

THINK LEARN BE
MORE
TOGETHER
POCATELLO/CHUBBUCK
SCHOOL DISTRICT 25

IMPACT REPORT

OCTOBER
2026

COMMUNICATIONS & COMMUNITY RELATIONS

*You
Belong
Here*



SAFE

CONNECTED

READY TO LEARN



REACH
68.3K

Facebook Views

-24%



ENGAGEMENT
3,000

Facebook Engagements

-29.3%



AUDIENCE
12,606

Facebook Followers

2,845 visits -6.3%



COMMUNITY
+2,000

In-Person Levy Reach

60 Presentations Scheduled



THIS MONTH'S IMPACT

October communications emphasized transparency, community engagement and connection. The supplemental levy public information campaign included 55 presentations reaching nearly 2,000 people, supported by coordinated outreach across multiple channels. Digital activity moderated following the seasonal back-to-school surge while maintaining strong community engagement.



PRIORITY WORK THIS MONTH

- Supplemental Levy Public Education
- ADA Digital Accessibility Staff Education
- Senior KickStart & High School Schedule Communications
- Safety Roadshows and Staff Outreach
- Light the World Giving Machine & Foundation Outreach



LOOKING AHEAD

- Levy Education Campaign - Nov. 3
- You Belong Here Mondays - 2nd Mon.
- Key Communicators - October 28
- The Giving Machine Initiative
- The World I Imagine - Fine Arts Comp

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SUPPLEMENTAL LEVY RENEWAL | PUBLIC INFORMATION & COMMUNITY ENGAGEMENT

A coordinated, community-centered approach

PCSD 25 has implemented a coordinated, multi-channel public information campaign designed to provide consistent, factual, and accessible information about the November 3 supplemental levy renewal election. Outreach emphasizes transparency, direct engagement, and opportunities for stakeholders to ask questions.



55+
PRESENTATIONS
by October 20

- Staff
- PTO/PTA
- Civic & Community Organizations



MULTIPLE
PUBLIC INFORMATION
CHANNELS

- Digital
- Print
- In-Person
- School-Based

CAMPAIGN HIGHLIGHTS



COMMUNITY PRESENTATIONS

In-person presentations provide opportunities for stakeholders to ask questions and seek clarification.



JUST THE FACTS CAMPAIGN

Launched October 1 with informational graphics covering levy history, funding allocations, property taxes, and the November 3 election.



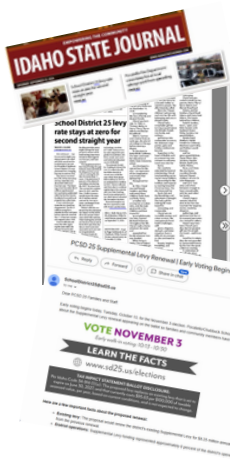
DIRECT FAMILY COMMUNICATIONS

Infinite Campus notifications, IC user portal communications, school newsletters and reader boards.



ELECTION INFORMATION HUB

Dedicated elections webpage featuring levy information and links to additional PCSD 25 financial and budget resources to support transparency and public understanding.



PRINT & DIGITAL OUTREACH

Includes Idaho State Journal articles, editorial content, district & ISJ emails, ISU staff news, Chamber newsletter placements, and indoor digital displays.



WHAT'S NEXT

- Continue levy presentations
- Early voting reminders
- Vote Today reminder
- Additional digital and print outreach
- Ongoing FAQs and website updates
- Continued community partner engagement

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OUR DIGITAL AUDIENCE

How our community is connecting with district content.



FACEBOOK
12,606
Followers

+4

NET FOLLOWERS SINCE SEPT.



INSTAGRAM
1,444
Followers

-6

NET FOLLOWERS SINCE SEPT.



YOUTUBE
719
Subscribers

+10

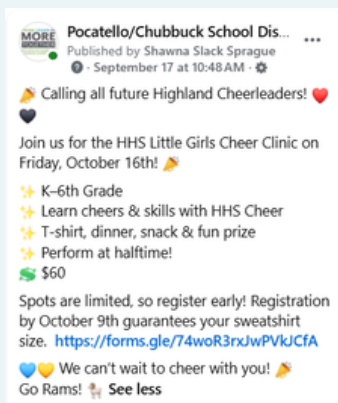
NET FOLLOWERS SINCE SEPT.



CONTENT THAT CONNECTED

Learner experiences • Community connections • Information that matters

TOP VIEWS



HIGHLAND CHEER INVITATION
9,755 Views

Community interest in learner activities and opportunities continues to generate strong visibility.

TOP LEARNER STORY



GREENACRES ELEMENTARY
346 Engagements

Authentic classroom experiences encouraged meaningful audience interaction.

COMMUNITY CONNECTION



WILCOX VISIT
345 Engagements

People-centered school stories continue to connect with families and the broader community.

PUBLIC INFO



ELECTION INFORMATION
127 Engagements

Factual election information reached community members alongside everyday school stories.



COMMUNITY IMPACT HIGHLIGHT

Celebrating the people, partnerships and moments that bring our school community together.



Pocatello/Chubbuck School Dis...
Published by Courtney McCune Fisher
3 days ago

We ❤️ our **School District 25 Education Foundation**

MEANINGFUL ENGAGEMENT BEYOND VIEWS

With 2,540 views and 319 engagements, this post generated approximately 12.6 engagements for every 100 views—more than three times the engagement-to-view ratio of our highest-viewed post. A reminder that meaningful connections aren't measured by reach alone.



School District 25 Education Foundation
3 days ago

A little rain couldn't dampen our spirits at the ISU Homecoming Parade! We had so much fun representing the SD25 Education Foundation sharing candy, smiles and information about this year's Giving Machine East Idaho Light the World Giving Machine initiative!

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COMMUNICATIONS IN ACTION

Connecting learners, families and community through timely information, meaningful engagement and shared opportunities.



SAFETY

Connecting Directly with Staff

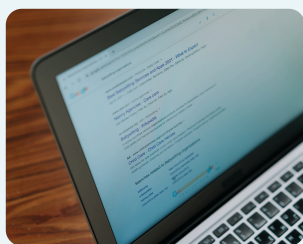


In-person roadshows at school staff meetings provided opportunities to share important safety information, reinforce district procedures, and answer questions directly. These conversations support consistent practices, strengthen communication, and help ensure staff feel informed and prepared.



PEOPLE

Building Digital Accessibility Awareness



Launched a districtwide staff education campaign focused on ADA digital accessibility requirements, building awareness and helping employees create accessible documents, digital content and communications for all users.



LEARNERS

Learner-Focused Communications



Highlighted hands-on STEM learning and community partnerships, showcasing how ISU's Center for New Directions connects eighth-grade learners with opportunities in science, innovation, teamwork and future educational pathways.



COMMUNITY

Giving with Purpose



Advanced the Education Foundation's Giving Machine partnership by developing school participation guides, coordinating entertainment and volunteers, and engaging schools, businesses and community partners to remove barriers for PCSD 25 learners.



IN THE COMMUNITY

Creating connections. Strengthening partnerships. Listening to our community.



KEY COMMUNICATORS NETWORK

Launched the 2026–2027 series to foster two-way dialogue on district priorities, including facilities, levy renewal and school schedules.



SENIOR KICKSTART EVENT

Collaborated with College and Career Advisors to promote Senior KickStart, connecting seniors and families with resources for college applications, scholarships, FAFSA and postsecondary planning.



FINE ARTS COMPETITION

Launched the 2nd annual districtwide fine arts competition, inviting learners across all grade levels and subject areas to share their creativity, with a community showcase planned in May 2027.



KIND COMMUNITY WEEK

Supported the 11th annual Kind Community Week through coordinated outreach, promoting kindness, connection and belonging through school assemblies and community partnerships.



ISU HOMECOMING PARADE

Joined community partners to share information about the Giving Machine Initiative and the Education Foundation's role in supporting local learners.



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UPCOMING PRIORITIES

Here's what we're focused on next as we continue to support our learners, staff, and community.



Key Communicators Network

Monthly meetings connect community representatives with district leadership to foster two-way dialogue, share timely information, gather diverse perspectives and strengthen trust between the district and the community.

