

IUSD

*Communication
Resources*



June 2016

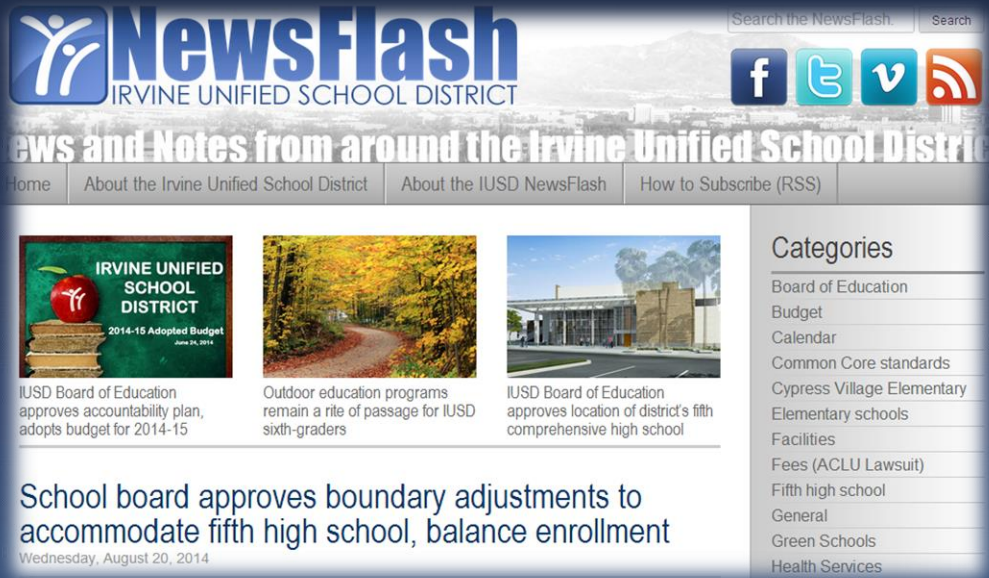
Current Resources

Resource	Student <i>Supports individualized communications to students and their families.</i>	School <i>Supports school-wide communications</i>	Community <i>Supports large-scale communications to all IUSD families and the broader Irvine and educational community.</i>	IUSD Staff <i>Supports internal communications and knowledge sharing with staff.</i>
IUSD Website			<input type="radio"/>	
School Websites		<input type="radio"/>	<input type="radio"/>	
Newsflash			<input type="radio"/>	
SchoolMessenger	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Parent Portal	<input type="radio"/>			
Canvas	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
Google Apps for Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Schoolnet				<input type="radio"/>
Intranet				<input type="radio"/>
IUSD Email/Office 365	<input type="radio"/>			<input type="radio"/>
Social Media		<input type="radio"/>	<input type="radio"/>	



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

IUSD and School Websites



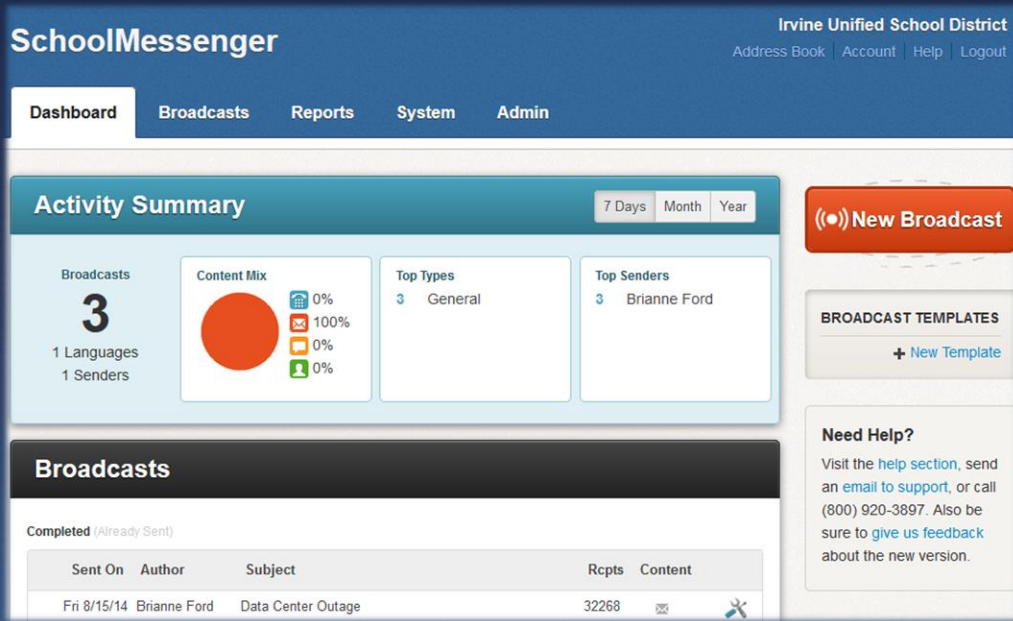
Newsflash, Social Media, SchoolMessenger “Push” notifications to school and district community

