

Communications Committee Meeting

Thursday, April 25, 7 p.m.

Agenda

1. Roll Call
2. Approval of Minutes
3. Presentation
 - a. Social Media Update
 - b. Exploring / introducing texting as communication tool
 - c. Dr. Marseille and Ms. Michaels video presentation on the school district budgeting process and 2019-20 budget development
 - d. Informing constituents of strategic plan progress
 - e. Branding survey overview: Demographics and participation Informing constituents about strategic plan progress

Social Media Update

facebook

Page Summary Last 28 days ↕

Export Data 

Results from Mar 27, 2019 - Apr 23, 2019

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

 Organic  Paid

Page Views

March 27 - April 23

1,750

Total Page Views ▼28%



Post Reach

March 27 - April 23

18,459

People Reached ▼28%



Post Engagements

March 27 - April 23

23,264

Post Engagement ▲4%



Page Likes

March 27 - April 23

30

Page Likes ▼41%



Page Followers

March 27 - April 23

35

Page Followers ▼34%



Videos

March 27 - April 23

13,063

3-Second Video Views ▼5%





















Social Media Update

facebook

04/09/2019 12:27 PM	 The Philadelphia Tribune writes about CSD Elkins Park School teacher Andrew Vassall and			2.3K		121 88		
04/05/2019 1:23 PM	 Meet YOUR 'Ham Hoopstars who are facing Harlem Wizards Saturday at CHS at 6:30. Get			2.2K		587 100		
04/02/2019 4:49 PM	 Congratulations to the newly formed CHS Girls Ultimate Frisbee team...the Spirit Animals			2K		497 278		
03/27/2019 7:36 PM	 <u>CSD Wyncote Elementary third grader Nora Weithoner opened Multicultural Night with a</u>			2K		451 285		
04/23/2019 1:45 PM	 Jason Lytle Named Principal at Myers Elementary ELKINS PARK, Pa. (April 24, 2019)			1.7K		556 153		

Social Media Update

facebook

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  North Penn School Distr...	8.8K 	▲0.1%	5	6.1K 
2  Abington School District	5.7K 	▲0.1%	6	1.7K 
3  Norristown Area School ...	3.4K 	▲0.1%	3	434 
YOU 4  Cheltenham School Dist...	3.2K 	0%	20	1.7K 
5  Upper Moreland	3K 	▲0.1%	0	86 
6  Wissahickon School Dis...	3K 	▲0.1%	14	1.8K 

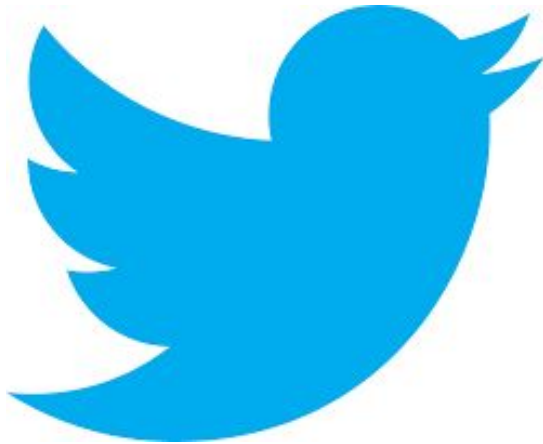
Social Media Update



Instagram

<i>start date</i>	03/25/19	04/01/19	04/08/19	04/15/19
<i>end date</i>	03/31/19	04/07/19	04/14/19	04/21/19
AUDIENCE	599	623		641
POSTS	31	75		1
INTERACTIONS	369	808		117
REACH	996	932		412
IMPRESSIONS	13812	34700		1374

