School Community Relations

WHY MAKE THE INVESTMENT?

August 26, 2024

Who we are ...

Rick Kaufman, APR
Executive Director of Community Relations &
Emergency Management

Kate Martin
Director of Marketing & Communications

Stephen Rydberg
Communications Coordinator

Kelsie Passolt
Communications Specialist

Emily Gagnon
Volunteer Experiences Coordinator

Julianne Anderson
Executive Assistant & Registrar

Purpose of Presentation

To inform the School Board about our community relations and communication strategies, initiatives, and outcomes.

There's Not Enough To Do?

- **Communication Counsel**
  - School Board
  - Superintendent, Cabinet, Leaders, Staff
  - Departments, Schools
  - Committees & Councils
  - Issues & Initiatives
  - Strategic Communications
  - Training
- **Communication**
  - Brand & Graphic Design
  - Newsletters
    - Inside Page (employees): weekly
    - Chalk Talk (community): 9x/year
    - School Pages (community) 5x/year
  - Parent/Staff Notification
  - Presentation Development
  - Press Releases
  - Website Management

- **Community & Family Engagement**
  - Event planning
  - Parent/Teacher relations
  - Stakeholder feedback
  - Surveys
- **Crisis Communication Management**
- **Marketing & Advertising**
  - Enrollment
  - Non-resident student recruitment
  - New programs & initiatives
  - Staff recruitment
- **Photography & Videography**
  - Melbye Monthly
  - District, programs, teams, events
- **Social Media Management**
  - Facebook, Twitter, Instagram
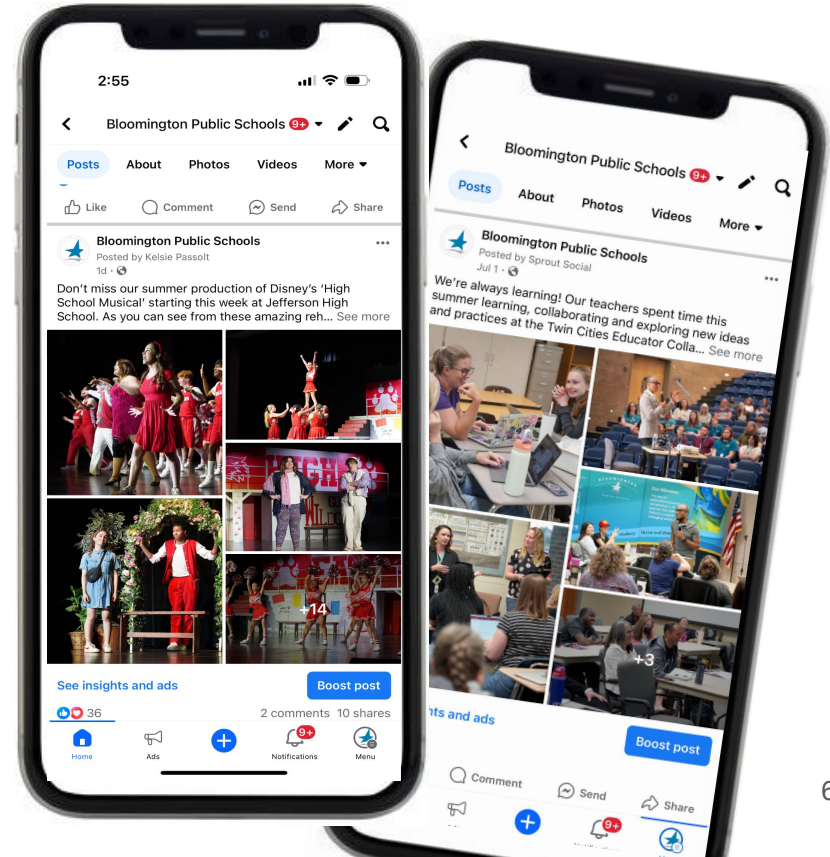- **Volunteer Connection**

Creating Our District's "Voice"

Having a dedicated community relations & communications department, where the focus is on telling our district's story, allows us to create a consistent and engaging voice that connects to our families and employees.

