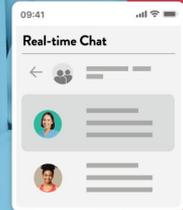
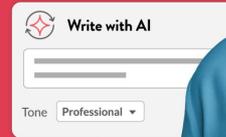
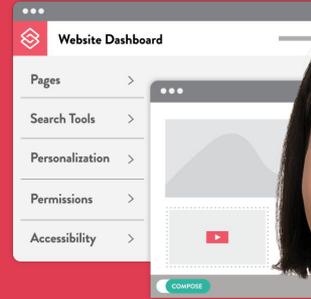


THRIVE WITH FINALSITE

District Communications
The Struggle is Real



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Former photojournalist, current coffee addict and table-top drummer... dreaming about retiring on the Outer Banks.



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Philadelphia





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

(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!)



In their words...



"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

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- Outdated information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



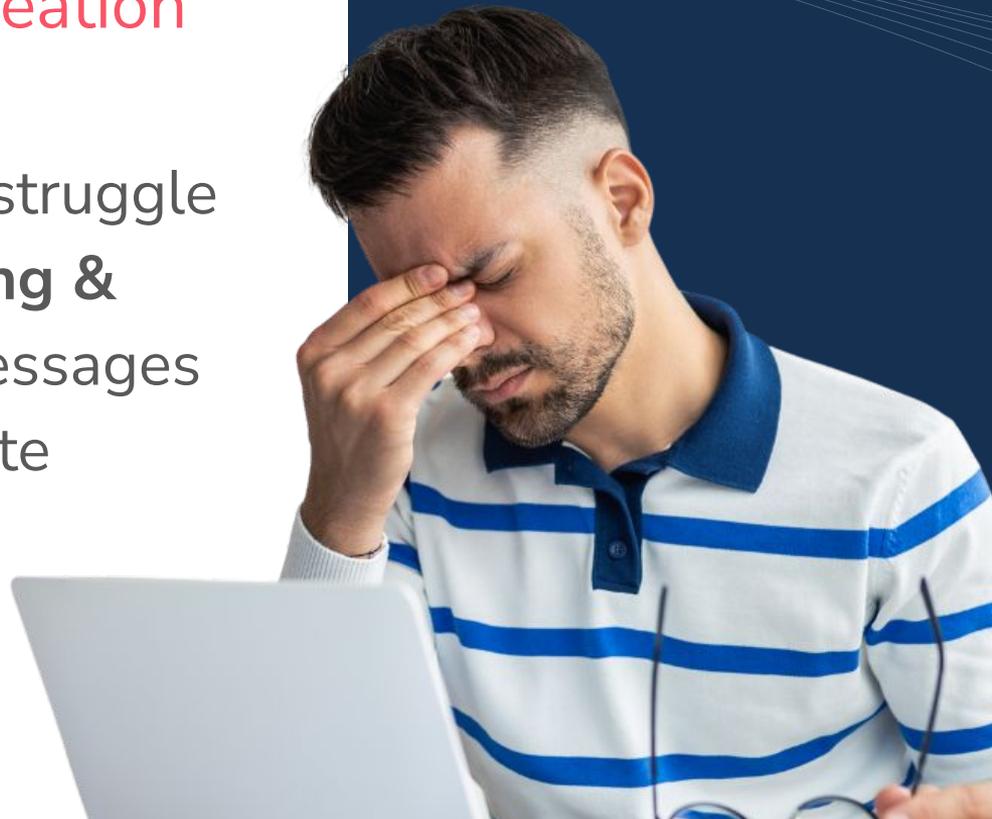
Message Mayhem!

