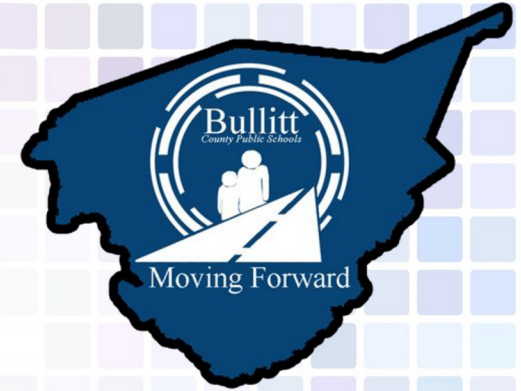


# BCPS COMMUNICATIONS UPDATES

KALI ERVIN, DIRECTOR OF COMMUNICATIONS



# SURVEY DATA

Survey completed November/December  
by various BCPS stakeholder groups



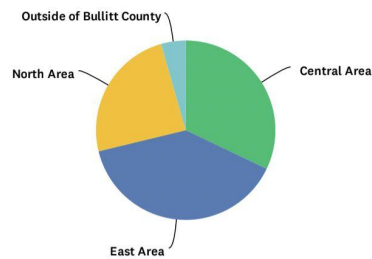
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# Where are we now?

Q12 Please select the county region that best fits your location:

Answered: 1,213 Skipped: 0



| ANSWER CHOICES            | RESPONSES |       |
|---------------------------|-----------|-------|
| Central Area              | 32.07%    | 389   |
| East Area                 | 39.16%    | 475   |
| North Area                | 24.32%    | 295   |
| Outside of Bullitt County | 4.45%     | 54    |
| TOTAL                     |           | 1,213 |

| ANSWER CHOICES                    | RESPONSES |     |
|-----------------------------------|-----------|-----|
| BCPS Classified Staff             | 14.34%    | 174 |
| BCPS Certified Staff              | 23.17%    | 281 |
| Parent/Guardian                   | 74.28%    | 901 |
| Other Family Member of Student(s) | 5.19%     | 63  |
| Student                           | 5.03%     | 61  |
| Bullitt County Resident           | 43.12%    | 523 |
| Municipality                      | 0.16%     | 2   |
| Bullitt County Business           | 2.64%     | 32  |
| Legislator                        | 0.33%     | 4   |
| Local Media                       | 0.58%     | 7   |
| Prospective Employee              | 0.82%     | 10  |
| Prospective Student/Family        | 0.91%     | 11  |
| Other (please specify)            | 1.90%     | 23  |
| Total Respondents: 1,213          |           |     |



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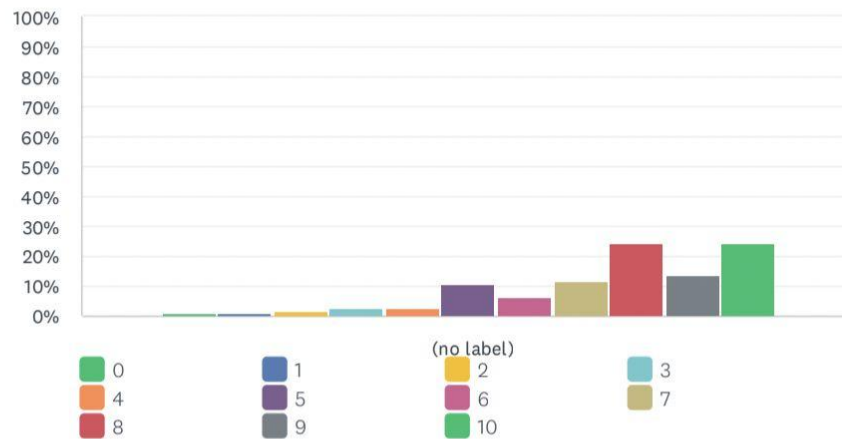
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# Where are we now?

