**Communication Updates- December 2020**

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**Website**

The BISD website updates remain steady, with no major changes this month. The NTI Info Hub continues to be updated as new information becomes available. I am working through a restructure of the Central office department pages for a more streamlined listing of available documents and resources.

**Social Media**

No news is good news sometimes on the social media front! This month has been mostly-positive business as usual.

Below is a breakdown of the monthly impact of our Facebook campaigns, and an overview of impact of our digital newsletter:

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| FACEBOOK MONTHLY IMPACT |
| Average post views per month | 13,962  |
| Average post engagement per month | 5,361 |
| New followers | 12 |

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| --- |
| MAILCHIMP- NEWSLETTER IMPACT |
| Total Subscribers | 262 (one unsubscribe) |
| Avg. % of subscribers who engage via email | 49.3 |
| Social media impressions | 473 |
|  |

**Emergency Closure Playbook**

Members of the Central Office staff and principals will meet to discuss the creation of a new Emergency Closure Playbook. With the abrupt closure in March and subsequent returns to NTI, we have gained a new wealth of knowledge on how to handle emergency closures in an effective and timely way. In the event that we must face similar situations in the future, we will create a detailed list of processes and policies that reflect the successful methods used in the pandemic shutdown. Additionally, we will create preparation checklists for staff, students, and families; allowing them the ability to start the process with a list of answers instead of questions, and a concrete plan to begin planning their transition on day one.

Once this playbook is completed and our staff can benefit from the information, I would like to share our plan with other districts by submitting proposals to conferences and sharing the information in an interactive session that allows attendees to practice the crisis response methods that proved successful for BISD.

**Spring 2020 In-Person/NTI Selection Survey**

On Monday, December 7, the Instructional Method Selection Surveys for GES and BMHS went live. Bellevue families have two weeks to discuss the options and select whether their student(s) will attend classes virtually or in-person for the first 9 weeks of Spring 2020. The survey was distributed via e-communication, social media, and the NTI Info Hub. Parents have responded positively to the new survey platform.

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**Recruitment Initiatives**

I am working with Dr. Smith to devise a multi-faceted recruitment strategy to begin a more aggressive push to enroll new students. Below are the recruitment initiatives currently in the works:

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| RECRUITMENT INITIATIVES |  |
| **Item** | **Methods** | **Distribution** |
| Alumni spotlights | Graphics, Videos | Social media, website, possible posters/mailers? |
| Teacher interviews | Video | Social media, website |
| You Belong Here campaign | Graphics, Photos, Potential Video | In-school posters, targeted mailers, public advertisements, paid social media |
| “Community” campaign- potential spotlight of the ways our schools supported the community throughout the pandemic. | Graphics, Photos, Video, Print | Paid social media, media coverage (reach out to RCN, tv stations)  |

In addition to our own recruitment initiatives, BISD will join NKCES and other schools districts by participating in the Telling Our Story KY campaign. We will celebrate stories of success and achievement, showing that public education is essential to the future of the Commonwealth.