

# MEMO

July 7, 2016

To: Mike Riggle  
Superintendent

From: Karen Geddeis, APR  
Director of Public Relations and Communications

Re: Communications Update 2016

A communications update will be conducted at the Board meeting on Monday, July 25, and will include a summary of current activities and upcoming projects for the 2016-17 school year. This will be a high-level overview, including:

- Review of current communications strategies and tactics (maintaining/on-going)
- Outline of two major projects for 2016-17:
  - Website redesign, phase I
  - Storytelling focus (StoryLab, story brands, excel, etc.)
- Research and evaluation, spring 2017
  - Parent, student, staff surveys

Please find the attached supporting documents:

- Communications plan excerpt (relevant pages)
- Sample parent/student/staff questionnaire (2013)

## **District Communications Plan**

**Goal: Continue to build trust and support for the district.**

Measurable Objectives:

- By May 2018, the overall, combined communications rating of “excellent/good” among community residents with no children in our schools, students, parents and staff will increase by three percent.
- By May 2018, the overall level of trust of our district will increase by three percent.

Informal Objective:

- Demonstrate internal staff growth in the areas of communications.

Strategies	Tactics	Target	Timeline
<b>Increase awareness of district initiatives, challenges, and successes. Encourage action when appropriate.</b> <i>(See engagement strategy)</i>	Host informational sessions on finance, legislation, innovation.	Parents, community	(1)/year Start 2015-16
	Implement emergency web presence	Parents, community	2014-15
	Increase communication about District Initiatives, mission, vision, goals, progress ( <i>Dashboard</i> )	Parents, staff community	2015-16
	Produce videos: <ul style="list-style-type: none"> <li>• District promotional</li> <li>• Issue-driven, from the Supt.</li> <li>• Continue to work w/ school Broadcast programs</li> </ul>	External Parents, students	2015-16 2014-15 Ongoing
	<u>Established Channels:</u> Community newsletters (2x year) Website/Mobile website Parent newsletters District 2:25 Update Social media outlets Local media, proactive press releases Students and Staff Who Excel		Fall/spring Ongoing

Strategies	Tactics	Target	Timeline	
<b>Enhance the district brand</b>	Formalize District 225 brand:	Community, regional, staff	2015-16	
	- Create tagline		2015-16	
	- Revise school logos, as needed		Ongoing	
	- Continue enforcing style guides			
	<i>Enhance channels for sharing the Glenbrook story:</i>			
	1. Implement social media strategies	Various internal and external	2014-15	
	2. Instagram FACES campaign	Students, external	2014-15	
	3. Conduct website audit	Internal	2015-16	
	Implement recommendations	External	2016-17	
	Mobile website enhancements	External	2016-17	
<u>Established Channels:</u>				
Media relations	Community	Ongoing		
Publications	Various	Ongoing		

Strategies	Tactics	Target	Timeline
<b>Increase stakeholder engagement</b> <i>(Awareness leads to action)</i>	Social media considerations: <ul style="list-style-type: none"> <li>• SnapChat</li> <li>• Youtube</li> <li>• Twitter challenge</li> </ul>	Students External Students	2015-16 2015-16 2015-16
	Future Enrollment Initiative	Parents, students	2014-15
	Student internships	Jr/Sr students	2015-16
	Social Media Club	Students	2015-16
	Focus Groups	Parents Students Staff	2014-15 2014-15 2014-15
	<b>Provide professional development for staff</b>	Enhance Opening Institute	Staff
Provide training: Social Media Communications Media relations How to present to the BOE Crisis Communications		Staff Staff, students Staff, students Leadership Staff, admin	2015-16
Staff lunch drop-ins		Staff	2015-16
Implement StoryLab		Staff	2015-16

Strategies	Tactics	Target	Timeline
<b>Continue to enhance collaboration with partner organizations (i.e. feeder schools, municipal partners)</b>	Continue regular meetings with feeder districts; area high school districts, village and municipal entities; government officials.	Municipal PR partners	Ongoing
	Act as lead host for annual communications workshop	Municipal partners, leaders	Annually, winter
	Develop emergency webpage	1. Parents, students, staff  2. All Externals	2014-15