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

Solutions & Strategies



All in One Place

Solution #1: The Power of Consolidation

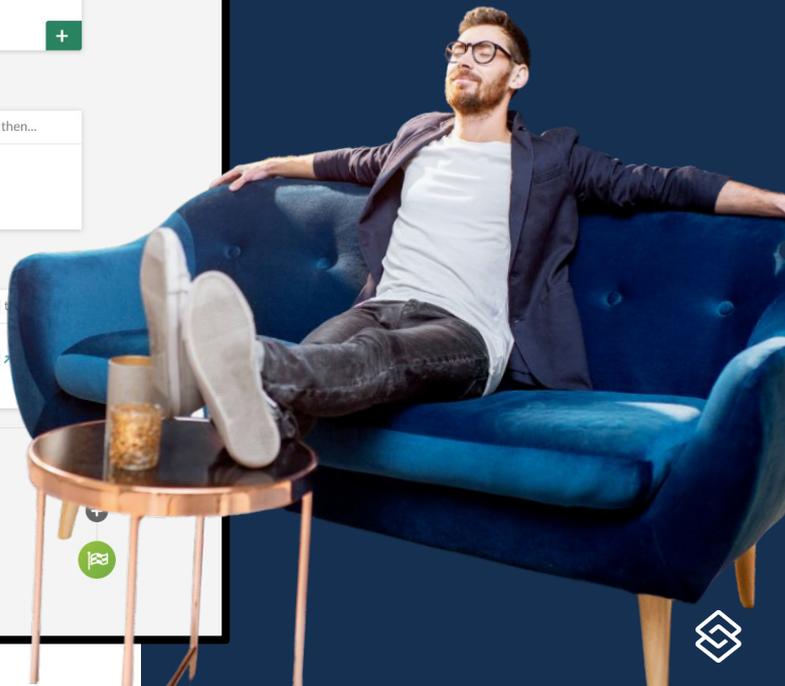
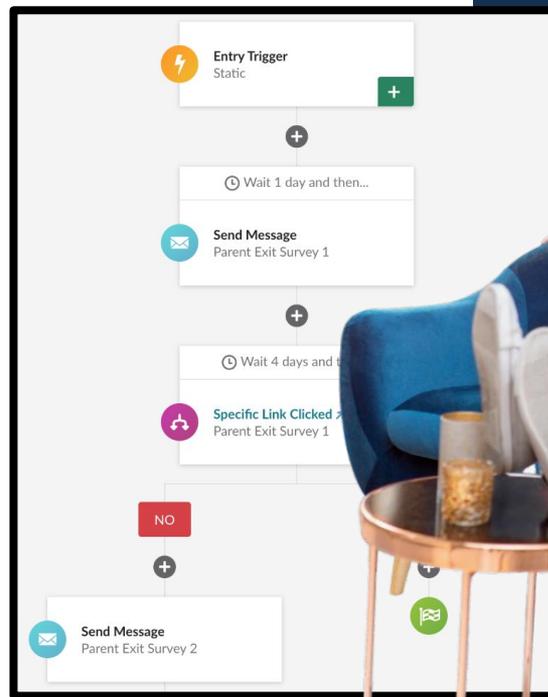
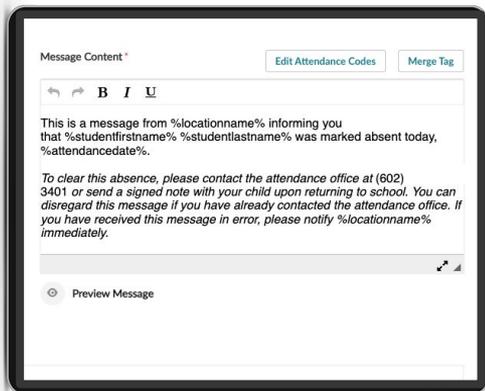
- Time saved!
- Consistent branding
- One central hub
- Simplifies data management



