



**SCHOOL BOARD UPDATE:  
COMMUNICATIONS UPDATE**  
Craig Degginger, Director of Communications

# Communication Strategies by Community Group

## Families:

- School-based communications, including weekly Smore newsletters
- Friday Family Message
- Website
- Facebook/Instagram @stanwoodcamanosd
- Twitter @scsd\_401
- Video
- School Messenger, including phone, emails and adding text messaging
- Working toward proactive communication with appropriate amount of detail

## Community Members:

- Key Communicators
- Website
- Facebook/Instagram
- Twitter
- Friday Family Message to Key Communicators
- SC News and Crab Cracker
- Video
- Board Briefing
- Working toward proactive communication with appropriate amount of detail

# Communication Strategies by Community Group

## Patron Community Members:

- Differentiate communications (intentional paper communications)
- Mailers in addition to posting information on website
- Mailing Board Briefing (quarterly summary)
- Patron Tours

## Levy Information:

- School Visits
- Community Visits
- Levy information flier being mailed to community 12/7

# Current Communication Priorities

## Coherence:

- Develop coherence between district and school communications
- Develop coherence for community communication
- Establish minimum requirements for website and newsletter communications by schools to families

## Modernization:

- Updating Website
- Updated District Logo
- Develop slide presentation templates
- Effectively use social media

# Current Communication Priorities

## Community Reporting to Families and Students:

- Friday Family Messages
- District Quarterly Report (Q2 and Q4 this year)
- Moving forward, annual report and quarterly report
- Board Briefings after each board meeting
- District Strategic Planning promotion for purposes of:
  - Participation
  - Feedback
  - Next Steps and Promotion of DSP
- Working toward proactive communication with appropriate amount of detail

# Questions?