October 28



Election Day

Continue providing factual information about the supplemental levy renewal, including funding allocations, property tax information, election details and answers to frequently asked questions.

November 3



You Belong Here Monday

Every second Monday! Districtwide invitation to wear our You Belong Here t-shirts to celebrate belonging & connection, and all the things that make PCSD 25 shine.

2nd Monday!
Ongoing



The Giving Machine Initiative

Key dates: November 17, 22 & 28. Help share this powerful community initiative and encourage participation to support local students and families.

November 13-29



The World I Imagine Fine Arts Competition

2nd annual districtwide fine arts competition with prizes supported by the SD25 Education Foundation. Community showcase during 1st Friday Artwalk @ Gate City Coffee.

May 7th Showcase



ONGOING FOCUS

We'll continue to support district priorities through:

- ✓ Timely, accurate, and transparent communication
- ✓ Learner-centered storytelling
- ✓ Media relations & responsive communications
- ✓ Community partnerships
- ✓ Support for school and department communication needs
- ✓ Highlighting and celebrating the people and programs that make PCSD 25 strong.
- ✓ Stakeholder engagement and opportunities for meaningful feedback on district initiatives and decisions.



Strong communication builds trust, strengthens connections, and brings our school and district communities together.





Alameda Staff Members Play Musical Chairs During Kind Week Assembly

MEDIA LINKS

Appendix

Links to articles September 15 to October 15, 2026

9/15/2026

Federal grant will help Idaho students showcase skills for college, careers

<https://www.idahoednews.org/news/federal-grant-will-help-idaho-students-showcase-skills-for-college-careers/>

Boise School District settles transgender bathroom lawsuit

<https://www.idahoednews.org/news/boise-school-district-settles-transgender-bathroom-lawsuit/>

Boise partners with OpenAi to upgrade ChatGPT for educators

<https://www.idahoednews.org/news/boise-partners-with-openai-to-upgrade-chatgpt-for-educators/>

Lake Pend Oreille launches career technical center at Sandpoint High School

<https://www.idahoednews.org/north-idaho/lake-pend-oreille-launches-career-technical-center-at-sandpoint-high-school/>

9/16/2026

Gov. Brad Little appoints two East Idaho residents to positions on the State Board of Education

https://www.idahostatejournal.com/news/local/gov-brad-little-appoints-two-east-idaho-residents-to-positions-on-the-state-board-of/article_ffbb89bd-7092-4c98-9f1d-e3e484851c59.html

American Falls schools launch new push to get families off phones and back to each other

https://www.idahostatejournal.com/news/local/look-up-af-american-falls-schools-launch-new-push-to-get-families-off-phones-and/article_7d219d2e-500b-46b7-ba03-dd92e7c9a7d0.html

Lookout Shootout Golf Tournament sets record with \$40,000 donation to local schools

https://www.idahostatejournal.com/news/local/lookout-shootout-golf-tournament-sets-record-with-40-000-donation-to-local-schools/article_faecbd0f-c935-4124-83ca-33a7a50eec9d.html

Boise enrollment drops by hundreds of students

<https://www.idahoednews.org/news/boise-enrollment-drops-by-hundreds-of-students/>

U of I could drop its last standardized test requirement

<https://www.idahoednews.org/top-news/u-of-i-could-drop-its-last-standardized-test-requirement/>

Reports show large, unexplained discrepancies – just months apart – in trust fund's balance

<https://www.idahoednews.org/features/idaho-school-benefit-trust/reports-show-large-unexplained-discrepancies-just-months-apart-in-trust-funds-balance/>

9/17/2026

Cuts to successful reading program leaves schools struggling to find a replacement

<https://www.idahoednews.org/news/cuts-to-successful-reading-program-leave-schools-struggling-to-find-a-replacement/>

9/18/2026

Sheriff's office: Vallivue land deal still under investigation

<https://www.idahoednews.org/under-watch/sheriffs-office-vallivue-land-deal-still-under-investigation/>