Q1 Rate your overall level of satisfaction with district-wide communication from BCPS, with 0 being highly dissatisfied and 10 being highly satisfied:

Answered: 1,213 Skipped: 0



## Overall Ratings:

Satisfied (8-10):

62.5%

Neutral (5-7):

28.7%

Dissatisfied (0-4):

8.8%

|            | 0           | 1           | 2           | 3           | 4           | 5             | 6           | 7             | 8             | 9             | 10            | TOTAL | WEIGHTED AVERAGE |
|------------|-------------|-------------|-------------|-------------|-------------|---------------|-------------|---------------|---------------|---------------|---------------|-------|------------------|
| (no label) | 1.24%<br>15 | 1.07%<br>13 | 1.40%<br>17 | 2.72%<br>33 | 2.39%<br>29 | 10.63%<br>129 | 6.51%<br>79 | 11.54%<br>140 | 24.40%<br>296 | 13.85%<br>168 | 24.24%<br>294 | 1,213 | 7.57             |



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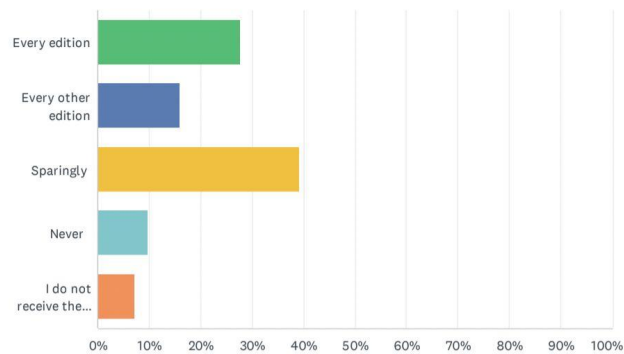
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# Where are we now?

Q2 How often do you read the Friday afternoon District Newsletter "Always Moving Forward"?

Answered: 1,213 Skipped: 0



| ANSWER CHOICES                           | RESPONSES |       |
|--|-----------|-------|
| Every edition                            | 27.70%    | 336   |
| Every other edition                      | 15.91%    | 193   |
| Sparingly                                | 39.32%    | 477   |
| Never                                    | 9.89%     | 120   |
| I do not receive the district newsletter | 7.17%     | 87    |
| TOTAL                                    |           | 1,213 |

## Overall Ratings:

Frequently:

43.6%

Sparingly:

39.3%

Never:

17.1%



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# Where are we now?

## What district-level communications do/would you find useful?

|   | NOT<br>USEFUL<br>AT ALL | NOT<br>USEFUL | NO<br>OPINION | USEFUL        | VERY<br>USEFUL | I DO NOT<br>CURRENTLY<br>RECEIVE<br>INFORMATION<br>THIS WAY BUT<br>I WOULD LIKE<br>TO | N/A           | TOTAL | WEIGHTED<br>AVERAGE |
|---|-------------------------|---------------|---------------|---------------|----------------|---|---------------|-------|---------------------|
| Texts   | 2.26%<br>27             | 1.84%<br>22   | 3.93%<br>47   | 36.09%<br>432 | 49.71%<br>595  | 3.51%<br>42   | 2.67%<br>32   | 1,197 | 4.22                |
| Facebook                                      | 9.92%<br>118            | 5.80%<br>69   | 7.99%<br>95   | 36.42%<br>433 | 31.29%<br>372  | 2.02%<br>24   | 6.56%<br>78   | 1,189 | 3.72                |
| Superintendent<br>Video Updates               | 7.33%<br>87             | 7.08%<br>84   | 17.61%<br>209 | 37.57%<br>446 | 20.72%<br>246  | 3.03%<br>36   | 6.66%<br>79   | 1,187 | 3.52                |
| IC Messenger                                  | 9.84%<br>114            | 6.73%<br>78   | 17.69%<br>205 | 28.30%<br>328 | 18.12%<br>210  | 5.78%<br>67   | 13.55%<br>157 | 1,159 | 3.24                |
| Mailings to<br>your home                      | 10.12%<br>119           | 7.31%<br>86   | 14.29%<br>168 | 37.24%<br>438 | 16.16%<br>190  | 6.46%<br>76   | 8.42%<br>99   | 1,176 | 3.25                |
| Friday<br>Afternoon<br>District<br>Newsletter | 6.98%<br>82             | 8.18%<br>96   | 20.27%<br>238 | 40.63%<br>477 | 14.31%<br>168  | 4.43%<br>52   | 5.20%<br>61   | 1,174 | 3.36                |