**Evaluation:**

- Establish regular online communications surveys for parents, students and staff.
  - May 2015: Students, Staff and Parents of freshman
  - May 2017: Students, Staff and Parents of freshman and juniors.
- Conduct a formal telephone survey of community residents with no children in our schools in February 2018. Utilize similar questions from the surveys in January 2011 and March 2014 for comparisons. *(Approx. COST: \$15,000)*
- Utilize informal focus groups of parents, students and staff as needed for major projects.
- Quarterly analysis of website, social media, and newsletter analytics.
- Present annual updates on the progress of the District communications plan to the Board of Education. *(Summers)*

# Communication Expectations and Preferences - PARENTS



## 1. Please select the school your child attends:

		Response Percent	Response Count
Glenbrook North		51.6%	430
Glenbrook South		48.0%	400
Glenbrook Evening		0.2%	2
Glenbrook Off-Campus		0.1%	1
		<b>answered question</b>	<b>833</b>
		<b>skipped question</b>	<b>5</b>

## 2. Did your child attend one of District 225's feeder districts (27, 28, 30, 31, 34)?

		Response Percent	Response Count
Yes		87.0%	722
No		13.0%	108
		<b>answered question</b>	<b>830</b>
		<b>skipped question</b>	<b>8</b>



**3. How would you rate the overall job that Glenbook High School District 225 is doing communicating to parents?**

		Response Percent	Response Count
Excellent		48.0%	400
Good		45.8%	382
Only fair		5.3%	44
Poor		1.0%	8
answered question			834
skipped question			4

**4. Is the amount of information you receive directly from the District/Schools generally:**

		Response Percent	Response Count
Too much		2.0%	17
About right		88.5%	736
Too little		9.5%	79
answered question			832
skipped question			6

**5. Please rate each source on a scale of ONE to FIVE, where ONE means you receive very little or no information about the District from that source and FIVE means you receive a lot of information about the District from that source.**

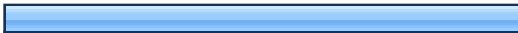








	Very little - 1	2	3	4	A lot - 5	Rating Average	Rating Count
Community newspapers (like Glenview Announcements and Northbrook Star)	10.1% (73)	17.7% (128)	<b>30.0%</b> (217)	28.8% (208)	13.4% (97)	3.18	723
Connections, the parent newsletters from the schools (mailed/emailed monthly)	7.8% (56)	8.9% (64)	27.0% (194)	<b>30.9%</b> (222)	25.3% (182)	3.57	718
The Glenbrooks, the community newsletter (mailed twice a year)	19.2% (139)	19.2% (139)	<b>30.4%</b> (220)	20.0% (145)	11.2% (81)	2.85	724
Cable Television Stations GBN Channel 16 or GBS Channel 26	<b>65.3%</b> (464)	15.0% (107)	11.5% (82)	5.5% (39)	2.7% (19)	1.65	711
The GBN/GBS Radio Station WGBK 88.5 FM	<b>75.0%</b> (529)	10.5% (74)	8.4% (59)	3.5% (25)	2.6% (18)	1.48	705
The student newspapers (Torch or Oracle)	23.5% (168)	17.8% (127)	<b>25.2%</b> (180)	21.1% (151)	12.3% (88)	2.81	714
School District employees (teacher, etc.)	<b>42.7%</b> (306)	21.1% (151)	20.6% (148)	10.5% (75)	5.2% (37)	2.14	717
The School or District websites	5.4% (39)	11.7% (85)	29.2% (212)	<b>30.3%</b> (220)	23.3% (169)	3.54	725
The District 2:25 Update, an online newsletter sent after each Board meeting	11.6% (84)	10.2% (74)	<b>28.2%</b> (204)	26.6% (192)	23.4% (169)	3.40	723
Involvement in parents groups (Boosters, Parent Assn., etc.)	<b>26.1%</b> (187)	19.0% (136)	24.1% (173)	18.4% (132)	12.4% (89)	2.72	717
Informal discussions with neighbors or acquaintances	19.1% (138)	21.9% (158)	<b>30.8%</b> (222)	19.6% (141)	8.6% (62)	2.77	721
Online-only publications (like Patch, blogs)	<b>43.5%</b> (311)	17.2% (123)	18.3% (131)	14.7% (105)	6.3% (45)	2.23	715
Attending school meetings or events	15.6% (112)	17.0% (122)	<b>29.0%</b> (208)	25.4% (182)	13.0% (93)	3.03	717

