

# Communications Office



**GENEVA COMMUNITY UNIT SCHOOL DISTRICT 304**

**PRESENTATION TO THE BOARD OF EDUCATION**

**OCTOBER 28, 2013**



## **Communications Office**

Geneva School District's Communications Office fosters two-way communication between the School District, its schools, and its community.

### **The responsibilities of the Communications Office include:**

- Media and Community Liaison
- District 304 Website Content
- 304 Connects Emails
- Online Backpack Postings
- District Newsletter and other Publications
- Crisis Communication
- Freedom of Information Act Compliance



## Professional Memberships

- National School Public Relations Association



- Illinois Chapter of the National School Public Relations Association



- Kane County Public Relations Council



**Communications  
Office**

**Communication Outlets**

District Newsletter

304Connects

For the Record

Staff Emails

Websites

Public Forums

Board Meetings

Newspapers/Blogs

Neighbors of Geneva Magazine

“Soundings” Chamber Newsletter



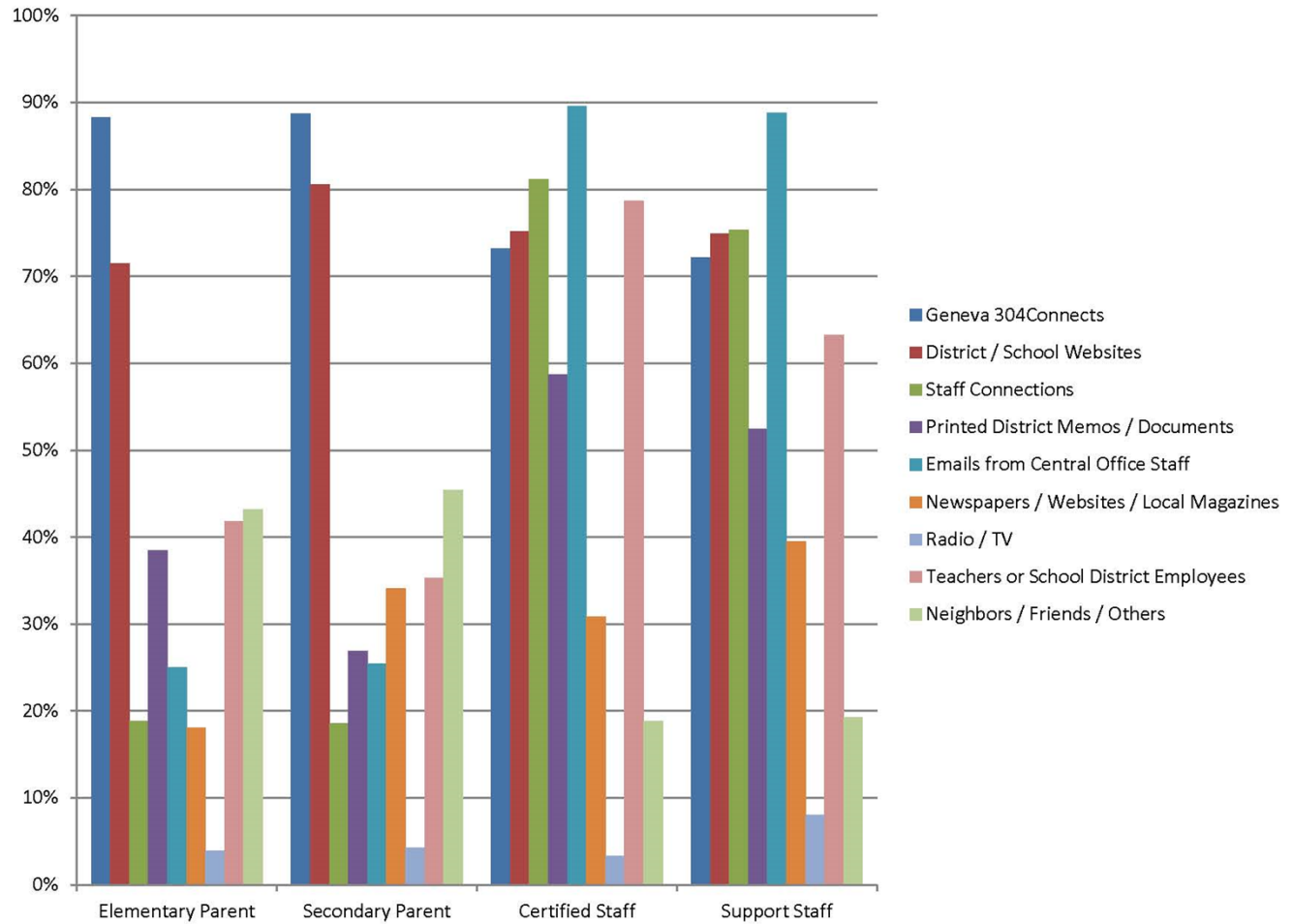
## Communications Office

### Changes in Recent Years

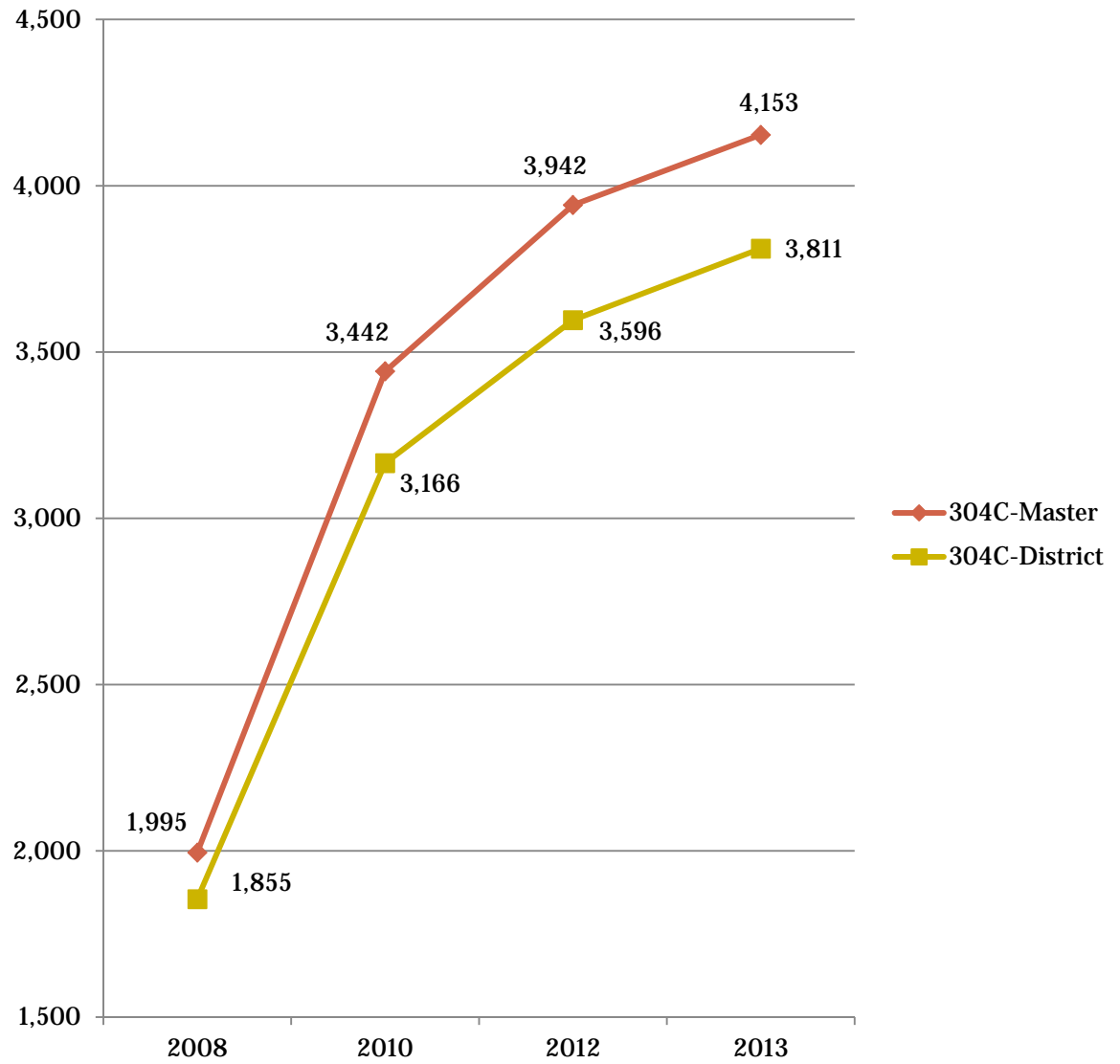
- **August 2008** - Home Access Center (secondary)
- **April 2009** - Redesigned website
- **August 2009** - Neighbors of Geneva Magazine
- **October 2009** - Board meetings on Comcast channel 10
  
- **June 2010** - BoardBook (agendas)
  
