Objective 3B: End of Year Report - Communications Plan
Objective 3C: End of Year Report – Social Media Outreach
Objective 3D: Update on redesigned publications.
Objective 3F: Effectiveness - Ambassadors Program.
Objective 3B
Communications Plan

Sub-Goal 1: Improve internal/external communication.

Sub-Goal 2: Continue emphasis on reporting student achievement

Sub-Goal 3: Information Concerning 2014 Replacement Levies

Sub-Goal 4: Maintain Consistency with District Publications

Sub-Goal 5: Conduct Audit.
Expand of social media heightens external communications

Monthly meetings with Superintendent to map out communications strategies

Adhere to a calendar of district events and have seen a marked increase in people contacting me about obtaining coverage for their events.

Strategic Planning Forum put a public face on our Communications program.

Monthly meetings with community PIOs

Ambassadors Program opened new doors for stakeholders.
Diverse article stack covering various subjects, schools, and events. Diversified the presentation a bit with implementation of Twitter and Instagram, as well as publishing photo albums to document events in a new and different way.

Articles have started being picked up again by local newspapers and just recently, the WSSDA Our Kids, Our Future newsletter ran our feature on our 10 Valedictorians and Salutatorians.

Increase in notifications of events, results, etc. from staff, coaches, administrators, etc.
The 2014 Levy was a rousing success.

Branding has stayed consistent with district publications. Crafting documents for other departments maintains consistent look and feel with color scheme, graphics, and imaging.

Newsletters from district level retain a distinct look and Constant Contact messages have a consistent subject line.

Systemic, but not oversaturated use of Constant Contact makes our emails worth paying attention to.
Audit was conducted in the Fall of 2014, with numerous community and internal participants.

Leanna Albrecht came and presented on her results in April 2015 and gave the program an “A”.

Offered Short-Term to Mid-Term, Mid-Term to Long-Term, and Long-Term recommendations going forward. Some of these recommendations are already in the process of being implemented.

GOING FORWARD WITH A NEW COMMUNICATIONS PLAN

A new iteration of the Communications Plan will be drafted for 2016-2019, incorporating Strategic Planning recommendations and audit recommendations for eventual Board approval by no later than March 2016.
Branding has stayed consistent with district publications. Crafting documents for other departments maintains consistent look and feel with color scheme, graphics, and imaging.

Newsletters from district level retain a distinct look and Constant Contact messages have a consistent subject line.

Systemic, but not oversaturated use of Constant Contact makes our emails worth paying attention to.
OBJECTIVE 3F: EFFECTIVENESS OF THE AMBASSADORS PROGRAM.

- From implementation to execution, the program was a strong success.
- Other school districts have been inquisitive as to what it entails.
- We succeeded in peeling back the curtain on the daily operations of the Riverview School District, which not only was unprecedented, but adheres to the transparency that our Superintendent believes in.
- A total of 17 different individuals participated, with 9 completing the program and earning certification as Ambassadors.
- We had several Ambassadors take part in April’s Strategic Planning Forum.
- We can celebrate our first Ambassador becoming a School Board Director.
- We received great feedback with near unanimous positive comments from attendees.
- Feedback is archived and will be revisited as we find ways to implement our first crop of Ambassadors in the coming year, and work towards expanding and tweaking the program in 2016-2017 in its second iteration.
Objective 3C: SOCIAL MEDIA OUTREACH

- 227 Tweets since September 2014, including RTs and cross-pollinated FB postings.
- 165 Followers
- Our top tweet (Adam Davenport article) saw 137 impressions on Twitter, defined as the number of times people saw the tweet.
- 98% of our followers are from the United States
- 89% of our followers reside in Washington.
- 50% are male and 50% are female.
- Our followers:
  - 61% use Twitter to follow comedy, movies, and television
  - 53% use Twitter to follow business and news.
  - 52% use Twitter to follow politics and current events
  - 49% use Twitter to follow tech news.
Objective 3C: Instagram

- 26 posts since launch in January 2015.
- 73 Followers since January 2015.
- This is the social media focus for the fall, as the addition of HootSuite should immediately enhance multi-platform social media sharing and make Instagram much easier to use.
- As an app first, images must be routed through a smartphone, somewhat limiting the efficiency of growing the presence.
OBJECTIVE 3C: SOCIAL MEDIA OUTREACH

- 154 Posts made on our Facebook page over the course of the school year.
- 55 articles are currently up on the RSD website, with 5 on the front page.
- Articles are shared through three Facebook groups.
- We ended last year with 562 LIKEs. We end 2015 with... 1,073 LIKEs!
- Our articles online receive the potential of 8,749 impressions each time an article is posted and shared.
  - 1,073 LIKEs – RSD
  - 1,352 members in Positively Duvall/Carnation
  - 2,967 members in Duvall, WA
  - 3,357 members in Carnation, WA
OBJECTIVE 3C: SOCIAL MEDIA OUTREACH

Breaking down the 1,073 LIKES:

- 80.1% are female; 19.9% are male
- 37% of all likes are age 35-44
- 27% of all likes are age 45-54
- Slightly more than 12% are 55-older
- 502 list Duvall as their home
- 220 list Carnation as their home
- 8 different states (Arizona, California, Minnesota, New Mexico, New Jersey, Utah, Washington, Wisconsin)
- 1 like each from Brazil, Costa Rica, Mexico, and Poland
Top 5 Most Viewed Facebook Posts Of 2014-2015

#5
Cherry Valley Elementary continues a tradition of hosting the Literary High Tea. And this year, a special guest joined the festivities...
Top 5 Most Viewed Facebook Posts Of 2014-2015

#4
Adam Davenport has had quite the spring. He was just named the 2015 Cascade Conference Baseball Player of the Year, earned Male Athlete of the Year honors from the Snoqualmie Valley Sports Journal, and was one of six finalists for the Everett Herald 2015 Boys Athlete of the Year. He also joined 10 classmates in being inducted into the Cedarcrest Athletics Hall of Fame last week. Headed to play baseball for the University of Washington, Adam reflects back on the journey from T-Ball at age 3 to a future playing collegiate baseball in the Pac-12.
Top 5 Most Viewed Facebook Posts Of 2014-2015

#3
Cedarcrest senior Connor Duggan has earned a berth in the OSPI Washington State 2015 High School Art Show! His piece, "The Hunt" was one of ten entries chosen from more than 160 qualifiers for the competition. Click through to see "The Hunt" and congratulations to Connor! The competition takes place on May 15.
Top 5 Most Viewed Facebook Posts Of 2014-2015

#2
Cedarcrest principal Clarence Lavarias says it best...

“(This is) unprecedented. We have never had this many students achieve this honor in one graduating class before.”

#2: 10 VALS AND SALS?!?!?
8,936 PEOPLE REACHED
Cedarcrest student Nick Theriault has granted permission to post his GoPro Video, shot live as it happened, during Cedarcrest's collaborative performance with Newport High School, Mercer Island High School and the Eastshore Marching Band.

_Nick Theriault GoPro's Halftime!_