

Communications Office

Annual Update

May 2021



Annual Update 2020-21

Goals

Focus Areas & Highlights

Communication Tools

Looking Ahead



Goals

Engage Geneva 304 stakeholders regarding updates in our school community through thoughtful and insightful storytelling.

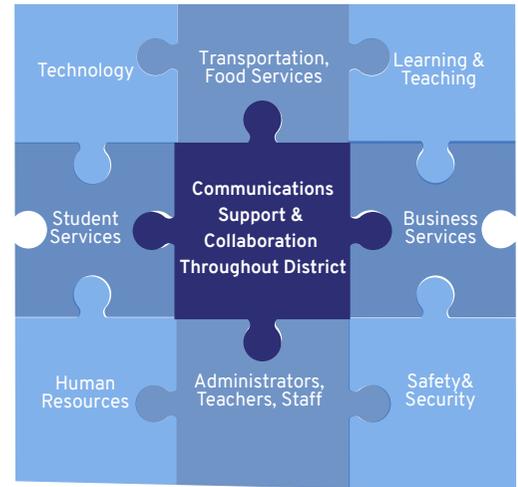
Promote the school district's Vision-centered culture and Tradition of Excellence through multiple digital communication channels.

Foster a culture of positive community relations through meaningful discussion among multiple voices that encourages informed decision-making.

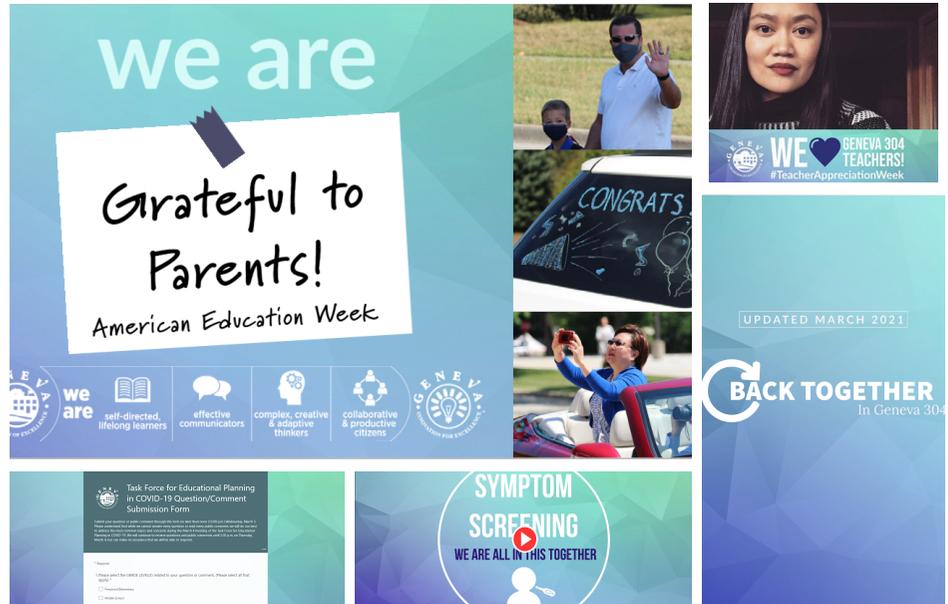


Focus Areas: Support for #BackTogether 304 Plans

Collaborate with the District in creating and communicating meaningful & innovative campaigns related to this school year.



- Sharing Information
- Seeking Feedback
- Showing Appreciation



Focus Areas: Support for Families

Engage families & collaborate with staff to create, pilot, and implement a sustainable strategy for Spanish-translated emergency notifications.

Translated Notification Steps:



Phase 1: Exploration & Setup



Phase 2: Collaboration & Communication



Phase 3: Testing & Implementation

Volunteer Parent Feedback:

Parent 1: Sounded perfect, very clear. No problems.

Parent 2: Clear. No problems.

Parent 3: Very pleased with message. Clear and concise.

Parent 4: So pleased and appreciative that District is recognizing our language. Thank you!



