PARSONS | TKO

Leveraging Comms Data

Using Metrics to Improve Your Communications

PRE Meeting | July 15, 2022

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ParsonsTKO

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Introduction and session origin

Agenda:

- Origins of this session
- Frameworks for thinking about new ways to use your data
- Lessons from Tulsa
- New district benchmarks from our survey

2 years of data, but what does it mean?

- How many mentions is a lot?
- Should we be worried about our website view numbers?
- Are *any* social media metrics actually meaningful?
- How is my shop doing compared to my peer districts?

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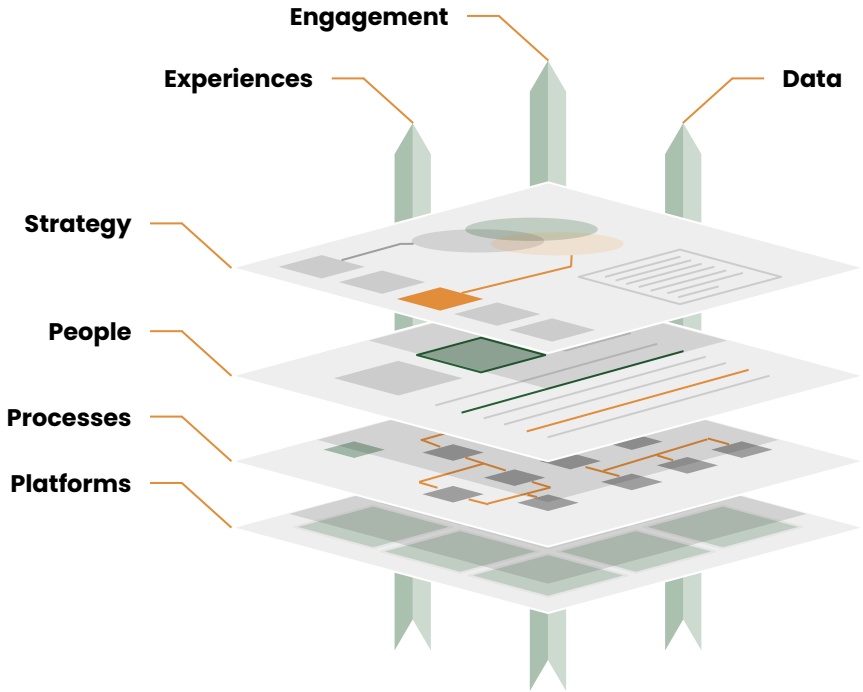
The role of data