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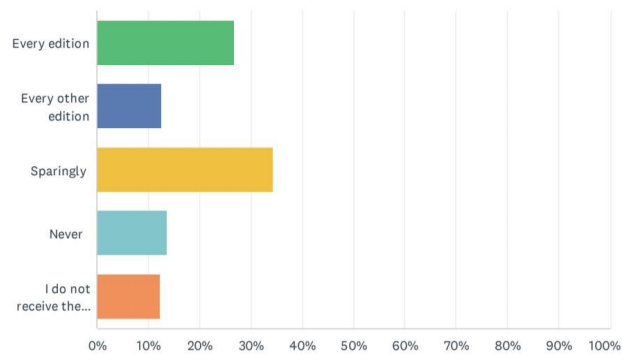
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# Where are we now?

Q7 How often do you read the Friday afternoon School Newsletter for your region?

Answered: 1,213 Skipped: 0



| ANSWER CHOICES                           | RESPONSES |       |
|--|-----------|-------|
| Every edition                            | 26.96%    | 327   |
| Every other edition                      | 12.61%    | 153   |
| Sparingly                                | 34.38%    | 417   |
| Never                                    | 13.69%    | 166   |
| I do not receive the regional newsletter | 12.37%    | 150   |
| TOTAL                                    |           | 1,213 |

## Overall Ratings:

Frequently:

39.6%

Sparingly:

34.4%

Never:

26%



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# Where are we now?

## What school-level communications do/would you find useful?

|   | NOT<br>USEFUL<br>AT ALL | NOT<br>USEFUL | NO<br>OPINION | USEFUL        | VERY<br>USEFUL | I DO NOT<br>CURRENTLY<br>RECEIVE<br>INFORMATION<br>THIS WAY<br>BUT I WOULD<br>LIKE TO | N/A           | TOTAL | WEIGHTED<br>AVERAGE |
|---|-------------------------|---------------|---------------|---------------|----------------|---|---------------|-------|---------------------|
| Emails from teachers                            | 1.01%<br>12             | 0.84%<br>10   | 2.95%<br>35   | 34.26%<br>407 | 48.82%<br>580  | 5.72%<br>68   | 6.40%<br>76   | 1,188 | 4.20                |
| Texts   | 1.94%<br>23             | 1.27%<br>15   | 3.97%<br>47   | 38.97%<br>461 | 47.00%<br>556  | 2.79%<br>33   | 4.06%<br>48   | 1,183 | 4.24                |
| Emails from<br>principals/administration        | 0.93%<br>11             | 1.26%<br>15   | 3.78%<br>45   | 40.45%<br>481 | 43.48%<br>517  | 4.79%<br>57   | 5.30%<br>63   | 1,189 | 4.16                |
| Remind  | 4.24%<br>50             | 2.80%<br>33   | 9.25%<br>109  | 30.65%<br>361 | 28.27%<br>333  | 4.84%<br>57   | 19.95%<br>235 | 1,178 | 3.77                |
| Facebook  | 10.88%<br>128           | 4.25%<br>50   | 8.24%<br>97   | 37.72%<br>444 | 27.70%<br>326  | 2.04%<br>24   | 9.18%<br>108  | 1,177 | 3.67                |
| Weekly<br>newsletters/slides from<br>principals | 4.01%<br>47             | 5.55%<br>65   | 13.83%<br>162 | 38.77%<br>454 | 23.06%<br>270  | 4.53%<br>53   | 10.25%<br>120 | 1,171 | 3.64                |