Focus Areas: Support for Schools

Develop communication strategies that support school initiatives.

Priority: Include volunteer parents and families in storytelling so it was not just District telling a story

Results: Video shared on social media, via email & on websites

All 5 open house slots filled within the first hour of promotion

Additional open house added within the next day of promotions

All except 1 family who attended Open House enrolled in the program



Geneva CUSD 304
February 18 · 🌐

Families living within Geneva 304 boundaries are invited to the preschool open house at the Geneva Early Learning Program on Tuesday, March 2! Watch this video about our families' journeys, and then click here to sign up for a remaining slot:
<https://www.signupgenius.com/.../10c0d48afa92ea1f5c52...>

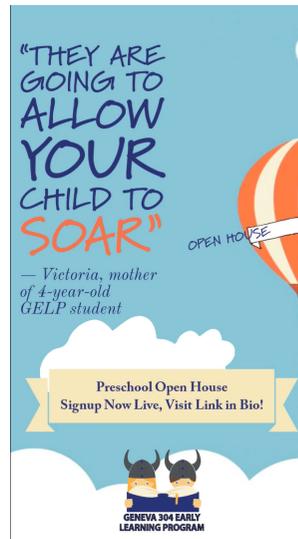
Emma
Parent of two GELP students

SIGNUPGENIUS.COM
Start Your Child's Journey With Us At Geneva Early Learning Program

2K+
views

multiple
channels

165
FB post clicks



"THEY ARE GOING TO ALLOW YOUR CHILD TO SOAR"
OPEN HOUSE

— Victoria, mother of 4-year-old GELP student

Preschool Open House
Signup Now Live, Visit Link in Bio!

GENEVA 304 EARLY LEARNING PROGRAM

"The video is a great resource to share quickly & conveniently when someone is interested in program!"
- Jen Seaton,
Program Director

Focus Areas: Support for Staff

Provide creative, strategic, & advisory support on initiatives that help to move forward staff goals.

Optional Tic-Tac Toe PD

Challenge:
8

36

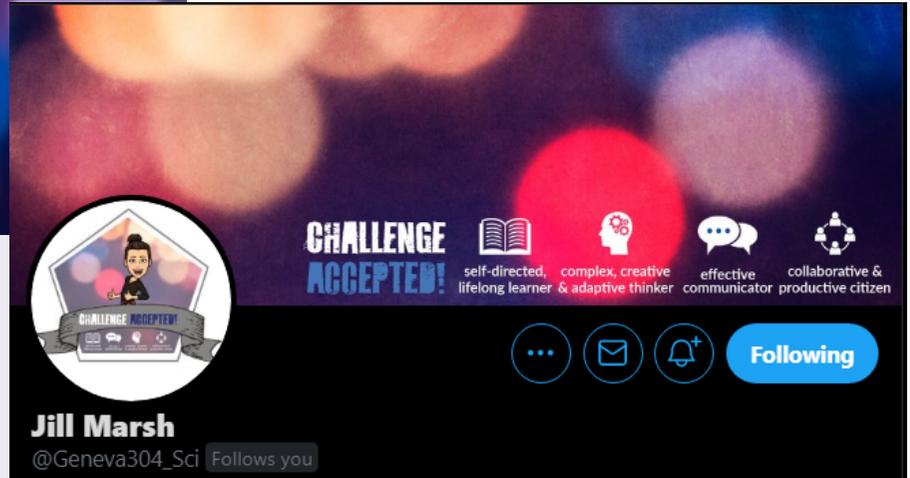
Weeks of email communication developed

Branded badges & other items created



Teams Background

Twitter Cover



Bitmoji

Focus Areas: Community Partners

Foster relationships with local organizations, foundations, community partners, and other groups with a vested interest in bettering our students' education and community.



