



COMMUNICATIONS,
DEVELOPMENT &
ENGAGEMENT

2017-18 Annual Report

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COMMUNICATIONS & PUBLIC RELATIONS

Responsible for communication with over 17,400 parents and employees about district news, events, and initiatives while also supporting schools and departments in engaging their specific communities. Use a multi-channel communication approach through district and school websites, social media, mass communication tools, and print materials to meet parents, students, and community members where they are.

COMMUNICATION SUPPORT

In collaboration with the Information & Technology department, CD&E uses Blackboard messaging to enable the district and schools to communicate directly with parents and staff using phone calls, emails, texting, and app updates. This year, the district migrated to an upgraded version of Blackboard messaging with a simpler and more robust

interface.

CD&E also supports community input through creation and management of surveys and in-person events. In FY19, CD&E will launch the tool "Let's Talk" which is an engaging platform for gathering and responding to feedback.

Fast Facts

- School and district staff sent out **64 emergency messages**, and **1,332 non-emergency messages** from August 1 through May 23.
- The Blackboard messaging system that CD&E manages, supports, and provides training for made **842,771 contacts** in FY18.

CONTENT CREATION

Graphic design (digital and print), photography, and videography all fall under content creation.

With the conversion of a printer position to a new digital content specialist position as part of the restructure that went into effect in FY18, CD&E has been able to create far more high-quality content to support communication related to strategic plan initiatives.

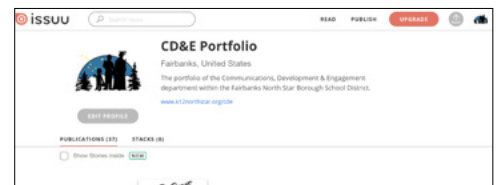
For videography, in FY18, CD&E relied on external vendors to provide video production for some

district initiatives.

In FY19, CD&E will increase the use of this highly engaging communication tool, as well as reduce associated costs, by expanding our internal capacity for video production. This is already in process as the remaining printer position has been converted in FY18 to a media production specialist. Equipment and software purchases have been completed to expand district video production capabilities.

Portfolio

What did the CD&E team create in FY18? View the portfolio at issuu.com/cde_portfolio



Videography

For videography, in FY18, CD&E relied on external vendors to provide video production for some district initiatives.

- [Attendance Matters](#)
- [Ladd's K-8 Welcome](#)
- [Personalized Learning Parent Info](#)





DISTRICT & SCHOOL WEBSITES

The district and school websites consist of over 3,500 webpages that received more than 1.6 million views in the fall 2017 semester alone.

About 40% of the visits are internal (employees and students at school), while 60% of visits are from outside the district's network.

Based on the 2017 NSPRA Communications Audit Report, CD&E has made a concerted effort to have

MEDIA RELATIONS

CD&E works with print, radio, and television media outlets to facilitate informative and accurate local coverage of school and district news

the website be "communication central" and support all district staff to use the website more effectively. The digital communications manager made 24 visits to schools, providing one-on-one training to review and improve school websites. The in-person training supplements the accessibility and website editor training created by CD&E and available online via Canvas.

and activities. We pitch story ideas, respond quickly to media inquiries, schedule interviews, and ensure FERPA compliance.

PRINT SHOP

In the last year, the print shop has seen a complete overhaul of its equipment and processes. Three new high-volume copiers have been added and seven old presses, copiers, and other equipment have been removed. The print shop has a new website at k12northstar.org/print which offers a comprehensive listing of services and a more transparent cost structure. Print orders are now submitted entirely through the online work order system instead of through a paper

form or email, greatly increasing efficiency and accountability. Orders filled this year include all the graduation programs, all district business cards, carbonless forms such as bus deviations, and specialty projects for the Alaska Room.

Looking to the future, the print shop is providing new services, including a large format printer that will be available at the start of the new school year to print posters.

SOCIAL MEDIA

The district has social media platforms on Facebook, Instagram, Twitter, and Youtube with a total of 8,990 followers. A large percentage of parents, students, and employees

regularly frequent different social media sites and CD&E has found communication via Facebook in particular to be very effective.

Top 5 Most Visited Pages

(FY18 views to date)

1. [District Homepage](#) - **1.03 million** views
2. [PowerSchool Premier for Parents](#) - **223,000** views
3. [Current Job Openings](#) - **206,000** views
4. [Late Bus Info](#) - **121,000** views
5. [Lathrop High Homepage](#) - **121,000** views

FY18 Media Mentions

- [Personalized Learning in FNSBSD](#)
- [Students Give Back During Testing Week](#)
- [Welcome Videos](#)
- [Former Student Returns As Teacher](#)

Fast Facts

- Between August 2017 - April 2018 there were over **880,000** pages printed or copied in the print shop.
- Since launching in December 2017, there have been **169** print orders submitted through the new online work order process.

Fast Facts

- In FY18, the district's organic (unpaid) reach on Facebook increased by **15.5%**
- The best performing post on Facebook in FY18 was a [video of Midnight Sun Elementary students](#) putting on their winter recess gear that reached **57,000** people and saw **2,300** engagements (likes, comments, shares).



GRANTS

CD&E connects the district to supplemental resources by coordinating grant acquisition and grant management for compliance and accountability.

GRANT ACQUISITION & MANAGEMENT

CD&E coordinates grant acquisition and provides grant management training and technical support to ensure accountability. In collaboration with district staff, CD&E wrote and submitted competitive grant applications for a total of \$2,387,000 (funding pending) and supported grant managers in managing \$9,885,846 in formula grant funding in FY18. CD&E also provided support for collaborative grant projects which

resulted in 13 Memorandum of Agreements (MOAs) and two letters of support.

CD&E also provides project leadership to grants when there are grant manager vacancies.

The grant-funded preschool partnership project was managed by CD&E with two part-time staff.

Preschool Partnership Project (P3) Outcomes

- Created new preschool webpage (averaging **240** page views/month) to share resources and early learning tools for parents and teachers.
- Distributed **700** kindergarten readiness kits and early learning resources at **13** community agencies, preschools, and schools
- Expanded Kindergarten Jump Start summer program to **two** school sites to serve up to **60** students

PARTNERSHIPS

CD&E develops and facilitates strategic partnerships to provide support and cost-savings to support the mission of the district.

Since the launch of Bright Futures Fairbanks last year, the Bright Futures' leadership team has reported an increase in school staff accessing services to support students needs.



Bright Futures Fairbanks Accomplishments

- **Resources** - Updated the BFF Community Resource Guide and it received **882** page views in FY18
- **Recognition** - Presented **11** awards for outstanding Partners in Education
- **Recruitment** - Matched **22** new

partners with school/program needs and streamlined mentor and volunteer placement (MVP) process

- **Events** - Hosted **3** districtwide events, with **375** total attendance, to recognize and recruit community partners

The Fairbanks North Star Borough School District is an equal employment and educational opportunity institution, as well as a tobacco and nicotine-free learning and work environment.