Why and how to think of data in district comms

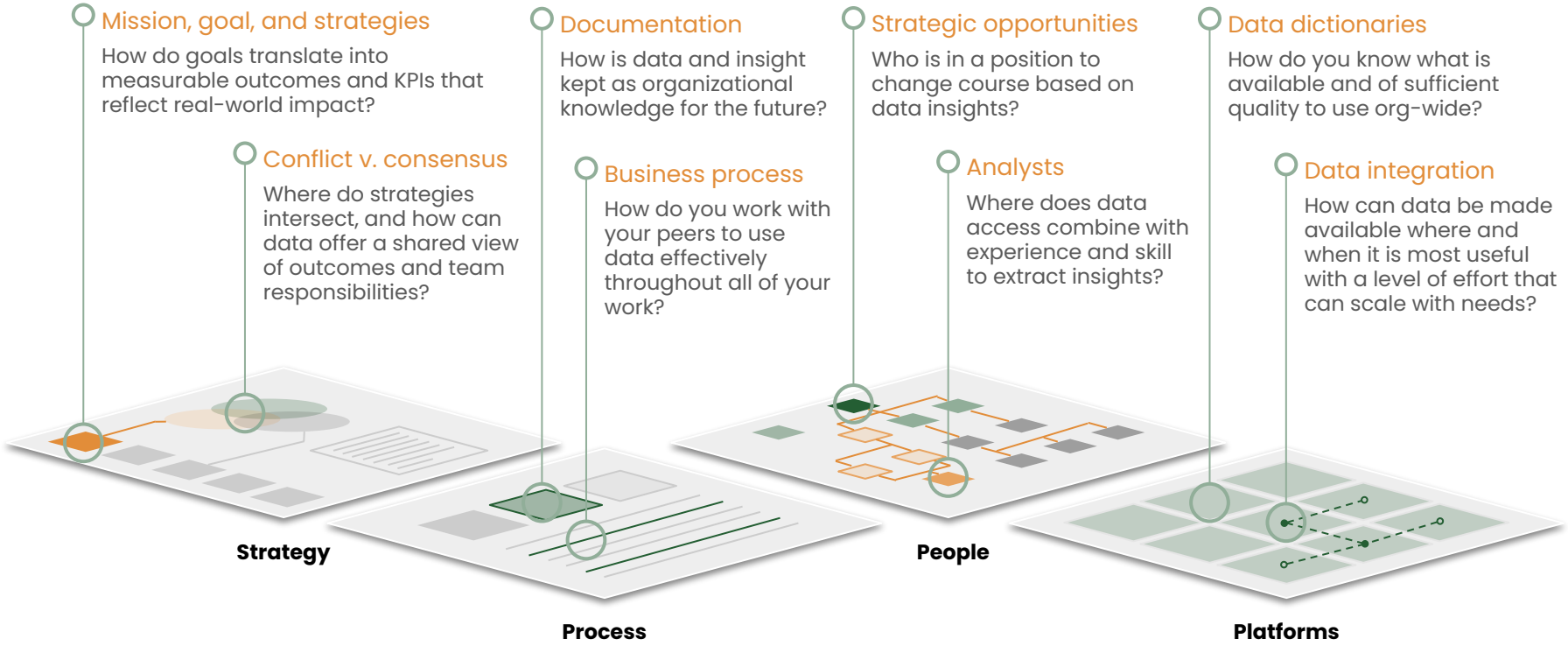
The way we see possibilities

Engagement Architecture • noun

The ParsonsTKO philosophy and methodology that addresses your outreach platform as a holistic ecosystem—an interconnected set of people and systems that work together to advance your mission.



Data strategy across your architecture



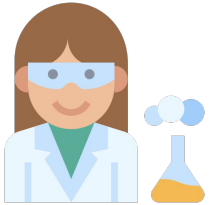
Four key roles for analytics

Storyteller

How do we demonstrate our impact and guide the narrative that drives us?

Coffee table

What brings us together to collaborate and spark ideas with shared vision?



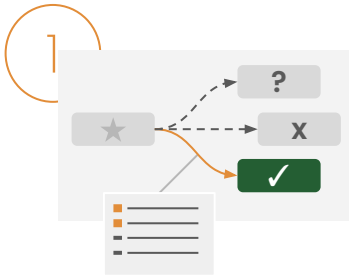
Myth buster

What misunderstandings or divisions keep us from moving forward?

Air traffic control

How can our tools help us focus our effort on the highest value work?

The anatomy of data strategy work



Strategy definition

How does your mission translate into tactics, and traceable steps, and measurable outcomes?

Tracking & technology

What does it take to collect and manage all the data you need to meet your strategic needs ?

Reporting & analysis

How do we turn the wealth of data into useable, curated outputs that meet the needs of stakeholders?

Adoption & optimization

How does all of your work in data lead to changes, better decisions and outcomes in the organization?

Tulsa’s story

Why we did it: implementing routine reports

Where we started:

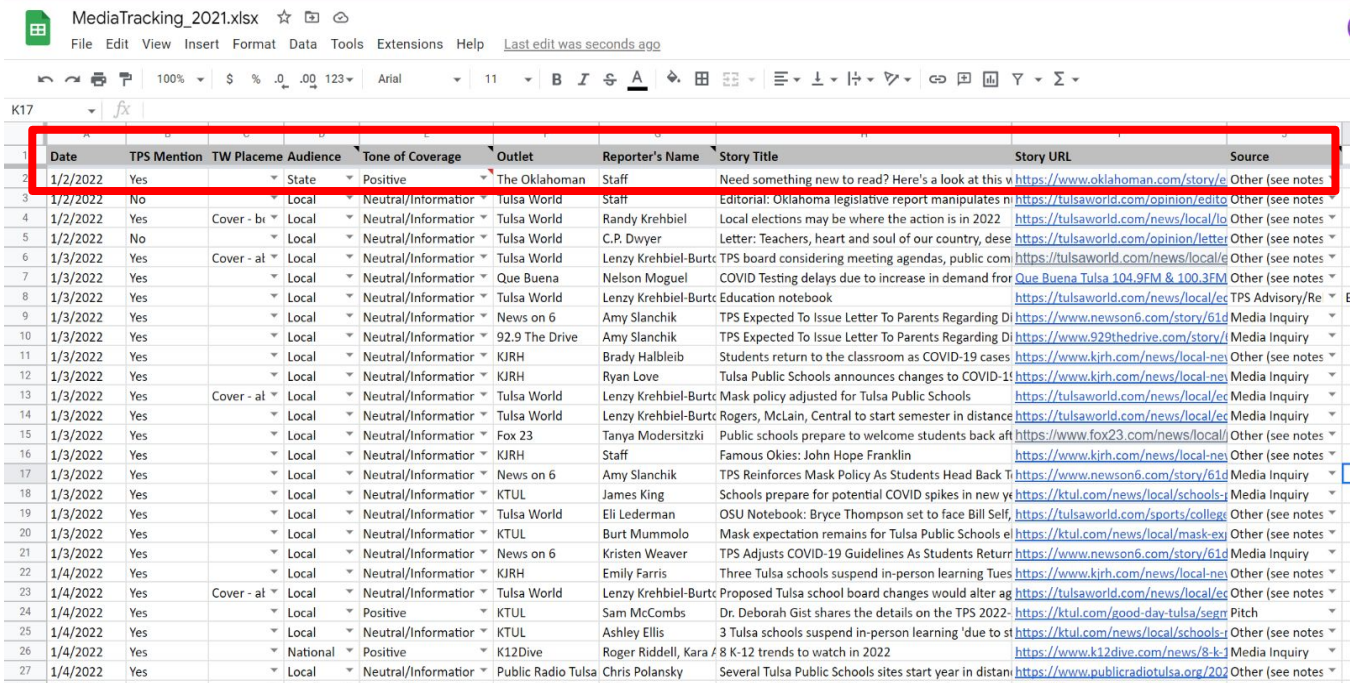
- Critical feedback from our Board of Education
- Community concerns about transparency
- Multi-year budget cuts resulting in team staffing changes

What we did:

- Identified key metrics
- Created a template
- Started filling it in

Seriously. It's not as hard as you think.

