

MEMO

May 30, 2013

To: Mike Riggle
Superintendent

From: Karen Geddeis
Director of Public Relations and Communications

Re: Communications Update

A communications update will be conducted at the Board meeting on Monday, July 15, and will include a summary of activities for 2012-13, a review of the recent communication survey feedback, and a proposal for projects for the 2013-14 school year.

Please find the attached supporting documents:

- Communications Update report/presentation
- Communications survey summary report for parent, student and staff participants
- Summary of open-ended responses
- Email Tracking Report for our online publications: *District 2:25 Update, Connections and InsideOut.*

COMMUNICATION > TRUST > SUPPORT



Communications Update | Survey Results | Next Steps

Presented to the Board on 07.15.13 by Karen Geddeis, APR

District Initiative & Communications Plan Goals

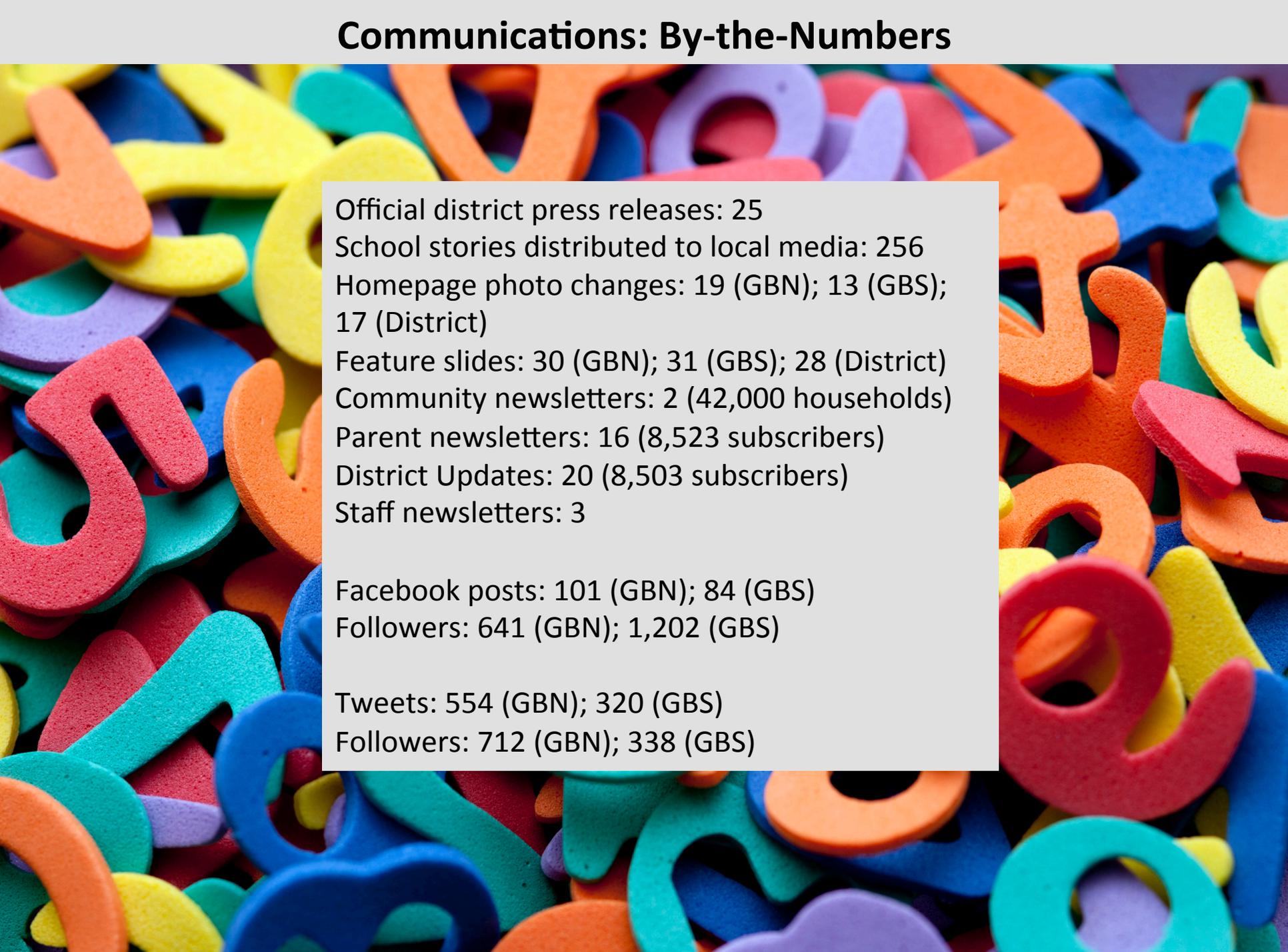
Increase awareness of the district

- Implemented new district and school websites
- Implemented a district branding campaign
 - Finalized district logo, stationery, develop key messages, secure service marks
 - Produced style guidelines for appropriate logo use
- Increase taxpayer exposure to official district message
 - Established key communicators network (Changed)
 - Invited VIPs to spring musical, host small reception (Changed)

Improve internal communications

- Implement revised crisis communications procedures.
- Provide staff training in various areas (i.e., media, website, publicity)

Communications: By-the-Numbers



Official district press releases: 25
School stories distributed to local media: 256
Homepage photo changes: 19 (GBN); 13 (GBS);
17 (District)
Feature slides: 30 (GBN); 31 (GBS); 28 (District)
Community newsletters: 2 (42,000 households)
Parent newsletters: 16 (8,523 subscribers)
District Updates: 20 (8,503 subscribers)
Staff newsletters: 3

Facebook posts: 101 (GBN); 84 (GBS)
Followers: 641 (GBN); 1,202 (GBS)

Tweets: 554 (GBN); 320 (GBS)
Followers: 712 (GBN); 338 (GBS)

Survey Information

Timeline: April 2/4 – April 20

Distribution: Survey Monkey, email, participants self-selected

Strategy: Replicate questions from 2011

Participants:

**Students
345**



**Parents
838**



**Staff
250**



Survey Highlights - Publications

Measure	2013
Website – Overall Quality (Excellent – Above Average)	Parents – 51% Students – 59% Staff – 50%
Mobile access (never)	Parents – 32% Staff – 33%
Connections (read it)	Parents – 79%
Overall Quality (Excellent – Above Average)	Parents – 61%
Mobile access (never)	Parents – 49%
District Update (read it)	Parents – 70% Staff – 72%
Overall Quality (Excellent – Above Average)	Parents – 55% Staff – 74%
Mobile access (never)	Parents – 48% Staff – 65%

Survey Highlights - Concepts

Measure	2013	2011
Overall Communication (Good to Excellent)	Parents – 94% Students – 76% Staff – 93%	Parents – 90% Students – 72% Staff – 85%
Trust and Support (Good to Excellent)	Parents – 83%	Parents – 76%
Preferred method - Email	Parents – 90%	Parents – 87%
Amount of information (Right about)	Parents – 89% Staff – 84%	Parents – 84% Staff – 73%

Survey Highlights – Social Media

Measure	2013	2011
Facebook	Parents – 80% Students* – 63% Staff** – 30%	Parents – 74%
Twitter	Parents – 21% Student* – 31% Staff** – 20%	Parents – 9%
YouTube	Parents – 47% Students* – 26% Staff** – 71%	Parents – 51%
LinkedIn	Parents – 55% Staff** – 28%	Parents – 46%
Pinterest	Parents – 20% Students – 1% Staff** – 11%	n/a

** For the purposes of finding information about their school. ** For professional purposes.*

NEXT STEPS | Communications: 2013-14

1. Develop a communications plan for 2014-2017
 - Conduct and evaluate community survey
2. Support major district initiatives by implementing proper communications channels

“We’ve launched a number of new communications initiatives in the past three years. Now we need to put our efforts into maintaining and enhancing that level of contact.”

