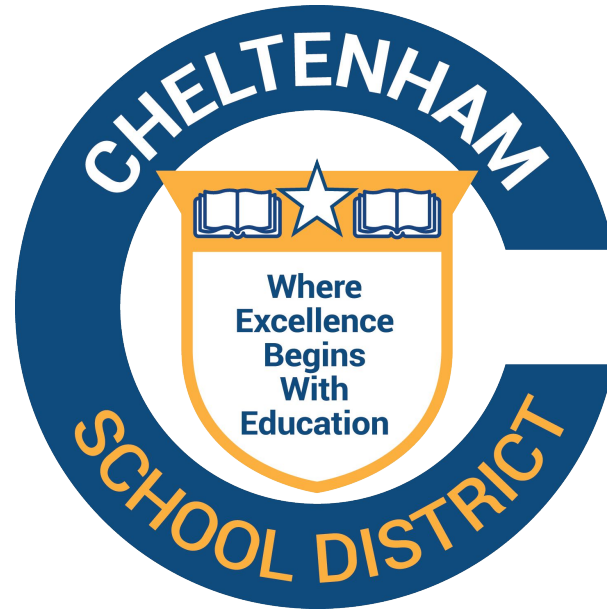


# Communications Committee

Thursday, Nov. 21, 2019





# Cheltenham School District

## Mission & Vision Statements



### **Mission Statement**

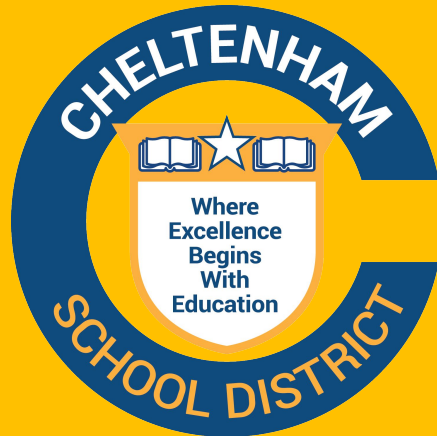
Drawing on its cultural richness, creativity, and tradition of scholastic excellence, the Cheltenham School District strives to nurture each child through a wealth of academic endeavors and community partnerships that provide the skills and vision needed to lead a productive and meaningful life beyond our classroom walls.

### **Vision Statement**

With a clear connection between the classroom and the world, the Cheltenham School District will strive for excellence by:

1. inspiring our students to develop principled and knowledgeable responses to the local, national, and global challenges of the 21st century;
2. actively engaging parents in their children's intellectual, social, and moral education;
3. encouraging faculty and staff to continually broaden the web of connections between their academic disciplines and the world on which they depend;
4. stimulating dynamic leadership of building and district administrators; and
5. creating partnerships with community individuals, institutions, organizations, and businesses that model real-world connections for all students.

**Communications  
Committee  
November 21,  
2019**



# Agenda

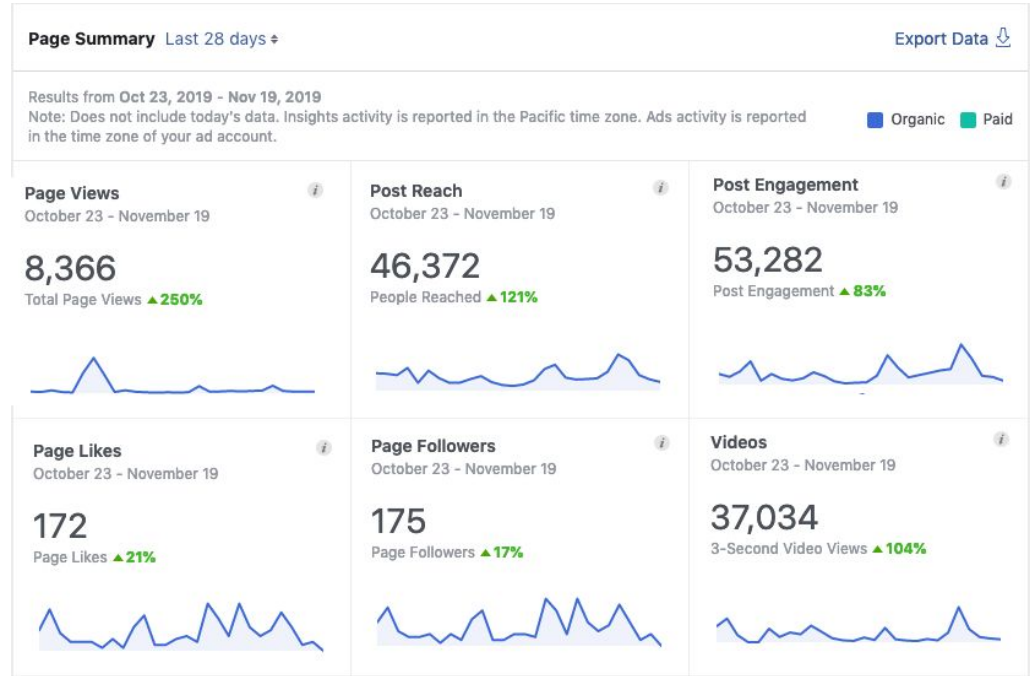
1. Roll Call
2. Approval of Minutes
3. Topics
  - a. Communications Analytics
  - b. Media Relations
  - c. Capital Campaign

# Communications Committee November 21, 2019



# Communications Analytics

facebook



Communications  
Committee  
November 21,  
2019



# Communications Analytics

facebook

Add Pages Engagement ⓘ

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  North Penn School Distr...	9.5K	▲0.3%	9	13.5K
2  Abington School District	6K	0%	6	1.9K
3  Norristown Area School...	3.8K	▲0.2%	8	1.5K
<b>YOU</b> 4  Cheltenham School Dist...	3.7K	▲0.7%	53	19.7K
Keep up with the Pages you watch. <a href="#">Get More Likes</a>				
5  Wissahickon School Dis...	3.2K	▲0.1%	7	3.9K
6  Upper Moreland	3.1K	0%	0	16

Communications  
Committee  
November 21,  
2019



# Communications Analytics

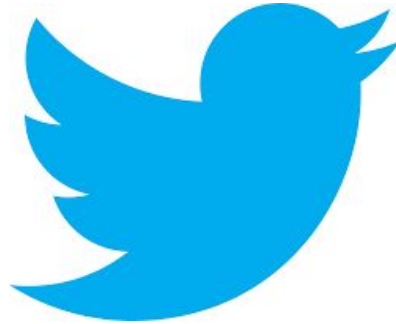
facebook

11/15/2019 9:50 PM		Panthers advance to their first District 1 5A championship game			10K		833 1.2K		<a href="#">Boost Post</a>
11/08/2019 9:50 PM		Panthers win, 35-21, vs. Unionville High School in the District One 5A			10K		1.2K 1.1K		<a href="#">Boost Post</a>
11/15/2019 3:18 PM		Cheltenham alumnus Lil Dicky has a message for the Panthers			7K		1.8K 412		<a href="#">Boost Post</a>
10/25/2019 10:09 PM		UNDEFEATED (in league) and it feels so gooooooood! Meet your first-			6.1K		1K 1.1K		<a href="#">Boost Post</a>
11/01/2019 9:25 PM		Panthers prevail, 41-7, over @SpringfieldFB in the first round of			4.3K		443 667		<a href="#">Boost Post</a>

Communications  
Committee  
November 21,  
2019



# Communications Analytics



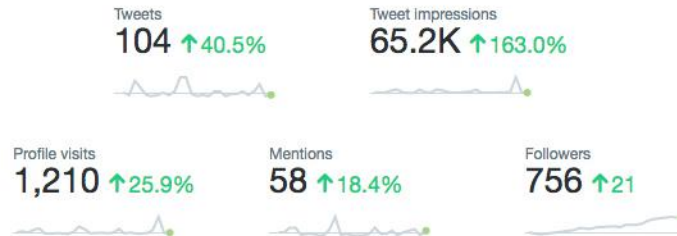
11/20

**28 day summary** with change over previous period



10/22

**28 day summary** with change over previous period



**Impressions:** Times a user is served a Tweet in timeline or search results

**User profile clicks:** Clicks on the name, @username, or profile photo of the Tweet author



**Communications  
Committee  
November 21,  
2019**



# Communications Analytics

## #ThisIsCheltenham

Date	Visitors	Locations	Outgoing Links	<1 Min	10+ Min
10/27	463	74	227	162	75
11/3	547	81	64	203	61
11/10	513	90	141	193	58
11/17	503	75	133	174	63

## Administrative Updates

Date	Visitors	Locations	Outgoing Links	<1 Min	10+ Min
8/22	1,089	137	163	480	119
9/16	930	104	511	297	112
10/15	1,169	127	190	391	237
11/19	961	102	217	405	114

*Administrative Updates are released the Monday after every legislative board meeting.*

Communications  
Committee  
November 21,  
2019



# Communications Analytics

## Board Meeting Streaming

Overview

Users

10

5

Tuesday, November 12, 2019

Users  
8

New Users  
6

Sessions  
16

Number of Sessions per User  
2.00

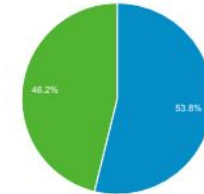
Pageviews  
0

Pages / Session  
0.00

Avg. Session Duration  
00:05:59

Bounce Rate  
0.00%

Returning Visitor New Visitor



Language

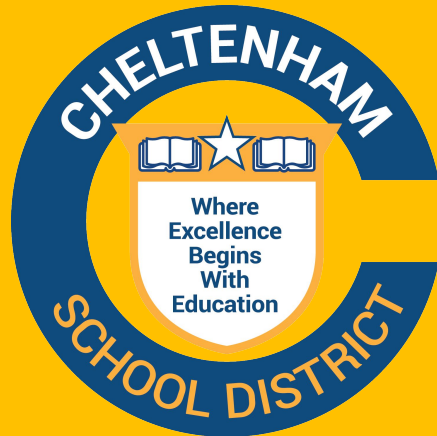
1. en-US

Users % Users

8

100.00%

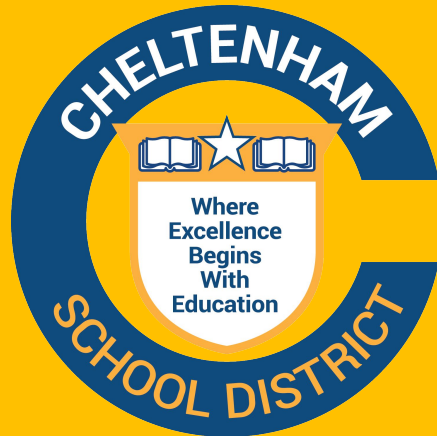
Communications  
Committee  
November 21,  
2019



# Media Relations

- CSD media relations is predicated on building relationships with reporters, editors, producers, and assignment desks.
  - When news media call on the district, a rapid response with what they're asking for has everything do with whether they'll call on us again. The relationship can be largely transactional.
  - Having good stories to tell and willing and available experts to offer make the process easier.
- An important key to media relations is to stay proactive in keeping the news media "in the know" about district programs, initiatives and newsworthy feature stories.
  - As part of our regular outreach, several regional education reporters have been added to the news share distribution.
- **News Desert:** Cheltenham is in a unique position of being next door to Philadelphia, but unfortunately, in the middle of a news desert. Our lone local print outlet, the Montgomery News' "Times-Chronicle" has been grouped with other Montgomery News editions "Glenside News" and "Globe," has been stripped of staff and expanded its coverage area to include nearly all of Montgomery County.
  - This limits our opportunities for coverage, which is why Communications has been focusing on social media and online news outlets.
- ["How the Collapse of Local News Is Causing a 'National Crisis,'"](#) *New York Times*, Nov. 20.

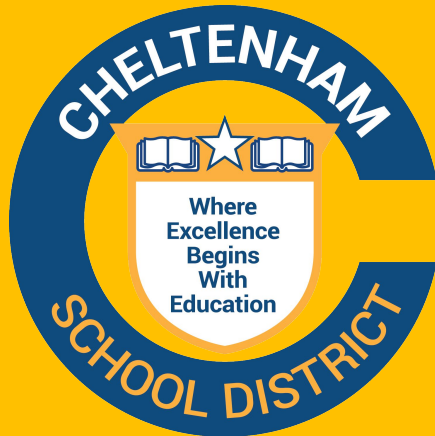
# Communications Committee November 21, 2019



## Media Relations

- For television, radio and photography, Communications issues several media advisories about school events per month requesting coverage.
  - Since Communications Committee's October meeting, Communications issued media advisories about the flag replacement at Wyncote and Football Pep Rally (Friday, Nov. 22).
  - Media advisories include What, When, Where, Why and, since TV and photography are visual media, what they can expect to see when they come to cover.
  - WPVI, October 25. [Glenside Elementary takes a stand against bullying](#)>
- Sometimes, the news media approaches the district, and we do our best to make these opportunities come to fruition.
  - PHL17, November 21. [PHL in the Classroom: Cedarbrook Middle School](#)>
  - CBS3, November 15. [Friday Football Frenzy: Cheltenham High School Program Connects Special-Needs Students With Athletes Through Sports](#)
  - Fox29, November 8. [High School Football Faceoff: Cheltenham vs. Unionville](#)>

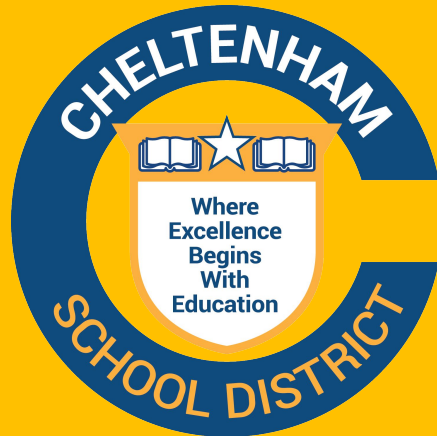
Communications  
Committee  
November 21,  
2019



# Media Relations

- Newspapers offer numerous ways for the Cheltenham name to reach the public:
  - **Trend story:** What can a Cheltenham official contribute to a story on an ongoing issue?
    - Kevin Kaufman has connected with the Inquirer's new suburban education reporter Maddie Hanna on numerous trend stories since she started the position.
    - During the week of October 18, Kaufman responded to queries from Hanna about the bus driver shortage (Transportation Supervisor Jim Custer) and how impeachment was being taught in the high school (Mark Hoff).
    - Neither Custer nor Hoff was quoted, but that had more to do with the fact that their responses were not outliers.
  - **Feature story:** An article specifically about a Cheltenham program, initiative, student or administrator.

Communications  
Committee  
November 21,  
2019



# Capital Campaign

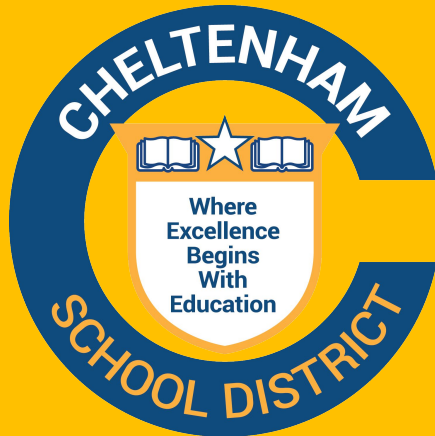
**“Report on Capacity and Organizational Readiness for Fundraising,”**  
Jaime L. Howard, LLC, June 30, 2017

**Administration Leadership:** Cheltenham School District Superintendent is engaged, informed and prepared, yet the totality of the school district leadership group is not actively engaged in fundraising process. NEEDS ATTENTION.

**Prospect Pool and Prospect Strategy:** While Cheltenham School District has access to much data on current students/families, teachers/staff and former teachers/staff, the information has not been organized, vetted or developed with fundraising goals in mind or a development strategy toward raising significant contributed revenue. CRITICALLY UNDERDEVELOPED

**Fundraising Program and Organization:** One-person department with robust communications and development responsibilities that is misaligned with the needs of future campaign and annual fundraising objectives. No development-specific plans, goals or metrics. Volunteer leadership, i.e. Alumni Association of Cheltenham High School is currently non-operational and not aligned closely with the school district’s five-year strategic plan, development goals and needs or overall communications and development priorities. SIGNIFICANTLY UNDERDEVELOPED.

Communications  
Committee  
November 21,  
2019



# Capital Campaign

**“Report on Capacity and Organizational Readiness for Fundraising,”**  
Jaime L. Howard, LLC, June 30, 2017 (Cont.)

**Fundraising Communications Strategy:** Key themes, topics and messages that connect vision of the school district with specific fundraising priorities need to be developed upon further discussion and planning.

**Funding Plan:** Initial focus must be on developing consensus among the administration and school leadership about the need for and impact of contributed revenue and - more importantly - setting up an infrastructure to begin to develop comprehensive prospect database and to establish new dialogues oriented toward philanthropic relationships.

Communications  
Committee  
November 21,  
2019



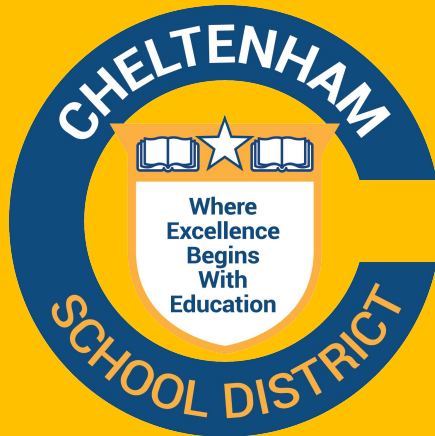
# Capital Campaign

## Current Situation

- **Administration Leadership:** Dr. Marseille is engaged, informed and prepared. He would have to be the “face” of the campaign, to be the person shaking hands and meeting with high-level prospects. Does he have the time?
- **Prospect Pool and Prospect Strategy:** CSD has contact information for families, staff and former staff. Alumni Association of Cheltenham High School is collecting contact information via online form.
- **Fundraising Program and Organization:** Now a two-person operation, Communications serves as a conduit for many donations from outside organizations, but there is no fundraising structure in place.
- **Fundraising Communications Strategy:** Donors like to know what their money is funding. For the district to move forward with any sort of meaningful fundraising campaign, priorities would have to be identified and cases built for each through strategic communications.



Communications  
Committee  
November 21,  
2019

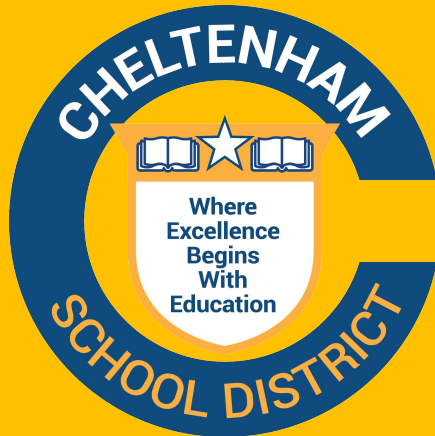


# Capital Campaign

## Current Situation (Cont.)

- **Funding Plan:** Infrastructure to begin to develop comprehensive prospect database must be built. Priorities must be identified and pursued in a systematic manner.
- **Staffing:** A largest obstacle. Since December 2017, Communications has evolved into a robust news gathering and disseminating and marketing arm of the school district. To change focus 180 degrees (or at least 90 degrees) would take time from these pursuits. A capital campaign such as is in the district's strategic plan is not a part-time undertaking.
- **Foundation:** After much research, school districts generally do not operate capital campaigns through their administrative offices. More often than not, a school-associated foundation is responsible for such fundraising efforts. Approaching the Cheltenham School District Foundation, a volunteer board with a solid focus on teacher grants and student scholarships, is not a viable option.

Communications  
Committee  
November 21,  
2019



# Capital Campaign

## Current Situation (Cont.)

- **Grants:** The district has been moderately successful in winning grants in recent years, and this is certainly a path toward alleviating some fiscal burdens. Grants are generally awarded for specific areas for a set amount of time and are not a long-term solution. Communications has applied for no more than five grants in the past fiscal year, and to make a significant difference in the district's finances, a full-time grant writer would have to be hired.
- **Corporations:** Soliciting corporate gifts could be a viable route to alleviating fiscal difficulties. For example, offering a corporation the opportunity to put their name on a laboratory in the a new Elkins Park School could be an attractive offer. Much like grants, though, these gifts can't be counted on as anything more than a short-term alternate revenue stream.
- **Next Steps?** Form an exploratory committee to assess the school district's readiness to move forward with a capital campaign? Hire a consultant to serve as a campaign manager?

**Communications  
Committee  
November 21,  
2019**



QUESTIONS?