



2017-18

COMMUNICATIONS UPDATE

Building a Foundation for Effective, Sustainable
Community Engagement & Measurement



Considerations for Building an Effective Communication Strategy:



How Geneva 304 Gets There:



+ **01** **Does Our Community Recognize Us?**

+ **02** **Are We Growing Our Audience on Website and Social Media?**

+ **03** **What Communication Methods Are Most Effective?**

Visual Alignment

Design all school communication tools under current District 304 vision & brand standards.

Tracking Growth on Website & Social Media

Our No. 1 source of sustainable communication with our community is website, followed by quickly expanding social media presence.

Measure Community Engagement

Focus the data to determine what methods work best in our community as well as to inform decision-making.

+ 01

Visual Alignment

'Design is the silent ambassador of your brand.'

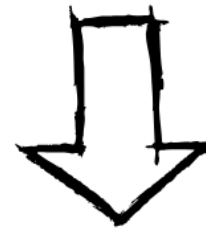
- Paul Rand, Graphic Artist



+ 01

Visual Alignment

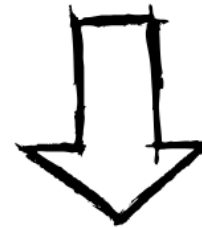
District Vision &
Design Guidelines



Geneva 304 Website



Printed
Publications

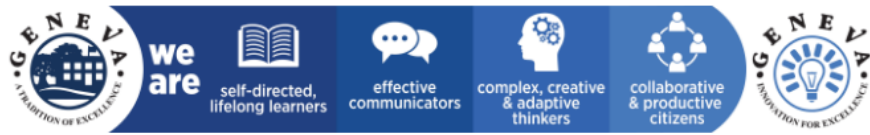


304 Connects
Emails



Social
Media

Geneva 304 Vision



Geneva 304 Icons



Geneva 304 Logos



Geneva 304 Color Palette



Updated Templates

✓ Geneva 304 Logos

✓ Geneva 304 Color Palette



Online Backpack
May 12, 2017

Online Backpack | March 23, 2018

Consistency Among Channels

✓ Geneva 304 Logos

✓ Geneva 304 Color Palette



50% more engagement vs. same message without image!

Updated Newsletter



Spring 2017

GENEVA SCHOOL NEWS

Focus On: Hands-on Learning

Student's Hands-On Research Impresses College Professors

He is not sure where his love of fish came from, but GHS Senior Cole Weede, definitely knows a thing or two about the aquatic creatures. This semester, Cole is completing an independent research project in aquaponics, the growing of fish and plants together in an integrated system. Along with his adviser, GHS science teacher Jason Lesatz, Cole has built a fully functioning aquaponic ecosystem in the GHS greenhouse. He is growing tomatoes, herbs, and leafy greens, which he donates to the GHS culinary arts program.

The ecosystem is nearly self-contained. The plants grow in water and receive their nutrients from fish waste, in this case, 100 tilapia that live in a tank below the plant bed. The plants, in return, filter the water for the fish.

According to Cole, he has learned a lot from failures. "We've learned a lot about nutrient control and invasive species," he said. "We lost our cucumbers to a fungus and a lot of our fish died due to a parasite." At one point, he and Mr. Lesatz decided the best way to move forward was by starting over.

Cole will attend Iowa State in the fall to pursue a degree in Aquatic Ecosystems and Fisheries Management. He says the hands-on experience he has clocked from his independent research project at GHS already gives him an advantage in college. When he went to visit Iowa State last year, the professors were impressed that he already had practical experience working with alternative farming systems. "They said most students don't actually start getting hands-on until they are sophomores," said Cole.



Geneva School Board Approves New Early Learning Program for the 2017-18 School Year

On February 13, the Geneva Board of Education approved the establishment of a school district preschool program for the 2017-18 school year. The program will serve tuition-based students and special education students within a blended program.

"Establishing a district-based program not only allows us to provide more children with access to a quality early learning program, but it also allows us to provide more instructional time to our special needs students in an inclusive setting," said Anne Giarrante, Director of Student Services. "Ultimately, the program provides our students and families with more options, and that's a good thing," she said.

The Geneva 304 Early Learning Program will be housed at Fabyan Elementary School and will meet five days per week for 2.5 hours each day. Tuition will be \$260 per month per child and will offset any added costs to the District for this program. Geneva School District will continue to serve special education students at no charge as required by the Individuals with Disabilities Act (IDEA).

To learn more about the program, visit www.geneva304.org/geneva304earlylearningprogram_home.aspx.