9/21/2026

Blaine County to impose contract terms after deadlock with teachers' union

<https://www.idahoednews.org/news/blaine-county-imposes-contract-terms-after-deadlock-with-teachers-union/>

Ahead of 2026 midterm elections, Idaho officials begin mailing ballots to overseas, absentee voters

<https://www.idahoednews.org/news/ahead-of-2026-midterm-elections-idaho-officials-begin-mailing-ballots-to-overseas-absentee-voters/>

9/22/2026

EdNews, College of Idaho to host state superintendent debate

<https://www.idahoednews.org/news/ednews-college-of-idaho-to-host-state-superintendent-debate/>

Police arrest two teenage boys for felony arson after dumpster fires in downtown Pocatello

https://www.idahostatejournal.com/news/local/police-arrest-two-teenage-boys-for-felony-arson-after-dumpster-fires-in-downtown-pocatello/article_954cff93-459b-4b33-89a7-47def71938c3.html

Idaho Liberty Bell makes visit to Jefferson Elementary School

https://www.idahostatejournal.com/news/local/idaho-liberty-bell-makes-visit-to-jefferson-elementary-school/article_6588c351-52ed-41fe-82a2-f38460e86a1c.html

Celebrating 11 years of Kind Community

https://www.idahostatejournal.com/freeaccess/opinion-celebrating-11-years-of-kind-community/article_1b59f0fe-7551-40bd-bbb4-1a21762082f6.html

State superintendent candidates spar over funding, private schools and politics

<https://www.idahoednews.org/top-news/superintendent-candidates-spar-over-funding-private-schools-and-politics/>

9/23/2026

Kind Community Week kickoff party in Pocatello

https://www.kpvi.com/news/local_news/kind-community-week-kickoff-party-in-pocatello/video_f9621bce-7427-5a9f-b054-fc3c11313355.html

Threatened, bullied, blindsided: District leaders speak out on benefit trust's 'systemic silence'

<https://www.idahoednews.org/top-news/threatened-bullied-blindsided-district-leaders-speak-out-on-benefit-trusts-systemic-silence/>

9/24/2026

Parents fill McMillan Elementary gym to oppose closure

<https://www.idahoednews.org/news/angry-parents-fill-mcmillan-elementary-gym-to-oppose-closure/>

Boise considers school closure amid declining enrollment

<https://www.idahoednews.org/news/boise-schools-could-close-several-schools-revamp-grades-for-junior-and-high-school-more-as-it-faces-declining-enrollment/>

Voters learn things at debates. Maybe that's why many incumbents dodge them

<https://www.idahoednews.org/top-news/voters-learn-things-at-debates-maybe-thats-why-many-incumbents-dodge-them/>

9/25/2026

Legislators abruptly stop a school behavioral health program

<https://www.idahoednews.org/top-news/legislators-abruptly-stop-a-school-behavioral-health-program/>

<https://www.idahoednews.org/features/idaho-school-benefit-trust/court-approves-state-takeover-of-insolvent-idaho-school-benefit-trust/>

Bonneville High School victim of malicious hoax phone call

https://www.idahostatejournal.com/news/local/bonneville-high-school-victim-of-malicious-hoax-phone-call/article_ce6a1358-051e-5c82-9d23-47c1bf00874e.html

Secretary of State announces new 'Idaho Free Speech Summit' in partnership with UI, BSU

https://www.idahostatejournal.com/news/local/secretary-of-state-announces-new-idaho-free-speech-summit-in-partnership-with-ui-bsu/article_282c097f-4519-43fe-b149-01c9d56730b3.html

Which state leads the way for educational freedom?

https://www.idahostatejournal.com/opinion/opinion-which-state-leads-the-way-for-educational-freedom/article_a9d9f675-079a-4273-b2e5-aa407cc88140.html

9/26/2026

League of Women Voters to host two forums for local legislative candidates

https://www.idahostatejournal.com/news/local/league-of-women-voters-to-host-two-forums-for-local-legislative-candidates/article_539d1e5d-fb5d-41c9-baa4-05e482dccc1b.html

9/28/2026

Districts will ask voters for more than \$307 million in November

<https://www.idahoednews.org/top-news/idaho-districts-will-ask-voters-for-more-than-307-million-in-november/>