How we did it: foundational practices



MediaTracking_2021.xlsx

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	Date	TPS Mention	TW Placeme	Audience	Tone of Coverage	Outlet	Reporter's Name	Story Title	Story URL	Source
2	1/2/2022	Yes		State	Positive	The Oklahoman	Staff	Need something new to read? Here's a look at this v	https://www.oklahoman.com/story/e	Other (see notes
3	1/2/2022	No		Local	Neutral/Informatior	Tulsa World	Staff	Editorial: Oklahoma legislative report manipulates ri	https://tulsaworld.com/opinion/edito	Other (see notes
4	1/2/2022	Yes	Cover - be	Local	Neutral/Informatior	Tulsa World	Randy Krehbiel	Local elections may be where the action is in 2022	https://tulsaworld.com/news/local/lo	Other (see notes
5	1/2/2022	No		Local	Neutral/Informatior	Tulsa World	C.P. Dwyer	Letter: Teachers, heart and soul of our country, dese	https://tulsaworld.com/opinion/letter	Other (see notes
6	1/3/2022	Yes	Cover - al	Local	Neutral/Informatior	Tulsa World	Lenzy Krehbiel-Burtc	TPS board considering meeting agendas, public com	https://tulsaworld.com/news/local/e	Other (see notes
7	1/3/2022	Yes		Local	Neutral/Informatior	Que Buena	Nelson Moguel	COVID Testing delays due to increase in demand fror	Que Buena Tulsa 104.9FM & 100.3FM	Other (see notes
8	1/3/2022	Yes		Local	Neutral/Informatior	Tulsa World	Lenzy Krehbiel-Burtc	Education notebook	https://tulsaworld.com/news/local/ec	TPS Advisory/Re
9	1/3/2022	Yes		Local	Neutral/Informatior	News on 6	Amy Slanchik	TPS Expected To Issue Letter To Parents Regarding Di	https://www.newson6.com/story/61d	Media Inquiry
10	1/3/2022	Yes		Local	Neutral/Informatior	92.9 The Drive	Amy Slanchik	TPS Expected To Issue Letter To Parents Regarding Di	https://www.929thedrive.com/story/(	Media Inquiry
11	1/3/2022	Yes		Local	Neutral/Informatior	KJRH	Brady Halbleib	Students return to the classroom as COVID-19 cases	https://www.kjrh.com/news/local-ne	Other (see notes
12	1/3/2022	Yes		Local	Neutral/Informatior	KJRH	Ryan Love	Tulsa Public Schools announces changes to COVID-1	https://www.kjrh.com/news/local-ne	Media Inquiry
13	1/3/2022	Yes	Cover - al	Local	Neutral/Informatior	Tulsa World	Lenzy Krehbiel-Burtc	Mask policy adjusted for Tulsa Public Schools	https://tulsaworld.com/news/local/ec	Media Inquiry
14	1/3/2022	Yes		Local	Neutral/Informatior	Tulsa World	Lenzy Krehbiel-Burtc	Rogers, McLain, Central to start semester in distance	https://tulsaworld.com/news/local/ec	Media Inquiry
15	1/3/2022	Yes		Local	Neutral/Informatior	Fox 23	Tanya Modersitzki	Public schools prepare to welcome students back aft	https://www.fox23.com/news/local/(	Other (see notes
16	1/3/2022	Yes		Local	Neutral/Informatior	KJRH	Staff	Famous Okies: John Hope Franklin	https://www.kjrh.com/news/local-ne	Other (see notes
17	1/3/2022	Yes		Local	Neutral/Informatior	News on 6	Amy Slanchik	TPS Reinforces Mask Policy As Students Head Back T	https://www.newson6.com/story/61d	Media Inquiry
18	1/3/2022	Yes		Local	Neutral/Informatior	KTUL	James King	Schools prepare for potential COVID spikes in new ye	https://ktul.com/news/local/schools-r	Media Inquiry
19	1/3/2022	Yes		Local	Neutral/Informatior	Tulsa World	Eli Lederman	OSU Notebook: Bryce Thompson set to face Bill Self,	https://tulsaworld.com/sports/college	Other (see notes
20	1/3/2022	Yes		Local	Neutral/Informatior	KTUL	Burt Mummolo	Mask expectation remains for Tulsa Public Schools el	https://ktul.com/news/local/mask-ex	Other (see notes
21	1/3/2022	Yes		Local	Neutral/Informatior	News on 6	Kristen Weaver	TPS Adjusts COVID-19 Guidelines As Students Returr	https://www.newson6.com/story/61d	Media Inquiry
22	1/4/2022	Yes		Local	Neutral/Informatior	KJRH	Emily Farris	Three Tulsa schools suspend in-person learning Tues	https://www.kjrh.com/news/local-ne	Other (see notes
23	1/4/2022	Yes	Cover - al	Local	Neutral/Informatior	Tulsa World	Lenzy Krehbiel-Burtc	Proposed Tulsa school board changes would alter ag	https://tulsaworld.com/news/local/ec	Other (see notes
24	1/4/2022	Yes		Local	Positive	KTUL	Sam McCombs	Dr. Deborah Gist shares the details on the TPS 2022-	https://ktul.com/good-day-tulsa/segm	Pitch
25	1/4/2022	Yes		Local	Neutral/Informatior	KTUL	Ashley Ellis	3 Tulsa schools suspend in-person learning 'due to st	https://ktul.com/news/local/schools-r	Other (see notes
26	1/4/2022	Yes		National	Positive	K12Dive	Roger Riddell, Kara A	8 K-12 trends to watch in 2022	https://www.k12dive.com/news/8-k-1	Media Inquiry
27	1/4/2022	Yes		Local	Neutral/Informatior	Public Radio Tulsa	Chris Polansky	Several Tulsa Public Schools sites start year in distan	https://www.publicradiotulsa.org/202	Other (see notes

Existing media tracking sheet

Facebook insights

Google analytics

Engagement tracking sheet

Narrative input from every team member

Manual counts (graphics)

Yes - I have a template!

What does it look like?

TULSA PUBLIC SCHOOLS

TEAM COMMUNICATIONS HIGHLIGHTS: FEBRUARY 2022

KEY MESSAGES

- Enrollment and Enrollment Expos
- Early college high school (EDGE)
- Concurrent enrollment

Facebook cover image

SOCIAL MEDIA

127 social media posts
11,658 total page views: (34% decrease)

- **Post reach: 104,242 (67% increase)**
- **Post engagement: 26,502 (68% increase)**
- **New "likes": 249 (4% increase)**

MOST POPULAR SOCIAL MEDIA POST:

We have extended our 2022-2023 enrollment window! Our enrollment window will now close on Wednesday, Feb. 16 at midnight. Visit www.tulsaschools.org/enroll to enroll now!

¡Hemos extendido nuestro período de inscripción 2022-2023! Nuestra ventana de inscripción ahora se cerrará el miércoles 16 de febrero a la medianoche. ¡Visite www.tulsaschools.org/enroll para inscribirse ahora!