Our Voice Is …

- **Enthusiastic:** We're passionate about our schools, students, families and staff

- **Community-oriented:** We emphasize the importance of community & collaboration in every story

- **Student-focused:** We never lose sight of our mission, focusing on students and their pathways to graduation

- **Appreciative:** We recognize and celebrate the achievements of our students and staff

- **Informative:** We share information in a timely, transparent & effective manner

Communication Counsel

Ways we communicate

- Brand & Graphic Design
- Newsletters
- Parent/staff notification

- Press Releases
- Social Media
- Website

Communication: **Brand & Graphic Design**

- Our brand represents what we stand for and what we strive for

- Includes key messages, logos, colors, fonts, pattern designs

- Providing consistent experiences and visuals builds a strong cohesive brand, recognizability and reputation

Communication: **Mass Notification**

- Mass notifications via email, text and phone calls.

- 2023-24 school year:
  - 90 emails, including 17 regular bi-monthly district updates to families
  - 34 text messages
  - 19 recorded calls

- Communicate as needed:
  - Bus updates
  - Superintendent messages
  - Crisis response
  - Health and Safety
  - Announcements
  - Surveys

Communication: **Receive & Respond**

Telephone Calls & Emails (2023-24)

- Call Tracking into Main Office, CR staff
- Emails into commrelations@isd271.org & Let's Talk

	Parent / Resident	School / Department	New Families	Media	Miscellaneous	Web & Email	Total w/out Registrar #s	Registrar / Transcripts
2023-24	1,761	1,599	141	95	1,166	355	5,117	662
Monthly Avg	147	133	12	8	97	30	426	55

Crisis Communication Management

Why is crisis communication so important?

- Stakeholders expect to be engaged when bad things happen

- Expect to be judged on how organization managed the crisis, & how timely, effective & transparent communication was throughout the crisis

- Proactive communication minimizes damage, improves morale and encourages healing

- Media has significant long-term impact on public perception, organizational reputation

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Preparing for Crisis Communications

Purpose of Crisis Planning
React quickly. Be at the forefront of defining the situation.

Purpose of a Crisis Plan
Get the right information, to the right people, at the right time, so the right decisions can be made.

Purpose Community Relations Team in a Crisis
Proactively influence, engage & build positive relationships with stakeholders. Provide counsel to School Board, Superintendent and school/site leaders.

Crisis Communication Channels

- Rapid response/mass notification system (voice, email, text)

- Fact Sheets & Scripts (talking points, key messages)

- Website (Dark/ghost site in large or high profile crises)

- Social Media (pause pre-scheduled posts, photos)

- Traditional Media (print, broadcast, one-on-one)

- News Briefings (press conferences)

- News Releases

- Meetings (small, face-to-face, school board)

- Public inquiry (phone, email messages)

Community & Family Engagement

- Build community trust in public education
- Strengthen and maintain positive relationships with stakeholders
- Gather feedback: Annual survey, leaver survey
- Listening and responses: questionable materials, stadiums, RSB, attendance campaign, leadership transitions
- Community outreach and events: Learning LinkUp, Summer Fete, Farmer's Markets
- Bloomington Parent & Family Advisory Council
- Bloomington Public Schools Advocacy Council
- Assess and monitor pulse of community
- Engaged families = positive impact on learning

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Marketing & Advertising
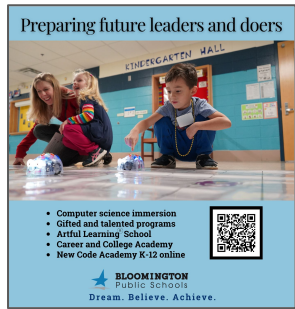
- Build awareness + increase enrollment
- Supporting schools, programs, initiatives
- Enrollment marketing
    - Operation Enrollment
    - District-wide virtual Kindergarten info night
    - 8 targeted postcards + 4 Sun Current inserts
- Traditional and digital media

Media Tracking

- Number of articles covering or mentioning BPS during 2023-24 school year
  - TV: 18
  - Radio: 9
  - Newspaper: 132
    - Local: 104
    - Statewide: 28

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(PHOTO COURTESY OF SCOTT KNIGHT)

No summer break for 'High School Musical' crew

A cast and crew of approximately 90 students brings the Disney Channel movie "High School Musical" to life July 25-28 at Bloomington Jefferson High School. The musical follows Troy, Gabriella and the students of East High as they deal with first love, friends and family issues while balancing their classes and extracurricular activities.