-Karen Geddeis

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
		answered question	833
		skipped question	5

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
		answered question	830
		skipped question	8

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)	30.0% (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)	30.9% (222)	25.3% (182)	3.57	718
The Glenbrooks, the community newsletter (mailed twice a year)	19.2% (139)	19.2% (139)	30.4% (220)	20.0% (145)	11.2% (81)	2.85	724
Cable Television Stations GBN Channel 16 or GBS Channel 26	65.3% (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	75.0% (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)	25.2% (180)	21.1% (151)	12.3% (88)	2.81	714
School District employees (teacher, etc.)	42.7% (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)	30.3% (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)	28.2% (204)	26.6% (192)	23.4% (169)	3.40	723
Involvement in parents groups (Boosters, Parent Assn., etc.)	26.1% (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)	30.8% (222)	19.6% (141)	8.6% (62)	2.77	721
Online-only publications (like Patch, blogs)	43.5% (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)	29.0% (208)	25.4% (182)	13.0% (93)	3.03	717

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

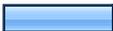
6. Please rank the following topics are you most interested in hearing about from Glenbrook High School District 225 in order from one to seven: (THIS QUESTION IS NOT FUNCTIONING PROPERLY AND THEREFORE WILL BE OMITTED.)

	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)	21.1% (116)	4.50	551
School Board decisions	8.3% (46)	13.6% (75)	17.2% (95)	11.6% (64)	21.9% (121)	19.9% (110)	7.4% (41)	4.15	552
Safety and security	19.6% (108)	13.6% (75)	19.1% (105)	21.1% (116)	11.1% (61)	8.3% (46)	7.3% (40)	3.44	551
Teaching and learning	25.4% (140)	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	21.2% (117)	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)	25.7% (142)	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)	56.5% (312)	5.97	552
answered question									552
skipped question									286

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
Calendars		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
answered question			695
skipped question			143

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
Once a week		24.7%	172
2-3 times per month		24.7%	172
Once a month		15.7%	109
Rarely, less than once a month		13.4%	93
Never		0.9%	6
answered question			695
skipped question			143

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)	38.7% (261)	36.1% (244)	5.8% (39)	3.7% (25)	2.5% (17)	675
Content	12.7% (86)	39.9% (269)	37.0% (250)	5.9% (40)	2.5% (17)	1.9% (13)	675
Timeliness	11.6% (78)	35.8% (241)	36.3% (244)	7.1% (48)	4.0% (27)	5.2% (35)	673
Usefulness	14.1% (95)	39.9% (270)	32.2% (218)	8.3% (56)	3.6% (24)	1.9% (13)	676
Features	9.0% (60)	37.1% (248)	38.0% (254)	8.7% (58)	3.3% (22)	4.0% (27)	669
Overall Quality	11.4% (77)	39.7% (269)	35.3% (239)	8.3% (56)	3.5% (24)	1.8% (12)	677
answered question							678
skipped question							160

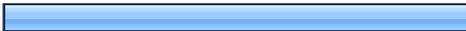
10. Do you read Connections, the monthly parent newsletter?

		Response Percent	Response Count
Yes		78.6%	540
No		21.4%	147
answered question			687
skipped question			151

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)	44.8% (249)	30.6% (170)	1.6% (9)	0.9% (5)	5.8% (32)	556
Content	13.1% (73)	42.4% (236)	34.6% (193)	3.6% (20)	1.1% (6)	5.2% (29)	557
Publication Length	14.2% (79)	43.8% (243)	33.0% (183)	2.9% (16)	0.5% (3)	5.6% (31)	555
Writing Style	14.3% (79)	44.7% (247)	32.2% (178)	1.4% (8)	0.5% (3)	6.9% (38)	553
Timeliness	14.6% (80)	43.4% (238)	32.1% (176)	3.1% (17)	1.3% (7)	5.5% (30)	548
Usefulness	11.8% (65)	39.8% (220)	34.7% (192)	7.1% (39)	2.0% (11)	4.7% (26)	553
Frequency	13.8% (76)	38.3% (211)	37.7% (208)	3.6% (20)	1.1% (6)	5.4% (30)	551
Overall Quality	13.1% (72)	46.0% (252)	32.5% (178)	2.4% (13)	0.9% (5)	5.1% (28)	548
answered question							559
skipped question							279

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		70.0%	483
No		30.0%	207
answered question			690
skipped question			148

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)	41.9% (210)	34.5% (173)	2.8% (14)	1.0% (5)	6.2% (31)	501
Content	10.4% (52)	42.9% (215)	35.5% (178)	3.8% (19)	2.0% (10)	5.4% (27)	501
Publication Length	13.3% (66)	40.6% (202)	36.9% (184)	2.0% (10)	0.8% (4)	6.4% (32)	498
Writing Style	13.3% (66)	39.8% (198)	36.7% (183)	2.0% (10)	0.8% (4)	7.4% (37)	498
Timeliness	15.8% (79)	41.7% (208)	32.1% (160)	2.2% (11)	1.2% (6)	7.0% (35)	499
Usefulness	10.2% (51)	39.3% (196)	36.1% (180)	6.6% (33)	2.4% (12)	5.4% (27)	499
Frequency	14.0% (69)	38.3% (189)	38.1% (188)	2.6% (13)	0.8% (4)	6.3% (31)	494
Overall Quality	12.4% (61)	43.3% (212)	34.5% (169)	3.3% (16)	0.8% (4)	5.7% (28)	490
answered question							504
skipped question							334

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)	31.6% (213)	675
Connections	7.2% (47)	12.0% (79)	16.3% (107)	15.2% (100)	49.3% (324)	657
District 2:25 Update	8.5% (56)	13.1% (86)	15.7% (103)	14.7% (96)	47.9% (314)	655
answered question						675
skipped question						163

**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
answered question			515
skipped question			323

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

		Response Percent	Response Count
Email		89.5%	622
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
answered question			695
skipped question			143

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

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Rating Count
The District provides accurate information.	57.1% (376)	36.1% (238)	2.7% (18)	0.8% (5)	3.3% (22)	659
District information is easily accessible.	36.6% (241)	49.4% (325)	9.6% (63)	2.7% (18)	1.7% (11)	658
The School Board and Administration are responsive.	26.0% (170)	38.2% (250)	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)	37.7% (246)	11.2% (73)	3.8% (25)	23.6% (154)	652
The District provides students a high quality education.	69.9% (460)	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.	71.3% (469)	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)	29.2% (192)	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)	55.9% (367)	11.6% (76)	2.4% (16)	3.0% (20)	656
answered question						662
skipped question						176

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

Communication Expectations and Preferences - STAFF



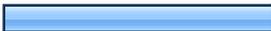
1. Please select your primary building:

		Response Percent	Response Count
Glenbrook North		45.4%	113
Glenbrook South		47.4%	118
Glenbrook Evening		0.4%	1
Glenbrook Off-Campus		2.8%	7
District Office		4.0%	10
		answered question	249
		skipped question	1

2. Do you reside within District 225's boundaries?

		Response Percent	Response Count
Yes		22.1%	55
No		77.9%	194
		answered question	249
		skipped question	1

3. What is your average daily commute?

		Response Percent	Response Count
5 miles or less		23.6%	59
6-15 miles		40.4%	101
16-30 miles		25.6%	64
More than 30 miles		10.4%	26
answered question			250
skipped question			0

4. How would you rate the job that District 225 is doing communicating with its staff?

		Response Percent	Response Count
Excellent		35.9%	89
Good		56.9%	141
Only Fair		6.0%	15
Poor		1.2%	3
answered question			248
skipped question			2

5. Do you feel that as a staff member you are given:

		Response Percent	Response Count
Too much information from district/school official sources		4.5%	11
The correct amount of information from district/school official sources		84.0%	205
Too little information from district/school official sources		11.5%	28
		answered question	244
		skipped question	6

6. How do you generally receive information about the organization? Please rate each one on a scale of ONE to FIVE, where ONE means you receive very little of your information about the organization from that source and FIVE means you receive a lot of information about the organization from that source.

	Very Little - 1	2	3	4	A lot - 5	Rating Average	Rating Count
Staff meetings	9.8% (24)	4.9% (12)	24.6% (60)	29.9% (73)	30.7% (75)	3.67	244
A staff intranet/online resources	29.6% (72)	16.5% (40)	24.7% (60)	16.5% (40)	12.8% (31)	2.66	243
Email	0.4% (1)	2.0% (5)	12.7% (31)	35.2% (86)	49.6% (121)	4.32	244
Community newspapers (like Glenview Announcements and Northbrook Star)	46.5% (114)	22.0% (54)	18.0% (44)	8.6% (21)	4.9% (12)	2.03	245
Cable Television Stations GBN Channel 16 or GBS Channel 26	87.9% (210)	7.1% (17)	1.7% (4)	2.5% (6)	0.8% (2)	1.21	239
The GBN/GBS Radio Station WGBK 88.5 FM	87.6% (212)	5.8% (14)	2.9% (7)	2.9% (7)	0.8% (2)	1.24	242
The student newspapers (Torch or Oracle)	14.0% (34)	24.3% (59)	35.4% (86)	16.5% (40)	9.9% (24)	2.84	243
The School or District websites	7.3% (18)	20.4% (50)	23.3% (57)	34.3% (84)	14.7% (36)	3.29	245
The District 2:25 Update, an online newsletter sent after each Board meeting	11.9% (29)	16.5% (40)	23.9% (58)	31.3% (76)	16.5% (40)	3.24	243
Attending meetings	15.6% (38)	9.5% (23)	22.2% (54)	27.2% (66)	25.5% (62)	3.37	243
Social media (Facebook, Twitter, etc.)	80.8% (194)	7.9% (19)	5.0% (12)	3.3% (8)	2.9% (7)	1.40	240
Staff Electronic Newsletter, InsideOut	18.7% (45)	15.8% (38)	29.9% (72)	21.6% (52)	14.1% (34)	2.97	241
Connections, parent newsletter	22.6% (55)	24.7% (60)	28.8% (70)	14.8% (36)	9.1% (22)	2.63	243

answered question 248

skipped question 2

7. Which TWO of the following topics are you most interested in hearing about the organization as a whole?

		Response Percent	Response Count
District finances		22.4%	55
Board of Education actions		49.4%	121
Facilities and operations		27.3%	67
Teaching and learning activities		52.7%	129
School events like concerts, plays and sporting events at your building		35.1%	86
School events like concerts, plays and sporting events at buildings other than yours		7.3%	18
Student, faculty, and alumni achievements		20.8%	51
	Other (please specify)		6

answered question 245

skipped question 5

8. When you visit the school website, what type of information are you commonly looking for?

		Response Percent	Response Count
Calendars		74.2%	184
News items/Upcoming events		30.6%	76
Staff Directory/Contact information		35.5%	88
Handbooks, policies, course offerings		16.9%	42
General district information		24.2%	60
Board of Education information		10.1%	25
Links to internal resources such as Teacher Logic, iConnect, Skyward, etc.		70.2%	174
	Other (please list all)		6
		answered question	248
		skipped question	2

9. How often do you visit the school or district website?

		Response Percent	Response Count
Everday		44.9%	111
2-3 times per week		23.9%	59
Once a week		14.2%	35
2-3 times per month		10.1%	25
Once a month		3.6%	9
Rarely, less than once a month		2.8%	7
Never		0.4%	1
answered question			247
skipped question			3

10. Please answer the following question by selecting the rating that best describes your feelings about the district/school website:

	Excellent	Above Average	Average	Below Average	Poor	No Opinion	Rating Count
Overall Design	13.6% (33)	37.9% (92)	38.7% (94)	5.3% (13)	3.3% (8)	1.2% (3)	243
Content	13.6% (33)	37.0% (90)	42.8% (104)	4.9% (12)	0.4% (1)	1.2% (3)	243
Timeliness	15.7% (38)	31.8% (77)	39.7% (96)	7.0% (17)	0.4% (1)	5.4% (13)	242
Usefulness	14.5% (35)	36.4% (88)	38.0% (92)	7.4% (18)	2.1% (5)	1.7% (4)	242
Features	11.7% (28)	35.1% (84)	41.0% (98)	7.1% (17)	1.7% (4)	3.3% (8)	239
Overall Quality	14.9% (36)	35.1% (85)	41.3% (100)	6.2% (15)	1.2% (3)	1.2% (3)	242
answered question							246
skipped question							4

11. Do you currently maintain or contribute to a school or district webpage?

		Response Percent	Response Count
Yes		25.2%	62
No		74.8%	184
answered question			246
skipped question			4

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		75.2%	185
No		24.8%	61
answered question			246
skipped question			4

13. If you answered "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	20.6% (39)	51.3% (97)	24.9% (47)	0.5% (1)	0.0% (0)	2.6% (5)	189
Content	15.3% (29)	52.9% (100)	29.1% (55)	0.0% (0)	0.0% (0)	2.6% (5)	189
Publication Length	24.3% (46)	40.2% (76)	31.2% (59)	1.1% (2)	0.5% (1)	2.6% (5)	189
Writing Style	21.2% (40)	50.3% (95)	23.8% (45)	1.1% (2)	0.0% (0)	3.7% (7)	189
Timeliness	23.3% (44)	53.4% (101)	19.6% (37)	0.5% (1)	0.0% (0)	3.2% (6)	189
Usefulness	15.3% (29)	43.9% (83)	34.4% (65)	3.7% (7)	0.0% (0)	2.6% (5)	189
Frequency	20.1% (38)	45.5% (86)	31.2% (59)	0.5% (1)	0.0% (0)	2.6% (5)	189
Overall Quality	19.0% (36)	54.5% (103)	23.8% (45)	0.0% (0)	0.0% (0)	2.6% (5)	189
answered question							189
skipped question							61