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

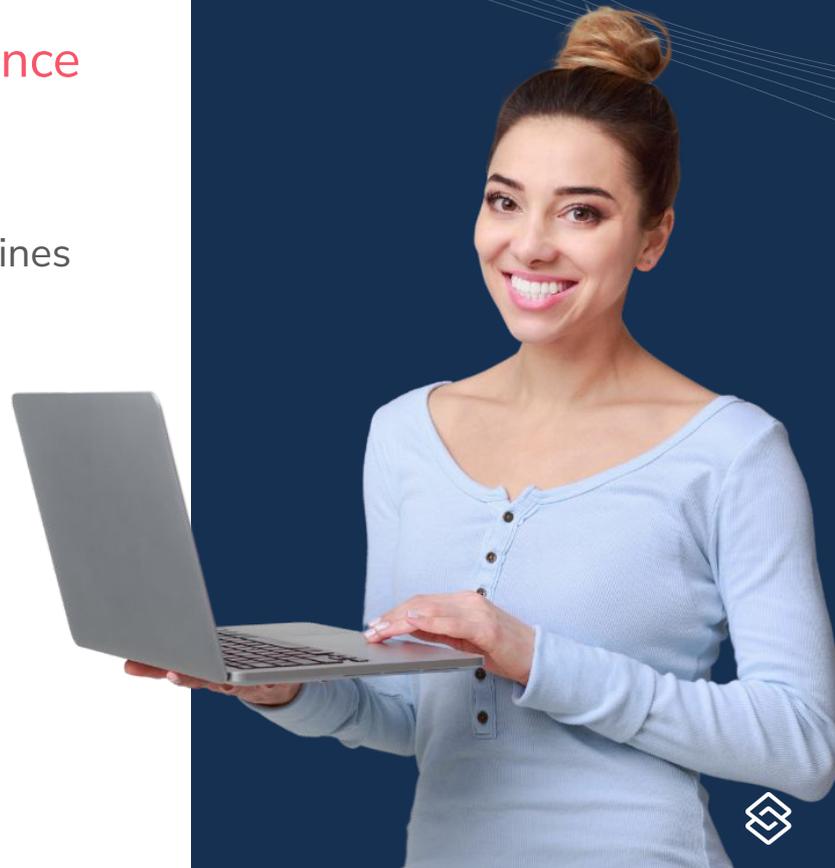
Solution #3: Connect with Your Audience

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

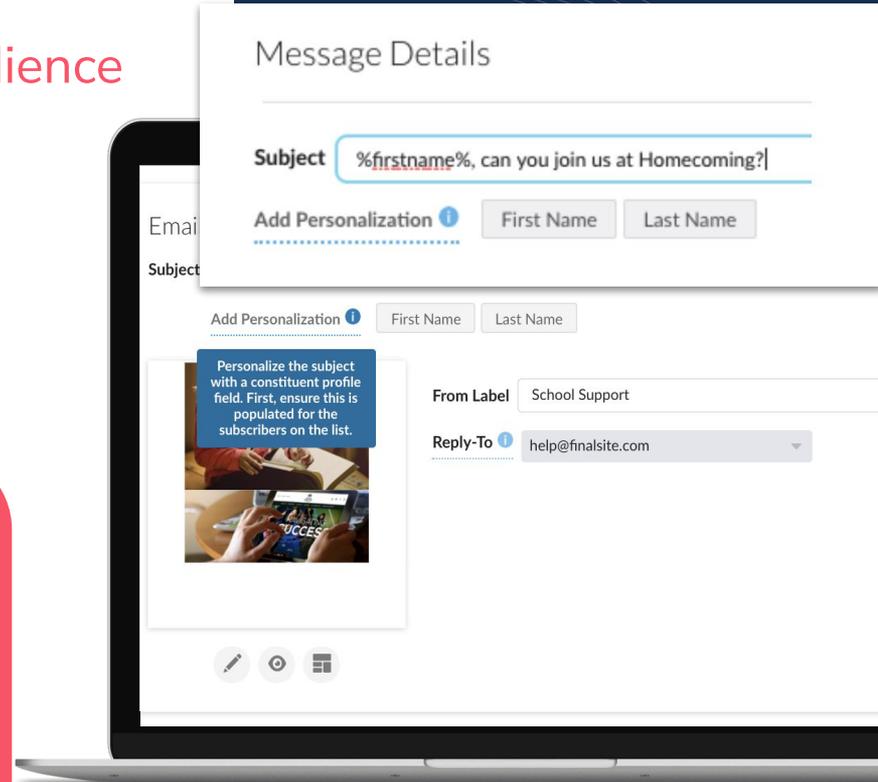
Right Message, Right People, Right Time

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