Texting Update



TRICITY Family Services, Navigato Adolescents, and Geneva Coalition for Youth Present:

Compass for Girls

formerly known as Chick Chat

Saturday, February 6, 2021
9:00 AM to 12:30 PM

Strengthen Your Daughter's Social & Emotional "Compass" In This Unusual Year

Compass for Girls provides a great way for 4th and 5th-grade girls to enhance their social and emotional skills, including:

- Self-Awareness
- Managing Challenging Emotions
- Problem-Solving
- Developing Healthy Friendship Skills
- Becoming More Empathic
- Understanding Personal Power

This workshop consists of small group break-out sessions which include mini-lessons, activities, facilitated discussions to relate mini-lessons to current experiences, and conversation with peers to provide girls with the opportunity to learn and share while having fun. Small group discussions, stress-relieving songs, crafts, a t-shirt, and take-aways will all be included in this exciting morning!

Compass is open to ALL 4th and 5th-grade girls from public, private, and homeschool.

Compass for Girls is brought to you by:

- Geneva Coalition for Youth
- Geneva Chamber of Commerce

with the support of Geneva CLSD 304.

Questions? compass@tricityfamily.com

*Also brought to you by the **navigato** program. Our programs are inclusive and welcoming to all.

GENEVA ACADEMIC FOUNDATION

HONOR BRICKS

COMMEMORATE YOUR GHS 2020 GRAD

- Placed at the foot of the Viking
- Customize with names, symbols, and personal logos
- 4 x 8 Bricks start at \$50
- All proceeds benefit the



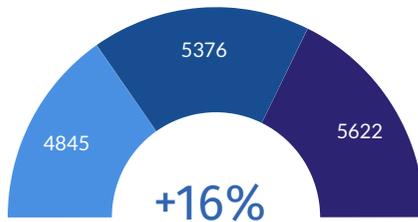
Communication Tools: By the Numbers

Grow and maintain social media followers,
extending storytelling reach to parents, students, and
the greater school community.

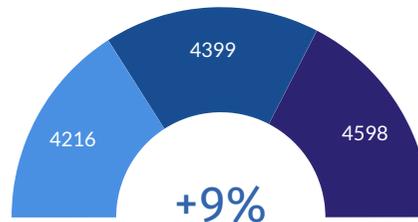


Growth Across Social Media **2019, 2020, 2021:**

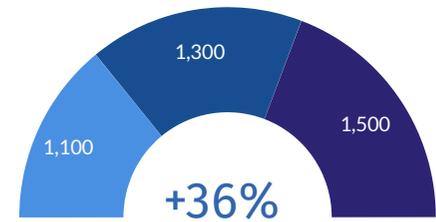
 Twitter



 Facebook

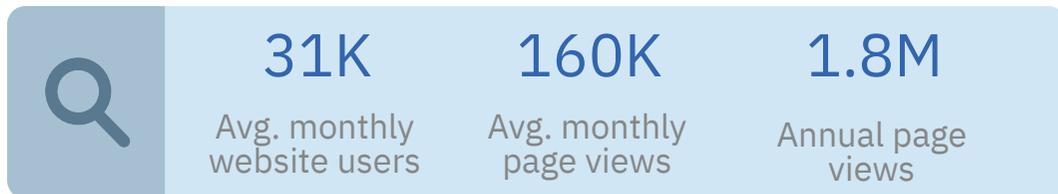
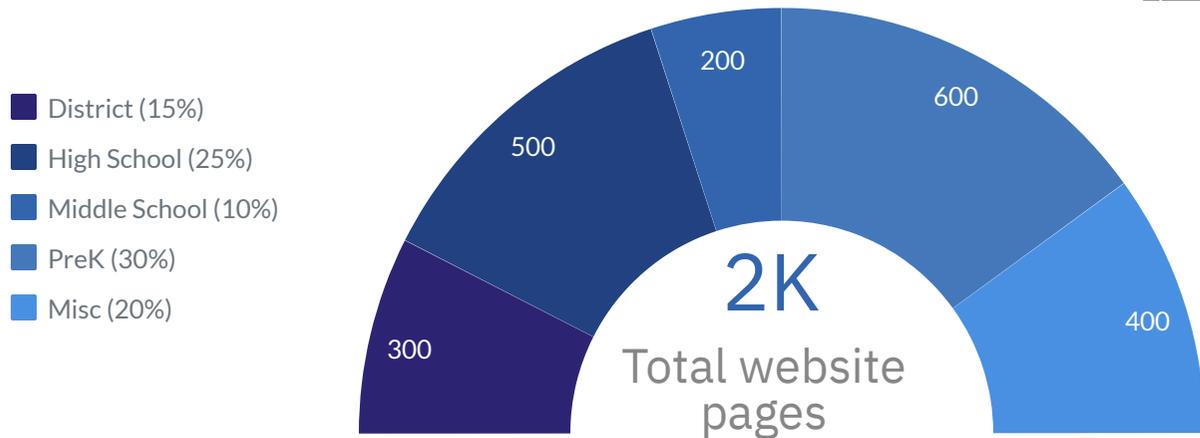


