish the OASD communication audit as outlined below.

Material Audits



**20+ Artifacts &
6+ Accounts**

Existing materials
and social media
accounts were
reviewed.

Surveys



239 Respondents

Respondents included
staff, families and
community members

Focus Groups



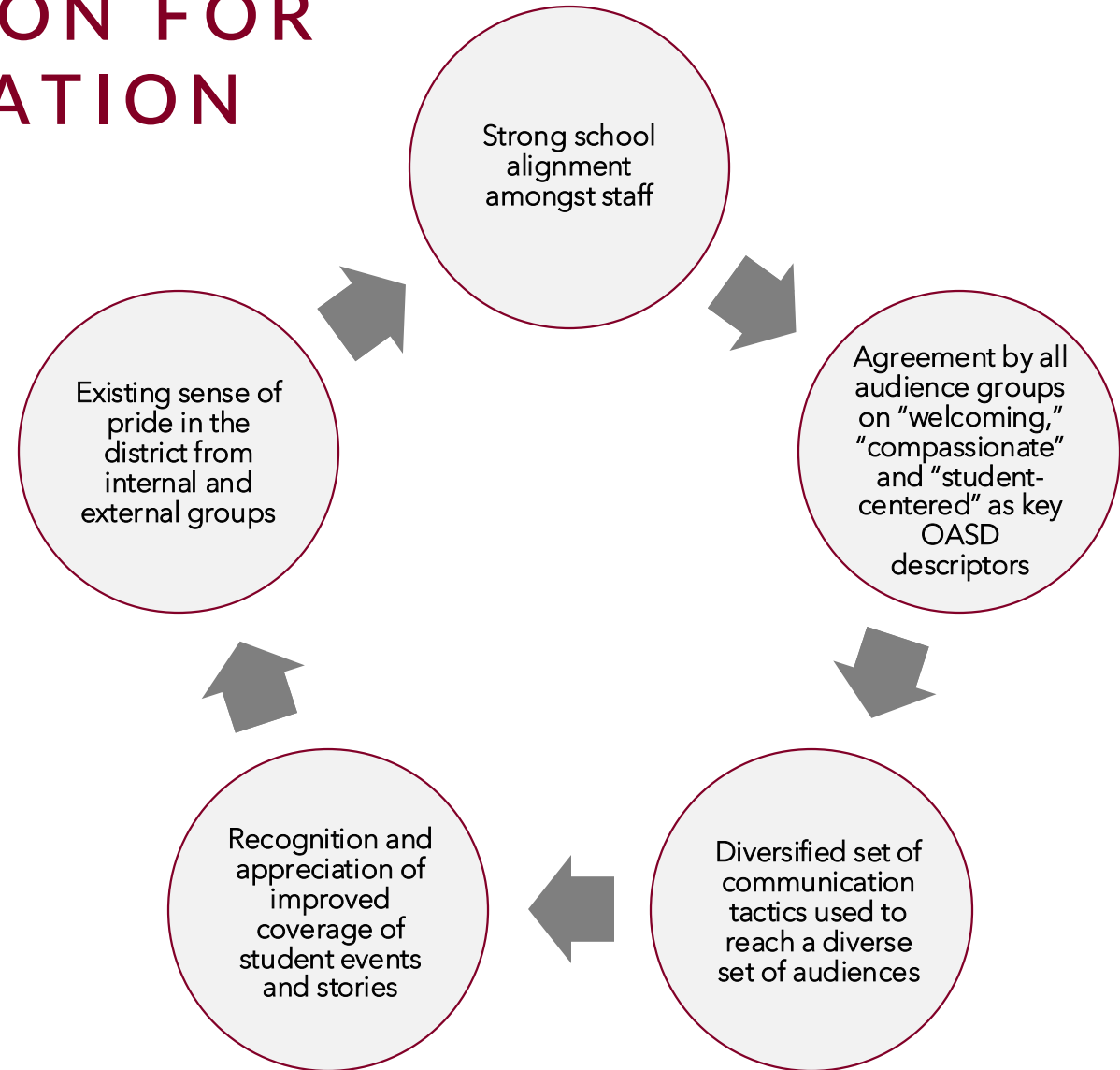
4 Focus Groups

Focus groups were
conducted with internal
and external audiences.



