# IUSD Communication Resources



June 2016

# **Current Resources**

Resource	Student Supports individualized communications to students and their families.	School Supports school-wide communications	Community Supports large-scale communications to all IUSD families and the broader Irvine and educational community.	IUSD Staff Supports internal communications and knowledge sharing with staff.
IUSD Website				
School Websites				
Newsflash				
SchoolMessenger				
Parent Portal				
Canvas				
Google Apps for Education				
Schoolnet				
Intranet	This ke jih ke ih ke jih ke ih ke jih		ke Wake Wake Wake Wake	
IUSD Email/Office 365				
Social Media				



- Sharing Resources
- Delivering High-Interest Information
- Sharing Unique Brand/Identity of our Sites

## **IUSD** and School Websites





Newsflash, Social Media, SchoolMessenger "Push" notifications to school and district community

• Emergency Notifications – Capable of 60,000 emails and phone calls in under 15 minutes.

Good Morning Meadow Park Families! This is Laura Vlasic, Interim Principal, and I would like to invite parents to an informal Meet and Greet. It will take place this Friday, January 10<sup>th</sup> right after Flag Deck in the MPR. Come have a cup of coffee and introduce yourself. I am so excited to serve this wonderful school and I look forward to meeting you.

### ACE Classes will start again on January 28th

Afterschool Classroom Enrichment classes will resume at Meadow Park on January 28th and run for seven weeks. We are excited to offer:

#### On Tuesdays:

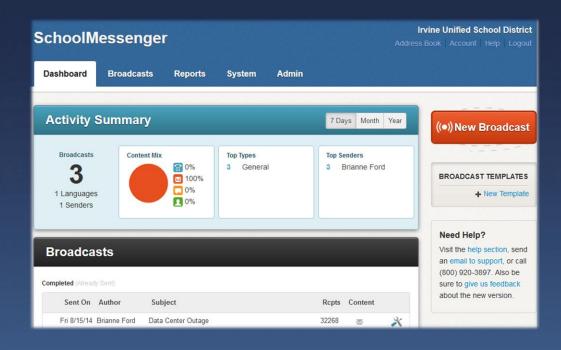
Academic Chess (grades 1-6)

Crazy Chemworks by Mad Science (grades 1-3)

# Community Outreach



# Parents and Students



asp.schoolmessenger.com/irvineusd

- Email, Phone, Text
- Ability to target and personalize messaging (e.g., Elementary Teacher/Room Assignments)
- Automated Attendance Callout
- Emergency Notifications
- Translation support
- Nightly Updates from the Student Data System

# SchoolMessenger

## Irvine Unified School District English **Aeries**<sup>®</sup>sis Email Password LOGIN Forgot Password? Create New Account

- Demographic updates
- Grades, Attendance
- Over 99% of Students have at least one Parent/Guardian registered

my.iusd.org

## Aeries Parent Portal



- Introduced in 2014-15
- Course/Teacher Websites
- Interactive Tools
- Discussions, videos, assignments, quizzes, conferences
- 85% of Teachers Use Canvas to maintain course websites and share resources with other teachers

iusd.instructure.com

## Canvas

# Website Project

Goal: Create and maintain visually impactful, responsive and accessible websites for IUSD and our schools

Timeline	Milestone
Fall 2015	Gathering student, parent, staff and community input. Previewing solution options.
Spring 2016	Request for Proposals (formal selection process)
May 2016	Contract awarded and executed for KWALL, Inc.
Fall 2016	Templates developed for IUSD.org and schools
Spring 2017	IUSD.org Site Launch
Spring - Fall 2017	School Websites Launched



#### DISTRICT FEATURED NEWS

#### Northwood High School **Dedicates Culinary** Arts Facility

Northwood High School recently held a dedication ceremony for its new Culinary Arts facility, which serves nearly 180 Northwood students as part of the District's Career Technical Education Pathways program

ALLNEWS



#### DISTRICT INITIATIVES

- School Facilities Improvement Measure The Irvine Unified School District is considering placing a School Facilities Improvement Bond Measure. on the June 2016 ballot.
- California Common Core Standards Common Core State Standards outline what students should know and be able to do in reading and mathe matics from kindergarten through the 12th grade.
- Local Control Funding Formula California's budget for 2013-14 brought changes to school funding allocation, with a goal of channeling resources to students who need them most.

#### **CALENDAR**

JANUARY

SUN MON TUE WED THU FRI SAT 1 2 3 4

January 23, 2016

Meeting

Development





# Communications Strategy

- District Communications
  - District priorities and initiatives
  - Prestigious awards, honors and competitions (county, state and national)
  - High-profile staff recognition (Teacher/employee of the year)
  - Community concerts, events and activities
  - Community partnerships
- School Site Communications
  - Student news
  - School site news and information
  - Communication of key District priorities and initiatives
  - PTA news and information

## Discussion

- What is working?
- What are some ways that the District can better communicate?
- What information is helpful and important to parents?
- Who do parents most want to hear from? District, principal, teacher?
- What preferences do our audiences have for communications?
  - Push (email, newsletters, text messages, voice messages)
  - Pull (website, social media)

## Discussion

## Website

- Can you easily find information on District and school websites?
- What is the information you are looking for online from the District website?
- What information are you looking for from your school website?

## Social Media

- Do you follow the District or school on social media?
- Do you like receiving news about other school sites and student/staff achievements?