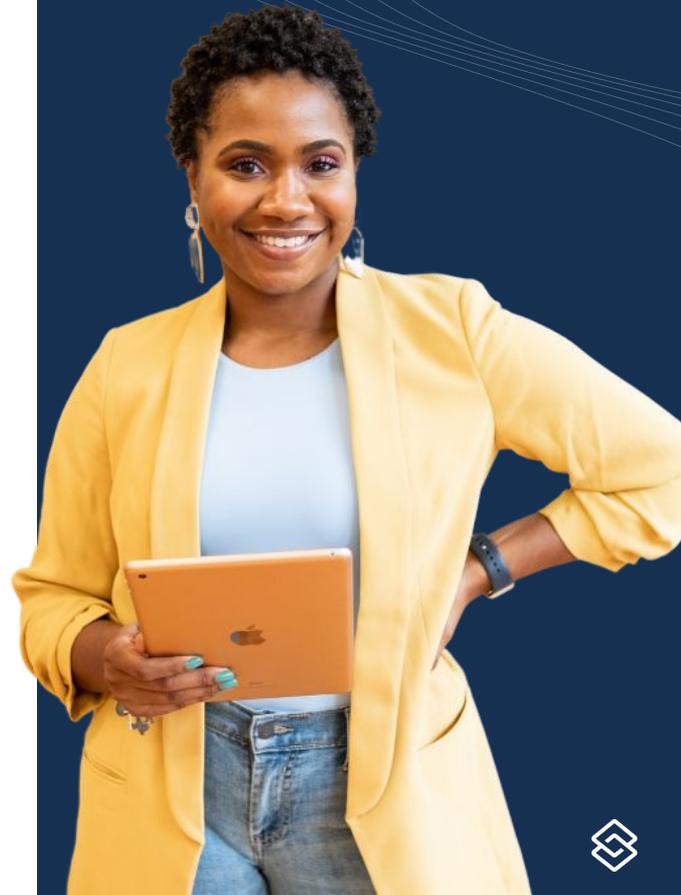
Parents feel these are the most effective ways to send general information:

- 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

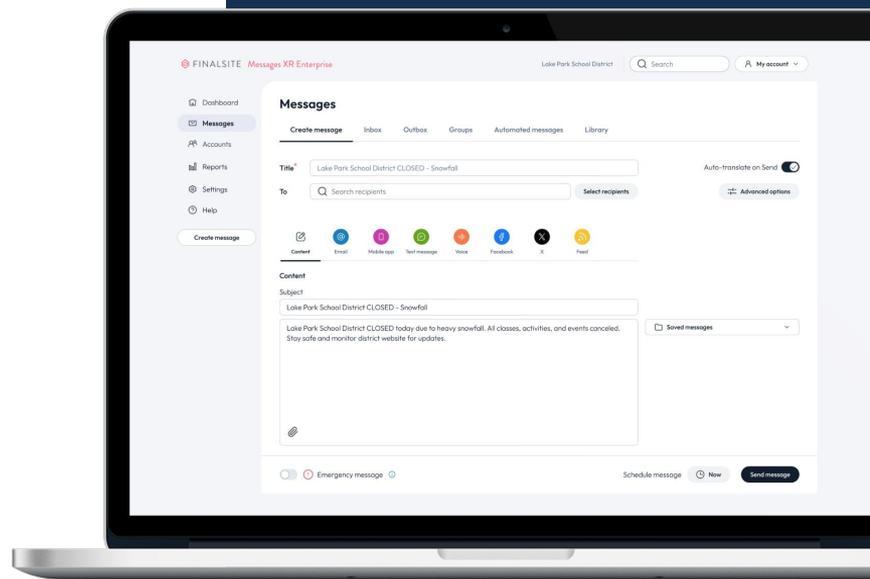


Meet Them Where They Are

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”