LAYING A FOUNDATION FOR STRONG COMMUNICATION

Throughout the audit, it became clear that Oxford Area School District is doing the work necessary to lay the groundwork to continue to move toward the ideals. Here are the key contributions of OASD that are creating a solid communication foundation for the district and its stakeholders.



KEY FINDINGS - STRENGTHS

FOCUS GROUP

Overarching sense of community where staff, students, and families feel strong, tight-knit connections.

Connections and relationships at the school-building level are a strength, with teachers and principals fostering trust and engagement.

FEEDBACK

Stakeholders appreciate recent improvements in district coverage of activities and events, which help celebrate successes and build pride.

Recognition of dedicated teachers and a good range of student opportunities across academics, arts, and extracurriculars.



KEY FINDINGS - STRENGTHS

SURVEY

High levels of trust and of feeling valued among staff at the school building level - highest averages across all CCIU communication audits!

Agreement among all audiences on the OASD brand being centered around “welcoming,” “compassionate,” and “student-centered.”

FEEDBACK

Strong feelings among parents that their involvement is welcomed and appreciated at the building level.

Large majority of staff and families expressed pride in OASD with a willingness to recommend the district to other families.



KEY FINDINGS - STRENGTHS

ARTIFACT

Successful use of high-level visual photography to capture authentic, positive experiences within the district.

REVIEW

Healthy posting frequency and consistently high engagement levels on the district's Facebook account, indicating a strong channel for sharing district and student successes.

FEEDBACK

Strong reliance on digital channels allows for more translation opportunities and metrics for success.



KEY FINDINGS – AREAS OF IMPROVEMENT

BUILDING UP OASD INTERNALLY

Proactively align communication efforts with a strong community-focused district vision.

Improve awareness, alignment, and transparency through more frequent and intentional district-level communication.

Strengthen internal community by actively engaging staff in discussion and collaboration at both the school and district levels.

Leverage high levels of staff pride to improve reach by equipping and empowering staff to be district ambassadors.



KEY FINDINGS – AREAS OF IMPROVEMENT

BUILDING UP OASD EXTERNALLY

Proactively align communication efforts with a strong community-focused district vision.

Build an informed community through consistent, timely, transparent, and readily accessible communication.

Guide a unified approach to school communications to create smoother transitions and stronger district connections.

Actively promote opportunities for connection, collaboration, and engagement.



OPPORTUNITIES

Defining and Presenting a Clear District Brand

1. While audiences express strong pride in OASD, significantly less than half feel there is a clear brand for the district. There is a need for a clearer, more unified visual and messaging direction that is consistently presented across all materials.

Enhancing Transparency Through Frequent & Open Communication

2. Audiences consistently are seeking more information. Increasing the cadence, timeliness, and transparency of communication, including opportunities for dialogue with district leadership, can build confidence and deepen engagement.



OPPORTUNITIES

Consistency Across the Student Experience

3. While the strengths of communication appear to lie at the school building level, the frequent transitioning of students and their families to new schools creates inconsistencies. Aligning communication from district to building level throughout the full lifecycle of a student's journey will create clarity, cohesion, and district loyalty for families.



STRATEGIC FOUNDATIONAL RECOMMENDATIONS

1. Define and Align the OASD Brand

- a. Clearly define OASD's messaging and visual platform
- b. Create consistency in presentation across all touchpoints
- c. Embed into school and district culture

2. Build Trust Through Open Communication

- a. Actively share strategic direction
- b. Increase access and accessibility to information
- c. Ensure effective delivery of timely information
- d. Leverage the power of staff ambassadors



STRATEGIC FOUNDATIONAL RECOMMENDATIONS

3. Ensure Consistent Communication Across the Student Journey

- a. Standardize communication efforts across buildings
- b. Engage audiences in creating cross-building community

Staff

- Cross-building communication & collaboration

Parents

- Leverage PTOs

Students

- Engage student organizations
- Student advisory

Alumni

- Recognize & engage





THANK YOU!
QUESTIONS?