



2018-19

COMMUNICATIONS UPDATE

Achieving District Goals & Enhancing Storytelling





Recap From Last Year

"Building a Foundation for Effective, Sustainable Community Engagement & Measurement"

Area Focuses:



1. Visual Alignment -

- Streamlined District Communication Designs
- Consolidated Logos

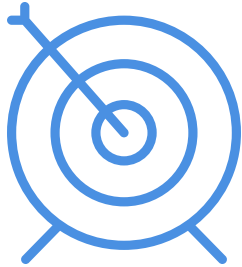


2. Measure Community Engagement -

- Established Dashboards to Measure Campaign Effectiveness & Expand Storytelling on all Communication Channels

3. Internal Support -

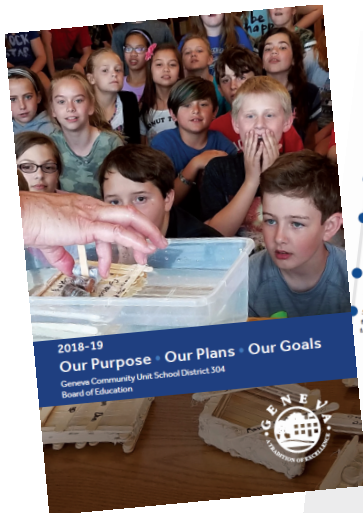
- Established Training & Guidelines for all District Website & Social Media Users



Goals for 2018-19

Area Focuses:

1. Implement New Initiatives That Create Opportunities for Community Engagement
2. Expand Communications Through Activities Guided by Data Analysis
3. Conduct Community Forums as Part of Engagement





01

New Initiatives

'Learning and
innovation go
hand in hand.'

—William Pollard



+ 01

New Initiatives

Communications supports
all areas of the District
with communicating
initiatives to families, staff
and community

Sodexo Future Chefs:



Update Paper Recipe
Card Application with
Online Form.



Promote to Families
of Students in Grades
1-5.

15
recipes submitted



Invite Local News
Media to Promote Our
Innovative Chefs!



Invite Staff, Board
Members, & Local
Merchants to
Participate as Judges.



1st, 2nd
& 3rd
prizes awarded

Sodexo Future Chefs:



01

New Initiatives

Annual Transportation Form: Transition from Paper to Digital



Pilot with Western Avenue:
Create Branded Online Form &
Communicate Launch to Families with
2018-19 Online Registration.



4 min.

Avg. time to complete



MOBILE

Friendly!

Western Avenue School District

Western Avenue School Transportation Form

Bus transportation schedules and routes for the upcoming school year (2019-2020) will be developed during the summer months by the District 304 Transportation Department. Rider schedules will be available on Home Access prior to the start of school. One consistent pick-up and drop-off location — either at the daycare provider or the home residence — will be honored, i.e. students may have a pick-up at one location and a drop-off at a different location (daycare or home) as long as pick-up and drop-off are consistent on a daily basis.

Fees:
Students residing 1.5 miles or more from school, or who live in a designated hazard area are bused FREE. *For families living within the 1.5-mile limit, the current pay-rider fee is \$350.00 per student in grades K-5. If parents pay the fee prior to July 1, 2019, the District will offer a \$50.00 discount (fee will then be \$300.00 per student). However, paid ridership is dependent upon the availability of seats on an existing bus. Paid riders will be picked up at the closest existing stop on a route.

*Please keep in mind that free busing is determined by the student's home address and is not determined by the location of the daycare provider. For example: If your home address is within 1.5 miles and your child is riding the school bus to Kensington School for daycare, you will need to pay for bus transportation.

* Required

1. Parent/guardian name: *
First and last name please.

Enter your answer

Online Transportation Form:



Collect Feedback From Families & Staff

"It seemed to work very well."
— Parent



4.3 of 5

Parent Rating

"Very user friendly."
— Parent



Share Outcomes with Principals & Main Office Elementary School Staff

"Not only cuts my processing time significantly, but makes keeping track of changes from parents so much easier."
— Liz Cannon, WAS Building Secretary



Roll Out Program to Additional Elementary Schools



A screenshot of the Mill Creek Elementary School website. The header includes navigation links: DISTRICT HOME, SELECT A SCHOOL, 11700 Brandtge Road, Geneva IL 60146-2027-2400, HOME ACCESS CENTER, and social media icons. The main content area features the school's logo (a blue eagle head) and the text "Mill Creek Elementary School" and "A Tradition of Excellence". Below this is a navigation bar with links: ABOUT US, STUDENTS, PARENTS, COMMUNITY, STAFF, and a language selection dropdown. The main heading is "RETURNING STUDENT REGISTRATION" in large, bold, blue letters. Below it is the text "2019-20 Verification Window for Returning Students is Now Open!" and a button that says "CLICK HERE TO VIEW YOUR SCHOOL FORMS". To the right of the text is a photograph of a desk with a laptop, a white mouse, and a clipboard. The clipboard has a yellow sticky note that says "Verification Window: April 26-May 17" and the Mill Creek Eagles logo.

