

School Communications Audit

Summer 2022

INTRODUCTION: In order to begin creating a district-wide school communications plan, Communications Manager Eric Jacobson performed an audit of school-level communications during the summer of 2022.

The audit focused primarily on each school's website, Google Calendar, and newsletters to identify strengths and weaknesses for school communications throughout Woodland Public Schools.

The goal of a district-wide plan is to ensure parents, families, and community members experience consistent communications regardless of which school(s) their student(s) attend.

Google Calendar on Websites

When a website visitor goes to the district calendar (<https://www.woodlandschools.org/page/63/>), every school event including performances, after-school events, important dates – EVERY school event should be viewable at the district level.

Visitors have the ability to select (and unselect) different schools so they can customize the Google Calendar to show them only what they need to know, but, currently, the district calendar is sparse.

It is quite apparent there is no system in place to ensure that each school's controlling representative posts all upcoming school events to the district-level calendar.

School Calendar Audits (2021-22 School Year)

Audits of each school's calendar were performed by starting at [the district-level calendar](#) and selecting each individual school's calendar, then going through the entirety of the 2021-22 school year to review the events posted for that individual calendar.

Columbia Elementary School

I did see events for CES, however entire months (April 2022, for example) were completely blank. Additionally, months with events had less than five (5) posted events. If there weren't more events than five happening, the minimal events would be fine, of course. However, I'm skeptical that there were only 2-3 events for the entire school in an average month.

North Fork Elementary School

NFES had many events posted, however, many events appeared specific to staff but were pushed to the public calendar. For example, many months had daily club meetings posted (such as Art Club, Chess Club, Lego Club, etc.).

If seeing these meeting dates would be beneficial to families and students, then I would advise to continue posting them, however, if students who participate already know when the club is meeting, perhaps limit the calendar postings to days where there is a significant presentation or competition, not just regular meetings.

Yale Elementary School

The most recent event was a Spirit Day on Friday, December 17, 2021. There were no events posted for Yale from December 18, 2021 through the end of the 2022 school year.

Woodland Middle School – Main Calendar

There were absolutely no events posted on the main WMS calendar for the entire 2021-22 school year (*unless the events had been cleared out of the system after the end of the school year*). **NOTE:** It was later discovered that staff had been fully populating a calendar that was not viewable to the public. This issue has been rectified.

Woodland Middle School – Athletics Calendar

The Boys 7th/8th Basketball events and Coed 7th/8th Track events were posted. However, there were no other events posted for 2021-22 so if other athletic teams should have been posted, they were not available.

Woodland High School – Main Calendar

Significant events such as WHS Prom or the HSBP Graduation Deadline were posted, but the calendar seemed sparse.

Additionally, there were student/staff-specific events such as a recurring “TEAM & Running Start Senior Stuff” which may or may not have been beneficial outside of staff. This event, specifically, cluttered the calendar and may have made it difficult for community members to find what they wanted (*particularly if the calendar had featured all of the events going on at the school*).

Woodland High School – Athletics Calendar

The WHS Athletics Calendar appeared robust and fully populated. It appears every relevant WHS athletic event was accounted for on the calendar for the 2021-22 school year.

TEAM High School

There were absolutely no events for TEAM for the entire 2021-22 school year. I’m not sure if there are relevant events that should be posted or if TEAM is self-contained, but I wanted to point this out.

Lewis River Academy

LRA had one event posted for all of the 2021-22 school year: Picture Day on October 1, 2021. Like I said for TEAM, I’m not sure if the minimal number of events is intentional by design, but I wanted to spotlight the missing events.

Newsletter Audits

For each school, I referred to the school's website to find any available newsletters and then reviewed the past 2-3 issues to see consistency. Unfortunately, none of the elementary schools had any newsletters posted (*more detail below*).

Elementary Schools

None of the elementary schools (CES, NFES, Yale) had school newsletters posted to their websites.

NFES does have a page for newsletters (<https://www.woodlandschools.org/page/155>), however, there were no newsletters currently posted – just a message saying “Newsletters will be posted soon.”

Woodland Middle School

On its website, WMS had every single newsletter for the entire 2021-22 school year in both English and Spanish as well as a Summer Edition 2022 (<https://www.woodlandschools.org/page/164>).

The Summer Edition 2022 was **spectacular** and included the following important key sections (*I was very impressed by this newsletter's content and quality*):

- Upcoming events including the First Day of School, School Board Meetings, the school office opening date, and more.
- Individual supply lists for the 2022-23 school year for each grade level.
- Summer Meal Program information.
- A full-page spread about the upcoming Back to School Bash in August.
- Fall Sports registration information including when sports start and contact information for current coaches of each sport.
- A feature blurb about WMS Lunch and Lockers saying the date and time had not been determined, but very importantly letting families know to expect a mailing mid-August.

Woodland High School

On its website, WHS had every single newsletter for the entire 2021-22 school year in both English and Spanish.

WHS's most recent newsletter, June 2022, did include information about the upcoming Back to School Bash in August, the Summer Meal Program, and Youth Summer Camp opportunities, however there was no information about the 2022-23 school year.

The newsletter served as a capping of the end of the 2021-22 school year, instead.

Useful information to include (*also see: the [WMS Summer Edition](#)*):

- Upcoming events including first day of school and WHS office reopening date
- Athletics registration information
- Important information for Freshmen and new high school students including orientation event dates and times, supply lists (if applicable), how to register, etc.

TEAM/LRA/PIT

None of the specialized programs had any newsletters or reference to newsletters on their websites.