



Community Engagement Tips

MSPRA Fall Drive-In Conference Highlights

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1. Zac's Philosophy

- Inform Often (Every 15 minutes in a crisis!)
- Inform Early (Be the Source!)
- Inform through Multiple Channels
- Inform in an Organized Manner

2. Just Ask! (Staff, Parents, Community)

- Parents love the calendar, links to useful things, want better directory contacts, link to grades
- What do people click on most on your website?
- Always ask: Is there anything else?
- What is the best way to gather info?

3. Who Are These People?

- Who lives in your district? Census Demographic
- Who works in your district? HR Report
- Builders—1925-1945 Aged 70s-80s
- Boomers—1946-1964 Aged 50s-60s
- Generation X—1965-1979 Aged 30s—40s
- Generation Y or Millennials—1980-1994 Aged 20s—early 30s
- Generation Z—1995-2010 kids—teens

4. Why Does it Matter?

- 80% of Millennials own a smartphone—*Fueled.com*
- Mobile App use increased 115% in 2013—*Mashable/Flurry*
- 89% of mobile time is spent on apps vs. 11% on mobile websites—*Smart Insights*
- By 2019, it is estimated that 50% of all high school courses will be delivered online
- <http://mccrindle.com.au/resources/Generations-Defined-Sociologically.pdf>

5. In-House Before Out-House

- Weekly district-wide email—**REQUIRED**
Content—Need to know, HR, PD Notices, Upcoming Dates, Events, Staff achievements, Business discounts, and community events; Archive old issues for easy access
- Develop ways to get feedback from staff: Surveys, Chats, Communication Advisory Team
- Do you have a plan to let staff know first?
- Do they know how you will? (text/email/phone)

6. Your Website Should be the HUB of Your Communication Program!

- Your website must be accurate and updated regularly or it becomes obsolete



- Links: crisis info; lunch balances; athletic info, homework help, news, push notifications, links to classrooms, teacher emails, media guidelines

7. Don't Wait for a Snow Day to Call!

- Use calling rapid notification system for more than just snow days! Send calling system messages on different days middle school-Monday, Elementary-Tuesday, high school-Thursday...

8. GO MOBILE—Or at Least Be Friendly!

- Smartphone usage is skyrocketing—Millennials!
- The “soccer mom” is now the “mobile mom” and an app should help that

9. E-Newsletters Work like Press Releases

- Bi-Weekly/Weekly—Same Day of Week
- Send to all media, chamber, faculty, staff
- Publish like you have 4,000 subscribers
- Mix up articles (100 words or less)
- Link on website to sign up/view archives
- Keeps everyone in the know...One stop shop for school info
- Publicize newsletter with media
- Link up news articles about district
- Promote on social media

10. Use the Magazine Philosophy

- Pictures to show what happened (Dropbox?)
- Headline to tell what happened
- Short paragraph to tell what happened
- Link for more information

11. Add in Some Video!