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

Community Outreach



Parents and Students

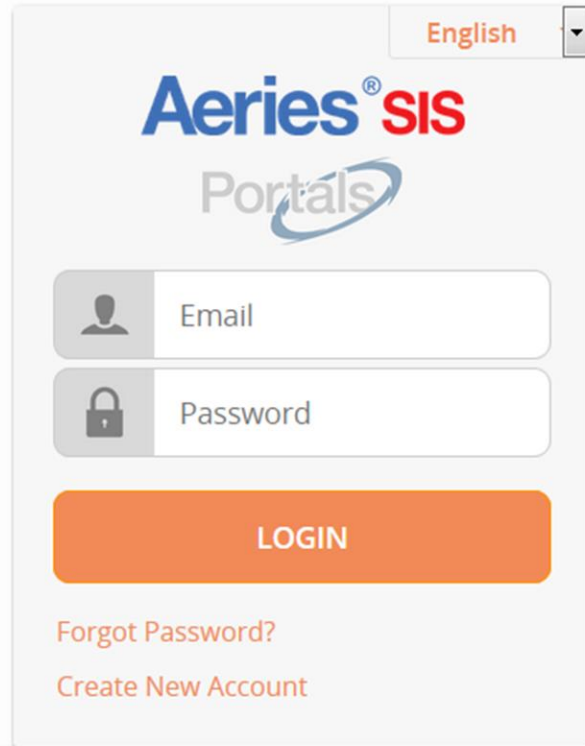


- Email, Phone, Text
- Ability to target and personalize messaging (e.g., Elementary Teacher/Room Assignments)
- Automated Attendance Callout
- Emergency Notifications
- Translation support
- Nightly Updates from the Student Data System

asp.schoolmessenger.com/irvineusd

SchoolMessenger

Irvine Unified School District

The image shows a login portal for Aeries SIS. At the top right, there is a language dropdown menu set to "English". The logo "Aeries® SIS Portals" is centered at the top. Below the logo are two input fields: the first is labeled "Email" with a person icon, and the second is labeled "Password" with a lock icon. Below these fields is a large orange "LOGIN" button. At the bottom of the form, there are two links: "Forgot Password?" and "Create New Account".

English

Aeries® SIS
Portals

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

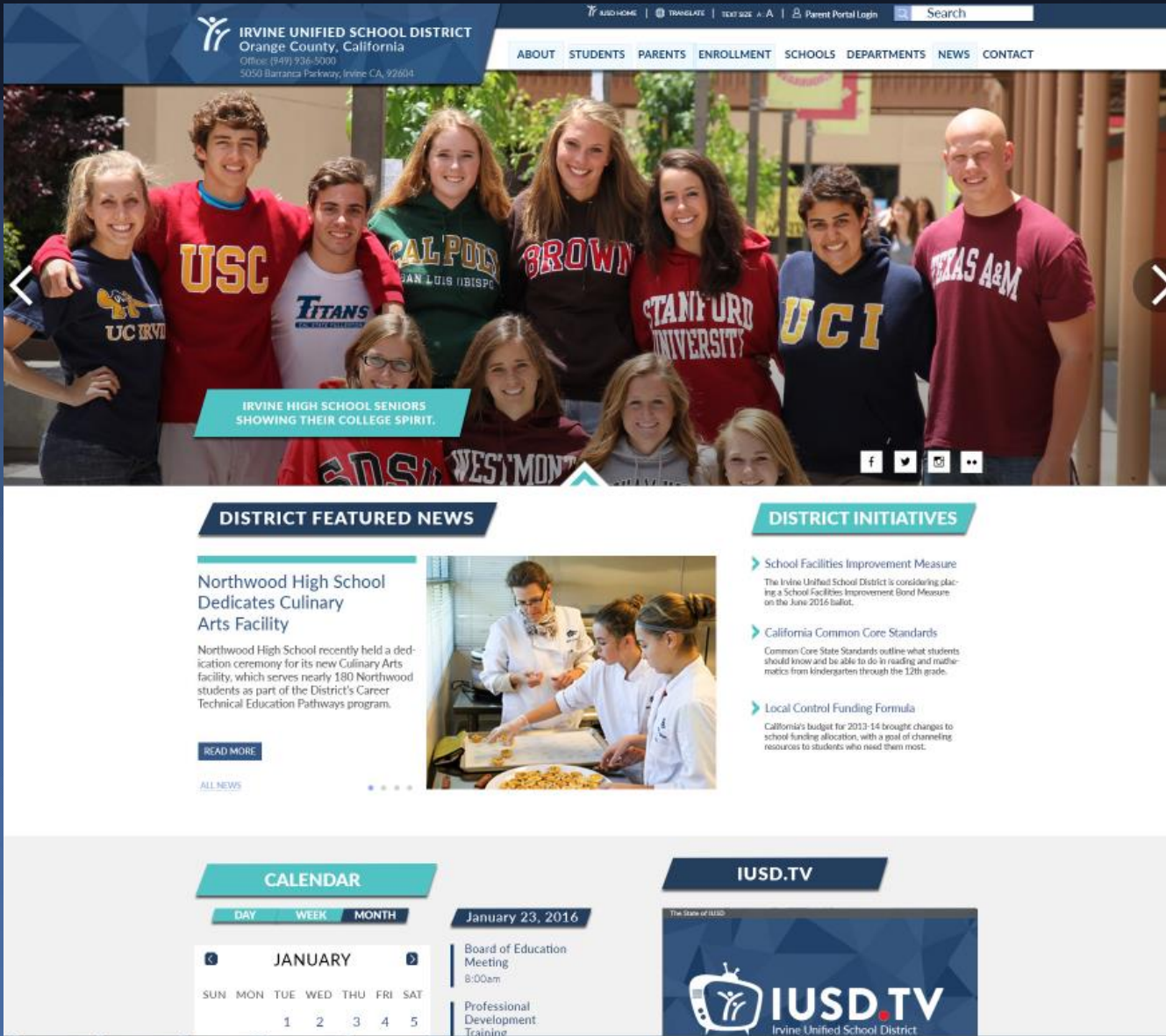
iusd.instructure.com

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



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?