

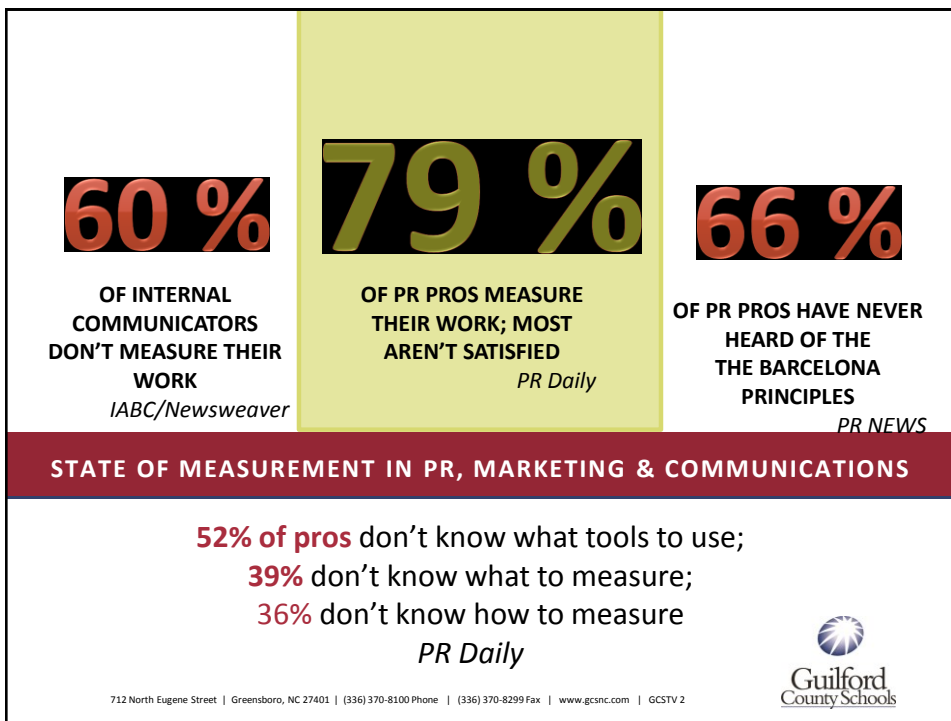
Measuring What Matters: *PR, marketing, social media & communications*

Nora K. Carr, Ed.D., APR, Fellow PRSA
Chief of Staff
Guilford County Schools
336-370-8106 or carrn@gcsnc.com



Research Method	Primary	Secondary	Formative	Evaluative	Quantitative	Qualitative
Social Media Trend Analysis	X	X	X	X	X	X
Focus Groups	X	X	X	X		X
In-Depth Interviews	X	X	X	X		X
Online Surveys	X	X	X	X	X*	X
Telephone Polls	X	X	X	X	X*	
Census Data Review		X	X		X	
SWOT Analysis	X		X			X
Media Content Analysis	X	X	X	X	X	X

RESEARCH OVERVIEW



Seven Principles – Barcelona 2010

1. Importance of goal setting & measurement
2. Measuring outcomes and the effect on outcomes vs. outputs
3. The effect on business results can and should be measured where possible
4. Media measurement requires quantity & quality
5. AVEs are not the value of public relations
6. Social media can and should be measured
7. Transparency & replicability are paramount to sound measurement

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SEVEN PRINCIPLES

The “BIG THREE”



1. Create or increase awareness
2. Influence perception, opinion, intention
3. Induce trial, generate behavior or desired action

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Measures Tie to Goals/Desired Outcomes

1. **Create or increase awareness:** % of parents who are aware the district has a new Aviation Academy for high school students
2. **Influence perception, opinion:** % of teachers who agree, strongly agree that new common core will improve teaching and learning
3. **Induce trial, generate behavior or desired action:** # of new school volunteers recruited as result of marketing campaign; Number/% of “yes” votes on school bond vote; % increase in teacher retention at high-need schools; \$ increase in online donations; Facebook replies to student needs

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Output, Process & Activity Measures

Number of ...

