

# THRIVE WITH FINALSITE

District Communications  
The Struggle is Real



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# What's today all about?

- The State of District Communications
- The Reality of the Position
  - Challenges, Frustrations & Roadblocks
- Solutions & Strategies
- Goals and Looking Ahead to 2025 and Beyond



# District Communications

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(The Struggle is Real)



200+ US Districts and Schools

## The Reality of District Communications

The latest findings cover:

- How districts use their comms tools
- Marketing & branding efforts
- Challenges with communications & engagement
- Goals and priorities for the next year and beyond



(We'll send it out!)

What's the  
top  
challenge  
for districts?



# In their words...

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*"Principals and school leadership who don't prioritize strategy communication."*

*"Too much information is being sent."*

*"Crafting translated messaging in an accurate and timely manner. Translation."*

*"Addressing misinformation."*

*"Keeping our platforms aligned."*

*"Managing all of the people who are communicating ineffectively or not on brand but representing our district: Teachers, Coaches, PTO's, student groups, etc."*



Where does the time go?

## Challenge #1: Time Management

60%

of districts feel there's  
**never enough time** to get  
everything done.



Are they even listening?

## Challenge #2: Low Engagement

42%

of districts struggle with  
low engagement.





Data disasters & tech troubles

## Challenge #3: Tech Problems

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- Siloed systems
- Outdated information
- Multiple lists
- Conflicting data
- Manual uploads



Message Mayhem!

## Challenge #4: Message Creation

35%

of districts struggle  
with **creating &  
sending** messages  
that resonate

72% of schools  
spend up to 5  
hours/week  
on email



Message Mayhem!

## Challenge #4: Message Creation

How frequently does your district send emails to the following audiences?

	Daily	Weekly	Monthly	Rarely	Never
Parents/Guardians	10.1%	60.1%	23%	5.4%	1.4%
Students	6.3%	22.4%	16.1%	38.5%	16.8%
Teachers/Staff	11.4%	59.7%	22.1%	6%	0.7%
Leadership	16.1%	50.3%	16.8%	11.9%	4.9%
Graduates	0%	2.8%	5.6%	45.8%	45.8%
External Community	2.1%	18.8%	27.1%	26.4%	25.7%



Message Mayhem!

## Challenge #4: Message Creation

On average, how many emails do **your schools** send each **week** to each audience?



8% spend  
more than 5  
hours a week  
on email!

	N/A	<10	11-25	25-50	>50
Prospective Families	68.6%	27.2%	2.1%	0%	0.7%
Current Families	4.2%	69%	19.7%	3.5%	3.5%
Teachers/Staff	2.1%	55.2%	30.8%	10.5%	1.4%
Alumni/Graduates	73.8%	25.5%	0%	0.7%	0%
Donors	80.9%	17%	0.7%	0%	1.4%
School Leadership	18.7%	56.1%	20.1%	3.6%	1.4%
External Community	47.5%	48.2%	3.5%	0%	0.7%

# Conquering the Challenges

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Solutions & Strategies



All in One Place

## Solution #1: The Power of Consolidation

- Time saved!
- Consistent branding
- One central hub
- Simplifies data management

