

PROGRAM EVALUATION



Communications Department



314-446-1707



info@mrhschools.net

OCTOBER 19, 2023

Personnel:

Ed Rich, Director of Communications

Lizzy Martinez, Digital Marketing & Media Specialist

FY24 Budget:

\$226,930 (5.4% increase from FY23; A/V equipment)

Platforms:

Website

5 X (formerly Twitter) accounts

Mobile app

SchoolMessenger (SMS, email, phone)

7 Facebook pages

Instagram

5 Constant Contact accounts



SOCIAL MEDIA GROWTH

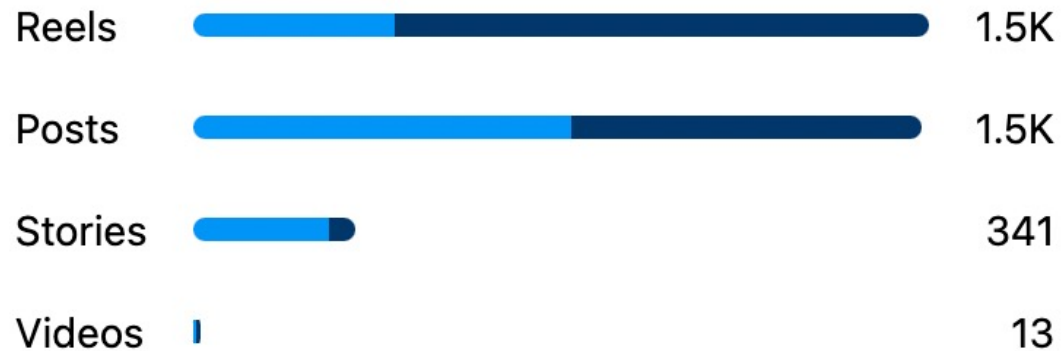


FOLLOWERS
550

FOLLOWING
307

By content type

All Followers Non-followers



● Followers ● Non-followers

Most active times

M Tu W Th F Sa Su





● Followers

SOCIAL MEDIA: Is Facebook still a thing???

Page Overview

Followers: 2,552

Last 28 days


 Post reach 

6,134



(The number of people who saw any of our posts at least once.)





 Post Engagement 

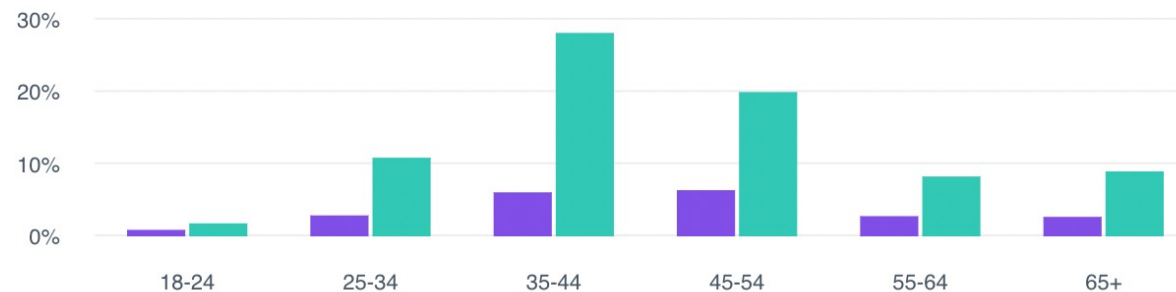
2,520

 New Page likes 

3

Age and Gender

 Men 21.80%
 Women 78.20%





2023-2024 Communications Goals:

Family and community engagement

Crisis management

Media relations

Family and Community Engagement Strategy #1: Superintendent Outreach

Community Conversations with MRH Administrators

- Formerly Snack With the Supe
- Expanded to include Central Office Admin
- Held monthly

Regular video messages to families and staff

- Back to school welcome
- Fall break
- Winter break
- Spring break
- End of year
- Others as necessary