- ✓ Stories pitched and placed, web content created & repurposed by others
- ✓ Posts, "likes," "fans," "links," retweets, links and relinks, unique visitors
- ✓ Focus group participants, input sessions held, key communicators, volunteers, parent-teacher-student conference attendees
- ✓ Publications and materials distributed; ads purchased; open and click through rates



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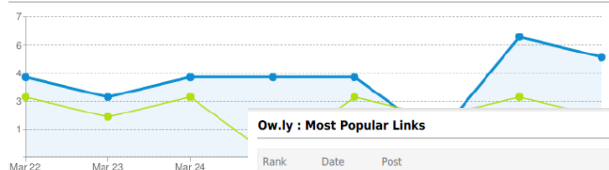
OUTPUT, PROCESS AND ACTIVITY MEASURES

Facebook Insights

Facebook Insights : Snapshot

Total Likes ?	New Likes ?	Page Engagement ?	Weekly Total Reach ?
14,105	31	472	4,282
↑ 0.1%	4 (daily avg)	↓ -43.9%	↓ -11.5%

Facebook Insights : Daily Likes



Ow.ly : Most Popular Links

Rank	Date	Post	Clicks
1	Mar 23, 2015	http://ow.ly/KGBYR https://www.whitehouse.gov/the-press-office/2015-03-23/white-house-statement-on-stem-teacher-shortage Honored to be mentioned as @100Kin10 partners at the #WHSscienceFair as we tackle the nation's #STEM teacher shortage http://ow.ly/KGBYR	48 clicks
2	Mar 25, 2015	http://ow.ly/KMzwa http://www.gcsnc.com/pages/gcsnc/News/GCS_Annou... GCS offers families free, online tutoring! http://ow.ly/KMzwa	30 clicks
3	Mar 19, 2015	http://ow.ly/KxRKR http://www.gcsnc.com/pages/gcsnc/News/Three_GCS... Three GCS Schools Named 2015 North Carolina Schools of Character! Read more: http://ow.ly/KxRKR	8 clicks
4	Feb 26, 2015	http://ow.ly/JHgCz http://www.gcsnc.com/pages/gcsnc/News/804181661... GCS schools are closed for students tomorrow, Friday, Feb. 27 due to inc weather. Read more: http://ow.ly/JHgCz	

SAMPLE SOCIAL MEDIA METRICS

A photograph of a smiling woman with dark hair and a white lace top, sitting next to a young child in an orange shirt. The child is holding a blue object. They are outdoors with trees and a building in the background.

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ACTIVITY	INTEREST	AWARENESS & KNOWLEDGE	EVALUATE	TRIAL, ACTION & INTENT	SUPPORT ACT & ADOPT
Content creation & distribution	Audience reach, # of followers, fans,	Shifts in aided and unaided awareness & recognition	Links, relinks, retweets, fans, likes, low	Product trials	Testimonials, referrals, brand ambassadors
Traditional media outreach	Video views, speech & event attendees	Shifts in product feature, key message & topic knowledge	investment responses	School visits, tours, student shadowing/ student for a day participants	% of Yes voters
Social media outreach			Information seeking, requests, event attendance	Open rates & click-throughs	# of new student enrollees
Direct mail & social media advertising campaign	# of posts			Endorsements	# of targeted teachers recruited
Influencer & stakeholder engagement (on and offline)	Baseline public opinion and survey data		Positive shifts in public opinion		Public policy, budget, bond, tax levy wins

MEASUREMENT MIX

Investment or Expense?

