



WOODLAND
Public Schools
Educating for Excellence

Communications Report Card 2019

A Summary of Strategic Communications for the 2018-19 School Year

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Woodland Schools Weekly

What:

Each week, the district releases a feature story about newsworthy topics and events happening in Woodland Public Schools.

These stories are released to the Woodland Schools Weekly email list; posted to the district's websites; posted to Facebook, Twitter and the website Live Feed; released to the media; and sent to the Woodland Public Schools staff.

Why:

Woodland Schools Weekly feature stories enhance transparency by providing the district with an avenue to release information about academic success, curriculum changes, partnerships, program needs, and other important school news to both the community and to the news media.

When:

Weekly, except for school holidays (Approximately 30-40 stories per school year).

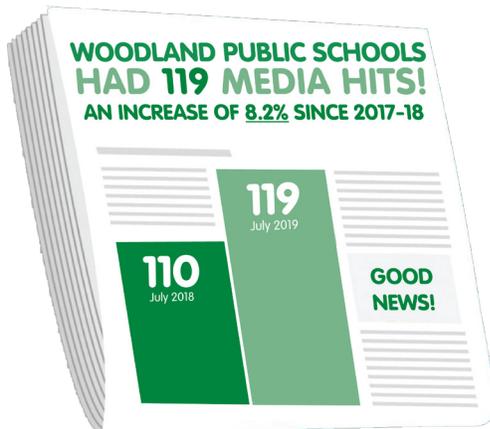
Trends:

Each weekly feature story received coverage in an average of 3.31 different media outlets, an increase of 17.37% over 2017-18. The district also received 119 media hits, an all-time record since tracking started in 2015-16.

Why is media coverage important to a school district?

The local news media - including newspapers, television news, and radio stations - have column inches and hours of airtime to fill. By sending news stories, the district receives free coverage without the cost of printing or buying ad time:

- **More affordable.** School districts can't afford to send printed media on a weekly basis, however printed media offers a great way to ensure the district reaches its entire constituency. By receiving free coverage in the media, the district communicates with the community without paying printing or postage costs.
- **More prominence.** When a district applies for grants or government assistance, being notable and recognizable is often a key part of the application. Companies are more likely to support district if they know they may receive media coverage of their generous contributions.
- **More credibility.** Even though the local media often runs provided stories exactly as written, readers hold greater credibility in something they read, hear, or see in the news media because the media performs independent research for their stories.



	2018-19	2017-18	2016-17	2015-16
Total Stories	36	39	39	36
Media Hits	119	110	91	116
Hits per Story	3.31	2.82	2.33	3.22

Facebook

What:

The district’s Facebook page offers the district a way to post stories, photographs, links and other shorter news events on a regular basis. Stories posted to Facebook typically aren’t long enough to suit a Woodland Schools Weekly, but still offer exciting news to the community.

In addition, the district uses Facebook to disseminate information about school closures, delays and other critical updates.

Why:

Studies show that many community members receive the majority of their news and information from social networks, Facebook, in particular. Using Facebook, community members can share district posts to their own wall thereby increasing the message’s reach, and can also reach out to ask questions using the Facebook Messaging feature, offering another method for community members to reach out to the district.

When:

Posts are made whenever suitable news is available, however frequency is limited to one (1) post per day whenever possible to avoid being too noisy which may cause users to unfollow the district’s account.

Trends:

The district made 211 posts during the 2018-19 school year with an average of 20 likes per post. These posts reached a total of 210,071 users earning a total of 3,414 likes and 913 shares.



	2018-19	2017-18	2016-17	2015-16
Number of Posts	211	170	204	180
Likes per Post	20.20	17.38	17.43	13.66

Twitter and Website Live Feed

What:

Twitter and the district website's Live Feed both limit content to 280-characters per post.

The district continues to see growing participation in Twitter and although statistics are not available for the website's Live Feed, community members and parents have reported appreciating the content released via this method on the website.

Since both Twitter and Live Feed messages are the same length, time investment to post to both areas is minimal.

Why:

Similar to Facebook, Twitter provides another way for the district to engage in two-way communication with the community. Community members can "tweet" questions or even send direct messages to the district.