District 26: Three-way race pits GOP incumbent against educator, independent

<https://www.idahoednews.org/elections-category/district-26-three-way-race-pits-gop-incumbent-against-educator-independent/>

9/29/2026

Boise Schools look ahead at potential closures amid decreasing enrollment

https://www.idahostatejournal.com/news/local/boise-school-district-plans-for-future-closures-and-changes/article_66cbc98b-e5cc-558f-85a3-0d7cba25da04.html

Legislative committee opts to move funds away from rural school health program

https://www.idahostatejournal.com/news/local/funding-for-rural-school-health-infrastructure-faces-cuts/article_82285fe6-cd5a-5e00-84cc-106477ddfd0f.html

9/30/2029

Pocatello police deploy drones, patrol officers and cell phone technology to bring missing 11-year-old girl home safe

https://www.idahostatejournal.com/psa/pocatello-police-deploy-drones-patrol-officers-and-cell-phone-technology-to-bring-missing-11-year/article_bfe4fd4d-8852-4783-b75f-1713770a0edb.html

October 1, 2026

Violent victimization at school rose among students in 2024, federal data shows

https://www.idahostatejournal.com/news/local/violent-victimization-at-school-rose-among-students-in-2024-federal-data-show/article_1bfc11a2-66d4-4cb9-88fb-50772fd85c6f.html

Idaho teachers' union to cut staff, close regional offices

<https://www.idahoednews.org/legislature-category/idaho-teachers-union-to-cut-staff-close-regional-offices/>

October 2, 2026

Frontline Education breach exposes school district employee data

https://www.bleepingcomputer.com/news/security/frontline-education-data-breach-impacts-school-district-employees/?fbclid=IwY2xjawUx5elleHRuA2FlbQlxMQBwZG9mBXNydmGMGYXBwX2lkEDlyMjAzOTE3ODgyMDA4OTIAAR7A7KJGhT02oMnxGIHRPflo_QZr778U5jSSDew8SnWBpkyN4rVc8dGmzEdHmw_aem_Jo9VbTqhi5BsZwEkepsIEg

Idaho senators seek three-year Secure Rural Schools extension

<https://www.idahoednews.org/kevins-blog/idaho-senators-seek-three-year-secure-rural-schools-extension/>

October 3, 2026

Teach students how to use AI tools, not how to let it think for them

https://www.postregister.com/freeaccess/opinion-teach-students-how-to-use-ai-tools-not-how-to-let-it-think-for/article_da6c8a26-663a-4045-b7a0-679b7d1784d7.html

October 5, 2026

Driver crashes into fence at Pocatello elementary school, flees scene

https://www.eastidahonews.com/2026/10/driver-crashes-into-fence-at-pocatello-elementary-school-flees-scene/?fbclid=IwY2xjawUx4KlleHRuA2FlbQlXMQBwZG9mBXNydgMGYXBwX2lkEDlyMjAzOTE3ODgyMDA4OTIAAR7PdQRIJDsd9shMUDv-dOfJluHykJ8-IDEENIE8mIcyf8Wx7tliZXKLwHL4XQ_aem_CyXheP4-UFQ3MT5kDC0arQ

Marsin, Homedale consider arming staff members

<https://www.idahoednews.org/news/marsing-homedale-consider-arming-staff-members/>

October 6, 2026

Timberline calls off homecoming events, as police investigate 'disturbing' threat against a student

<https://www.idahoednews.org/news/police-investigate-disturbing-online-threat-against-a-timberline-student/>

Coeur d'Alene pays full share of trust shortfall to ensure medical claims are paid

<https://www.idahoednews.org/features/idaho-school-benefit-trust/coeur-dalene-pays-full-share-of-trust-shortfall-to-ensure-medical-claims-are-paid/>

State superintendent candidates agree to debate next week

<https://www.idahoednews.org/kevins-blog/state-superintendents-candidates-agree-to-debate-next-week/>

October 7, 2026

Timberline students walk out over alleged threats

<https://www.idahoednews.org/students/timberline-students-walk-out-over-alleged-threats-against-classmate/>