14. Do you read the electronic staff newsletter, InsideOut, sent 4-6 times per year?

		Response Percent	Response Count
Yes		55.0%	137
No		45.0%	112
answered question			249
skipped question			1

15. If you answered "no" to the question above, please select the reason that best describes why:

		Response Percent	Response Count
The District 2:25 Update already provides me with the information I need		41.0%	34
I don't have the time to read it		48.2%	40
I don't find the information useful		10.8%	9
		Other (please specify)	29
answered question			83
skipped question			167

16. If you DO read the staff newsletter, 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	16.4% (24)	45.2% (66)	28.1% (41)	0.0% (0)	0.0% (0)	10.3% (15)	146
Content	11.6% (17)	43.8% (64)	34.9% (51)	1.4% (2)	0.0% (0)	8.2% (12)	146
Publication Length	16.4% (24)	40.4% (59)	34.2% (50)	1.4% (2)	0.0% (0)	7.5% (11)	146
Writing Style	17.1% (25)	43.8% (64)	28.1% (41)	0.7% (1)	0.0% (0)	10.3% (15)	146
Timeliness	15.2% (22)	39.3% (57)	33.8% (49)	2.1% (3)	0.7% (1)	9.0% (13)	145
Usefulness	13.0% (19)	32.9% (48)	41.8% (61)	4.8% (7)	0.0% (0)	7.5% (11)	146
Frequency	16.4% (24)	32.2% (47)	39.7% (58)	2.7% (4)	0.7% (1)	8.2% (12)	146
Overall Quality	14.4% (21)	43.8% (64)	33.6% (49)	0.0% (0)	0.0% (0)	8.2% (12)	146
answered question							146
skipped question							104

17. 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	5.8% (14)	17.3% (42)	27.2% (66)	17.3% (42)	32.5% (79)	243
District 2:25 Update	2.5% (6)	6.2% (15)	14.5% (35)	11.6% (28)	65.3% (158)	242
Staff Newsletter, InsideOut	1.7% (4)	3.7% (9)	11.2% (27)	12.9% (31)	70.5% (170)	241
District email	22.2% (54)	28.8% (70)	14.8% (36)	9.1% (22)	25.1% (61)	243
answered question						245
skipped question						5

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

		Response Percent	Response Count
Facebook		29.6%	42
Twitter		19.7%	28
YouTube		71.1%	101
LinkedIn		27.5%	39
Blogs		21.8%	31
Pinterest		11.3%	16
Other (please specify)			6
answered question			142
skipped question			108

19. In general how informed do you feel you are about general district news?

		Response Percent	Response Count
Well informed		49.6%	124
Somewhat informed		47.2%	118
Not well informed		3.2%	8
		answered question	250
		skipped question	0

20. How can we improve your communications experience at District 225?

	Response Count
	47
answered question	47
skipped question	203

21. For statistical purposes, how long have you worked in the organization?

		Response Percent	Response Count
Less than 3 years		10.5%	26
4-10 years		37.5%	93
11 or more years		52.0%	129
		answered question	248
		skipped question	2

22. Which best describes your role in the organization:

		Response Percent	Response Count
Certified staff/teacher		68.0%	168
Non-Certified/support staff		25.9%	64
Administrator		6.1%	15
answered question			247
skipped question			3

23. Please provide any additional comments that may assist the district in its communications:

	Response Count
	26
answered question	26
skipped question	224

Communication Expectations/Preferences - STUDENTS



1. How would you rate the overall job that your school district is doing communicating with students?

		Response Percent	Response Count
Excellent		21.0%	72
Good		54.5%	187
Fair		20.1%	69
Poor		4.4%	15
answered question			343
skipped question			2

2. How interested are you in receiving school/district news through your school email address? (Sample news items: “School cancelled due to winter weather” or “Track team wins state”)

		Response Percent	Response Count
Very Interested		25.2%	87
Interested		34.8%	120
Somewhat interested		21.2%	73
Not interested		17.1%	59
No opinion/I didn't know I had a school email account		1.7%	6
answered question			345
skipped question			0

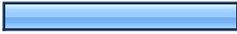
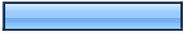
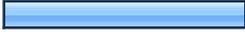
3. How interested are you in receiving school/district news via text messaging to your cell phone? (Sample news items: “School cancelled due to winter weather” or “Track team wins state”)

		Response Percent	Response Count
Very Interested		31.9%	110
Interested		29.3%	101
Somewhat interested		18.6%	64
Not interested		19.7%	68
I don't have text messaging		0.6%	2
answered question			345
skipped question			0

4. How often do you visit the school/district website?

		Response Percent	Response Count
Everday		13.7%	47
2-3 times per week		32.8%	113
Once a week		26.7%	92
2-3 times per month		14.0%	48
Once a month		5.2%	18
Rarely, less than once a month		5.8%	20
Never		1.7%	6
answered question			344
skipped question			1

5. When you visit the school/district website, what are the THREE most common types of information you are looking for?

		Response Percent	Response Count
Calendars		46.6%	156
News items/Upcoming events		35.2%	118
Staff Directory/Contact information		46.6%	156
Assignments/grades/classroom specific information		70.7%	237
Athletic schedules		26.6%	89
Academic or college resources		36.1%	121
Handbooks, policies, course offerings		4.5%	15
Transportation		0.3%	1
General district information		6.9%	23
Board of Education information		1.5%	5
	Other (please specify)		35
		answered question	335
		skipped question	10

6. If you have visited the district or 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	19.2% (66)	40.5% (139)	28.0% (96)	4.4% (15)	5.8% (20)	2.0% (7)	343
Content	20.5% (70)	38.3% (131)	32.7% (112)	5.8% (20)	0.9% (3)	1.8% (6)	342
Timeliness	17.6% (60)	31.4% (107)	35.5% (121)	8.8% (30)	2.9% (10)	3.8% (13)	341
Usefulness	24.0% (82)	35.8% (122)	27.3% (93)	7.6% (26)	3.5% (12)	1.8% (6)	341
Features	20.6% (70)	30.1% (102)	35.4% (120)	8.0% (27)	3.5% (12)	2.4% (8)	339
Overall Quality	19.0% (65)	39.5% (135)	30.4% (104)	5.6% (19)	3.8% (13)	1.8% (6)	342
answered question							343
skipped question							2

7. Do you use any of the following tools to receive information about your school: (Check all that apply)

		Response Percent	Response Count
School Twitter Feed		31.3%	66
School Facebook pages		57.3%	121
Academic/Sport/Activities Facebook Pages		62.6%	132
YouTube/Vimeo		26.1%	55
Pinterest		1.4%	3
	Other (please specify)		12
		answered question	211
		skipped question	134

8. How do you currently receive school/district news? Please rate each one on a scale of ONE to FIVE, where ONE means you receive very little or no information about the school/district from that source and FIVE means you receive a great deal of information about the school/district from that source.