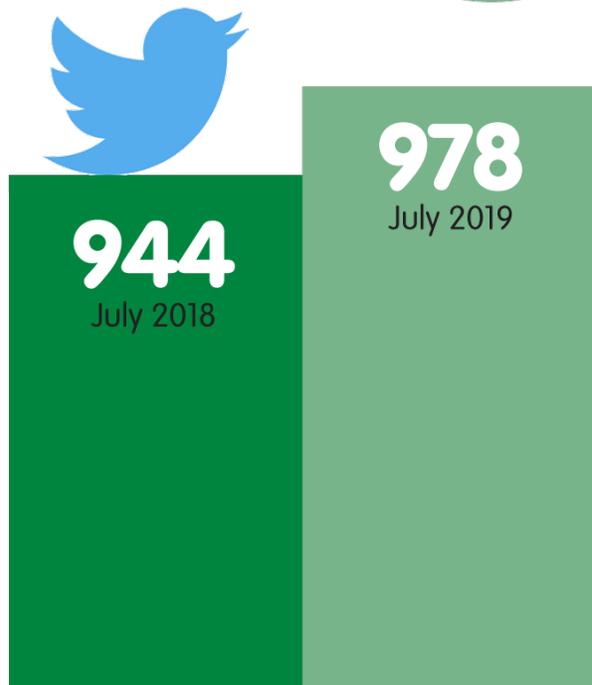
When:

The district tries to limit the number of tweets to no more than 1-2 per day as Twitter fans may stop following the district's social networking accounts if they feel they cause too much "noise" on their feed i.e. too many messages from the same source showing up on the feed or wall.

Trends:

The district tweeted 143 times during 2018-19 and increased its following by 34 users, a 3.6% increase over 2018-19.

THE NUMBER OF PEOPLE FOLLOWING @WOODLANDPS TWITTER ACCOUNT INCREASED 3.6%



	2018-19	2017-18	2016-17	2015-16
Number of Posts	143	145	182	146

Communication Projects

Woodland Schools Weekly Features

- ASB Cards for all WHS Students
- Back-to-School Bash 2018
- Book Buddies Program at WIS
- Career • Life • College results from 2017-18
- CHOICES program at WMS
- CTE Job Fair with Port of Woodland
- District Growth & School Reconfiguration
- Dual Language Immersion at WPS
- Eighth grader bakes cookies for Special Ed.
- Explorience program at WPS
- FCRC receives grants for Back-to-School Bash
- Financial Literacy Class at WMS
- Fine Dining Event at WIS
- Floriculture places 8th Nationally - WHS
- Government students (WHS) attend debate
- Horticulture Class at WMS
- Importance of Attendance
- March Madness Debates at WHS
- Mike Woodward retires from coaching - WHS
- Music Major for a Day - WHS
- PIT curriculum and outreach
- Police Help Teach Government Class at WHS
- School Board Recognition
- SkillsUSA Champions at WHS
- State Recognized School Award for WMS
- Student health screenings offered for free
- Student Spotlight - Luke Cook (TEAM)
- Summer Professional Development
- Teaching to Appreciate Diversity
- Three students score Math SAT 800 at WHS
- WHS Commencement 2019
- Yale School Overview and History

Crisis Communications Management

- WHS Student runs into school bus - Sept 2018
- Measles Outbreak - Jan 2019
- Yale School Lockout - Feb 2019
- Momo Challenge Warning - Feb 2019
- Traffic Accident 2-Hour Bus Delay - Mar 2019
- Woodland, California HS Lockdown - May 2019

Projects as Assigned

- Apptegy Project Lead - Training & Management
- ASB Card Info Campaign
- Attendance Importance Postcard
- Back to School Bash 2018
- Career & Technical Education PR Campaign
- Communications Audit 2018
- Digital Citizenship Week
- Elementary Reconfiguration Campaign
- Funding Formula PR Campaign
- KWRL Bus Registration Campaign
- KWRL Video Voiceover
- Letterhead Design - District & Schools
- Media Coverage Recordkeeping
- New Teacher Welcome Materials
- Robocalls - Copy, Recording & Release
- One Message, All Schools Project Lead
- Safety Corner - Drills & Updates
- Social Media Management & Recordkeeping
- Staff Member Business Card Designs
- Website Content Management
- Woodland Days Career Fair
- WHS Trust Fund - \$50K-for-20 Program
- WSD in the News - Weekly Staff Newsletter



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