Civic event presence

- Municipal councils
- Chamber of Commerce meetings & sponsored events
- Neighborhood gatherings re: Night Out

Revamped Facebook page



Dr. Bonita Jamison, MRH School District Superintendent
99 likes · 137 followers



Family and Community Engagement Strategy #2: Adapt Communications Survey Feedback

- ❑ Principals' newsletters standardized/consolidated/synced
 - Personal messages
 - Tables of contents
 - Metaphors
- ❑ Emphasis on high-interest content (curriculum/educational program options, safety initiatives)
- ❑ Office admin assistants trained on functions/best practices of SchoolMessenger (robocalls, SMS)

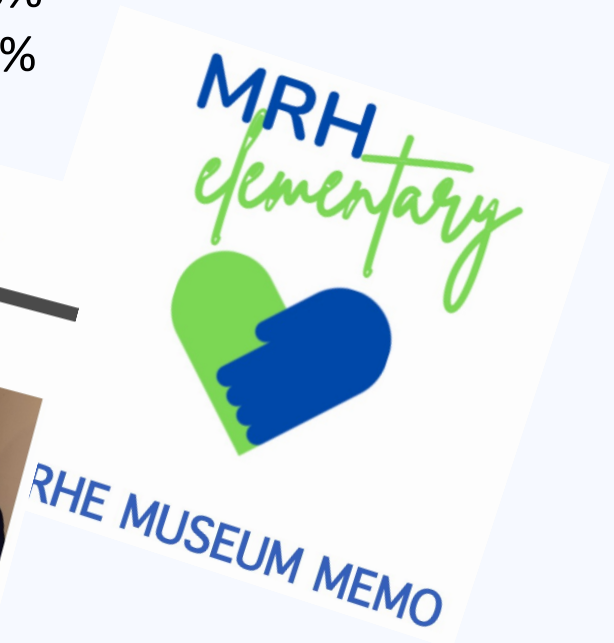
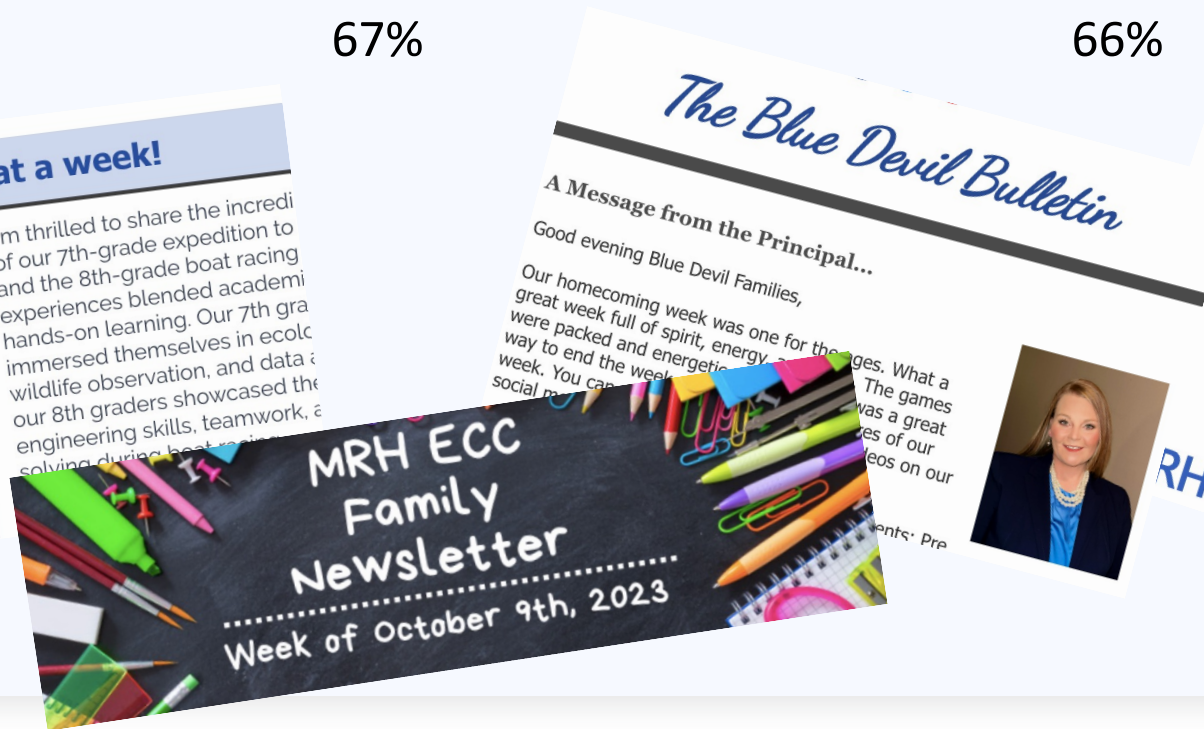
MRH PRINCIPALS' WEEKLY NEWSLETTER ANALYTICS