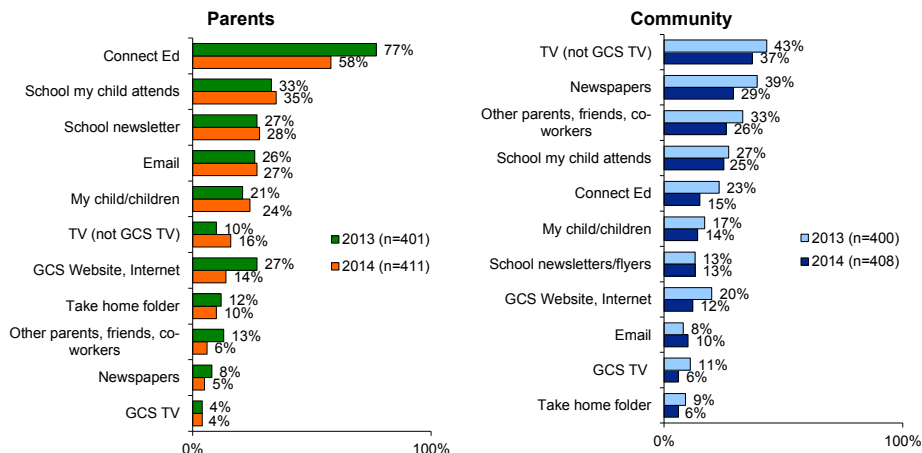
- \$500,000 communications investment
- Year one: Recruits 72 new kindergarten students @ \$10,000 each
- Year two: Generates \$720,000 in revenue
- Year 12 = \$8.6 million



RETURN ON INVESTMENT



Top Sources for Learning About GCS System-Wide Issues (Q10) Parent & Community Samples By Year (Open-ended comment question. Multiple answers allowed.)



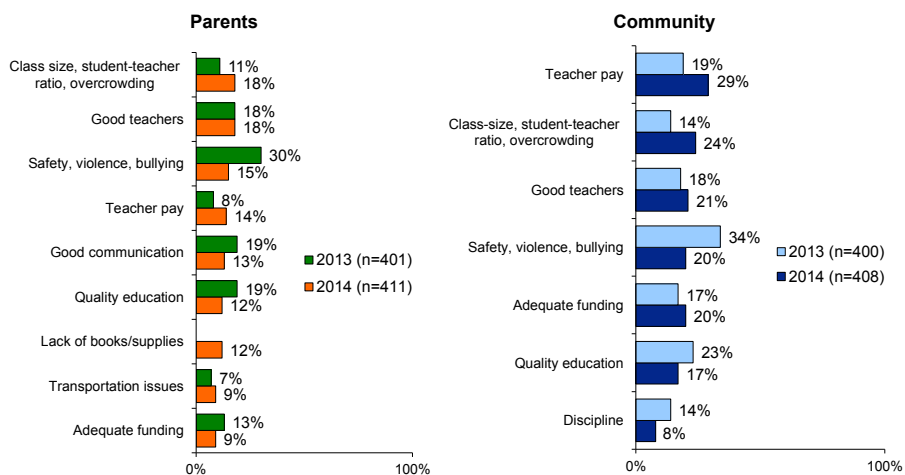
- For parents, Connect Ed is the top source for learning about system-wide issues.
- For community residents, TV (not GCS TV) and newspapers are the top sources.
- Use of the GCS Website has decreased from 2013 to 2014.

