

3.1 Communications and Relationships

By Helene Kramer

Chief Communications and Community Relations Officer
To the Jefferson County Board of Education

Monday, November 24, 2014

The C's of Effective Communication



Clear

Concise

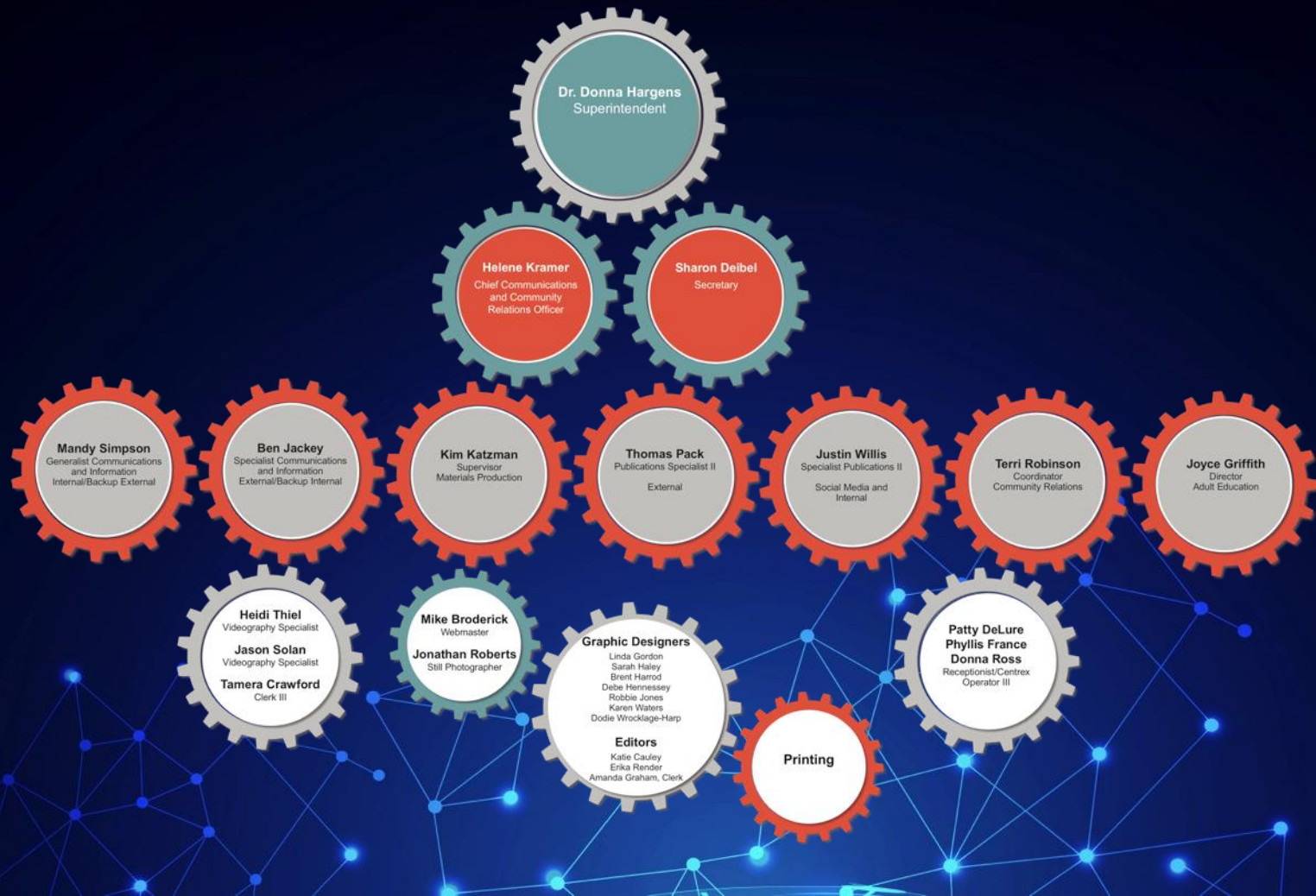
Candid

Credible

Compelling

Captivating

Communications and Community Relations Organization Chart



JCPS Communications— External/Internal

JCPS Web Site

www.jcpsky.net

20 million visits—August through October 2014

Homepage visits average 2 minutes 35 seconds.

