





Communications Overview

Two-Way Communications, Website Upgrade, and Social Media Success

- **Reach from January to June:**

- Facebook up by 311%
- Instagram by 253.3%
- X/Twitter impressions by 353%, moving from 217 impressions to >80,000/day

- **January to June:**

- Facebook followers  by 43.6% (~3100 followers)
- Instagram followers  by 785.4%
- X/Twitter followers from 1100 to >1600

Social Media Success - More to Come

Two-Way Communications - Thought Exchange

Ask open-ended and survey questions to the community, get the answers, use the information to understand and make change.

- **Near real-time, two-way communication between the district, the community, subsets of the community, and/or staff**
 - **Comment**
 - **Like/Dislike**
 - **Rate**
- **Data overview and analysis for each question/survey/topic**

Coming in September 2023



Two-Way Communications - Thought Exchange

ThoughtExchange

- Welcome
- Share thoughts
- Rate thoughts
- View results
- Complete

SHARE

Steve Kux asks

What are some ways that leaders can communicate effectively about changes within an organization?

Share your first thought here 150

Say why it's important here 150

Submit your thought

press enter

no thoughts to share?

Skip sharing


press esc


RATE THOUGHTS


Rate these thoughts shared by you and other people


Involve team members in crafting the change.


Give the people impacted a chance to provide input.



press 1



press 2

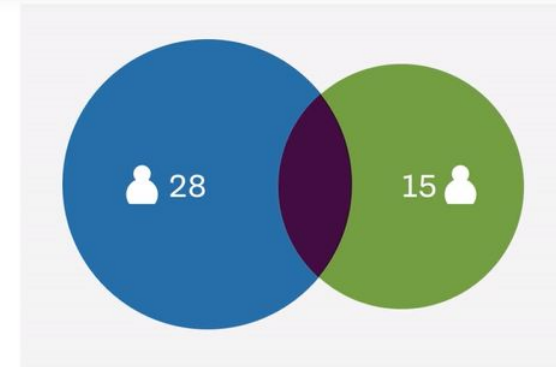

press 3


press 4


press 5


1 star if you strongly disagree with this thought


5 stars if you strongly agree with this thought



Side A

We are seeing solid success in remote selling. Keep the focus on these methods and don't get distracted by face to face. it is better for reps and is just as successful as meeting in person.

Side A/B Common (high)

Selling complex deals remotely requires sales assets to get in front of the right buyers. Let's get stronger on this and keep the efficiencies that remote selling provides.

Side B

Concerned we will continue to prioritize remote selling. Relationship is important to selling and easier to build in person.

★ 1.2 ★ 4.7

studies, customer

Entire states are open. We won't be



Website Upgrade - Information Access

Professional, Useful End-User Website

- Current design worked well 8 to 10 years ago
 - Time to Clean the Closet
- New website will be:
 - consistent across schools - same information in same spot
 - updated to a fresh, professional look that reflects our brand: “A Tradition of Excellence”
 - ADA-Compliant
 - cleaner

Easy-to-Use Editor

- Current editor is difficult for the average user
- New editor is:
 - easy to use
 - true WYSIWYG
 - allows for posts to website, communications platform, and social media all from one place at one time



Our Vision

The screenshot shows the top section of the Ramsey School District website. At the top right, there are links for 'Parent Portal', 'Student Portal', and 'Staff Portal'. The main header features the Ramsey School District logo on the left, which includes a ram's head and the text 'RAMSEY SCHOOL DISTRICT' and 'Achieving Excellence One Student at a Time'. To the right of the logo are navigation links for 'SCHOOLS', 'DISTRICT', and 'TRANSLATE'. Below the header is a large hero image of a smiling teacher interacting with a young girl in a classroom. At the bottom of the hero image is a yellow bar with six circular icons representing different school services.

The screenshot shows the top section of the Washington Township Schools website. At the top right, there is a 'GMAIL LOGIN' link. The main header features the Washington Township Schools logo on the left, which includes a lightbulb icon and the text 'Washington Township Schools' and 'A Community of 21st-Century Learners'. To the right of the logo are navigation links for 'MENU', 'CALENDAR', 'SCHOOLS', and 'TRANSLATE'. Below the header is a large hero image of an aerial view of a brick school building with 'FLOCKTOWN ROAD SCHOOL' written on the side. A blue banner at the bottom of the hero image reads 'Welcome to Washington Township Schools!'.

The screenshot shows the top section of the Rockaway Township School District website. At the top right, there are links for 'MENU', 'SCHOOLS', 'TRANSLATE', and a search icon. The main header features the Rockaway Township School District logo on the left, which includes a green circular emblem and the text 'Rockaway Township School District' and 'We Are Better Together'. Below the header is a large hero image of an aerial view of a school building surrounded by trees and a road.





Thank You