Photography & Videography

Telling our district's story through thoughtful, captivating and informative content. It's not superficial, its placing our district as the expert who exudes professionalism.

Photography & Videography

Making the investment in community relations & communications allows for authentic visuals & images of our students & staff at work & play. This **sets us apart** from other school systems.
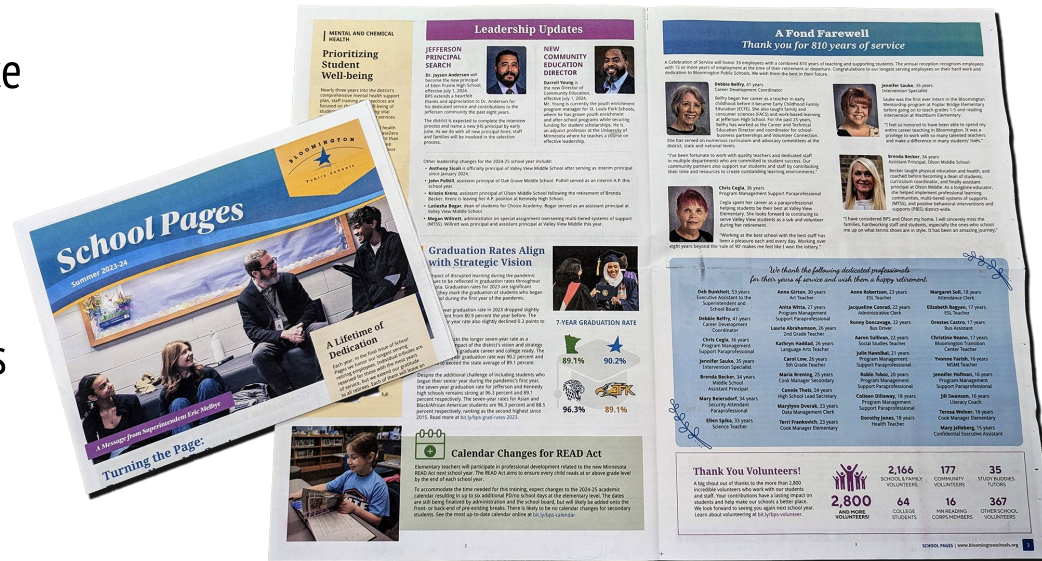
Communication: **Newsletters**

School Pages

Print Newsletter mailed to every residence in Bloomington

- Nearly 41,000 copies each issue
- Five issue per year
- Four pages of news, updates, photos and things to know about BPS

Communication: **Newsletters**

Inside Page

Staff e-newsletter sent weekly to all staff

- Newsletters in 2023-24: **36**
- Average unique users: **1,553**
- Average open rate: **58.23%**
- Average click rate: **8.84%**

Chalk Talk

Community e-Newsletter sent monthly to all BPS families + subscribers

- Newsletters in 2023-24: **9**
- Average unique users: **6,234**
- Average open rate: **59.82%**
- Average click rate: **2.27%** (usually videos)

Social Media Management

More than just sharing photos and videos. Social media is an avenue to reach our families and the larger community. It's a way to build lasting positivity, pride and trust with the district.

Social Media Management

How Many POSTS WE PUBLISHED in One Year

June 2023 - May 2024

304 Posts

Includes:

251 Photos
47 Videos

283 Posts

Includes:

386 Photos
77 Videos

280 Posts

Includes:

244 Photos
12 Videos

Social Media Management

How We Measure: AUDIENCE

June 2023 - May 2024 compared to June 2022 - May 2023
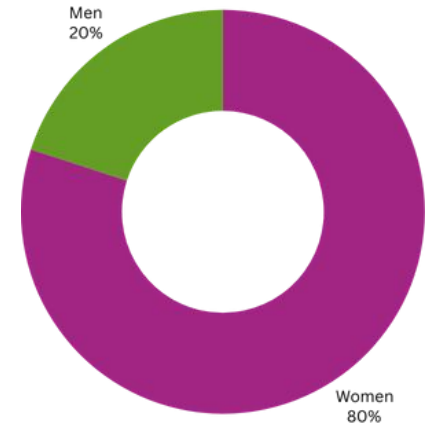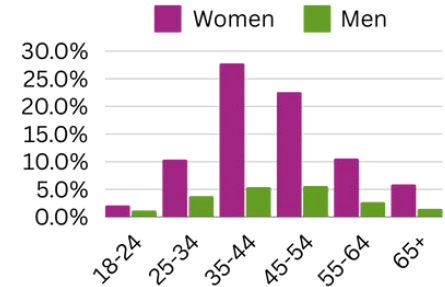
6,761
Followers

+409
+6.4%

2,176
Followers

+263
+13.7%

3,294
Followers

-62
-1.8%

(+95 / -157)

AGE & GENDER

■ Women ■ Men

18-24 25-34 35-44 45-54 55-64 65+

Men 20%
Women 80%

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Social Media Management

👍 How We Measure: ENGAGEMENTS

June 2023 - May 2024 compared to June 2022 - May 2023

Facebook	Instagram	X (Twitter)
120,511	**2,176**	**3,884**
Engagements	**Engagements**	**Engagements**
+28,316	**+4,014**	**-3,617**
+30.7%	**+28.1%**	**-48.2%**

Social Media Management

How We Measure: IMPRESSIONS

June 2023 - May 2024 compared to June 2022 - May 2023

Facebook	Instagram	X (Twitter)
1.3 Million Impressions	**371,166** Impressions	**121,661** Impressions
+543,441	**+70,304**	**-29,933**
+71.1%	**+23.4%**	**-19.7%**

Average Daily Reach
3,024 / +84.4%

Goals

- Recruitment/Retention
  - 23-24 Value of Our Volunteers: 37,252 (total volunteer hours) x $31.80 (national average) = $1,184,614
  - Diversify volunteer population to reflect student population

- Clear Communication
  - CR and VC collaboration to community
  - Between BPS staff and volunteers

- Building a Sense of Community
  - Civic Responsibility
  - Building Trust

- Foster Meaningful Student/Adult Relationships
  - Grow in confidence, communication and soft skills

Recognized Communicators

State Awards

- MinnSPRA Champion for Communications
  - 2024: Dr. Eric Melbye
- MinnSPRA Star Award
  - 2014: Strategic Communications
  - 2013: Bruce Bauer New Professional Award
  - 2013: Publication: Annual Report
  - 2010: Publications - Electronic Media
- MAGC Northern Lights Award 2019
- Governor Walz Proclamations
  - Volunteer Appreciation Month
  - Computer Science Education Week

State & National Associations

- NSPRA President
  - 2003-04: Rick Kaufman, APR
- MinnSPRA Board
  - 2024-26: Kate Martin
  - 2010-13: Rick Kaufman, APR

National Awards

- NSPRA
  - 2023 President's Award: Rick Kaufman, APR
  - 2023 Superintendent to Watch: Dr. Eric Melbye
  - 2011 Learning & Liberty Legacy: Rick Kaufman, APR
- Gold Medallion
  - 2014: Safe & Innovative Schools Campaign
  - 2011: Elementary Neighborhood Renewal Project
  - 2008: Unite Bloomington for Students Campaign
- Golden Achievement & Award of Excellence
  - 2024: Elevating Computer Science
  - 2022: NCA Launch Your Future & Pandemic Communication
  - 2018: BPS Centennial
  - 2018: Best of Bloomington: Schools & City event
  - 2011: Early Learning Academy
- Publications & Digital Media Excellence
  - 2024: *Let's Be Honest* video

We Are Bloomington Public Schools

WATCH: bit.ly/we-are-bps

Thank You !

We welcome questions or comments