Parents page visits average 49 seconds.

Bounce Rate 73%

Cobb County Schools Web Site

www.cobbk12.org

6 million visits—August through October 2014

Home page visits average 3 minutes 5 seconds

Bounce Rate 65%



New JCPS Web Site

Goal for Launch: End of May 2015



Scope of work to JCBE—December 15, 2014
Approval—Work will start immediately

JCPS Communications

External/Internal



JCPS Connect

www.jcpsky.net

Now tracking metrics

Printed pocket version



External Communications

Social Media



JCPSKY Facebook—17,446 likes
since September 2010

Each post seen by 2,000 people

46 likes, 6 comments, 8 shares

Demographics

77% women, 57% women ages 25–54

Engagements

87% women, 67% women ages 25–54

Busiest time: 9 p.m.

Goal: Increase “likes” by 10 percent

External Communications

Social Media



JCPSKY Twitter

Since November 2010

18,565 followers

56% women

(Louisville; Cincinnati; Chicago; Lexington; Washington, D.C.)

28-day period ending November 2

164,800 impressions

954 link clicks

251 retweets

Goal: Increase followers by 10%

External Communications

Social Media



JCPSSuper Twitter
since December 2012

JCPS Superintendent Donna Hargens

3,321 followers
(Kentucky, Kansas, Indiana, Illinois, and international)

28-day period ending November 2

72,500 impressions

393 link clicks

240 retweets

Goal: Increase followers by 10%

Traditional Media Relations

Television, Radio, and Online

November 2013–November 2014

6,063 stories

Earned Media Value

\$1.569 million

How is JCPS news coverage?

30% positive

60% negative

10% neutral

Goal: Increase positive coverage by 20%



JCPS Television



Award-Winning

Kentucky School Public Relations Association, 2013

Emmy, 2012

Metro TV, KET-KY, WKYI—Time Warner Public Access

YouTube Views

776,775 views of individual stories

7,469 views of entire show



Paid Advertising

Showcase of Schools

October 6–November 15

Targeted Audience

Urban

Minority groups

Adults ages 25-49 with children

Household income below \$75K

:30s television

Voice of Ben Jackey

:60s radio

Voice of Ben Jackey (middle and high)

Voice of Dawne Gee (elementary)