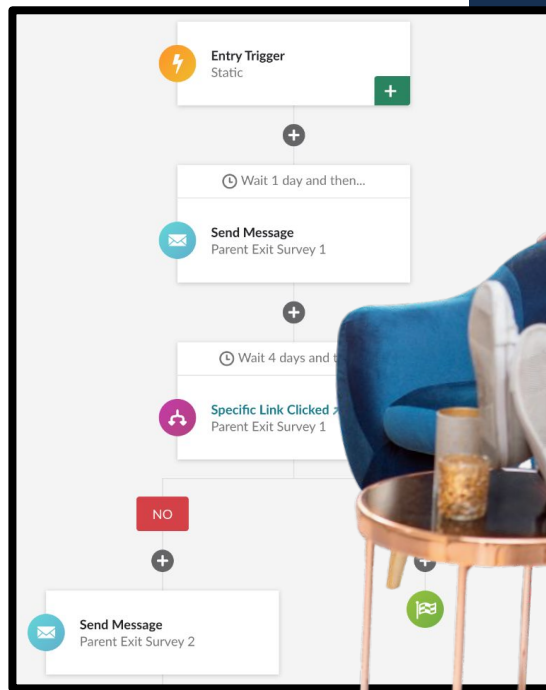
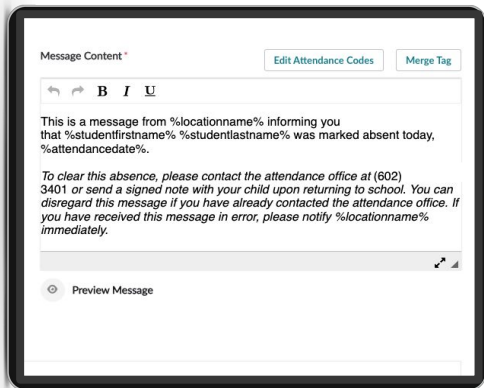




Set it and Forget it!

## Solution #2: The Magic on Automation

- Even more time saved
- Consistent branding
- Reduces errors
- Streamlines messaging



Right Message, Right People, Right Time

## Solution #3: Connect with Your Audience

48%

personalize their email subject lines or messaging every time.

72% of consumers say they only engage with personalized messaging

80% are more likely to make a purchase from a brand that provides personalized experiences





“A person's name is to that person, the sweetest, most important sound in any language.”  
- Dale Carnegie

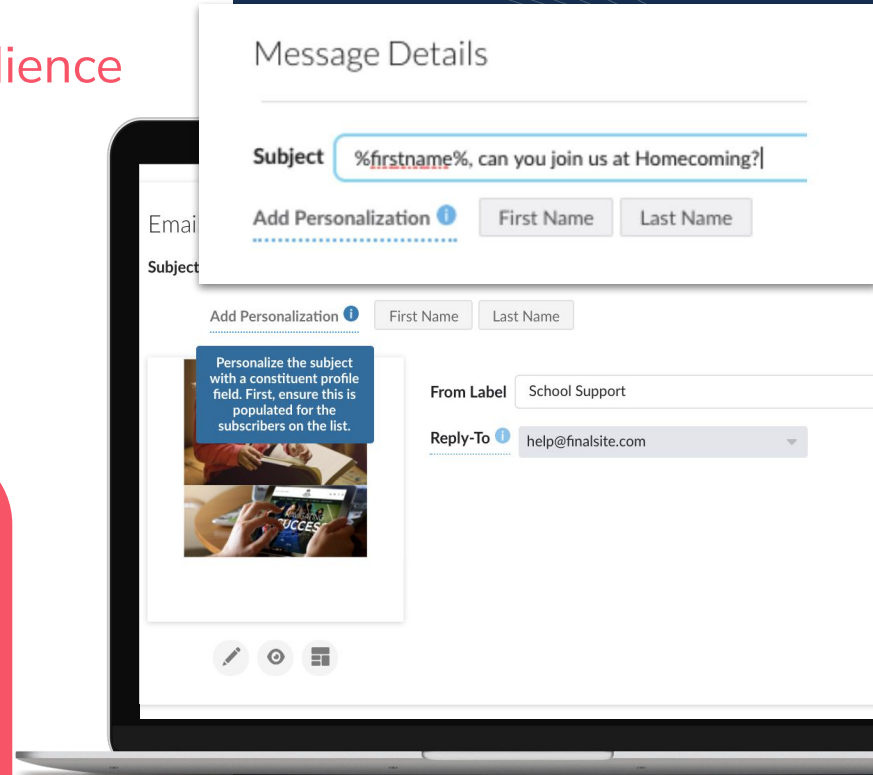
Right Message, Right People, Right Time

## Solution #3: Connect with Your Audience

- Increases relevance
- Boosts engagement
- Reduces the overload

### Personalized emails:

- Have a 41% higher click-through rate
- 6x times higher transaction rates than non-personalized emails
- Increase open rates by more than 20%
- Boost conversions by 10%.