 Instagram



Communication Tools: By the Numbers

Maintain and enhance accessible, updated website, providing a constant connection to our community.



Communication Tools: by the Numbers



Back Together 304
Landing Page

37,000

Total page
views since
June 2020



Back Together 304
FAQ Page

31,000

Total page
views since
July 2020



Back Together 304
COVID Dashboard

28,000

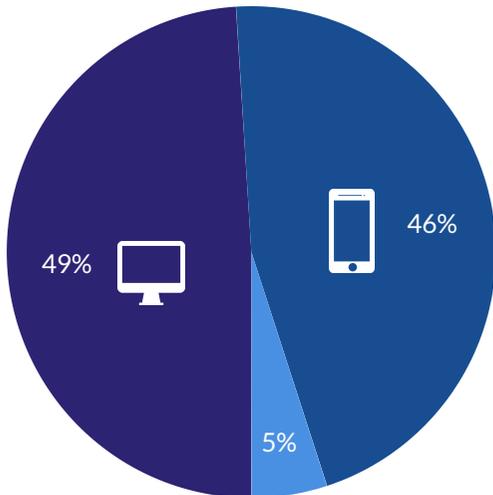
Total page
views since
Oct 2020

Communication Tools: By the Numbers

What devices are visitors using?
then vs. now:

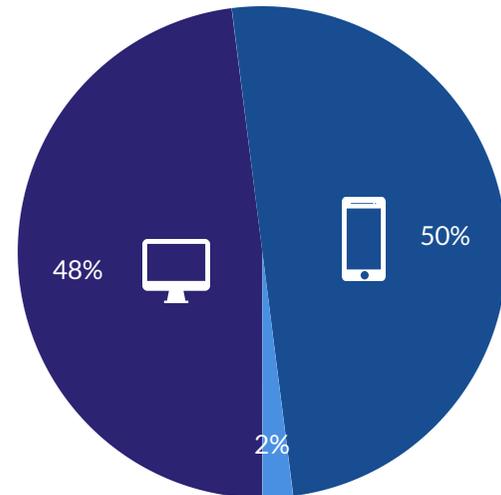
2019-20

■ Desktop (49%) ■ Mobile (46%) ■ Tablet (5%)



2020-21

■ Desktop (48%) ■ Mobile (50%) ■ Tablet (2%)



Communication Tools: Website

Maintain a viable, accessible website to engage and increase parent & community involvement.