	Very little - 1	2	3	4	A lot - 5	Rating Average	Rating Count
Local newspapers in your community (like Glenview Announcements and Northbrook Star)	25.3% (70)	18.4% (51)	26.0% (72)	19.5% (54)	10.8% (30)	2.72	277
School Cable Television Station	69.1% (190)	16.0% (44)	10.5% (29)	2.9% (8)	1.5% (4)	1.52	275
School Radio Station WGBK 88.5 FM	71.0% (196)	14.1% (39)	8.0% (22)	4.3% (12)	2.5% (7)	1.53	276
The student newspaper	15.5% (43)	15.2% (42)	19.5% (54)	24.9% (69)	24.9% (69)	3.29	277
School District employees (teacher, etc.)	10.5% (29)	12.7% (35)	32.6% (90)	26.4% (73)	17.8% (49)	3.28	276
The School or District website	10.9% (30)	16.7% (46)	29.5% (81)	30.2% (83)	12.7% (35)	3.17	275
Informal discussions with friends	4.4% (12)	7.6% (21)	18.5% (51)	29.5% (81)	40.0% (110)	3.93	275
Attending school meetings or events	27.6% (76)	24.0% (66)	26.2% (72)	13.8% (38)	8.4% (23)	2.51	275
The District 2:25 Update, online newsletter	50.7% (139)	20.8% (57)	17.2% (47)	7.7% (21)	3.6% (10)	1.93	274
Connections, online parent newsletter	52.7% (145)	17.1% (47)	17.5% (48)	8.0% (22)	4.7% (13)	1.95	275
Social media (Facebook, Twitter, etc.)	22.5% (62)	18.5% (51)	16.4% (45)	22.2% (61)	20.4% (56)	2.99	275
The Glenbrooks, printed/mailed community newsletter	42.6% (118)	22.4% (62)	15.2% (42)	12.3% (34)	7.6% (21)	2.20	277
answered question							277
skipped question							68

9. As you know, District 225 is made up of students from GBN, GBS and the Glenbrook Off Campus and Evening Schools. Knowing this, please select the choice below that best describes your communication preference:

		Response Percent	Response Count
I only want to receive information about my school and fellow students		78.4%	218
I would like to receive information about all of the schools and students in District 225, including GBN, GBS, GBE and GBO.		13.7%	38
I am not interested in receiving any information.		7.9%	22
		answered question	278
		skipped question	67

10. Which school do you attend?

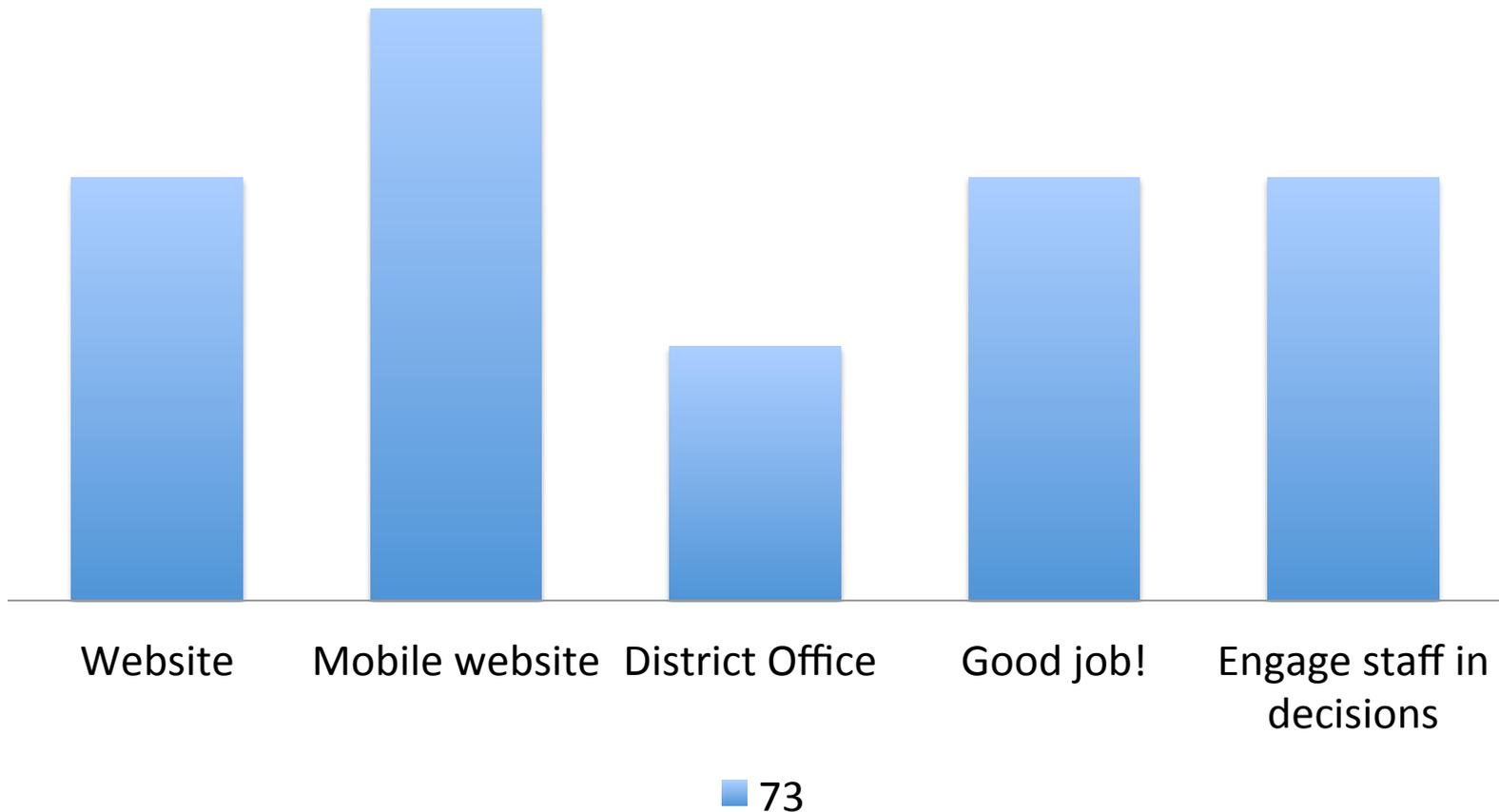
		Response Percent	Response Count
Glenbrook North		62.5%	175
Glenbrook South		37.1%	104
Glenbrook Evening		0.0%	0
Glenbrook Off-Campus		0.4%	1
		answered question	280
		skipped question	65

11. Please provide any other comments on our communications efforts:

	Response Count
	33
answered question	33
skipped question	312

Open-ended summary - Staff

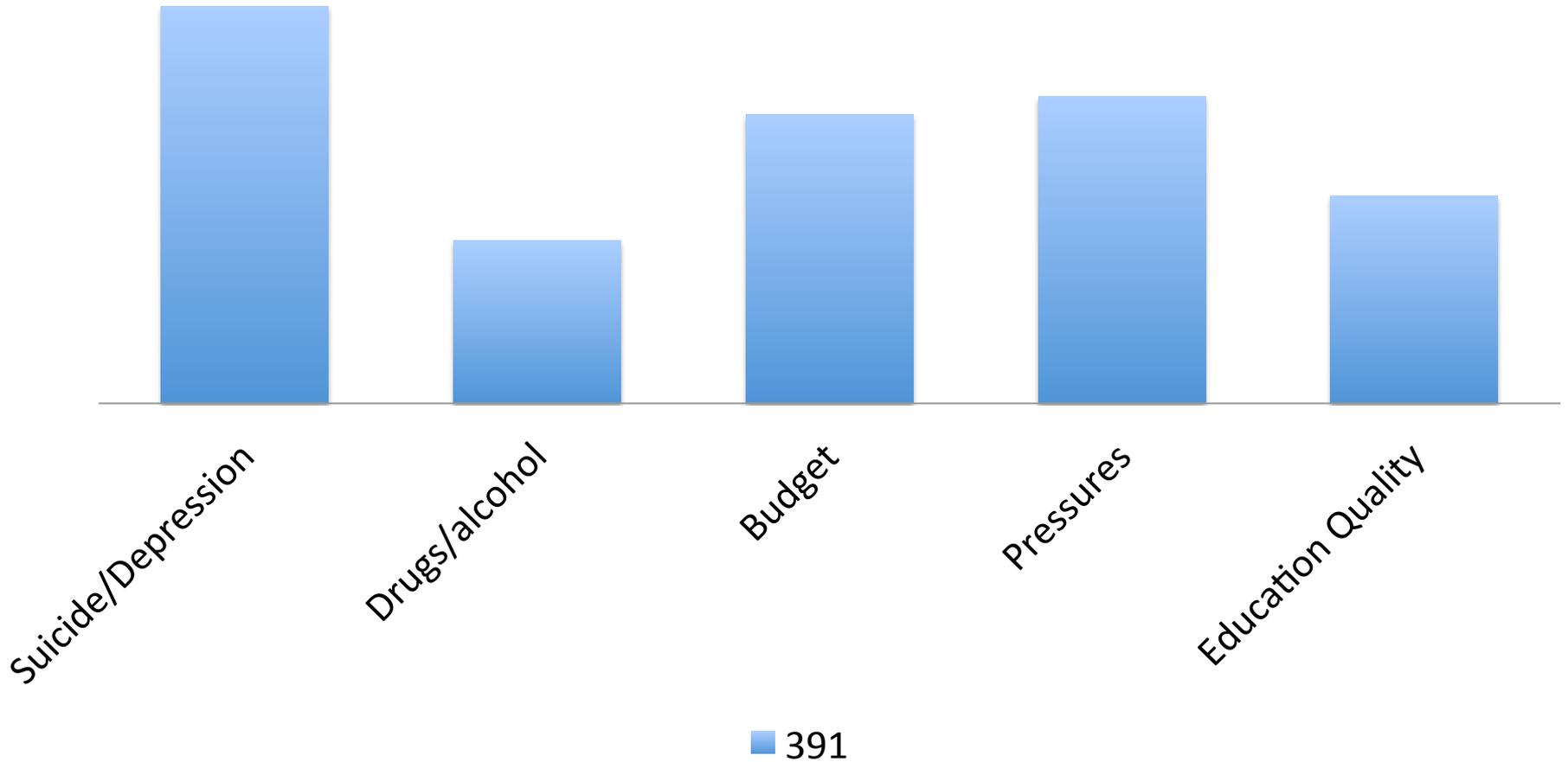
How can we improve your communications experience/Additional comments?



Top 3 in 2011: Website, Staff Communication, District/school Disconnect

Open-ended summary - Parents

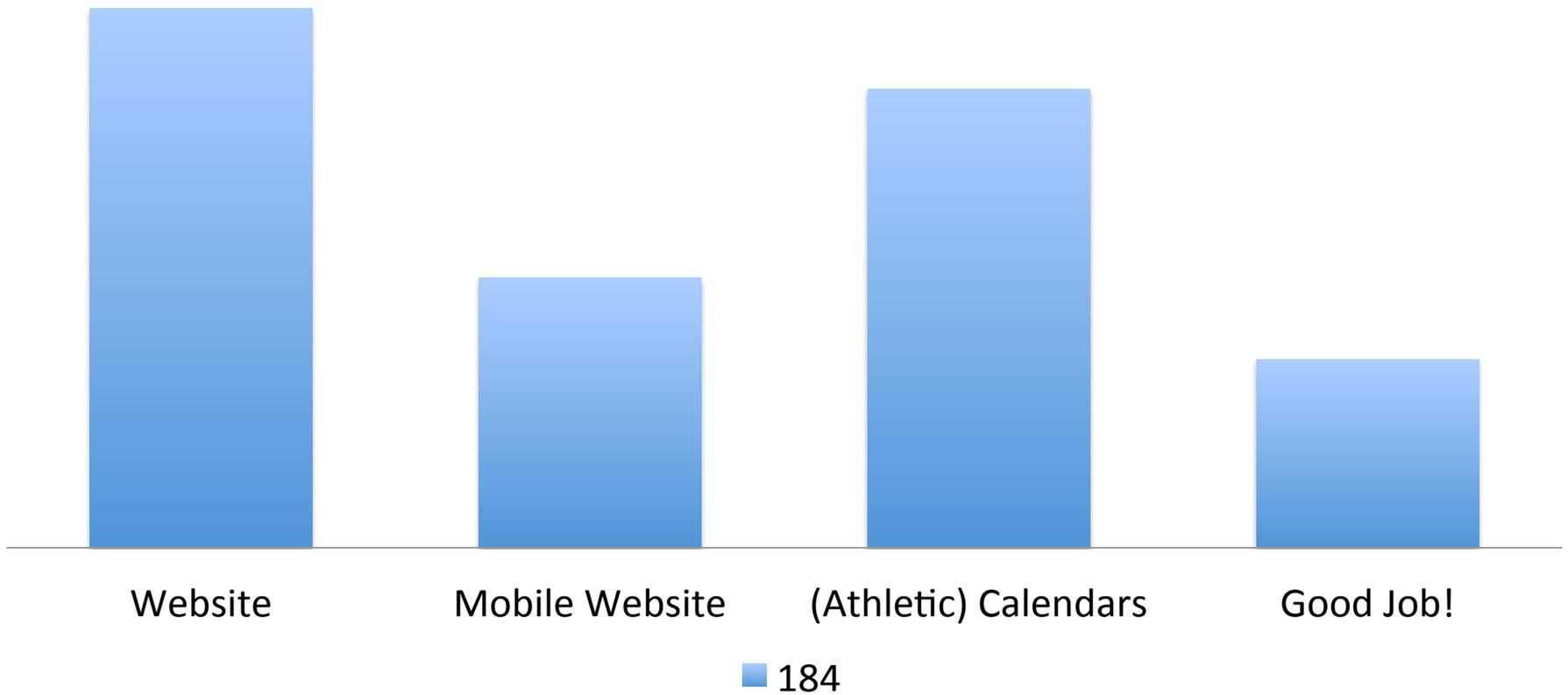
What is the single-most serious issue?