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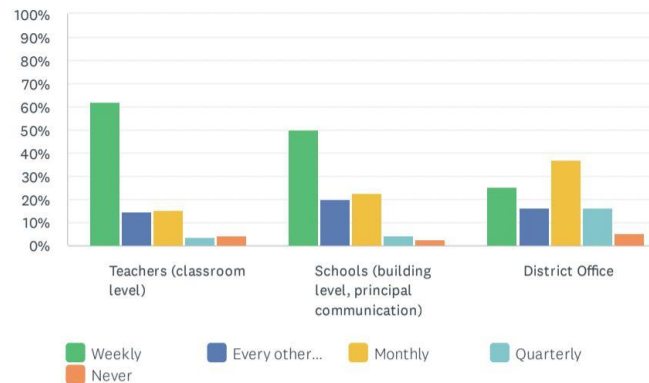
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# Where are we now?

## Q9 I want to receive information from teachers, schools, and the district office...

Answered: 1,204 Skipped: 9



|   | WEEKLY        | EVERY OTHER WEEK | MONTHLY       | QUARTERLY     | NEVER       | TOTAL |
|---|---------------|------------------|---------------|---------------|-------------|-------|
| Teachers (classroom level)                        | 62.24%<br>735 | 14.65%<br>173    | 15.07%<br>178 | 3.90%<br>46   | 4.15%<br>49 | 1,181 |
| Schools (building level, principal communication) | 50.25%<br>600 | 19.77%<br>236    | 22.78%<br>272 | 4.44%<br>53   | 2.76%<br>33 | 1,194 |
| District Office                                   | 25.25%<br>299 | 16.30%<br>193    | 36.82%<br>436 | 16.47%<br>195 | 5.15%<br>61 | 1,184 |



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# Notes from Comments:

- Communicating proactively - as early as possible
- Being more consistent across platforms and schools
- Not relying too heavily on social media for important items
- Updating our district, school, and classroom websites to be central hubs of information
- Providing training on mass notification platform(s) to ensure targeted delivery and to limit redundant notifications
- Streamlining/combining various communications
- Creating updated event calendars at both the school and district level
- Improving email response times
- Ensuring grades in Infinite Campus are up-to-date
- Helping new families connect with us
- Using written text along with video messaging; keep videos short
- Working with principals to identify building-level needs and next steps in regards to communication
- Reconsidering the timing and content of our various newsletters at both the school and district level
- Limiting the amount of "educational jargon" in our messages
- Providing training and support regarding communications best practices for teachers and school staff



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# Where are we going?

## DISTRICT-LEVEL

- Overhaul of district and school websites (& App)
  - Includes shift to Google Calendar for events
- Training for school-level communicators
  - Updated job description
  - Must have adequate time to devote to communication tasks and activities
  - Collaborating with Principals on comms
- Streamlining internal and external communications

## SCHOOL-LEVEL

- Maintain updated website & school events Google Calendar
- Send mass notifications through Thrillshare (new website platform)
- Limiting informational posts on social media pages - primarily used for celebrations, shoutouts, etc.



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## MOVING FORWARD

- School-level data has been shared with principals
- Communication priorities have been identified and shared with Directors and school principals
- Looking to share the graphic at right with the community this week



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## Our Next Steps

**#MOVING FORWARD** 

Thank you to everyone that participated in our recent communications survey! Based on those results, below are our areas of highest priority in regards to communication.

- **Overhaul of district and school websites**
  - This will also include a new app and an updated way to share notifications, event dates, etc.
- **Training for school-level communicators**
  - Updated guidelines for mass communications and social media
- **Streamlining internal and external communications**

# #MOVINGFORWARD



# What is in the works?

- A change in website providers
  - Migration from SchoolPointe to Apptegy
  - Also includes a district App
- Training for school-level communicators
  - Teachers, Principals, and school communication staff
  - [Updated Job Description](#) for School Innovative Media Coordinators
- Best practice guidelines for social media and mass notification platform(s)
  - [Social Media Guidelines](#)
  - [Mass Communication Guidelines](#)



# What are our next steps?

- Sharing the “Our Next Steps” graphic with the community
- Moving all events/important dates to Google Calendars
- Begin designing and arranging our new website/app layout(s)
- Continue training for school-level staff regarding communications