New look for 2018!

we are GENEVA 304

Community Unit School District 304
Newsletter • Spring 2018



a tradition of excellence

Superintendent's Message

By Dr. Kent Mutchler, Superintendent of Schools

With this issue of our Geneva 304 Community Unit District newsletter, we are introducing a new design that highlights skills on our District 304 vision banner.

The skills on this banner indicate what we work to help our students learn and achieve in their lifelong learning. These skills are tied in between our logo for our "Tradition of Excellence" and our moving forward phrase of "Innovation for Excellence." We are hoping that our newsletter

tations for students' learning and performances, and efficient practices that support education and use community resources effectively are some of the main examples that represent our "Tradition of Excellence" at Geneva 304. At the same time, we are anxious to embody continuous improvement. This often involves innovative practices, and we focus these toward achieving excellence for our students and District. Some of these involve the innovative practices in learning and teaching, the effective use of technology

In Geneva, we work to balance tradition and innovation in an effort to provide a solid educational foundation for our students as we prepare them for a rapidly changing future.

— Superintendent of Schools Dr. Kent Mutchler

design is helpful in explaining how all of these aspects fit together and how they drive what we do for the success of our students. As we work to put students first, this banner represents the driving forces in our decision-making processes and our learning goals for students.

The "Tradition of Excellence" provides several important messages for us, but mainly guides us to do those things that we know from our past practices to best help students in their learning. Sound teaching techniques, a caring community, strong partnerships with parents and our community, high expect-

ations as a learning and leadership tool, seeking innovative ways to stretch our resources, and adopting creative curricula to better serve our students.

In Geneva, we work to balance tradition and innovation in an effort to provide a solid educational foundation for our students as we prepare them for a rapidly changing future. The guiding forces in this endeavor are the skills listed on our banner. These are important, as we believe that they best provide our students skills to succeed in a world that requires the ability to learn and to change in order to succeed. As educators, we know that

we are preparing students — not only for careers that exist and are continually changing, but also for the jobs and careers that do not yet exist.

Our newsletter design is meant to help bring forth some solid examples of what we are doing to help our students grow and demonstrate the key skills listed on our banner, and then to also demonstrate the tie that these skills have to our tradition and to our innovation for excellence.

We hope that you enjoy this new format and that it brings an added value to how we communicate the messages about our District to our community.

Learn More About Geneva 304

Visit www.Geneva304.org to:

Subscribe to 304Connects emails

Mark your calendar for upcoming events

Follow us on social media:

@GenevaSchoolDistrict

@Geneva304

@geneva_CUSD_304

Geneva Community Unit School District 304

+ 02

Tracking Website & Expanding Social Media Reach

Understanding community behavior on our website helps us make informed decisions about when to add content, what formats to add, and see the results of our efforts in real time.



GENEVA COMMUNITY UNIT
SCHOOL DISTRICT 304

A Tradition of Excellence

[ABOUT US](#)

[STUDENTS](#)

[PARENTS](#)

[COMMUNITY](#)

[STAFF](#)

[Select Language](#)