OCTOBER 8, 2023 OPEN RATE

OCTOBER 10, 2022 OPEN RATE

Early Childhood Center	78%	72%
Elementary School	71%	64%
Middle School	69%	76%
High School	67%	66%



WEEKLY DISTRICT NEWSLETTER ANALYTICS

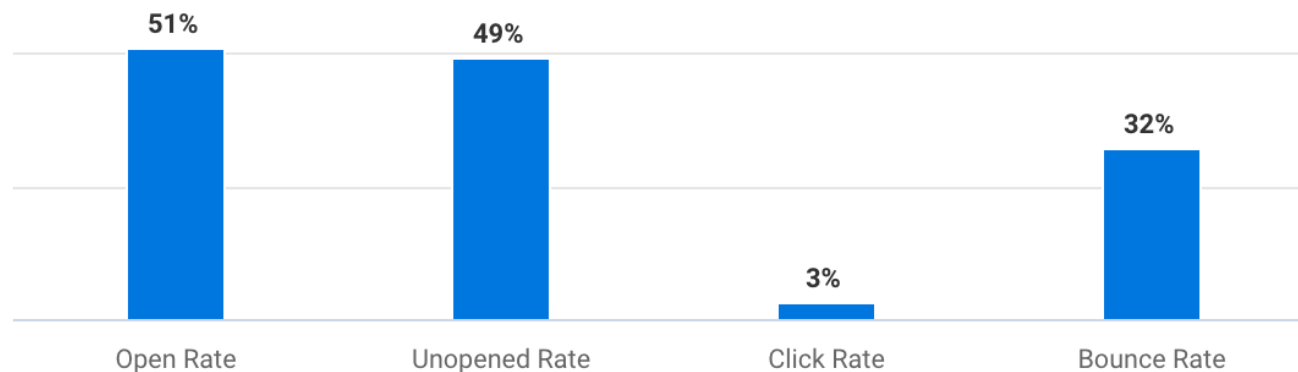


TOTAL SUBSCRIBERS: **4,200** (*MRH employees, families, community members, alumni*)

MOST ENGAGED: **1,176** (28%; *subscribers who regularly open/click*)

LEAST ENGAGED: **897** (21%; *subscribers who rarely open/click*)

From 10/13/22 through 10/13/23,
“*What’s Happening at MRH*” had
237,000+ “sends”:



The open rate represents a 3% increase from the previous 12-month period.