13

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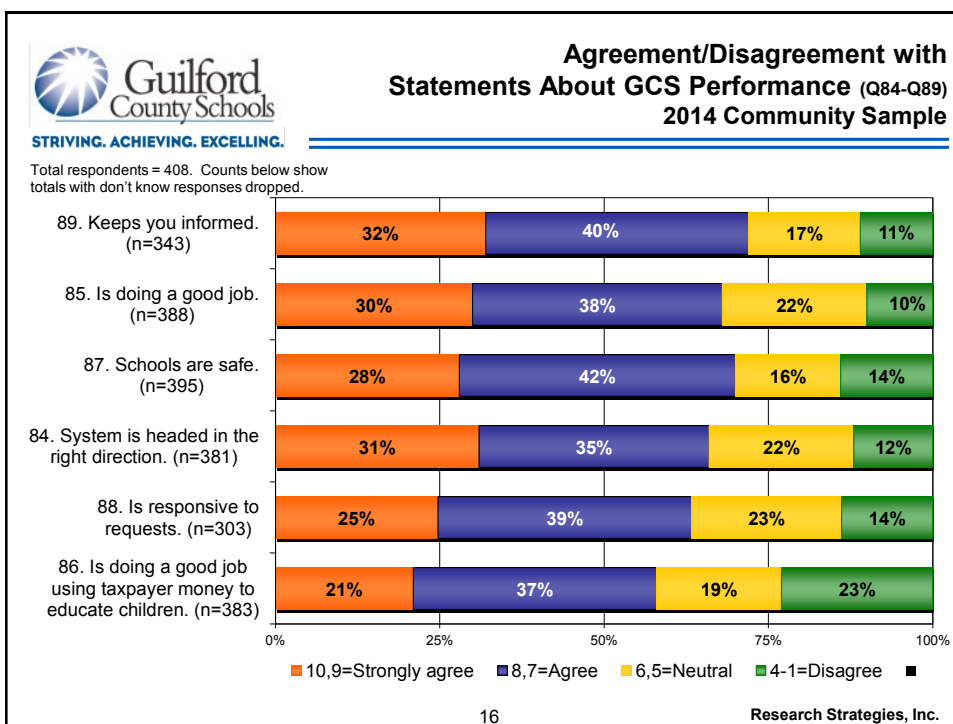
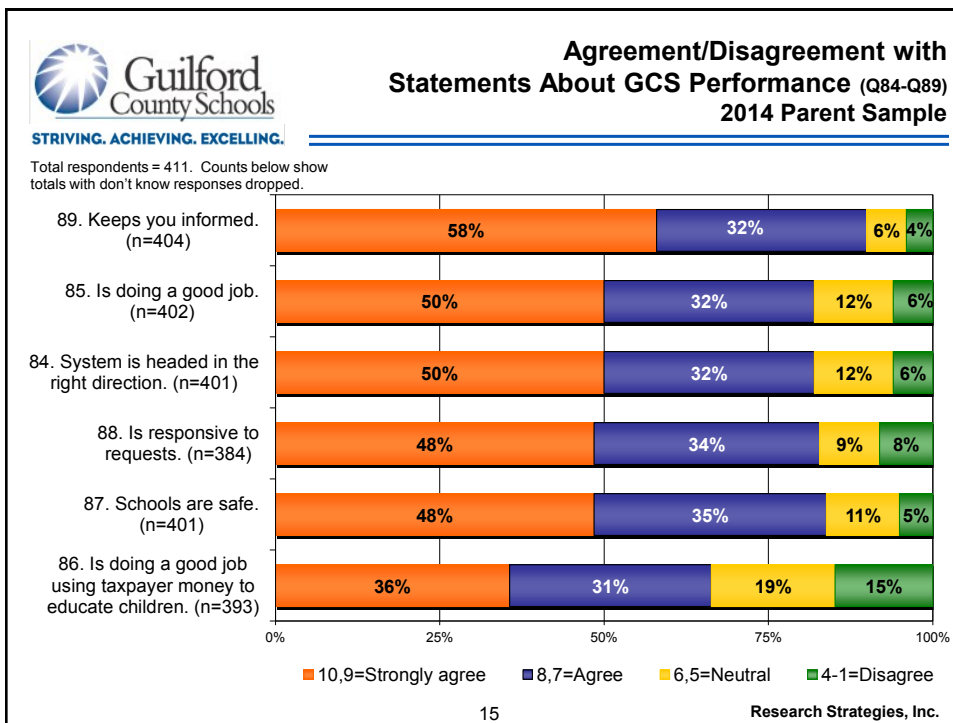
Most Important Issues Related To Guilford County Public Schools (Q9) Parent & Community Samples By Year (Open-ended comment question. Up to three answers allowed.)



Class size and teacher pay receive more mentions this year than last year. While safety is still a top issue, fewer respondents mentioned it this year, compared to last year.

