

**District 225 Communications Plan – Quarterly Report
Winter 2012**

Project	Progress
Board PR/Policy	Completed. The Board approved this policy in Sept. 2011
E-newsletters <ul style="list-style-type: none"> • Board/District • Connections • Internal 	Since the district began utilizing the e-newsletter format, we have received more than 8,000 subscribers. This includes parents, students, staff, and community residents. <i>(Please see attached readership data.)</i> Mid-point survey underway.
Social media	The number of people following our schools on Twitter and Facebook has steadily increased since our launch this fall. GBN: Twitter - 302 Facebook – 173 GBS: Twitter - 53 Facebook - 350
Student media	<p>After meeting with each student media group to see how we could collaborate better with the PR office, we implemented the following measures:</p> <ul style="list-style-type: none"> • Feature student work in district publications/website • Allow student media access to our PR news tip line, so we can share stories ideas. • Offering district contacts for stories. • Providing the students real world perspective on how a reporter and PR professional work together. <p>Starting this semester, we also plan to implement consistent press conferences geared directly to students. Some initial topics include turf fields and the new courses. The district would arrange the conference and provide appropriate sources.</p>
Website redesign	<ul style="list-style-type: none"> • Templates have been finalized • Programming is underway • Training and content migration, Spring 2012 • Focus groups are being set for Spring 2012 <p>The hopeful public launch is May 1, however if it isn't ready then, we plan to hold it until September. The site will be running internally prior to the public launch so that staff can build pages and transfer content. (Estimated 1-3 months.)</p>
Crisis Communication	The Superintendent and Principals will meet with the PR staff on Feb. 23 to identify ways of strengthening the communications components of each school's crisis plans. The goal it to incorporate improvements by the spring.
Outstanding goals: 2011-12	<ul style="list-style-type: none"> -Develop key messages -Develop style guidelines <p style="text-align: right;">Reliance on logo/website Reliance on logo/website</p>



Print Report

District 225
Email Tracking Report
1/23/2012

Comparative Metrics

	Sent	Bounces	Opens	Clicks	Forwards
Overall	76944	4.0% (3088)	44.4% (32821)	10.0% (3290)	0.0% (9)
Last 3 months	30549	3.9% (1179)	44.2% (12981)	10.4% (1347)	0.0% (1)

Emails

Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
1/11/2012	District 225 Update - Jan. 9	7675	4.0% (305)	1	0.0% (1)	46.7% (3445)	0.8% (29)	0.0% (1)
12/14/2011	District 225 Update - Dec. 12	7679	4.4% (336)	5	0.1% (6)	43.9% (3227)	1.1% (34)	0
11/30/2011	GBS Connections - Dec/Jan. 12	4118	4.5% (184)	2	0.1% (3)	43.1% (1697)	32.4% (549)	0
11/30/2011	GBN Connections - Dec/Jan. 12	3661	3.2% (118)	1	0.1% (3)	45.0% (1594)	14.6% (233)	0
11/21/2011	InsideOut - Nov. 2011	849	1.5% (13)	0	0	24.3% (203)	25.6% (52)	0
11/16/2011	District 225 Update - Nov. 14	6567	3.4% (223)	1	0.0% (1)	44.4% (2815)	16.0% (450)	0
10/26/2011	District 225 Update - Oct. 24	6247	3.1% (191)	2	0.0% (2)	44.0% (2662)	8.1% (216)	0.0% (1)
10/25/2011	GBN Connections - Nov. 11	3127	3.1% (97)	0	0	42.4% (1285)	12.2% (157)	0
10/25/2011	GBS Connections - Nov. 11	3219	3.0% (95)	1	0.0% (1)	40.8% (1276)	8.5% (108)	0
10/4/2011	InsideOut - Oct. 2011	849	2.6% (22)	0	0	5.7% (47)	31.9% (15)	0
9/28/2011	District 225 Update - Sept. 28	6242	2.8% (176)	1	0.0% (2)	45.1% (2734)	2.9% (78)	0.0% (1)
9/27/2011	GBS Connections - Oct. 11	3212	2.6% (85)	1	0	42.9% (1340)	9.8% (131)	0.1% (1)
9/27/2011	GBN Connections - Oct. 11	3124	3.0% (94)	0	0	48.4% (1467)	11.2% (164)	0
9/14/2011	District 225 Update - Sept. 14	6235	3.3% (204)	3	0.0% (2)	47.3% (2850)	3.1% (89)	0

9/1/2011	InsideOut - Sept. 2011	849	1.2% (10)	0	0	32.7% (274)	48.5% (133)	0
8/24/2011	District 225 Update - Aug. 24	6565	7.7% (503)	2	0.1% (4)	47.2% (2862)	7.7% (221)	0
8/23/2011	GBS Connections - Sept 2011	3430	6.8% (233)	2	0.1% (3)	46.1% (1473)	19.1% (282)	0
8/23/2011	GBN Connections - Sept 2011	3291	6.0% (199)	2	0.2% (6)	50.6% (1565)	22.2% (348)	0.3% (5)
8/5/2011	Jul 18 2011	1	0	0	0	100.0% (1)	0	0
6/28/2011	Staff Newsletter	3	0	0	0	100.0% (3)	0	0
5/9/2011	GBS Connections	1	0	0	0	100.0% (1)	100.0% (1)	0

Key For Table

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Sent	The total emails sent, including bounces.
Bounces	Emails sent, but not received by your contacts.
Bounced percent	Number of bounced emails divided by the number sent.
Spam Reports	Number of complaints received from an email.
Opt-outs	Contacts who unsubscribed from your list.
Opt-out percent	Number of opt-outs divided by the number sent.
Opens	Emails your contacts received and viewed.
Opened percent	Number of opened emails divided by the number of emails delivered (delivered = emails sent minus emails bounced).
Clicks	Contacts who clicked on a link within your email.
Click-through percent	Number of clicks divided by the number opened.
Forwards	Number of times the email was forwarded using the Forward Email to a Friend link.
Forward Email to a Friend percent	Number of forwarded emails divided by the number opened.
Overall	Totals since using Constant Contact.
Last 3 months	Totals for the last three months.

District 225 is committed to enhancing its communication with parents. Please take a few minutes to complete this short survey about CONNECTIONS, our monthly parent e-newsletter. Thank you for your input!

1. Please select the school your child attends.

- Glenbrook North
- Glenbrook South
- Neither, my child is in 8th grade

2. How would you rate the overall job that Glenbrook High School District 225 is doing to communicate with parents.

- Excellent
- Good
- Only fair
- Poor

3. Is the amount of information you receive directly from the district/school generally:

- Too much
- About right
- Too little

4. Please answer the following questions by selecting the rating that best describes your feelings about CONNECTIONS, the parent e-newsletter:

	Excellent	Above Average	Average	Below Average	Poor	Not sure/No opinion
Content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Length	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Writing style	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timeliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usefulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. This year, the schools started sending CONNECTIONS via email only. Please rate your level of satisfaction with this delivery method:

	Extremely satisfied	Satisfied	Indifferent/No Opinion	Dissatisfied	Extremely dissatisfied
Delivery Method	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. How often do you read CONNECTIONS on a mobile device?

- Always
- Sometimes
- Never

7. What is the single most important item included in the CONNECTIONS newsletter?

- Calendar of Events
- Information about upcoming events
- Features about students and staff accomplishments
- Changes to current policies or school procedures
- News from community organizations (Outside of the school)

8. What do you like most about CONNECTIONS?

9. What improvements would you suggest for CONNECTIONS?

10. Additional comments: