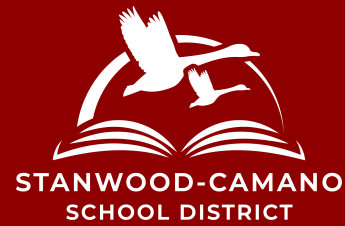


OUR PROMISE

Every student in the Stanwood-Camano School District is **empowered to learn** in an inclusive setting and is **prepared for the future** of their choice.



Goals & Measures

1. Foundational early learning for every student
2. Responsible, engaged critical thinkers
3. Continuous opportunity, growth & achievement for every student
4. Future-ready graduates

Board Policy 4000

The district shall strive to maintain effective communication channels with the public

Last year's successes

- ★ Friday Family Messages
- ★ Communication in specific areas (CFAC, Budget, etc.)
- ★ School email newsletters
- ★ Social media growth
- ★ New website
- ★ School Messenger outreach



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Email Communications

→ Friday Family Message

- ◆ Average about 7,000 views and 8 minutes per week from Oct.-June (up from 3,000 views and 1 minute in Sept.-Oct.)
- ◆ Prompted the addition of the [Community Connections](#) newsletter
- ◆ In addition, we will be adding the [Spartan Sports Report](#) community newsletter

→ Communication in specific areas (CFAC, Budget, etc.)

- ◆ Well received; will continue when needed

→ School email newsletters

- ◆ About 95% of recipients view the newsletter and spend an average of 5 minutes
- ◆ About 80% view on their mobile device
- ◆ Embedded newsletters saw a 200+% increase in viewership over just a link
- ◆ School leaders will participate in training later this month to improve message consistency, streamline workflows, and discuss distribution practices

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New Website

★ Website visitation steady

- Average about 66,000 views per month
 - Most visited sub-pages
 - No. 1: Jobs
 - No. 2: Menus

★ User experience

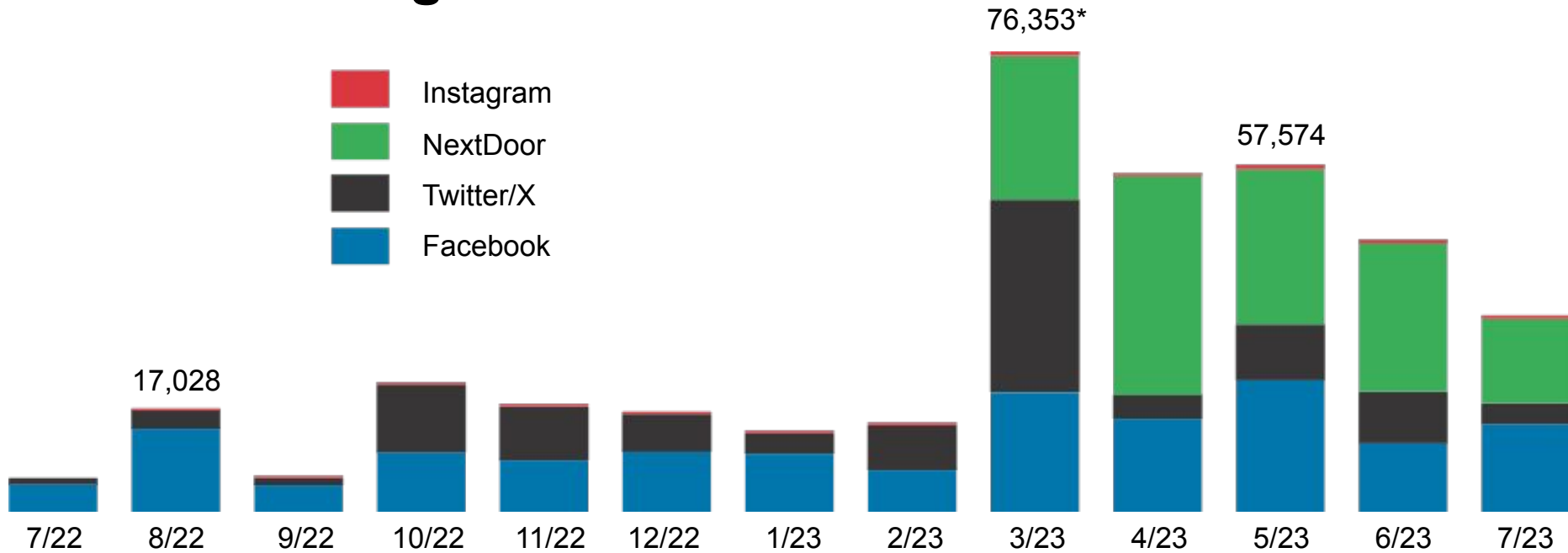
- Prior to redesign, users were visiting 5.5 pages per visit, spending an average of 6:32
- After redesign, users were visiting 3 pages per visit, spending an average of 1:10
 - A goal of the redesign was to make info/resources easier to find



65% of users view our website on a mobile device — and the ratio is growing

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Social Media growth



* Facebook & Instagram = "reach"; Nextdoor & Twitter = "impressions"

Reach measures how many users saw your content; impressions measure how many times your content was viewed

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Next steps

→ Launching two new, free, weekly community newsletters

- ◆ **Community Connections** will contain similar information as the Friday Family Message for area residents who do not already receive district messages
- ◆ **Spartan Sports Report** will roundup high school and middle school sports results, news, and photos

→ QR codes for common forms

- ◆ Each school and the district office now have cover pages on our most commonly used forms with consistent branding and QR codes that direct users to the online version
- ◆ Each school and the district office also now have a display in the office with fliers featuring QR codes to the same common forms

→ Meeting with school leaders on newsletters and communications

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Questions

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