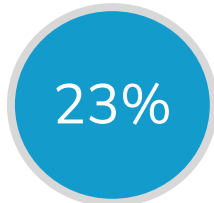
Meet Them Where They Are

## Solution #4: Reach Your Audience on Their Terms

- Multiple channels means multiple options for personalized engagement

Parents feel these are the most effective ways to send general information:

- Email: 82%
- Online newsletter: 79%
- Social media post: 79%
- School website update: 77%
- Mobile app post: 68%



18-34 year-olds **never** answer their phone.

- For crisis comms, parents want a phone call

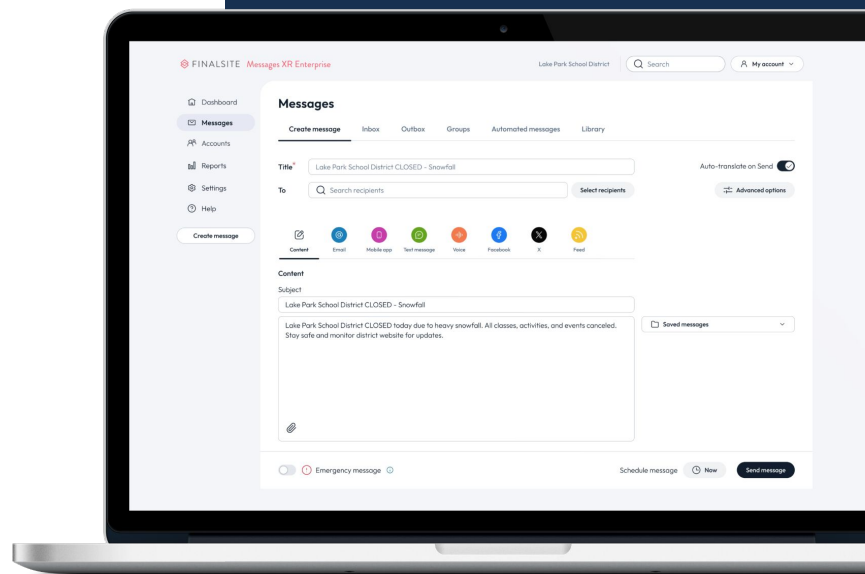


Meet Them Where They Are

## Solution #4: Reach Your Audience on Their Terms

	Email	SMS Text	App Notifications	Social Media	Website Notifications	Voice Calls
Weather Alerts	89.1%	82.9%	32.6%	83.7%	85.3%	69.8%
Emergencies	90.6%	84.9%	33.1%	59%	71.9%	75.5%
School Closures	89.9%	84.2%	36.7%	82.7%	83.5%	75.5%
Event Reminders	77.9%	35.9%	19.8%	71.8%	45%	13%
Athletic Updates	46.2%	15.4%	14.4%	71.2%	42.3%	2.9%
General Announcements	80.6%	30.9%	18.7%	71.9%	59%	12.2%