+ 01

New Initiatives

Safe Schools Tip Line:

- Featured on Home Page of Every Geneva 304 School Website
- Annual Evaluation and Review of Communication Process with Administrators
- Safety & Security Department Featured in Spring 2019 Newsletter, Highlighting Tip Line
- All 2019-20 School Online Registration Pages List Safe Schools Tip Line Under "Important Information"
- Promotional Flyers Provided to Schools, and TV Monitor Images for Display in Public Areas





02

**Expand
Communications/
Data Analysis**

**'You can't
manage what you
don't measure.'**

- Peter Drucker,
Educator & Author



What Actions Can We Take as a Result of Website & Campaign Analysis?

+ **01**

Celebrate/replicate successes

Identify which campaigns performed well so we can celebrate and replicate them.

+ **02**

Identify areas for improvement

Identify which campaigns or pages aren't high-performers, allowing us to tweak our pages or our efforts to optimize future results.

+ **03**

Inform decision-making

Rather than guess how our communication strategies impact our community, base our decisions on quantitative behavior.



02

Expanding Communications Through Data Analysis

Growing our Geneva 304
social media followers
helps extend our
storytelling reach to
parents, students and
greater community.

Social Media:

Represents May 2019 data (compared to May 2018).



5.6K +672

total fans

increase this year



+443

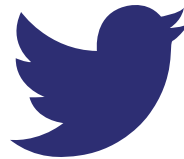
District page



+176

GHS page

(Plus additional school FB pages)



4.8K +1.1K

total followers

increase this year



1,100+ +439

total followers

increase this year

+ 02

**Expand
Communications
Through Data Analysis**

2018

32K
MONTHLY
website users

Website:

2019

35K
MONTHLY
website users

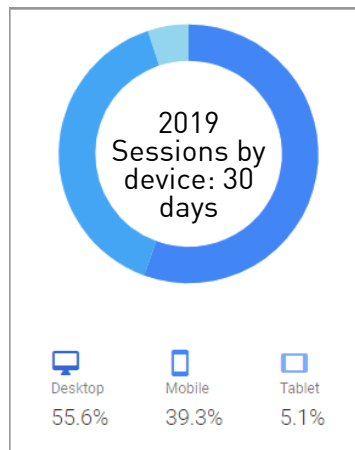
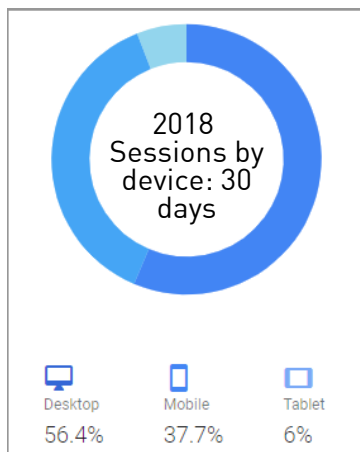


224K
ANNUAL
website users



267K
ANNUAL
website users

What devices
are audiences
using?



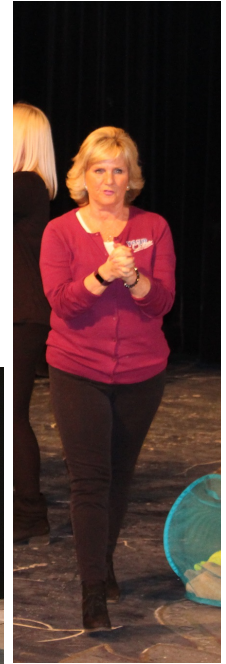
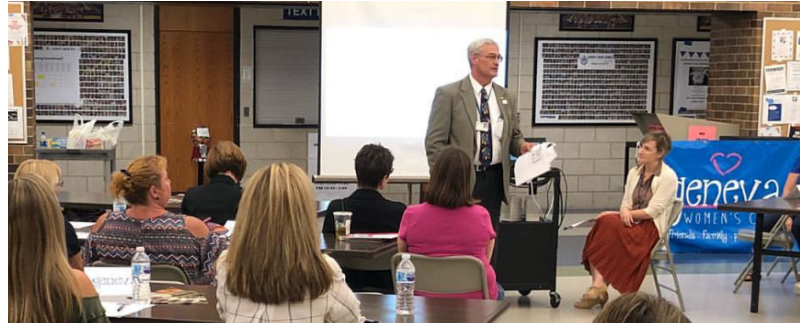


03

Conduct Community Forums

'Alone, we can do
so little; together,
we can do so much.'

— Helen Keller





03

**Conduct
Community
Forums**

400+
registered

200+
attendees

Wake Up Call:



Email open rates as high as 42% —
higher than our average of 30%

REGISTER TODAY TO ATTEND
7 P.M. TUESDAY, JAN. 22 AT GENEVA HIGH SCHOOL



Click on the image above to watch a video about the speakers of Wake Up Call, a presentation on drugs and alcohol abuse coming to Geneva High School Jan. 22.

Dear parents, guardians, community and staff,

Wake Up Call, a life-size exhibit of a teen's bedroom with more than 20 "red flags" signaling drug or alcohol abuse, is coming to Geneva High School on Tuesday, Jan. 22. The event is free and open to adults age 21 and over.

THERE'S STILL TIME TO REGISTER
WAKE UP CALL: 7 P.M. TUESDAY, JAN. 22 AT GENEVA HIGH SCHOOL



Click on the image above to watch a video about the tools and resources offered by Wake Up Call.

to parents, guardians, community and staff,

It is still time to register for Wake Up Call, a life-size exhibit of a teen's room with more than 20 "red flags" signaling drug or alcohol abuse, at a High School on Tuesday, Jan. 22. The event is free and open to adults age 21 and over.

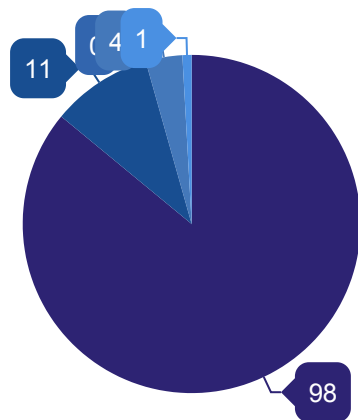


Wake Up Call
requested to use
Geneva 304's videos
& flyers in their own
promotions



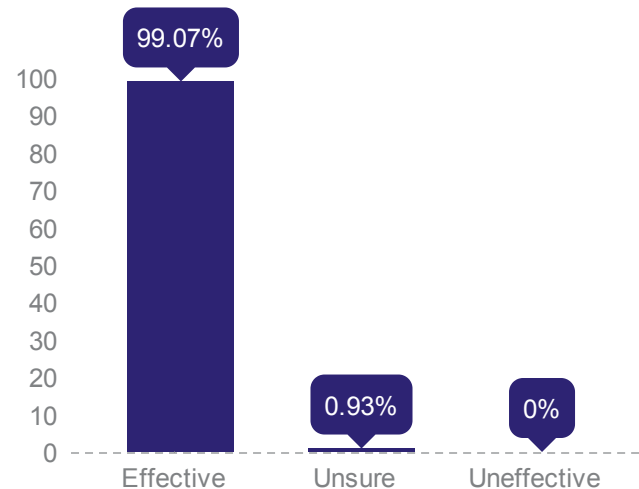
Wake Up Call Post-Event Survey Results:

I'm here as a ...



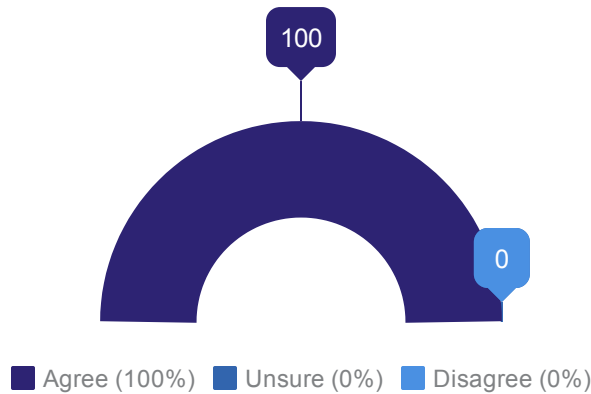
■ Parent (85.96%) ■ Teacher (9.65%) ■ Counselor (0%)
■ Medical (3.51%) ■ Other (0.88%)

How effective was this presentation in providing awareness and education about this topic?



Wake Up Call Post-Event Survey Results:

After the presentation, I believe I have more knowledge about the signs and symptoms of substance use.