28,522 REACH / 1,600 ENGAGEMENT

TulsaSchools.org

Messaging & social media

TULSA PUBLIC SCHOOLS

TEAM COMMUNICATIONS HIGHLIGHTS: FEBRUARY 2022

BROADCAST AND PRINT MEDIA

85 pitches resulting in **10** news stories (**12%** success rate)
7 media releases/advisories to **21** outlets resulting in **7** news stories (**4%** success rate)
115 total media mentions

- **55** positive media mentions
- **56** Neutral media mentions
- **4** Negative media mentions

TOPICS INQUIRED ABOUT THE MOST THIS MONTH

- Winter weather and classes
- Third Montessori at Eugene Field
- Rogers Cybersecurity program
- Webster broadcasting program

OUR HEADLINES:

THE GOOD

- News on 6: Eugene Field Elementary To Become 3rd TPS School Switching To Montessori Program
- Transcend: 5 MOVES FOR LEARNER-CENTERED SUPERINTENDENTS TO MAKE IN 2022
- News on 6: Tulsa Public Schools Partners With TU For Cybersecurity Student Program
- News on 6: Tulsa Public Schools Look To Double Students Enrolled In TV, Film Program

THE BAD

- KTUL: Oklahoma surpasses one million cases of COVID
- Fox 23: 8th grade student family says she is still facing side effects a week after eating marijuana laced candy
- KIMG: 8th grade student family says she is still facing side effects a week after eating marijuana laced candy
- Fuerza Tulsa: Estudiante de octavo grado de Tulsa recibió dulces mezclados con marihuana en la escuela

WEBSITE AND DIGITAL MEDIA

DISTRICT AND SCHOOL NEWS STORIES*

- Classes and activities canceled Wednesday, Feb. 2-Friday, Feb. 4 / Enrollment Expo rescheduled (4,306 views)
- Jan 31: Information about potential inclement weather (2,647 views)
- No classes next week, COVID-19 data and safety information, homework help (1,505 views)
- Tulsa Public Schools Elementary Curriculum Selection (503 views)
- Community input on naming of Central Cafeteria open until March 3 (422 views)

TOP 5 DISTRICT PAGES*

- **Tulsa Public Schools homepage: 123,184 views**
- **Login to Canvas: 94,395 views**
- **Team Tulsa: 60,721 views**
- **Calendars: 16,386 views**
- **Parent Update: 14,564 views**

TOP 5 SCHOOL PAGES*

- **Booker T. Washington High School: 8,802 views**
- **Thomas Edison Preparatory: 8,269 views**
- **Will Rogers College Middle and High School: 4,496 views**
- **Memorial High School: 3,333 views**
- **Nathan Hale High School: 2,981 views**

*Visited throughout the month

WEBSITE HIGHLIGHTS AND NOTABLE USAGE CHANGES:

- The Academics pages for Webster and Hale have been redesigned with new layouts, photos, and content.
- The Tulsa Voices section on the district homepage was updated with new quotes from site-level Teacher of the Year winners.
- **39** school sites had an increase in views compared to February 2021, with Tulsa MET and Eugene Field more than doubling their view counts.
- The Department and Services Directory page (formally Our Teams) had a **254%** increase in views compared to February 2021. The page has had an average increase of **238%** per month since it was redesigned in October 2021.
- The enrollment expo page had almost **4,000** views in February and more than **10,000** for the entire enrollment window, double the views from the previous year.

GRAPHICS AND COLLATERAL:

- **32** social media graphics, **16** PPT graphics
- **11** promotional graphics for Woodland Hills Mall campaign, **3** flyers, **2** web graphics, **1** card

Media relations, website, & digital media

TULSA PUBLIC SCHOOLS

TEAM COMMUNICATIONS HIGHLIGHTS: FEBRUARY 2022

SUPPORTING OUR TEAM, SCHOOLS, AND FAMILIES

COMMUNICATIONS SUPPORT FOR DISTRICT TEAMS:

- **Talent Management:** worked with vendors to coordinate logistics for annual employee recognition events
- **Health and Safety:** provided messaging support around early morning rapid testing and vaccination clinics
- **Language & Cultural Services:** SchoolMessenger support for monthly ELPAC meetings
- **Exceptional Student Services:** SchoolMessenger support around transition event for families
- **Postsecondary Readiness:**
  - Provided messaging support around concurrent enrollment and early college high school (EDGE) program
  - Visited, photographed, and wrote features on **7** career and technical education teachers in celebration of Career and Technical Education Month (East Central, Edison, McLain, Hale, Memorial, Rogers, and Webster)
- **Enrollment:**
  - Assisted in planning and communicating **4** field trips for transitional grade students at **4** elementary schools to visit their feeder pattern middle schools in February
  - Supported school leaders and enrollment team by sending follow-up emails to **257** recipients/families of students at elementary schools that participated in February tours
  - Sent **2** text messages about in-person enrollment office hours to families at North Tulsa schools
  - Sent **5** emails and **4** text messages to all families about enrollment expo and upcoming events
  - Sent **1** robo-call to Spanish-speaking families about enrollment expo
  - Sent **5,785** flyers home in backpacks to Midtown and West Tulsa elementary school families
  - Sent **1** email and **2** text message reminders to all families about enrollment deadline
  - Sent **1** robo-call reminder to Spanish-speaking families about enrollment deadline

COMMUNICATIONS SUPPORT FOR SCHOOL TEAMS:

- Highlighted **51** schools with **63** web stories featuring site-level Teacher and Support Employee of the Year winners
- Burroughs Elementary: Photographed the field trip and wrote web story about students featured in Dear Black Future exhibition at the Gathering Place
- Memorial High School: SchoolMessenger support
- Memorial Middle School: SchoolMessenger support
- Tulsa MET Junior High and High School: Photographed the Project Bike Tech national director's visit and wrote web story highlighting the program
- Zarrow International School: messaging support to clarify temporary changes to drop-off and pick-up process for families caused by significant road closure near school

SPECIAL PROJECTS:

- Supported the Superintendent's office with **9** outreach and internal engagement touchpoints, including a thank you card mailed to **116** bus drivers in recognition of National School Bus Driver Appreciation Day and a congratulations note mailed to **154** site-level Teacher and Support Employee of the Year winners.

COMMUNICATIONS SUPPORT FOR PARENTS AND FAMILIES:*

- Average of **32,777** parents and families received the Weekly Parent Update email and text message
- **3** text messages to Spanish-speaking families about February ELPAC meeting
- **1** email about EDGE enrollment to **60** families that enrolled at McLain or Memorial
- **1** text message about EDGE workshop to families of 8th graders
- **1** email and **1** text message to all families about inclement weather days
- **1** email to all families containing updated safety practices

COMMUNICATIONS SUPPORT FOR TEAM TULSA:*

- Average of **5,870** members of Team Tulsa received the Weekly Team Tulsa Update email and text message
- **5** emails and **2** text messages to all staff about inclement weather
- **1** email and **2** text messages to all staff about the last enrollment expo
- **1** email to all staff containing updated safety practices
- **1** email to all staff regarding school leadership changes
- Nearly **200** team members entered this month's Feel Good Friday giveaway, with **5** winners receiving gift certificates from Hurt's Donuts.

*Average number across four weeks. Totals include English and Spanish messages. Weekly parent and staff emails were on hiatus on 2/4 and 2/25 due to inclement weather and February break.

OPEN RECORDS REQUESTS

Received: **13** Processing: **10** Completed: **14**

Services to district & school teams, internal / external communications

Case study: Latinx community engagement

Data-informed tactics

Increased use of robo-calls and text messages with vanity URLs

Increased use of in-person engagement opps

Increased engagement with Spanish-language media

Promising results

220% increase in views of Spanish-language enrollment resources page

62% increase in views of Spanish-language enrollment events page

50% increase in applications from Latinx families

7 ppt increase in Latinx family participation in the enrollment process

What else have we learned?

- With emails, more is less… engagement
- Vanity URLS are great tools to assess your tactics
- Text messages in lieu of email
  - 200% increase in views of tulsaschools.org/update
  - 120% increase in views of tulsaschools.org/updateESP
- Data bolsters a case for support: website investments, staffing
- My favorite: data corrects misinformation

All those NEGATIVE stories about the district - it's all I see! Can't you get some positive stories placed? Have you tried press releases?

Interesting that you say that because the data doesn't bear it out. Only about 3% of last month's stories were negative - and 64% were positive!