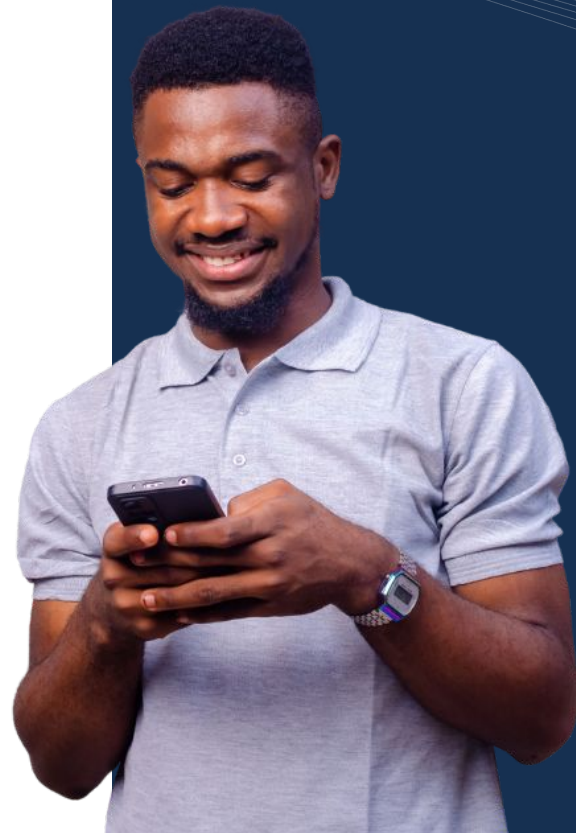
- Handle all **district, school, and classroom** announcements in one tool
- Send mass communications across email, SMS, voice calls, social media, website, and mobile app notifications



Make it Click!

## Solution #5: Writing Great Messages

- Keep it clear & concise
- Adjust your tone
- Use visuals
- Give a “next step”

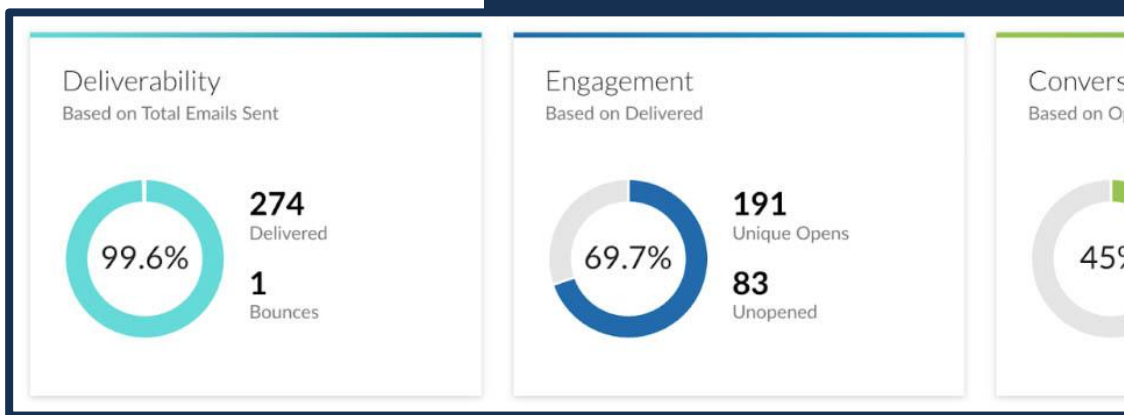


Make it Click!

## Solution #5: Writing Great Messages

“How do you measure the effectiveness of your mass notifications?”

- **Delivery rate- 49%**
- **Open rate- 48%**
- **Feedback from recipients- 48%**
- **Responses/actions-38%**



# Goals & Priorities

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This year and Beyond



# Top 3 Goals for Communications

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**65%**

Streamlining  
Communication



**56%**

Increase Family  
Engagement



**52%**

Enhance  
Transparency

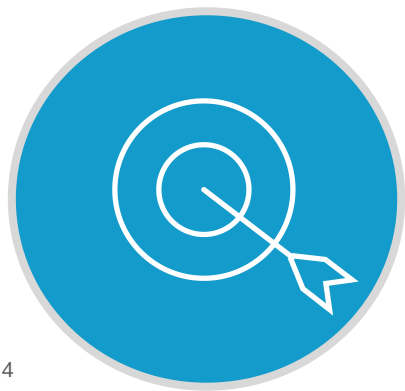


Listening and Learning

## Top Goal: Less Chaos, More Clarity

32%

of districts say  
streamlining  
communication is their  
**top goal** this year.