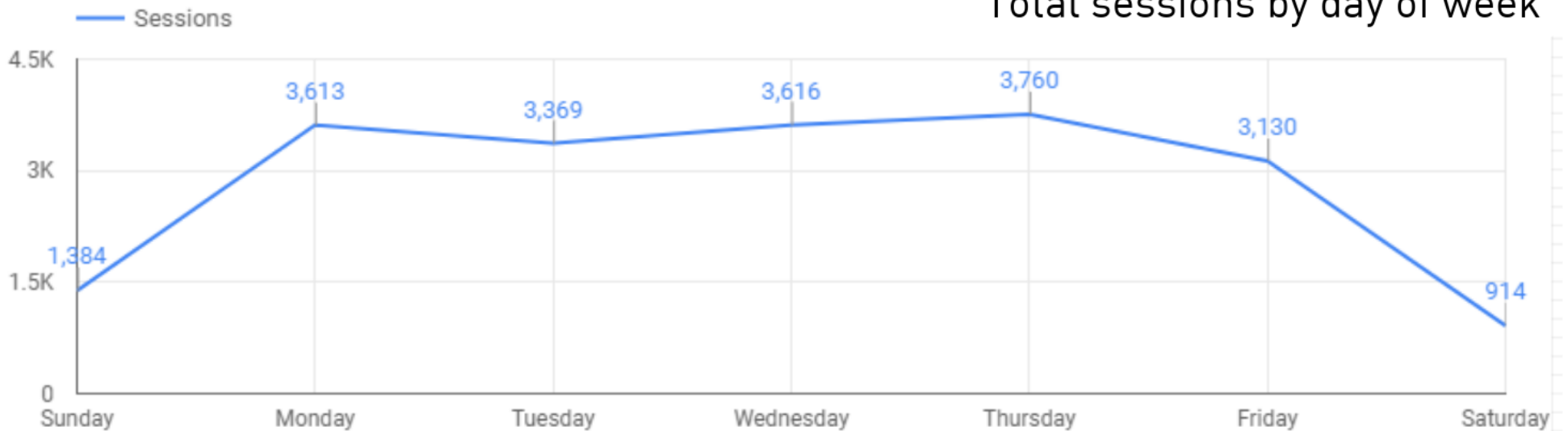
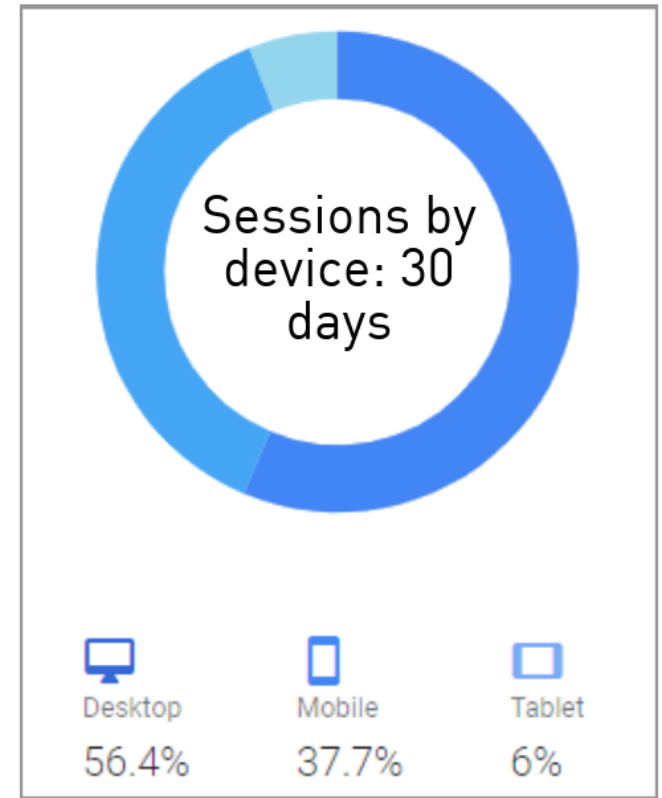


+ 02

Tracking Website

32K
MONTHLY
website users

224K
ANNUAL
website users



+ 02

Expanding Social Media Reach

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

Data represents 2017-18 school year (July 2017- Present).



3.8K

total fans

+383

increase this year



2.9K

total followers

+435

increase this year



167%

increase in followers

+439

increase this year

+ 03

Measuring Community Engagement

We now can measure all website activity, visitor behavior, and campaign performance.

It's a lot of data!

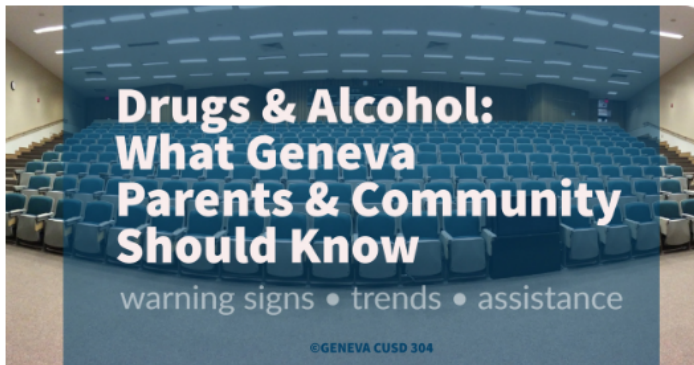
Free tools like DataStudio, Google Analytics, and social media insights help us filter through the noise and develop a clear picture of that data.