P|TKO

Survey findings

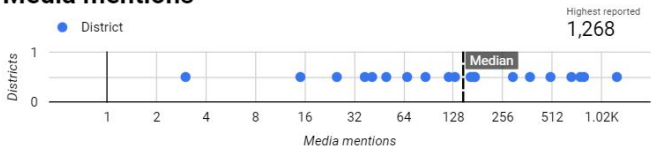
Perspectives on comms performance & impact from dozens of districts

What we observed

- Some of you don't have access to data about comms performance. Find your gate keeper, and show them how many of your peers do have this access.
- There's no "one way" to track. Some seem to use formal tools, like Cision, some are DIY'ing media tracking.
- The happiest districts are tying action to their metrics. Think about what you'll do with the data you track.
- A small number of districts now forgo wire services, relying on individual outreach, or inbound requests. (Overall though, direct pitches and use of releases are equivalent.)
- Some comms teams have a limited purview of website activity. The website can become a hub of engagement for families, as other channels direct attention there for "the full story"

Comms metric monthly benchmarks

Media mentions

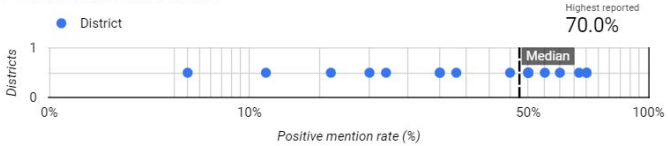


Median
147

Website traffic

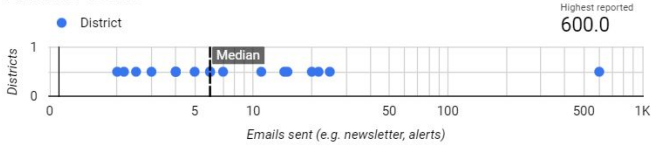
Median
223.8K

Positive mentions



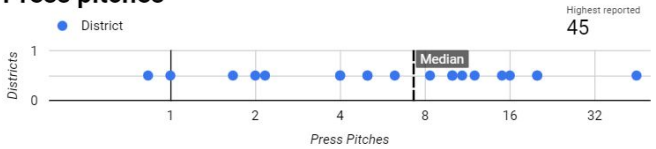
Median
47.5%

Emails sent



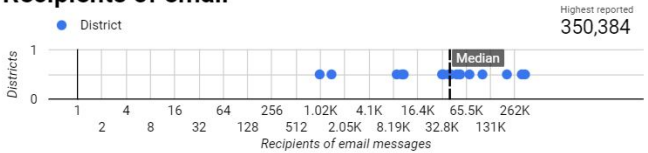
Median
6.0

Press pitches



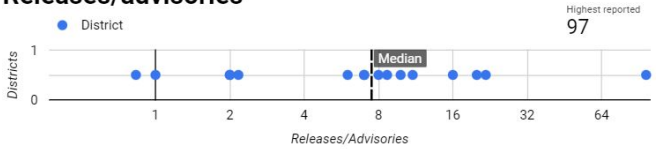
Median
7

Recipients of email



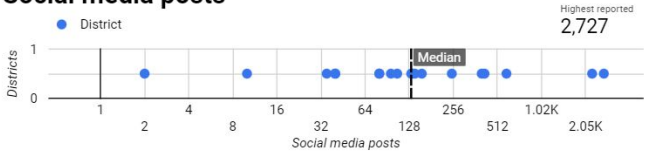
Median
41,000

Releases/advisories



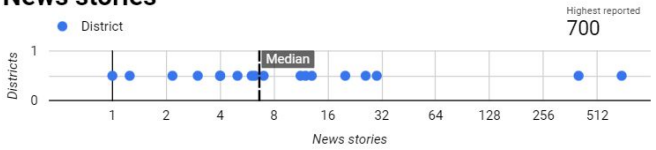
Median
8

Social media posts



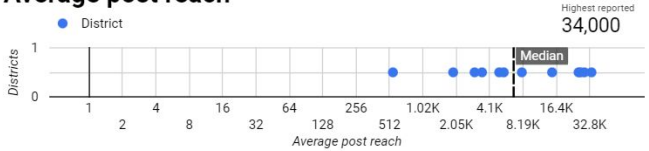
Median
132

News stories



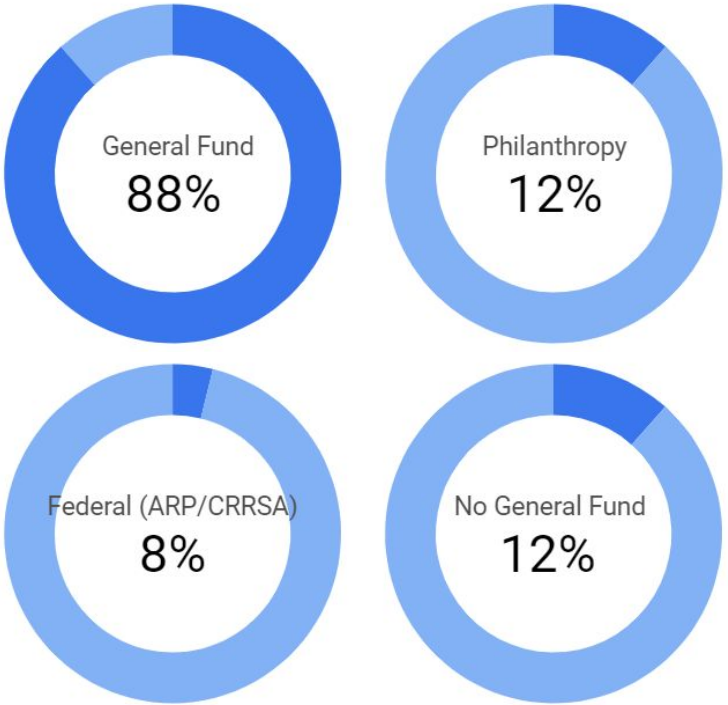
Median
7

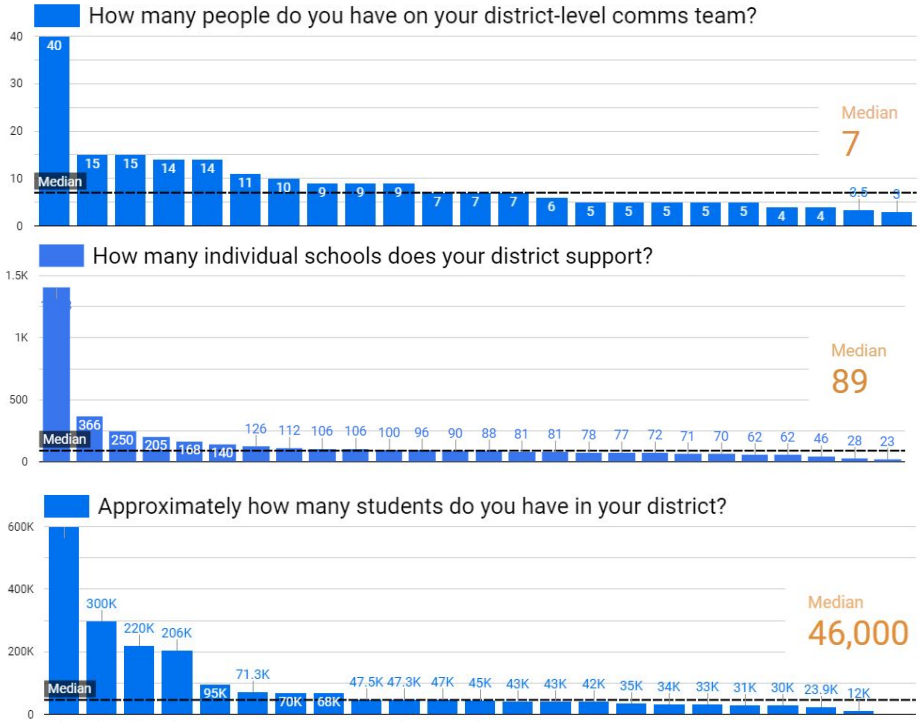
Average post reach



Median
6,750