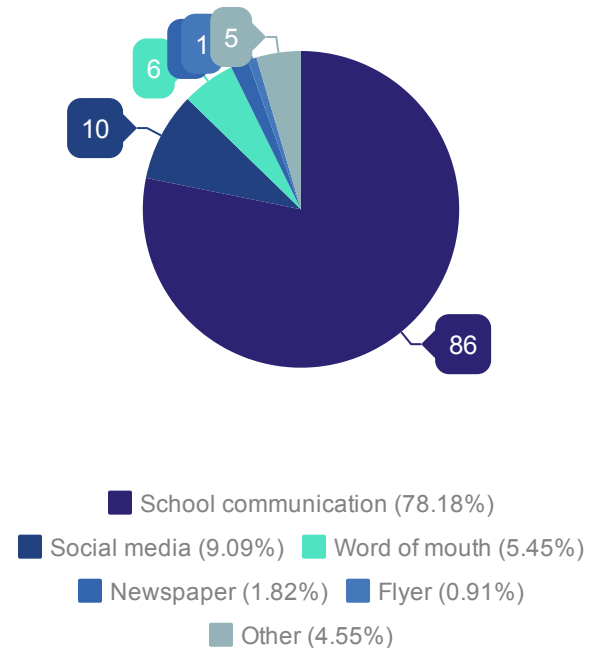
★★★★★
4.92 of 5

Attendee Rating

"Excellent informative presentation."

"I feel more confident about approaching my children about this topic."

How did you hear about the event?





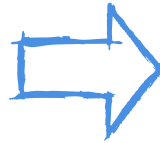
03

**Conduct
Community
Forums**

Community Engagement Series:

5

target audiences



100+

guest attendees



Real Estate
Agents/Brokers



Chamber of
Commerce Members



Geneva Academic
Foundation



Parent Teacher
Organizations



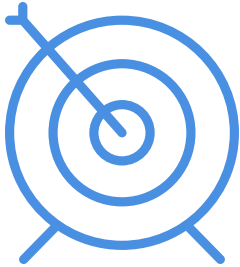
Geneva Women's
Club

OBJECTIVES:

- Discuss what's new for Geneva 304
- Get answers to questions
- Share feedback on how we can improve communication

OUTCOMES:

- Increased responsiveness to community alerts (scams)
- Strengthened awareness of opportunities for students & families (Future Chefs judging)
- Additional storytelling about the great work partners do to support Geneva 304 students and staff (GAF grants, GWC donations)



Beyond the Goals

Additional Focuses:

1. Support and Promotions for Internal Stakeholders - Our Staff!



Geneva CUSD 304 @Geneva304 · 19 Dec 2018

If you're not yet following @KaraBeran1 please do so! Mrs. Beran is a second grade teacher at Harrison Street Elementary School, and we can't wait to see what her class is up to this year! @HSSPrincipal



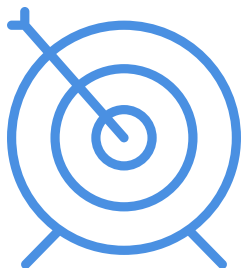
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18

staff training sessions



- Social Media
- Website
- Email



Beyond the Goals

'If you aren't excited about your content no one else will be.'

- Inc.com

Additional Focuses:

2. Nurture Our No. 1 Communication Tool: Website

100+

old pages removed



Compliance with American Disabilities Act

3. Foster Relationships and Raise Bar in School District Communications



Drugs & Alcohol Forum — Golden Achievement Award of Merit:Marketing Campaign



Drugs & Alcohol Forum — Award of Merit: In-House Video



WE ARE Your Board of Education — Award of Merit:Infographic Series



WE ARE Your Board of Education — Award of Merit:social Media Campaign



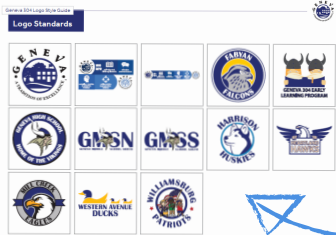
First there were Geneva 304 logos ...



Unique school identities through mascots



... Then there was Geneva 304 Blue!



Logo &
Branding
Guidelines



Trademarked Logo

School Identities
Remain Distinct But
Unified by Geneva
304 colors!



**'Everyone has
a story to tell.'**

— Savi Sharma

What's Next?

+ 01

Innovative Storytelling

Find new ways to share our stories with our community!

+ 02

Explore Tools That Enhance Communication

What other communication tools can we leverage to increase our effectiveness?

+ 03

Continued Focus on Relationships

Seek new opportunities to build, strengthen, and sustain relationships — with staff, partners, and community.

THANK YOU!



**we
are**



self-directed,
lifelong learners



effective
communicators



complex, creative
& adaptive
thinkers



collaborative
& productive
citizens