Social Media Update



28 day summary with change over previous period

Tweets
169 ↑ 38.5%



Tweet impressions
43.9K ↑ 73.6%



Profile visits
421 ↓ 46.8%



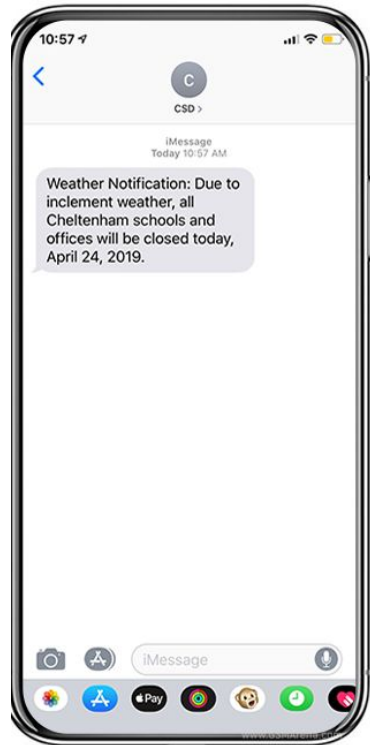
Mentions
16 ↓ 15.8%



Followers
661 ↑ 2



Texting as Communications Tool



- ✓ As a means to reach constituents where they are, CSD is the preliminary stages of rolling out texting for the start of the 2019-2020 school year
- ✓ Will be used to communicate weather advisories and emergencies, event updates and other news.
- ✓ Current communication tools include email, phone, social media, news share, mobile application
- ✓ Schoolmessenger, the district's communication platform for phone blasts, emails and mobile application, will assist with the rollout
- ✓ Principals will have access to texting at the building level
- ✓ Communication rollout for texting will start in August of 2019 in conjunction with the annual InfoSnap information update

Budget Process / Building Video

- ✓ **This spring, in an effort to provide complete transparency with regard to the CSD budget, Superintendent Dr. Wagner Marseille and Business Manager Cara Michaels recorded a voice over to their Feb. 3 budget presentation at the Elkins Park Library.**
 - ❑ The 27-minute video can be viewed at https://youtu.be/c80nyHeK_Zw
 - ❑ Dr. Marseille presents an overview of district demographics and recent achievements.
 - ❑ Ms. Michaels covers the budget timeline, how the budget is built, where the funds come from and where they go, how the Act 1 index impacts the taxes collected and the negative implications of dipping into fund balance. She explains challenges of balancing special education, transportation, debt service costs and benefits and salaries with the district's commitment to fiscal responsibility.

Budget Process / Building Video

✓ Video Rollout

- ❑ Video will be posted to ...
 - ❑ CSD social media channels
 - ❑ Weekly News Share
 - ❑ Principals weekly e-blast
 - ❑ “Announcements” section and newsfeeds on all eight cheltenham.org homepages
 - ❑ Cheltenham Township website
 - ❑ Cheltenham Township e-blasts

Branding Survey Participation

✓ Overview

- ❑ The survey opened Friday, January 4, 2019, and closed Sunday, February 10, 2019.
- ❑ Survey participation was encouraged through various means, including emails to the district and township databases, social media posts and a postcard sent to every address in the township.
- ❑ The survey consisted of four thematic sections: Brand image, points of pride, communication preferences and sample demographics. Each section contained several qualitative and quantitative questions, both, meant to align with the initial topics of interest for CSD.

Branding Survey Participation

✓ Participation

- ❑ 1,165 unique responses were collected;
- ❑ 840 completed surveys (72.1%);
- ❑ 325 partially completed surveys;
- ❑ The survey link was accessed 1,213 times during the study period but some responses could represent multiple responses by the same individual(s). As a mechanism for reducing the potential for oversampling an individual viewpoint, a data cleaning and reduction procedure was implemented using IP addresses.
- ❑ The survey started on Friday, January 4, 2019, and closed on Sunday, February 10, 2019.

Branding Survey Demographics

✓ Demographics

- ❑ 59.8% Female
- ❑ 68.1% of respondents were White, followed by Black (10.4%) and Other or bi-racial (4.3% and 3.0%, respectively). Almost 12% did not respond to this item.
- ❑ 80.4% bachelor's degree or higher
- ❑ 90% Cheltenham homeowners
- ❑ 90% were either CSD parents or community members
- ❑ Women taking the survey (59.8%) more than doubled men taking the survey (29.0%)
- ❑ 35.3% of respondents reported incomes greater than \$80,000
- ❑ 39% of respondents have lived in the district for 20 years or more.

Branding Survey Demographics

✓ Demographics

- ❑ A wide age range was represented in the responses with most coming from 36-45 (19.0%), 46-55 (22.0%) and 56-65 (20.2%)
- ❑ The sample represented a wide range of relationships with the Cheltenham School District: Community members (45.7%) and Parents (40.6%) made up the majority of the responses with alumni also responding at a 10.1% rate.