Top 3 in 2011: Finances, Education Quality, Substance Abuse

Open-ended summary - Parents

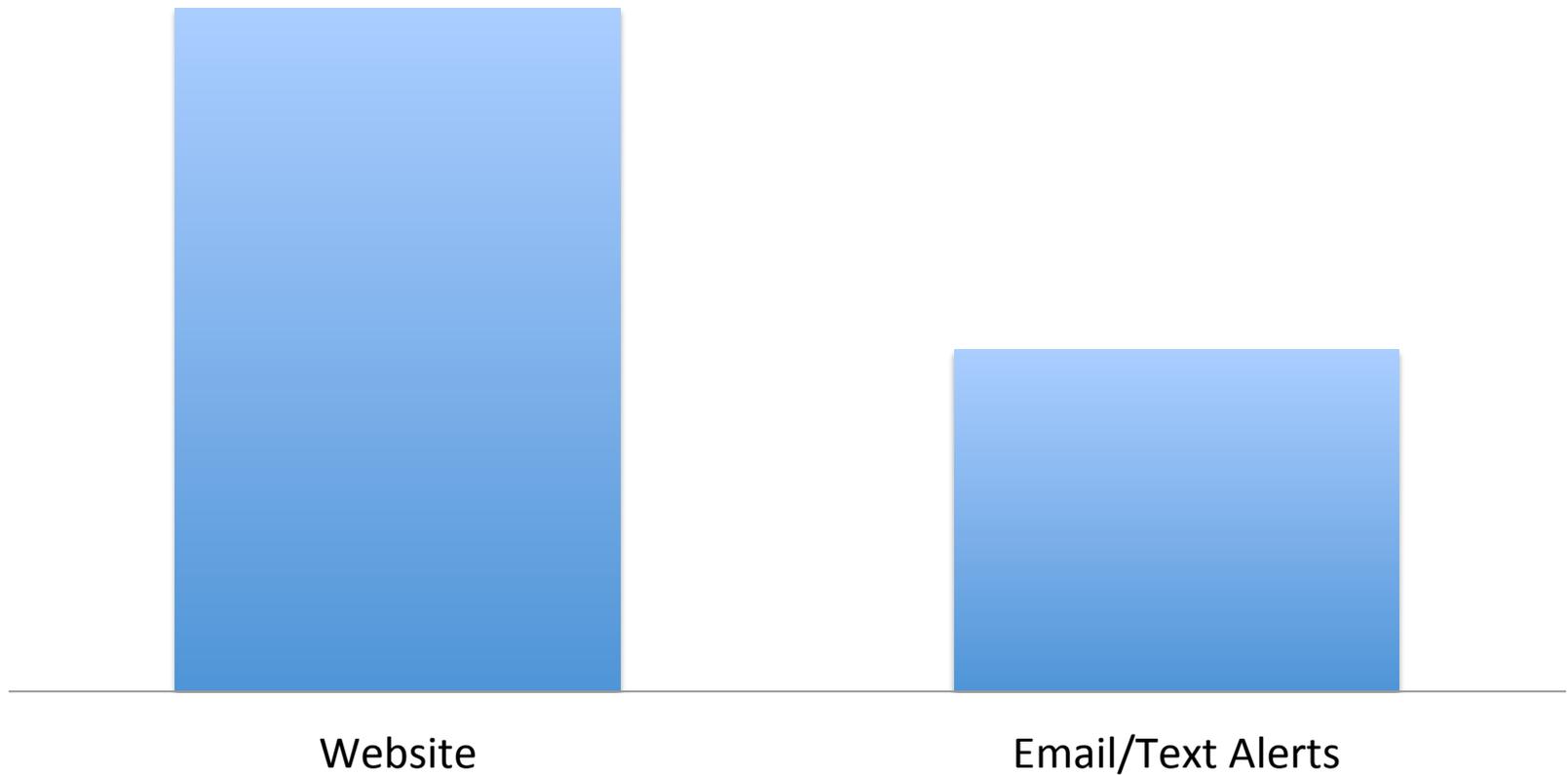
Additional comments about communications



Top 3 in 2011: Website, Good Job, Teacher Communication (needs improvement)

Open-ended summary - Students

Additional comments about our communications efforts



■ 33



[Print Report](#)

District 225
Email Tracking Report
5/16/2013

Comparative Metrics

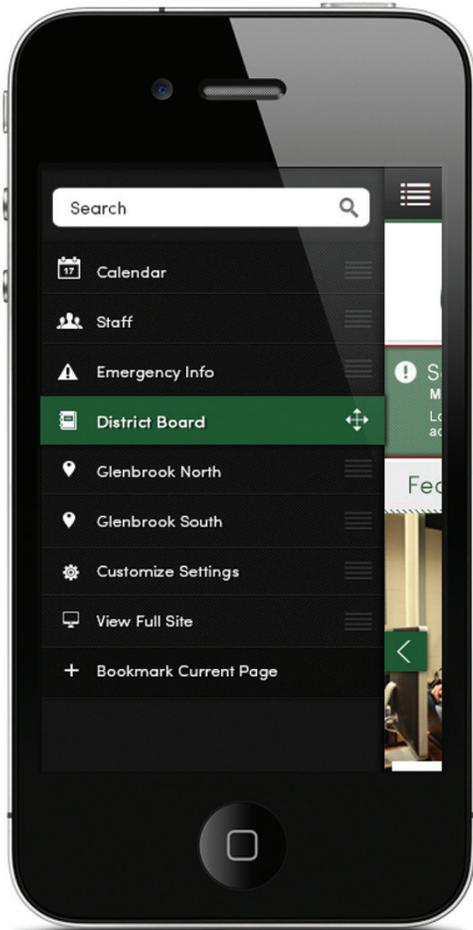
	Sent	Bounces	Opens	Clicks	Forwards
Overall	397946	6.2% (24621)	43.0% (160668)	6.9% (11032)	0.0% (18)
Last 3 months	73640	7.5% (5488)	43.7% (29794)	3.3% (993)	0.0% (1)

Emails

Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
5/15/2013	District 225 Update - May 13	8510	7.4% (630)	1	0.0% (2)	39.6% (3119)	5.4% (167)	0
5/8/2013	District 225 Update - May 6	8505	7.9% (668)	0	0.0% (1)	43.4% (3404)	0.7% (25)	0
5/1/2013	District 225 Update - April 29	8503	7.8% (663)	1	0.0% (2)	44.2% (3463)	0.5% (18)	0
4/30/2013	GBS Connections - May/June 2013	4970	8.3% (414)	3	0.1% (3)	41.1% (1874)	16.4% (308)	0
4/30/2013	GBN Connections - May/June 2013	4330	5.8% (250)	0	0.1% (3)	43.2% (1761)	10.4% (184)	0.1% (1)
4/10/2013	District 225 Update - April 8	8503	7.6% (643)	1	0.0% (2)	49.4% (3884)	1.3% (50)	0
3/22/2013	GBN Connections Correction - PSAE Dates	3908	6.1% (239)	1	0.1% (2)	41.6% (1525)	0	0
3/22/2013	GBS Connections - April 2013	4614	8.8% (407)	2	0.1% (3)	38.9% (1638)	2.9% (47)	0
3/22/2013	GBN Connections - April 2013	3909	6.3% (246)	0	0.0% (1)	42.0% (1538)	6.6% (101)	0
3/20/2013	District 225 Update - March 18	8502	7.5% (636)	1	0.0% (2)	46.5% (3661)	0.9% (33)	0
3/13/2013	District 225 Update - March 11	8508	7.5% (639)	2	0.1% (8)	46.8% (3683)	0.7% (27)	0
3/8/2013	InsideOut - March 2013	878	6.0% (53)	0	0	29.6% (244)	13.5% (33)	0
2/27/2013	District 225 Update - Feb. 25	7382	8.2% (602)	1	0.0% (3)	44.9% (3042)	0.9% (28)	0
2/27/2013	GBS Connections - March 2013	4650	9.5% (441)	1	0.0% (1)	43.3% (1824)	9.9% (180)	0.1% (1)
2/27/2013	GBN Connections - March 2013	3938	6.6% (260)	0	0	46.7% (1717)	7.7% (132)	0
2/13/2013	District 225 Update - Feb. 11	7376	8.0% (592)	1	0.0% (2)	45.0% (3051)	1.5% (46)	0
1/30/2013	District 225 Update - Jan. 30	7370	7.9% (583)	1	0.0% (3)	44.7% (3037)	2.1% (63)	0
1/30/2013	GBN Connections - Feb. 2013	3937	6.6% (261)	0	0.1% (3)	46.5% (1708)	4.4% (75)	0
1/30/2013	GBS Connections - Feb. 2013	4649	9.2% (426)	1	0.1% (3)	44.6% (1885)	6.6% (125)	0
1/16/2013	District 225 Update - Jan. 16	7371	7.7% (568)	6	0.2% (13)	49.2% (3347)	1.1% (37)	0
12/12/2012	draft District 225 Update - Dec. 10	7364	7.7% (566)	2	0.1% (4)	44.5% (3028)	0.9% (28)	0
12/10/2012	GBN Connections - Dec. 12/Jan. 13	822	6.0% (49)	0	0.1% (1)	55.1% (426)	7.3% (31)	0
12/10/2012	GBS Connections - Dec. 2012/Jan. 2013	998	7.6% (76)	* 1 *	0.1% (1)	56.2% (518)	6.2% (32)	0
11/29/2012	GBS Connections - Dec. 2012/Jan. 2013	3939	8.5% (333)	0	0.0% (1)	37.0% (1336)	17.2% (230)	0.1% (2)