- **August 2011** - Notification system
- **August 2011** - BoardBook (documents)
- **September 2011** - Online Backpack
- **October 2011** - Pilot climate survey
- **December 2011** - Redesigned FAQ
- **December 2011** - Redesigned newsletter
  
- **April 2012** - Board meeting videos online
- **July 2012** – Mobile District website
- **August 2012** - Home Access Center (elementary)
- **September 2012** - election information online
  
- **October 2013** – Redesigned websites
- **November 2013** - Redesigned goals booklet

# Survey

## Receive Information



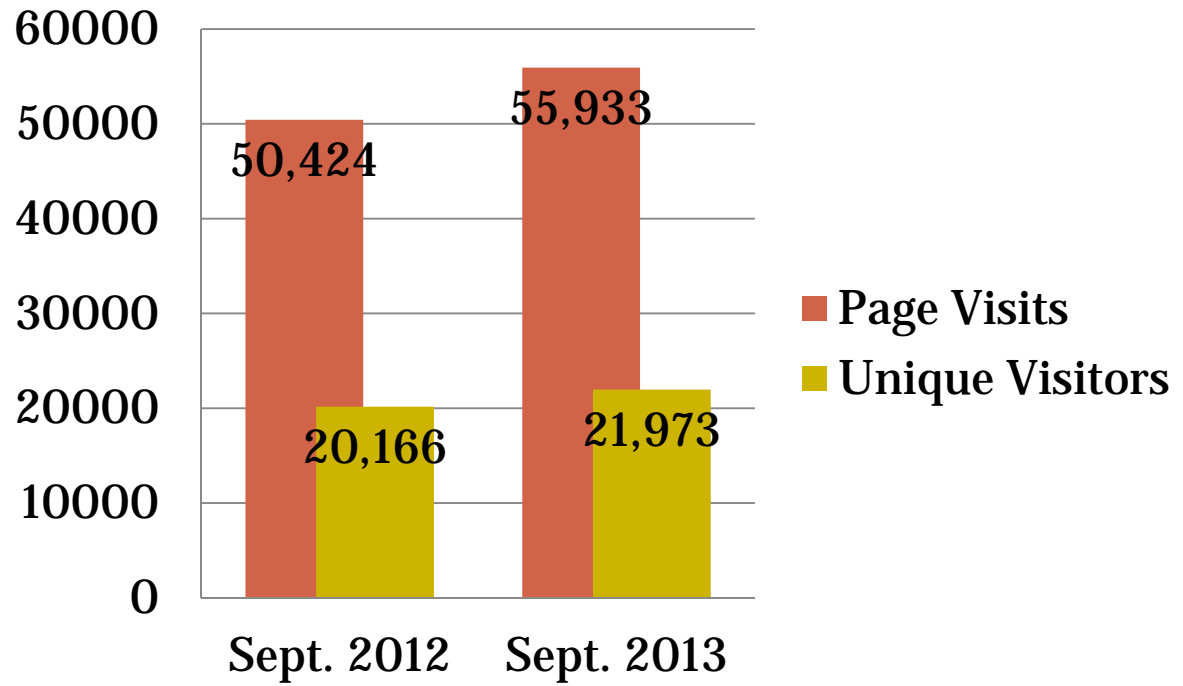
# 304 Connects



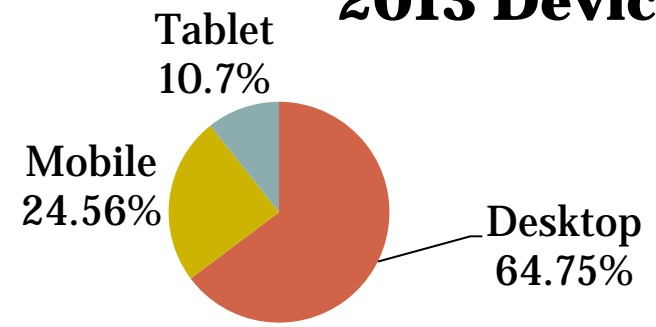


## Website Analytics

### District Website



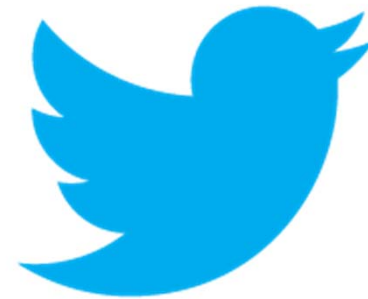
### 2013 Devices







**What's Next?**



**@Geneva304**



**Communications  
Office**

**“Constantly talking isn’t necessary  
communicating.”**

**~ Jim Carrey**

**Questions?**