How to adjust your baseline, benchmark





Building context externally

- Look for organizations that can help you expand on the scale of your mandate
- These organizations can tell you more and also become a part of the service you provide to your families

Metrics that matter

Metrics make a difference

when they move people

to take action.

"**debunking** misperceptions about the number of negative stories about us"

"...**demonstrating** the need for a mobile-first approach to the page layout. After showing that, they were happy to work with us on an alternate approach."

"data helps to allocate resources and expand funding when the **data can be tied to results** i.e. increased attendance, enrollment, bus ridership, food service, participation in events etc. "

Making metrics matter

To tell a story of your impact,

you need to wrap your data

in a compelling narrative.

"we are letting go of things that **do not move the needle** anymore."

"It helps the team with staying grounded in how important their work is - when the rhetoric around education is so negative, they have something that **demonstrates their positive impact**."

"We had one of our students ""take-over"" our Instagram for a day and we saw **a huge increase in followers** (that were our students)."

Download the report

Use your phone's QR code reader:

SCAN ME

- Comms metric benchmarks
- Advice on advanced analysis
- Peer "data success" stories

A BIG thank you!

Thanks to:

- Emma Garrett Nelson
- The 26 survey participants
- Those who shared example reports
- Tonya Harris & the CGCS team

Download the report

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