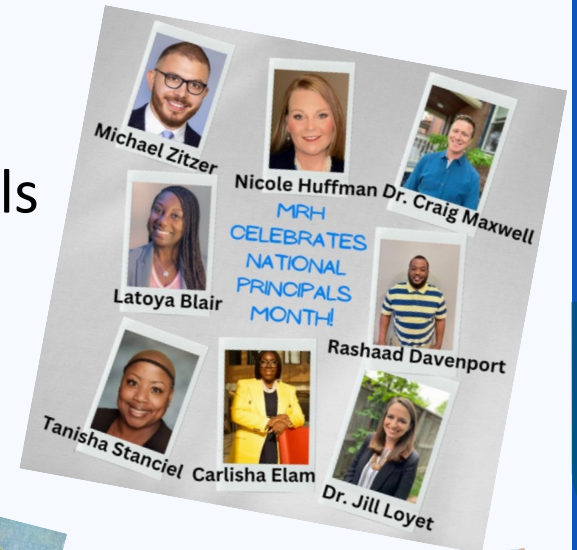
The open rate is 12% higher than the average for C.C. school newsletters.

68% of subscribers are “bouncing” from the newsletter to the MRH website and viewing multiple pages; that’s better than the industry average of 60%.



Family and Community Engagement Strategy #3: Highlighting Our People

- ❑ Spotlight on student achievements/activities at ALL schools
- ❑ Showcasing/celebrating MRH staff members
- ❑ Enhanced content-sharing with Special School District



CRISIS MANAGEMENT

Enhanced “Safety Snapshot” page of MRH website features:

- MRH Safety Committee charge
- Parent presentation re: overall Safety Plan/Strategos partnership
- Emergency communications protocols (internal & external)

Messaging template archive

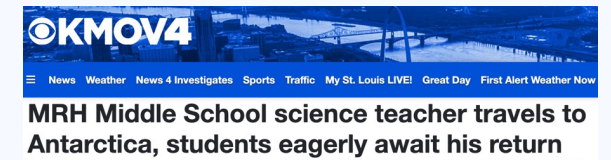
- Lockdowns
- Weapons
- Proximal threats
- Social media
- Health crises

Standpoint Public Affairs

- Critical incident worksheets: assessing severity and scope
- “Holding” statements for media
- Marshaling resources
- Risk management/perceptions (voluntary vs. imposed, acceptable vs. unacceptable)

MEDIA RELATIONS

- ❑ Build productive relationships with reporters
- ❑ Ensure news outlets are monitoring MRH socials/newsletters
- ❑ Facilitate quick access for newsgatherers



2024-2025 COMMUNICATIONS GOALS

- ❑ Strong family relationships/involvement in decision making
- ❑ Clear, *consistent* communications to stakeholders
- ❑ Expanded, meaningful community engagement

2024-2025 COMMUNICATIONS GOALS: APPLYING STRATEGIES

2-way communication: eliminating barriers that hinder full participation

- Emphasizing feedback channels via website and newsletters
- Community-wide mailer newsletter: reaching the constituency outside the bounds of existing platforms

Strategic partnerships: creating new ones, refreshing others

- Masonry Institute
- Schlafly
- Infantile Industries (MRH family-run apparel vendor)
- Sunnen Products
- CNB STL
- Ads/sponsorships program

Family engagement

- Create opportunities for family involvement (i.e. Back to School fair)
- Encourage participation in District governance (i.e. Strategic Plan Committee, BOE student liaisons)



COMMUNICATIONS

PROFESSIONAL DEVELOPMENT

Monthly MOSPRA meetings

- Direct interaction with school PR officers
- Resource-sharing
- Daily “GroupMe” check-ins
- Legislative updates

Year-round NSPRA PD webinars

- Daily “Open Forum Digest” for members
- Frequent PD webinars
 - Family engagement
 - Social media best practices
 - Story-telling tips



NEXT STEPS

Re-issue family communications survey to assess our response measures

- Add questions about the survey process itself: what are survey hindrances?
- Create a “backpack” survey notice to facilitate response rate

Sharper focus on engagement opportunities/events

Expanded use of vendors for promotional materials

- Program brochures
- High-profile videos

Awareness campaign for “Board Briefs” feature and BOE happenings

- Directed messages prior to monthly meetings – active>passive
- Social media “event” tools which notify users

Solicit subjects for story-telling profiles

- Allow people to tell their own story
- Elevate student voices

Superintendent podcast



Questions? Clarifications?



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