## Top Priority: Communications

**#1** priority of districts is to **improve** school-to-home communications.

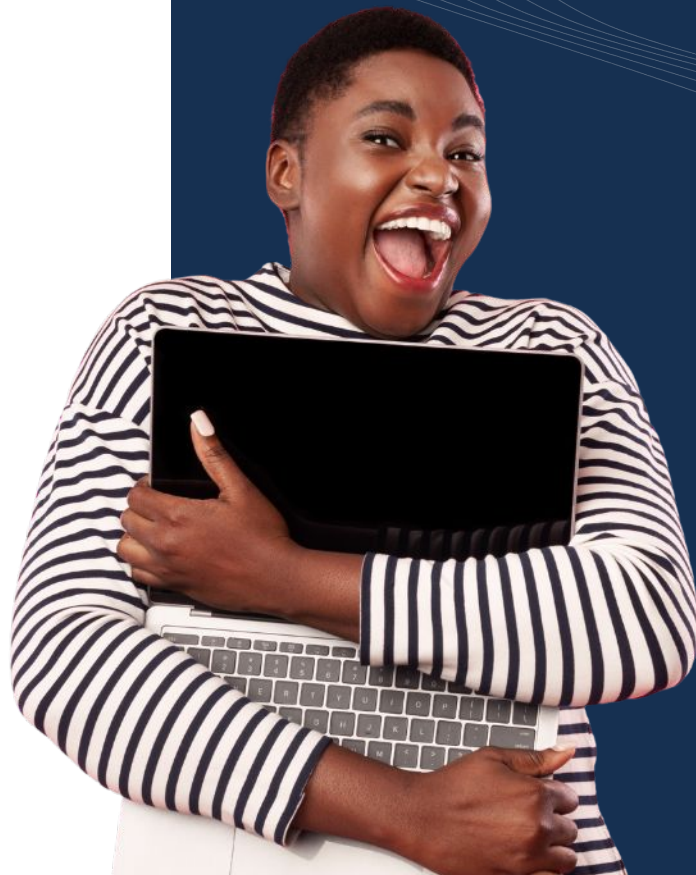


# Find a Comms Solution that Works for Your District

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Look for a communication platform or provider that can help you:

- ✓ Reach your entire community
- ✓ Engages more families
- ✓ Simplify your workflows
- ✓ Gain insights



Pop Quiz!

## Ask yourself...

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- How easy is it to send targeted messages to specific groups of parents?
- When an emergency arises, how confident are you that you can reach every family?
- Do your communication tools help you save time or create MORE work throughout the school year?





# Key Takeaways

- You're not alone in these challenges!
- There are solutions!
  - Streamline and automate
  - Target your audience with personalized, engaging content across multiple channels
  - Don't forget about data integrity & the importance of user-friendly tech
- Next steps?



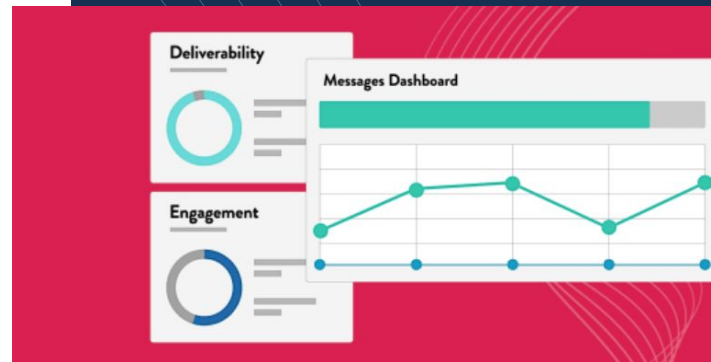
Take Your Comms to the Next Level

# Take a honest look at your strategies and tools

Pinpoint your school's strengths and weaknesses so you can make informed decisions. Invest a moment and take the full quiz to find:

- Hidden weaknesses in your current comms system.
- Time-saving opportunities you might be missing.
- Strategies to boost family engagement

[Free School Communications Self-Assessment](#)



# Thank you!

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Better tools. Stronger schools.

# Thank You