

Communications Dashboard

Tools

Uses/Benefits/Limitations

Website

The District website and companion school websites are the official source for all school district information. The sheer volume of information can make navigation a challenge.

Facebook

Facebook is the most popular communications tool and the easiest to use. There is a District Facebook page, plus individual Facebook pages for all 16 school and major programs like Early Childhood, STRETCH and Alt. The most frequent visitors are woman between 25 and 54 years old. Content must be constantly added in order to keep the pages relevant.

Twitter

Twitter is most effective when communicating with parents and high school students. Twitter use is sporadic at the elementary school level.

YouTube/
District Videos

YouTube videos lets District residents see, hear and feel what is happening inside the classroom and at special events. The District YouTube channel has more than 400 videos, more than 379,000 views, and more than 689,000 minutes in viewing time during the past 4 years. Creating videos is time consuming but worth the investment. We will be encouraging more principals to utilize this very important tool.

YouTube/
Live Streaming

Live streaming is something that the District has begun for the 2016-2017 school year. Streaming board meetings is providing more transparency for District residents who are unable to attend but want to follow District business. We will be expanding our streaming efforts into high interest school activities.

SchoolTube

SchoolTube is a free website where all school board meeting video has been kept for many years. But the process of posting the video is labor intensive. Saving the live streaming video on YouTube will soon make SchoolTube unnecessary.

**School Messenger
Notification System**

This system lets the District target recipients of important information, like school closings due to winter weather. We can send to all parents and staff, or pick particular schools for specific issues. One limitation is not having email addresses for residents who do not have a personal connection with the District.

**School Messenger
App**

The App is an effective tool for parents who want to check on the lunch menus, find dates for school events and/or need contact information at a particular school.

**Mehlville Messenger
Newspaper**

The Messenger newspaper is the one communications tool that reaches every home in the District. It is published 4 times a year. An electronic copy is sent to all 19,000+ email addresses we have in our system.

Monday Insider

The Monday Insider is a communications tool for District employees and the Board of Education. Department heads pass along useful teaching tips and/or important district information. The main challenge will be to get more employees to read it.

Let's Talk!

Let's Talk! is a new communications tool for the 2016-2017 school year. It lets parents, staff and the general public send questions, comments, concerns and compliments directly to the person in charge of a particular District function. Feedback is almost instantaneous and our challenge will be to keep it that way as the newness wears off.

Thoughtexchange

Thoughtexchange is also a new communications tool for the 2016-2017 school year. It lets the public give input on specific District issues, review the comments that others have submitted and then rank possible solutions to a particular issue. Over the long term we will need to guard against survey fatigue, as Thoughtexchange requires a bit of time commitment by the participant.

Survey Monkey

SurveyMonkey is an effective internal survey tool that is easy to personalize for specific needs and provides quick survey results.

Opinion Research Survey Specialists, LLC

This company provides scientifically significant results through the use of professional survey experts who specialize in focus groups and demographically accurate telephone surveys. This is the company that did the survey work that led up to putting Proposition R on the ballot. This tool is invaluable when it comes to understanding what the community wants, and does not want, for its school system.