Campaign Analysis: Jan. 25 Drugs & Alcohol Program at GHS

PLANNING

Nov-Jan: 2.5 months
of planning and
communication initiatives

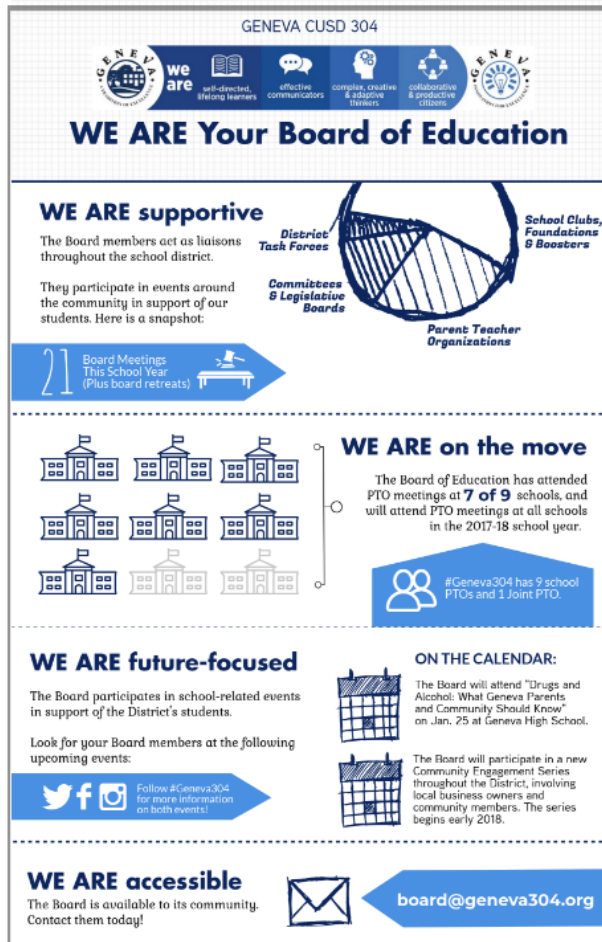


RESULTS

450-500 attendees

- 01 | **PREVIEW ARTICLE** 376 VIEWS
- 02 | **PRESS RELEASE/EMAIL** 2,975 OPENS
- 03 | **VIDEO W/ STUDENT COMMENTS** 3.8K VIEWS
- 04 | **RECAP ARTICLE W/ RESOURCES** 440 VIEWS
- 05 | **EVENT VIDEO RECORDING** 995 VIEWS

Campaign Analysis: WE ARE Your Board of Education



01

INFOGRAPHIC

57
WEBSITE
VIEWS



02

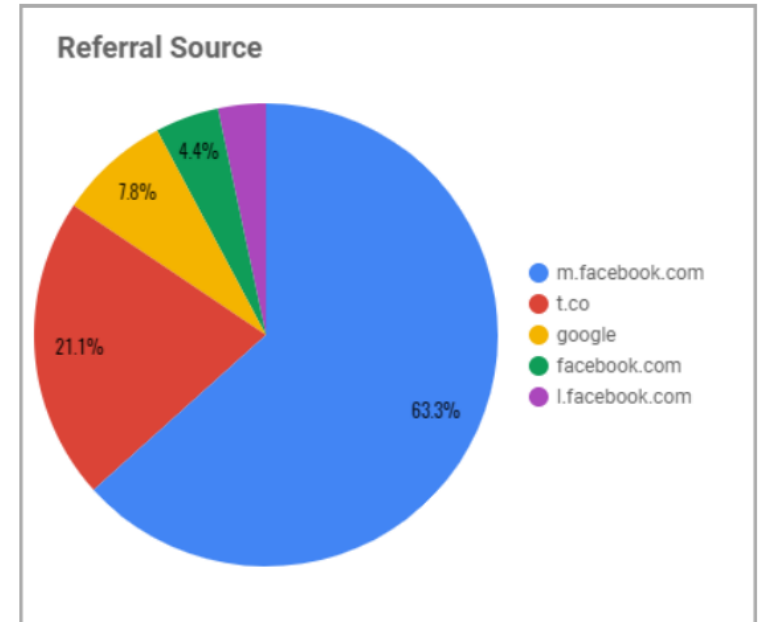
INFOGRAPHIC

136
WEBSITE
VIEWS

+03

Measuring Community Engagement

63%
REFERRALS FROM
FB MOBILE



5X

HIGHER
ENGAGEMENT WHEN
PHOTO INCLUDED
(Source: CoSchedule)

Campaign Evolution & Organic Engagement



JAN

FB/TW POST

2,762
IMPRESSIONS

27
CLICKS



976
FB/TW VIEWS

FEB

FB/TW VIDEO

4,482
IMPRESSIONS

31
CLICKS



MAR

FB/TW POST

2,791
IMPRESSIONS

52
CLICKS

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

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

- Peter Drucker,
Educator & Author

+ **01**

Celebrate/replicate successes

Identify which campaigns performed well so we can celebrate and replicate them, such as GHS Drugs & Alcohol Program campaign.

+ **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 real-time behavior.

What's Next?

+ 01

Copyright logos

Collect, update and optimize District and school logos, then roll out in new internal database. Share with internal stakeholders and community partners.

+ 02

Website improvements

Continue optimization for ADA compliance. Train staff who help administer webpages.

+ 03

Innovative storytelling

Find new ways to share our stories with our community!

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

- Inc.com

THANK YOU!



**we
are**



self-directed,
lifelong learners



effective
communicators



complex, creative
& adaptive
thinkers



collaborative
& productive
citizens

