**Communications Office Report**

**August 2018**

1. Dashboards
	1. Email Campaign Results
	2. Volunteer Year to Date
2. Strategic Communication Updates
	1. Communications Strategy
		1. Kaitlyn Taylor is sending out content requests and sending weekly e-blasts. Here is the process:
			1. School pushes content solicitation to teachers and parents who lead weekly e-blast process is:
				1. Every Monday: Request goes out in the morning
				2. Every Wednesday: Reminder goes out in the morning
				3. Every Thursday: Testing and approvals from PR, Lower and Upper Academy by EOD
				4. Every Friday: **Schedule** blasts to go out on Saturday morning
		2. Mailing List: we need to confirm mailing list is updated for 2018-2019
		3. Content calendar is up – events will be blasted out 2 weeks in advance – the caveat is that events must be populated on the school calendar. Currently, the calendar of events is owned by Principal Parker ie she has to approve the events. Public Relations to look at owning the calendaring process.
	2. Edlio
		1. Robin and Ariana troubleshooting the migration of data from Student Information System to Edlio platform
		2. Discovering challenges around mailing list
	3. Internal collateral:
		1. Branded power point
	4. Communication processes:
		1. Weekly e-blast request portal: targeting teachers, but need to figure out how to target parent volunteers
3. Brand
	1. Update playbook with timing and details
	2. Rebranding: defining parameters around surfacing our founding story
	3. Submitted Brand recommendations for new PTO shirts to PTO Treasurer
	4. Held high level discussions with Principal Parker, Chair Jennifer Fine and Vice Chair re: TMSA mascot change and developed messaging to show support, cooperation and intention
4. Research:
	1. Open House RSVP – launched
		1. Nearly 99% surveyed RSVPed
		2. Time conflict was the only reason cited for not being able to attend
		3. Recommendation: Notify parents 2 weeks in advance
	2. First Week Results
		1. 43 Respondents
		2. Platforms: e-blast, facebook pto, website
		3. High level findings:
			1. Half of respondents are promoters of the experience (Benchmark is NPS 11 and we are at 33)
			2. Almost 1/5 are detractors with very specific concerns
			3. 68% found the information presented very helpful or extremely helpful
			4. Over half (56%) said they received already received the information presented during the First Week, so families were mostly equipped to begin school
			5. Over 90% of respondents attended Open House and photos confirm the attendance
			6. Over 50% (54%) said Open House was Very or Extremely Organized with only 1 respondent saying Not At All Organized.
			7. Nearly 2/3 (66%) said they feel prepared to help their children be successful
			8. 89% said the duration was About Right
		4. Recommendations:
			1. The information is very informative and helps parents feel at ease about their child’s success. Sharing this information with other parents who were not able to attend will help other parents feel more at ease about their children’s success. The people who do not attend may not even feel out of the loop. However, when parents who attended begin to talk about what they learn, absent parents may then feel out of the loop. (This sentiment was expressed by parents who attended NOT by parents who were absent.)
			2. Parents noticed the cleanliness and “fresh look” of the school’s facilities. Please share this positive feedback with staff and continue the upkeep.
			3. New parents are extremely susceptible to tone of voice. Most families were addressed with a friendly, warm and helpful tone.
	3. Launched weekly e-blast portal
	4. Developing website update portal
	5. Communications IDI
		1. Completed 3 interviews
		2. 27 remaining
		3. Difficulty in recruiting
5. Technology
	1. Challenges around agreeing to one platform: ClassDojo is the primary (temporary channel)
6. Volunteerism
	1. One pager initiative
	2. Updates to the volunteering policy
7. Public Relations
	1. First PR event with The College Park Woman’s Club
	2. Resulted in contact list – to be approved by local school partners
	3. First Week Experience photos are in and we are using the photos as incentives to volunteer through PTO. Parents must volunteer with PTO in order to get the password and link. The password will change every other week.
	4. The role of PR needs to be clarified in external events: PR is there to manage reputation at events and is not there for solicitation