11/29/2012	GBN Connections - Dec. 2012/Jan. 2013	3465	7.2% (250)	1	0.1% (3)	36.8% (1183)	17.0% (201)	0
11/26/2012	InsideOut - Nov. 2012	878	6.0% (53)	0	0	33.6% (277)	27.1% (75)	0
11/7/2012	District 225 Update - Nov. 5	7354	7.8% (570)	1	0.1% (4)	40.6% (2756)	9.5% (262)	0
10/30/2012	GBS Connections - Nov. 2012	3935	9.4% (369)	1	0.0% (1)	38.3% (1364)	13.4% (183)	0
10/30/2012	GBN Connections - Nov. 2012	3464	8.3% (287)	1	0.0% (1)	40.6% (1290)	10.9% (141)	0
10/24/2012	District 225 Update - Oct 22	7356	7.7% (565)	0	0.1% (4)	40.9% (2776)	11.0% (306)	0
9/28/2012	GBN Connections - Oct. 2012	3460	5.6% (194)	1	0.1% (2)	41.3% (1349)	6.4% (86)	0.1% (1)
9/28/2012	GBS Connections - Oct. 2012	3931	8.0% (313)	1	0.1% (3)	36.5% (1320)	6.5% (86)	0
9/27/2012	InsideOut - Sept. 2012	879	4.8% (42)	0	0	27.7% (232)	20.7% (48)	0
9/26/2012	District 225 Update - Sept. 24	7352	7.1% (520)	3	0.1% (8)	41.3% (2824)	2.7% (76)	0
9/12/2012	District 225 Update - Sept. 10	7354	7.1% (519)	1	0.1% (7)	42.3% (2894)	1.2% (36)	0.0% (1)
8/29/2012	District 225 Update - August 27	7348	6.4% (471)	4	0.2% (12)	42.3% (2908)	1.4% (42)	0
8/22/2012	GBN Connections - Sept. 2012	3446	5.2% (178)	1	0.1% (3)	47.5% (1551)	10.7% (166)	0.1% (1)
8/22/2012	GBS Connections - Sept. 2012	3917	8.0% (315)	1	0.1% (5)	42.8% (1542)	8.5% (131)	0
8/15/2012	District 225 Update - August 13	6527	6.9% (451)	4	0.2% (13)	44.8% (2722)	16.3% (444)	0
8/1/2012	**CTCT EB District 225 Update - July 30	6514	7.2% (467)	3	0.1% (8)	44.3% (2681)	0.7% (20)	0
7/18/2012	District 225 Update - July 16	6515	7.0% (457)	3	0.1% (6)	43.8% (2656)	1.5% (40)	0
6/13/2012	District 225 Update - June 11	6515	6.8% (443)	5	0.1% (9)	41.1% (2497)	2.1% (53)	0
5/16/2012	District 225 Update - May 14	8036	5.8% (463)	3	0.1% (5)	40.2% (3048)	0.9% (28)	0
5/9/2012	InsideOut - May 2012	849	1.8% (15)	0	0	22.3% (186)	30.6% (57)	0
4/30/2012	GBS Connections - May/June 12	4367	6.7% (291)	1	0.0% (1)	36.0% (1466)	5.9% (87)	0
4/30/2012	GBN Connections - May/June 12	3742	4.4% (164)	0	0	42.8% (1532)	20.1% (308)	0
4/25/2012	District 225 Update - April 23	8041	6.3% (504)	1	0.0% (4)	40.8% (3078)	7.3% (226)	0
4/11/2012	District 225 Update - April 9	8044	5.0% (405)	1	0.0% (3)	42.8% (3270)	18.2% (596)	0
3/23/2012	GBS Connections - April 12	4374	6.5% (284)	3	0.0% (2)	35.0% (1430)	11.6% (166)	0
3/23/2012	GBN Connections - April 12	3747	4.2% (156)	0	0.1% (2)	41.4% (1488)	13.0% (194)	0

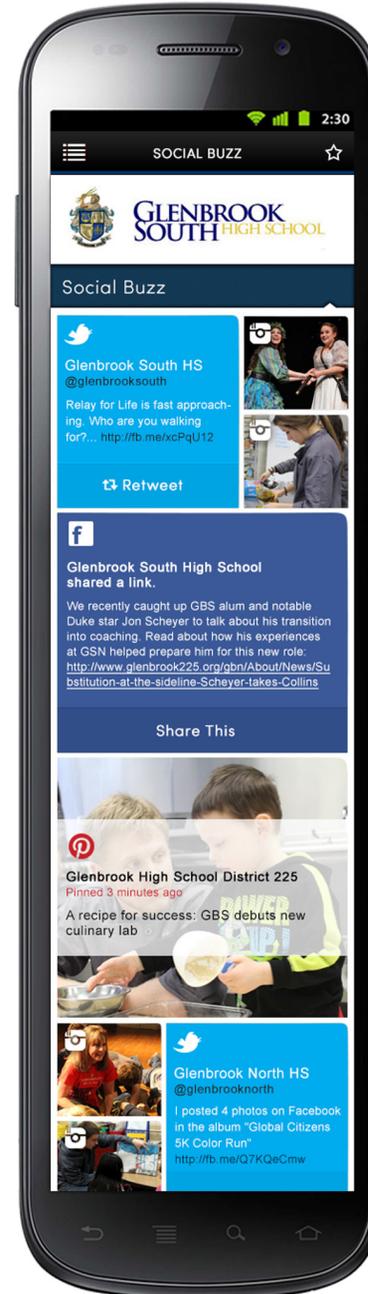
A



B



C



D