14

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Performance of GCS (Q71-Q83) Parent Sample By Race/Ethnicity Average Ratings on 10-Point Scale

Don't know responses dropped from base.

Total Parent Sample Scale: 1=Very Poor to 10=Very Good	Parents 2014	Race			Significant Differences Based on Tests for Equality of Means
		White (W)	African American (AA)	Hispanic (H)	
71. Overall quality of education	8.2	7.9	8.1	9.1	W & AA < H
72. Teachers	8.3	8.1	8.0	9.1	W & AA < H
73. Principals	8.2	8.0	7.9	9.1	W & AA < H
74. Regional Superintendents	7.8	7.2	7.6	9.0	W & AA < H
75. Superintendent Mo Green	8.1	7.7	8.1	9.0	W & AA < H
76. Board of Education	7.5	6.6	7.6	8.9	W < AA < H
77. Central Administrators	7.8	7.3	7.7	8.9	W & AA < H
78. Support staff	8.2	7.8	8.1	9.1	W & AA < H
79. Programs from gifted learners	8.4	8.1	8.2	9.3	W & AA < H
80. Quality of magnet schools	8.6	8.1	8.5	9.4	W & AA < H
81. Quality of choice or option schools	8.3	7.9	8.1	9.0	W & AA < H
82. Quality of traditional schools	8.0	7.7	7.8	8.9	W & AA < H
83. Quality of charter schools (Not GCS)	7.6	7.0	7.7	8.3	W < H

- Blue highlighting shows that, in general, Hispanic parents give significantly higher ratings than white and African American parents. White and African American parents give similar ratings, with one exception. White parents give significantly lower ratings than African American parents on Board of Education.

17

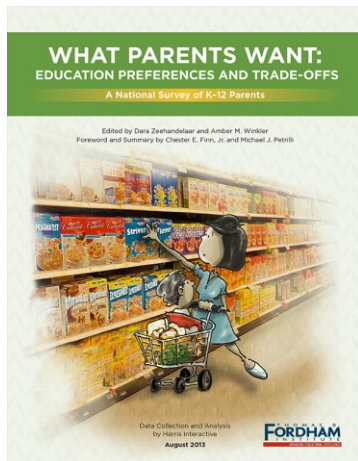
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Don't know responses dropped from base.

Satisfaction with Areas of Communication from GCS (Q38-Q57) Parent Sample By Year Average Ratings on 10-Point Scale



Scale: 1=Very dissatisfied to 10=Very Satisfied	Parents 2013	Parents 2014
45. How well child is performing in school	7.8	8.4
50. How to get involved with child's school	8.2	8.3
52. The safety of your child's school	7.6	8.0
53. Bus transportation	7.7	7.9
46. How well child's school is performing compared to other schools in the county	7.4	7.7
38. Curriculum offerings	7.4	7.7
41. Programs for gifted students	6.8	7.7
42. Magnet schools, choice or option schools	7.2	7.7
54. Child nutrition or school lunch	7.6	7.6
51. School selections & student assignments	7.3	7.6
39. Different schools in the system	6.9	7.6
48. After-school care	7.7	7.5
44. Athletic opportunities	7.3	7.5
56. Character education	6.9	7.4
56b. Community service/service learning opportunities	na	7.4
43. Counselors and guidance	6.9	7.3
47. College preparation	6.8	7.3
57. Career/technical education or career preparation	6.8	7.3
40. Special programs for students needing help	6.8	7.1
55. Study abroad opportunities	5.8	6.7
49. New school construction & renovations	6.1	6.4

18

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Professional Standards & Resources

- Barcelona Declaration of PR Measurement Principles www.prsa.org
- School Communications Benchmarking Project: Rubrics of Practice and Suggested Measures www.nspra.org
- Dictionary of Public Relations Measurement and Research www.instituteforpr.org
- International Association of Business Communicators www.iabc.com
- PR Measurement: Proving the Performance of PR Strategies www.prnewsonline.com



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QUESTIONS & ANSWERS

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