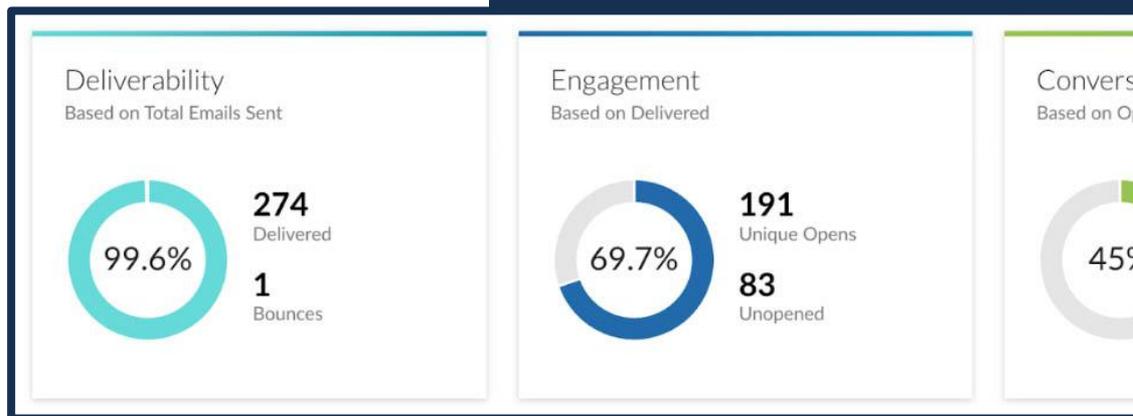


Make it Click!

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

This year and Beyond



Top 3 Goals for Communications



65%

Streamlining
Communication



56%

Increase Family
Engagement



52%

Enhance
Transparency

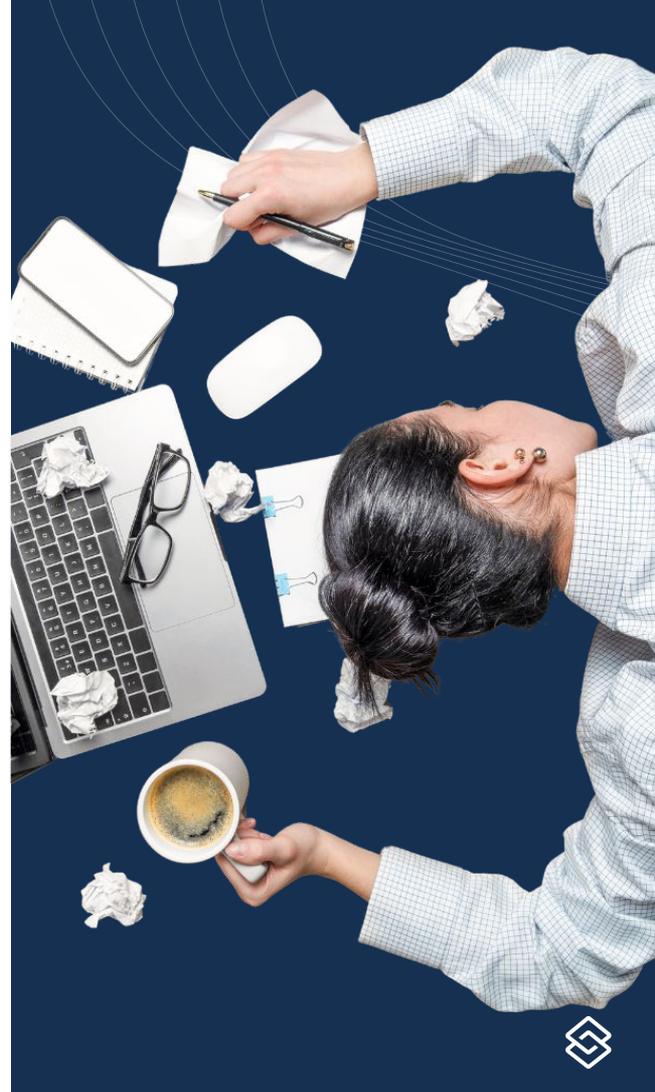
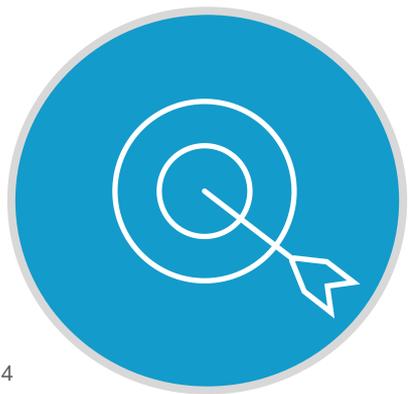