Bus Print shelters

Facebook

Paid Advertising

Middle and High School Showcase

Zip Codes 40210, 40211, 40212, 40216

2013 vs. 2014

86 vs. 149

Up 42%

Total Attendance

2013 vs. 2014

9,161 vs. 9,800

Up 6.6%

Elementary School Showcase

Zip Codes 40210, 40211, 40212, 40216

2013 vs. 2014

46 vs. 59

Up 22%

Total Attendance

2013 vs. 2014

3,236 vs. 3,459

Up 6.4%



Webinar Technology

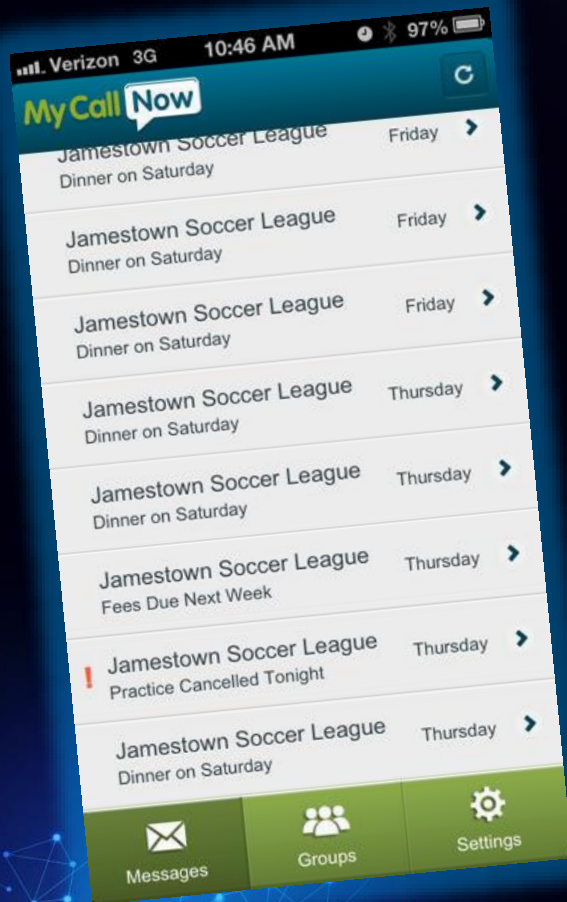


All employee groups were reached the day before the first day of school 2014.

New uses:

- ✓ Specific employee groups
- ✓ Academic Services/PLCs
- ✓ Customer Service In-Service Training

One Call Now



Launch early 2015

External and internal media blitz

Goal: 50% parent participation by
2015-16 school year

vs.

10% parent participation now

Materials Production Department



Number of Projects Completed

Since July 1, the department has printed more than 6,099,271 sheets of paper and:

- ✓ Completed 908 design/edit/print requests from schools.
- ✓ Completed 576 design/edit/print requests from central offices.
- ✓ Developed 14 new and 49 revised Web sites for schools.
- ✓ Completed 107 photography assignments.
- ✓ Completed 83 design/edit/print requests for large-format banners and posters.
- ✓ Completed more than 200 extra document editing requests (in addition to regularly scheduled projects).
- ✓ Printed 25,561 science curriculum workbooks for students.

For the fiscal year ending June 30, 2014,
Materials Production completed 4,606 requests.

Materials Production Department

A color calibration chart with various color patches arranged in a fan shape, used for ensuring color accuracy in printing and digital media.

Evaluation of Services—since July 1

	Excellent	Good	Average	Below Average
Friendliness	93%	6%	1%	0
Communication	88%	12%	1%	0
Quality	92%	8%	1%	0
Deadline	87%	8%	2%	3%
Service	88%	11%	1%	0

With every finished product, a feedback card is sent to rate services and be returned. Of the responses since July 1, 87 percent gave an overall excellent rating. The ability to meet deadlines is the most noted problem due to the number of requests exceeding the capacity of the staff.

Print/e-Publishing

Parent Connection—59,000

Parent Connection eNews—70,000

Elementary Choices—15,000

Middle and High School Choices—20,000

Keeping You in the Loop—17,346 employees

Monday Memo—21,000 employees/stakeholders



Celebrate JCPS

Create JCPS Brand-Centric Campaign

Leverage JCPS successful and diverse alumni
JCPS competitive advantages

Target Rollout: Early 2015

Now: Brainstorming slogans

Now: Search for possible media partners

Early 2015: Social media and print collateral

Early 2015: Television, radio, print production



JCPS Marketing Points 2014–15

Minority Recruiting

Magnet School Review

Schools of Innovation

5-Star Schools (Ford NGL/Junior Achievement)

New Dropout Law

Third Grade Pledge



GOALS

By start of 2015–16 school year

- ✓ Increase length of JCPS website visits
- ✓ Increase JCPS social media engagement 10%
 - ✧ Facebook 19,190 “likes” vs. 17,446
 - ✧ Twitter 20,421 “followers” vs. 18,565
 - ✧ Super Twitter 3,653 “followers” vs. 3,321
- ✓ Increase positive news media coverage 20%
50% vs. 30%
- ✓ Increase One Call Now Participation to 50% vs. 10%