Social media (Facebook, Twitter, etc.)	<b>64.6%</b> <b>(459)</b>	14.2% (101)	12.5% (89)	6.0% (43)	2.7% (19)	1.68	711
<b>answered question</b>							<b>736</b>
<b>skipped question</b>							<b>102</b>








**6. Please rank the following topics are you most interested in hearing about from Glenbrook High School District 225 in order from one to seven: (THIS QUESTION IS NOT FUNCTIONING PROPERLY AND THEREFORE WILL BE OMITTED.)**

	1	2	3	4	5	6	7	Rating Average	Rating Count
District finances	12.3% (68)	12.0% (66)	7.3% (40)	12.0% (66)	15.6% (86)	19.8% (109)	<b>21.1%</b> <b>(116)</b>	4.50	551
School Board decisions	8.3% (46)	13.6% (75)	17.2% (95)	11.6% (64)	<b>21.9%</b> <b>(121)</b>	19.9% (110)	7.4% (41)	4.15	552
Safety and security	19.6% (108)	13.6% (75)	19.1% (105)	<b>21.1%</b> <b>(116)</b>	11.1% (61)	8.3% (46)	7.3% (40)	3.44	551
Teaching and learning	<b>25.4%</b> <b>(140)</b>	20.1% (111)	20.7% (114)	17.6% (97)	9.2% (51)	4.0% (22)	3.1% (17)	2.89	552
School programs, activities, and events	<b>21.2%</b> <b>(117)</b>	18.7% (103)	15.8% (87)	16.1% (89)	20.7% (114)	5.6% (31)	2.0% (11)	3.21	552
Educational programs and services	11.2% (62)	19.6% (108)	16.3% (90)	12.9% (71)	11.8% (65)	<b>25.7%</b> <b>(142)</b>	2.5% (14)	3.82	552
Student, faculty, and alumni achievements	2.0% (11)	2.5% (14)	3.8% (21)	8.9% (49)	9.8% (54)	16.5% (91)	<b>56.5%</b> <b>(312)</b>	5.97	552
<b>answered question</b>									<b>552</b>
<b>skipped question</b>									<b>286</b>

## 7. When you visit the school website, what are the top THREE most common types of information you are looking for?

		Response Percent	Response Count
<b>Calendars</b>		77.6%	539
News items/Upcoming events		54.7%	380
Staff Directory/Contact information		49.1%	341
Athletic schedules		42.0%	292
Academic resources (HomeLogic, links to other programs)		54.2%	377
Handbooks, policies, course offerings		8.2%	57
Transportation		2.2%	15
General district information		9.6%	67
Board of Education information		2.0%	14
	Other (please specify)		19
<b>answered question</b>			<b>695</b>
<b>skipped question</b>			<b>143</b>



## 8. How often do you visit the school website?

		Response Percent	Response Count
Everyday		4.6%	32
2-3 times per week		16.0%	111
<b>Once a week</b>		<b>24.7%</b>	<b>172</b>
<b>2-3 times per month</b>		<b>24.7%</b>	<b>172</b>
Once a month		15.7%	109
Rarely, less than once a month		13.4%	93
Never		0.9%	6
<b>answered question</b>			<b>695</b>
<b>skipped question</b>			<b>143</b>

**9. If you have visited the school website, please answer the following question by selecting the rating that best describes your feelings about it:**