Critchfield far outpaces challengers in fundraising with support from private sector

<https://www.idahoednews.org/news/critchfield-far-outpaces-challengers-in-fundraising-with-support-from-private-sector/>

October 8, 2026

State approves new charter schools for Meridian, Pocatello

https://www.idahoednews.org/news/state-approves-new-charter-schools-for-meridian-pocatello/?fbclid=IwY2xjawU0-AFleHRuA2FlbQlXMQBwZG9mBWJyaWQRMUlmSjJNVnJuN1NFdUI2c1hzcnRjBmFwcF9pZBAyMjIwMzkxNzg4MjAwODkyAAEe5Ls3qSWzQlgpEg-u555zT0cPzA8Zf8NxO72c-ilzzqn16pTnoXPgytBJFZ8_aem_E4Ua2QVy7NsoYFhnEk8AWg

Local Elections Shape our Economic Future

https://www.idahostatejournal.com/businessjournal/local-elections-shape-our-economic-future/article_f2b66f05-069c-4d84-9c4e-c3fb28e08c4e.amp.html

School choice super PAC endorses Gov. Little

<https://www.idahoednews.org/ballot-beat/school-choice-super-pac-endorses-gov-little/>

The governor's race: Little lays low, while two opponents loo for a breakthrough

<https://www.idahoednews.org/top-news/the-governors-race-little-lays-low-while-two-opponents-look-for-a-breakthrough/>

Timberline cancels homecoming game amid police investigation

https://www.idahostatejournal.com/news/local/timberline-postpones-homecoming-game-amid-police-probe/article_cb8da152-f04a-5453-baec-28e7f3cee47e.html

October 9, 2026

Rehabilitation of benefit trust more challenging than anticipated, insurance director says

<https://www.idahoednews.org/features/idaho-school-benefit-trust/rehabilitation-of-benefit-trust-more-challenging-than-anticipated-insurance-director-says/>

Idaho extends deadline for rural educator incentive program

<https://www.idahoednews.org/news/idaho-extends-deadline-for-rural-educator-incentive-program/>

English is already Idaho's official language. Voters can add it to the state's constitution

<https://www.idahoednews.org/news/english-is-already-idahos-official-language-voters-can-add-it-to-the-states-constitution/>

October 10, 2026

Idaho high school walkout highlights growing concerns of misogyny

https://www.idahopress.com/news/local/timberline-walkout-highlights-growing-concerns-of-misogyny/article_4a0cbaeb-91cb-4c49-b5c6-f75aa08ea327.html

Understanding the facts behind the supplemental levy renewal

https://www.idahostatejournal.com/freeaccess/opinion-understanding-the-facts-behind-the-supplemental-levy-renewal/article_8759b431-b15a-4df5-9a17-e1d73e3863bb.html

Idaho teachers' union budget mess is its own fault

https://www.idahostatejournal.com/freeaccess/opinion-idaho-teachers-union-budget-mess-is-its-own-fault/article_a8ce59f4-2c60-4d1f-855e-7ddafb2fdb16.html

Idahoans deserve leaders focused on their concerns

https://www.idahostatejournal.com/freeaccess/opinion-idahoans-deserve-leaders-focused-on-their-concerns/article_b6dcfe1f-cd10-4d3f-884c-9449956f3432.html

FFA helps prepare students to become future leaders

https://www.postregister.com/psa/opinion-ffa-helps-prepare-students-to-become-future-leaders/article_94fea0ef-bec4-4c01-a9a8-fd897d526462.html

October 12, 2026

Higher ed pitches a long wish list of building projects

<https://www.idahoednews.org/top-news/higher-ed-pitches-a-long-wish-list-of-building-projects/>

State superintendent candidates call for transparency around private education tax credit

<https://www.idahoednews.org/top-news/state-superintendent-candidates-call-for-transparency-around-private-education-tax-credit/>

Professional Standards Commission disciplines five educators

<https://www.idahoednews.org/news/professional-standards-commission-disciplines-five-teachers/>

Thank you.

PCSD 25 **Communications**

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