Listening and Learning

Top Goal: Less Chaos, More Clarity

32%

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



Listening and Learning

Top Priority: Communications

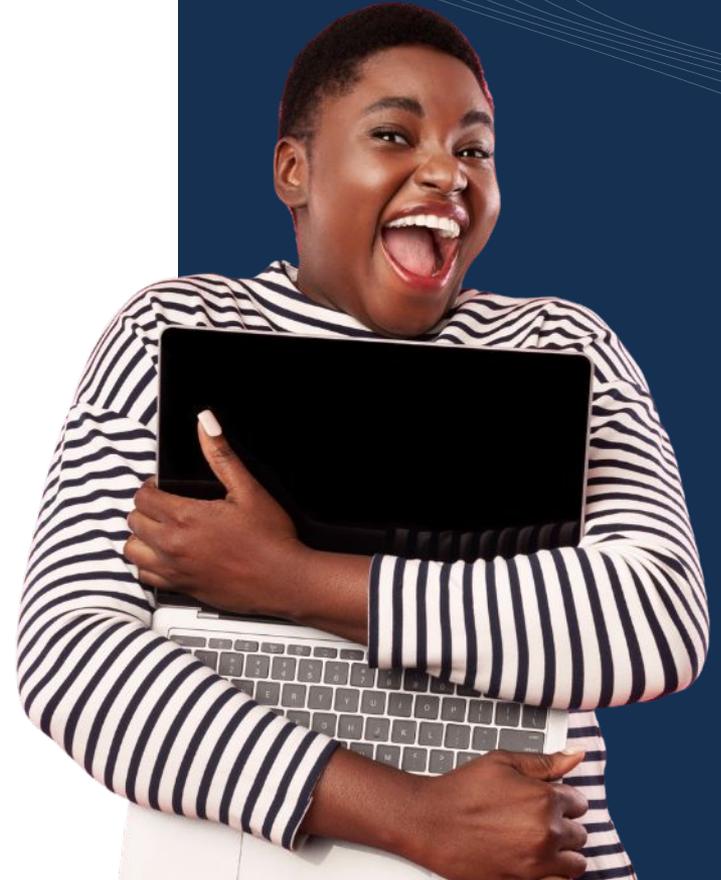
#1 priority of districts is to **improve** school-to-home communications.



Find a Comms Solution that Works for Your District

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...

- 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?



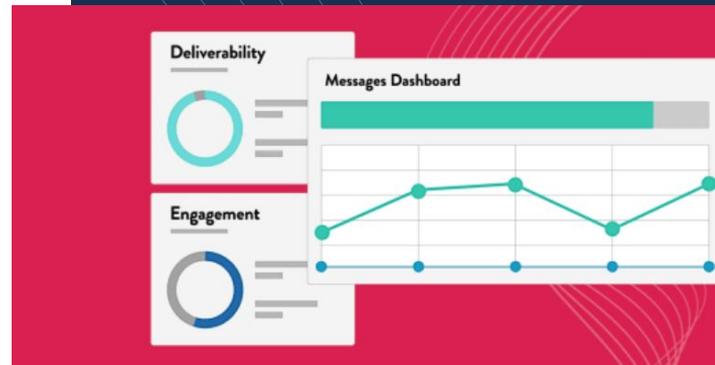
Take Your Comms to the Next Level

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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Thank You