	Excellent	Above Average	Average	Below Average	Poor	No Opinion	Rating Count
Overall Design	13.2% (89)	<b>38.7% (261)</b>	36.1% (244)	5.8% (39)	3.7% (25)	2.5% (17)	675
Content	12.7% (86)	<b>39.9% (269)</b>	37.0% (250)	5.9% (40)	2.5% (17)	1.9% (13)	675
Timeliness	11.6% (78)	35.8% (241)	<b>36.3% (244)</b>	7.1% (48)	4.0% (27)	5.2% (35)	673
Usefulness	14.1% (95)	<b>39.9% (270)</b>	32.2% (218)	8.3% (56)	3.6% (24)	1.9% (13)	676
Features	9.0% (60)	37.1% (248)	<b>38.0% (254)</b>	8.7% (58)	3.3% (22)	4.0% (27)	669
Overall Quality	11.4% (77)	<b>39.7% (269)</b>	35.3% (239)	8.3% (56)	3.5% (24)	1.8% (12)	677
<b>answered question</b>							<b>678</b>
<b>skipped question</b>							<b>160</b>

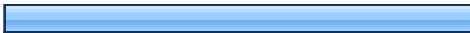

**10. Do you read Connections, the monthly parent newsletter?**

		Response Percent	Response Count
Yes		78.6%	540
No		21.4%	147
<b>answered question</b>			<b>687</b>
<b>skipped question</b>			<b>151</b>

**11. If yes, please answer the following question by selecting the rating that best describes your feelings about Connections:**

	Excellent	Above Average	Average	Below Average	Poor	No Opinion	Rating Count
Overall Design	16.4% (91)	<b>44.8% (249)</b>	30.6% (170)	1.6% (9)	0.9% (5)	5.8% (32)	556
Content	13.1% (73)	<b>42.4% (236)</b>	34.6% (193)	3.6% (20)	1.1% (6)	5.2% (29)	557
Publication Length	14.2% (79)	<b>43.8% (243)</b>	33.0% (183)	2.9% (16)	0.5% (3)	5.6% (31)	555
Writing Style	14.3% (79)	<b>44.7% (247)</b>	32.2% (178)	1.4% (8)	0.5% (3)	6.9% (38)	553
Timeliness	14.6% (80)	<b>43.4% (238)</b>	32.1% (176)	3.1% (17)	1.3% (7)	5.5% (30)	548
Usefulness	11.8% (65)	<b>39.8% (220)</b>	34.7% (192)	7.1% (39)	2.0% (11)	4.7% (26)	553
Frequency	13.8% (76)	<b>38.3% (211)</b>	37.7% (208)	3.6% (20)	1.1% (6)	5.4% (30)	551
Overall Quality	13.1% (72)	<b>46.0% (252)</b>	32.5% (178)	2.4% (13)	0.9% (5)	5.1% (28)	548
<b>answered question</b>							<b>559</b>
<b>skipped question</b>							<b>279</b>

**12. Do you read the District 2:25 Update, an electronic newsletter sent after every Board meeting? (Usually 1-2 times per month.)**

		Response Percent	Response Count
Yes		<b>70.0%</b>	<b>483</b>
No		30.0%	207
<b>answered question</b>			<b>690</b>
<b>skipped question</b>			<b>148</b>

**13. If yes, please answer the following question by selecting the rating that best describes your feelings about the District 2:25 Update:**







	Excellent	Above Average	Average	Below Average	Poor	No Opinion	Rating Count
Overall Design	13.6% (68)	<b>41.9%</b> <b>(210)</b>	34.5% (173)	2.8% (14)	1.0% (5)	6.2% (31)	501
Content	10.4% (52)	<b>42.9%</b> <b>(215)</b>	35.5% (178)	3.8% (19)	2.0% (10)	5.4% (27)	501
Publication Length	13.3% (66)	<b>40.6%</b> <b>(202)</b>	36.9% (184)	2.0% (10)	0.8% (4)	6.4% (32)	498
Writing Style	13.3% (66)	<b>39.8%</b> <b>(198)</b>	36.7% (183)	2.0% (10)	0.8% (4)	7.4% (37)	498
Timeliness	15.8% (79)	<b>41.7%</b> <b>(208)</b>	32.1% (160)	2.2% (11)	1.2% (6)	7.0% (35)	499
Usefulness	10.2% (51)	<b>39.3%</b> <b>(196)</b>	36.1% (180)	6.6% (33)	2.4% (12)	5.4% (27)	499
Frequency	14.0% (69)	<b>38.3%</b> <b>(189)</b>	38.1% (188)	2.6% (13)	0.8% (4)	6.3% (31)	494
Overall Quality	12.4% (61)	<b>43.3%</b> <b>(212)</b>	34.5% (169)	3.3% (16)	0.8% (4)	5.7% (28)	490
<b>answered question</b>							<b>504</b>
<b>skipped question</b>							<b>334</b>