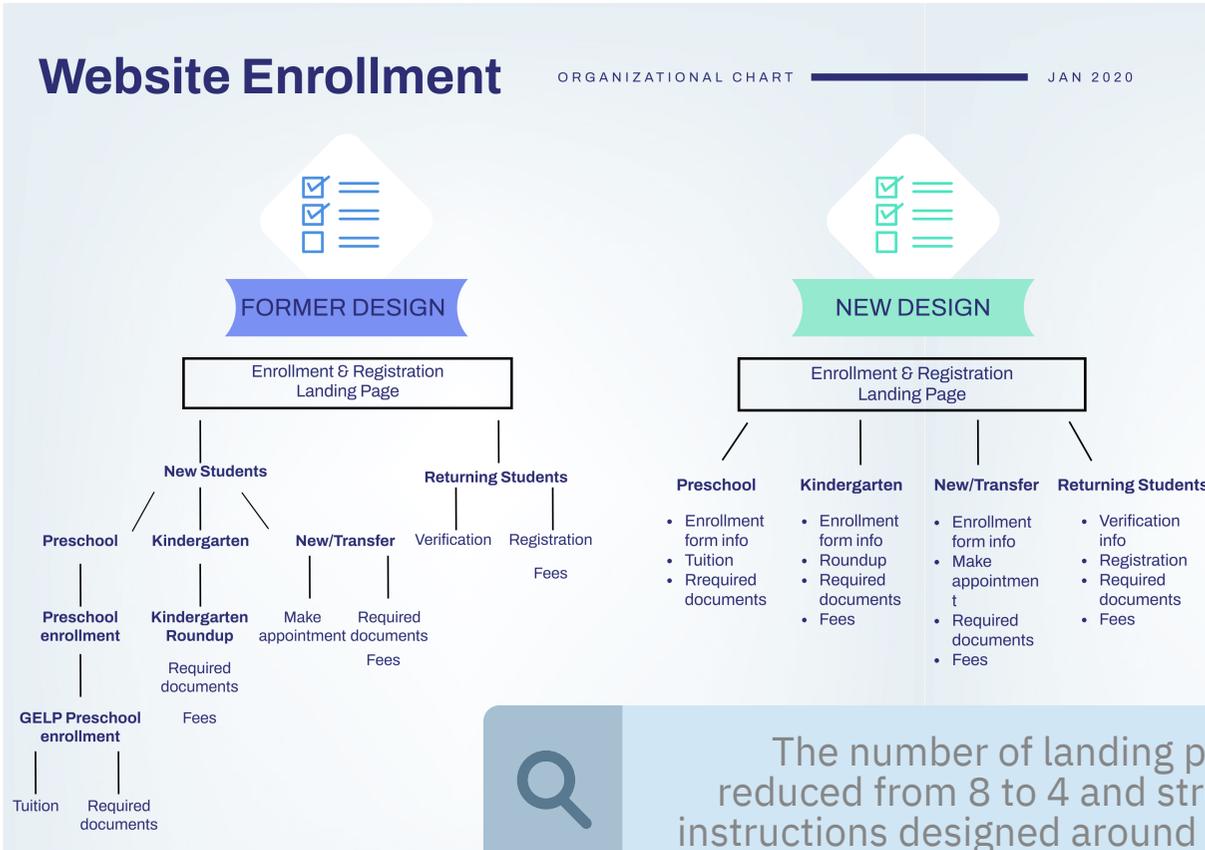
- Designed around user experience
- ADA Compliant
- Easy to Navigate
- Relevant (no outdated content)
- Mobile Accessible



*“Digital design is like painting,
except the paint never dries.”*
- Neville Brody, Graphic Designer

Maintaining Website: User Experience

In 2020, redesigned the entire section of Enrollment website, based on parent feedback.



Maintaining Website: Navigation, Accessibility

Understanding mobile-friendly
vs. mobile-optimized
(mobile-responsive)

▲ 4%

Mobile
Friendly



Mobile
Optimized



Looking Ahead

As part of our ongoing work to provide a great user experience, we will be updating website templates and exploring additional areas where we can refresh our website based on user feedback.



1



Collect Feedback

2



Explore Options with Staff & Communications Task Force

3



Communicate Next Steps

Reflection & Goal Setting

What actions can we take as a result of website & campaign analysis?

1. Celebrate/replicate success:

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

2. 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.

3. Inform Decision-Making:
Rather than speculate how our communication strategies impact our community, base our decisions on quantitative behavior.



Not everything that matters can be measured ...

*"I read it to the class at the end of our
day - they loved that **they were famous.**"*

*- Second grade teacher
in Geneva 304*



*"The kids felt like **super stars...**!"*

*- Second grade teacher
in Geneva 304*

Questions? Thank You!

Annual Update May 2021

