Humanize Your District
Learning Outcomes:

1. Learn why it is SO important to put faces and names to every one of your communications – and HOW to do it!

2. Gather strategies and ideas to put into action immediately to start humanizing your district

3. Improve your consistency without losing precious time

4. Grow your media relationships simply and quickly

5. How to develop advisory committees to deepen your understanding of your audiences
Fresno Unified’s Current Reality & Results

- Incredibly high-need district
- Only 1 in 3 students meeting or exceeding in ELA, only 1 in 5 for math
- Historically negative narrative of underperforming district

And yet, a statistically significant and representative survey of our parents in June/July of 2022 showed:

- More than 8 in 10 parents and 3 in 4 staff members are satisfied with communication from Fresno Unified (more than 1 in 3 parents and 2 in 5 staff members are VERY satisfied!)
- About 3 out of 4 parents and staff view Fresno Unified’s communications as TRUSTWORTHY, understandable, accurate, and timely
Why Should I “Humanize” My District?

- Engagement thrives on human relationships and relationships build from knowledge, familiarity, and trust
- Student, family, and employee engagement all contribute to improved outcomes
- Familiarity with leaders, teachers, and communications staff provides calm in a storm
- Without your voice, negativity will fill the void
- Media partners will be more likely to include a district perspective in stories
- Gives your students, families, staff, and community an opportunity to be ambassadors for your district
1. Daily Social Media Highlights

- Every single school and department gets a chance throughout the year to be highlighted
- You provide the ask, they provide the content
- Students, families, staff, and community get to see sites and people they know personally – increases engagement

Tips & Tricks:

- Keep all videos less than 60 seconds for better social media engagement
- Give examples to site/department leaders to get ideas
- Write your own captions and tie back to your district goals

Link to video
2. Weekly Superintendent/Deputy Superintendent Messages

- Every 1-2 weeks with a message directly from Bob or Misty
- Allows audiences to see and hear the personalities of our leaders on a regular basis
- Allows us to highlight key messages that might not be seen or heard otherwise

**Tips & Tricks:**

- Include important information, especially if it’s tough information
- Include celebrations and recognitions
- Point back to other content to encourage further engagement
How Fresno Unified is “Humanizing” Our District

Faces of Fresno Unified magazine
• Repurposing and streamlining several series of content
• Authentic, deep storytelling that brings to life the work of the district
• Multiple uses for evergreen content
• Advertising fund generation
• Moving digital vs. huge printing and mailing costs for district newspaper

Tips & Tricks:
• Ask staff to nominate others for features to increase engagement
• Use the nominees and awardees from your “educator of the year” programs
How Fresno Unified is “Humanizing” Our District

4. **Consistent Media Relations**
   - Regularly pitching and providing positive stories
   - Providing interviews as often as we possibly can
   - Offering exclusives on tough subjects for balanced stories

**Tips & Tricks:**
- Prioritize and provide exclusives for media outlets where your audiences watch/listen/read the most
- Share their positive stories on your social media to “reward” with your followers

FUSD Superintendent receives positive job evaluation from school board

Friday, October 28, 2022

Fresno Unified Superintendent Bob Nelson will stay on the job, running the massive district. The school board voted 6 to 1 to approve a positive job evaluation for Nelson this week.
5. **Audience Advisory Groups**

- Developed 3 advisory groups:
  - Student
  - Parent
  - Principal

- Gather feedback on communications plans, hot topics, improving services

- Student advisory includes time with Superintendent, learning opportunities with staff, and a culminating group project

**Tips & Tricks:**

- Ensure the majority of your meetings are focused on their input to you – not the other way around

- Work with Principals and VPs to recruit students

[Link to video]
Things You Can Start NOW!

1. Bring a face and name to EVERY one of your communications – especially through ParentSquare!
2. Don’t be afraid to be out there! Especially Superintendents, Assistant Superintendents, Cabinet Members, and Communications staff
3. Consistency is key – everything doesn’t have to be elaborate
4. BE WITH YOUR AUDIENCES
5. Be authentically you and lead by example
ParentSquare - Before & After

• Spring Climate and Culture Survey
  • More than DOUBLED parent/family participation year over year

• Summer Camps Enrollment
  • 30% increase in unique student enrollments
  • 135% increase in foster/homeless youth enrollments
  • 109% increase in students receiving specialized services enrollments
  • 94% increase in EL student enrollments
  • 23% increase in African American student enrollments

• Scholarship Applications
  • 114% increase in completed scholarship applications year over year
Questions?
Impacting student outcomes by moving districts from Mass Communication to Mass Engagement.

Equity, Engagement, Oversight.
The Challenge
The Challenge

- Alerts & Notifications
- Classroom
- Language Translation
- Extracurriculars
- Internal
- Community
- Web
The Opportunity

All Your school interactions in Single, Secure Location

Administrator

Teacher

School Staff

PTA/Coach

ELL Parent

Tech-shy Guardian

Busy Parent

Tech-savvy Student
Measure & Improve Contactability

Initial Data Sync

- 471 STUDENTS' FAMILIES
  - 67% CONTACTABLE
  - CONTACTABLE: 316
  - Non-contactable: 155
  - No student contact is contactable
  - No-contact info 41
  - There are no student contacts listed

- 3,289 STUDENTS' FAMILIES
  - 56% CONTACTABLE
  - CONTACTABLE: 1,861
  - Non-contactable: 1,428
  - No student contact is contactable
  - No-contact info 460
  - There are no student contacts listed

- 10,873 STUDENTS' FAMILIES
  - 70% CONTACTABLE
  - CONTACTABLE: 7,611
  - Non-contactable: 3,262
  - No student contact is contactable
  - No-contact info 544
  - There are no student contacts listed

- 33,147 STUDENTS' FAMILIES
  - 61% CONTACTABLE
  - CONTACTABLE: 20,220
  - Non-contactable: 12,927
  - No student contact is contactable
  - No-contact info 8,267
  - There are no student contacts listed

One Year Improvement

- 452 STUDENTS' FAMILIES
  - 96% CONTACTABLE
  - CONTACTABLE: 428
  - Non-contactable: 24
  - No student contact is contactable
  - No-contact info 4
  - There are no student contacts listed

- 3,289 STUDENTS' FAMILIES
  - 90% CONTACTABLE
  - CONTACTABLE: 2,960
  - Non-contactable: 329
  - No student contact is contactable
  - No-contact info 460
  - There are no student contacts listed

- 10,723 STUDENTS' FAMILIES
  - 98% CONTACTABLE
  - CONTACTABLE: 10,352
  - Non-contactable: 371
  - No student contact is contactable
  - No-contact info 54
  - There are no student contacts listed

- 32,864 STUDENTS' FAMILIES
  - 93% CONTACTABLE
  - CONTACTABLE: 30,548
  - Non-contactable: 2,316
  - No student contact is contactable
  - No-contact info 1,264
  - There are no student contacts listed
Email, Text, Push Notifications, Voice Calls

- Text
- Email
- Push Notifications
- Voice Calls
- Social
- Website
- iOS App
- Android App
How is ParentSquare Different?

Mass Notifications
Maximize engagement, ensure consistency

Classroom Communications
Empower teachers, increase reach

School Services
Embed forms and services to increase response rates

Website CMS
Engage your community and make your brand stand out

One Unified Platform
Save time, gain oversight, streamline support, engage everyone.
Thank You!