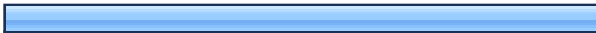






**14. Please select the choice that best describes how often you access our communications via a mobile device:**

	Always	Often	Sometimes	Rarely	Never	Rating Count
District or School Website	9.9% (67)	18.7% (126)	23.0% (155)	16.9% (114)	<b>31.6% (213)</b>	675
Connections	7.2% (47)	12.0% (79)	16.3% (107)	15.2% (100)	<b>49.3% (324)</b>	657
District 2:25 Update	8.5% (56)	13.1% (86)	15.7% (103)	14.7% (96)	<b>47.9% (314)</b>	655
<b>answered question</b>						<b>675</b>
<b>skipped question</b>						<b>163</b>

**15. Please select any of the following social media websites and services that you use:  
(Check all that apply)**

		Response Percent	Response Count
Facebook		80.2%	413
Twitter		20.6%	106
YouTube		46.8%	241
LinkedIn		55.0%	283
Blogs		12.8%	66
Pinterest		19.6%	101
Other (please specify)			15
<b>answered question</b>			<b>515</b>
<b>skipped question</b>			<b>323</b>



**16. The best way to communicate with me about a general news topic is:**

		<b>Response Percent</b>	<b>Response Count</b>
<b>Email</b>		<b>89.5%</b>	<b>622</b>
Mail		1.9%	13
Face-to-face meeting		1.0%	7
Webinar/video/virtual meeting		0.3%	2
Social media		0.6%	4
Automated phone call		1.9%	13
Text message		4.9%	34
<b>answered question</b>			<b>695</b>
<b>skipped question</b>			<b>143</b>

**17. Please read the following statements and select whether you Strongly agree, Somewhat agree, Somewhat disagree, or Strongly Disagree.**

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>	<b>Rating Count</b>
The District provides accurate information.	<b>57.1% (376)</b>	36.1% (238)	2.7% (18)	0.8% (5)	3.3% (22)	659
District information is easily accessible.	36.6% (241)	<b>49.4% (325)</b>	9.6% (63)	2.7% (18)	1.7% (11)	658
The School Board and Administration are responsive.	26.0% (170)	<b>38.2% (250)</b>	8.5% (56)	2.0% (13)	25.3% (166)	655
The School Board and Administration involve community leaders, parents, and students in decisions.	23.6% (154)	<b>37.7% (246)</b>	11.2% (73)	3.8% (25)	23.6% (154)	652
The District provides students a high quality education.	<b>69.9% (460)</b>	25.5% (168)	3.3% (22)	0.6% (4)	0.6% (4)	658
I am primarily interested in hearing about the high school that serves my child.	<b>71.3% (469)</b>	22.8% (150)	4.0% (26)	1.2% (8)	0.8% (5)	658
I am not all that interested in receiving information about the school district as a whole (all schools).	12.0% (79)	<b>29.2% (192)</b>	27.4% (180)	28.2% (185)	3.2% (21)	657
I trust the School Board and Administration to do what is best for students.	27.0% (177)	<b>55.9% (367)</b>	11.6% (76)	2.4% (16)	3.0% (20)	656
<b>answered question</b>						<b>662</b>
<b>skipped question</b>						<b>176</b>

**18. As you know, Glenbrook North High School and Glenbrook South High School are separate and different schools, but they are both funded and overseen by one District Board (District 225) and supported with tax dollars from both communities. Knowing this, would you say you are more interested in hearing about...**

		Response Percent	Response Count
Only the high school that my child attends		50.6%	335
The district as a whole, including my child's high school		49.4%	327
		answered question	662
		skipped question	176

**19. What do you think is the single most serious issue facing the Glenbrook High School District?**

	Response Count
	391
answered question	391
skipped question	447

**20. Please provide any additional comments/suggestions about communications at District 225:**

	Response Count
	184
answered question	184
skipped question	654