



COMMUNITY ENGAGEMENT

Communications Annual Report

JUNE 2022 - MAY 2023

The Communications Office continues to oversee the distribution of the District's mass communication. This report provides a comprehensive look at communication efforts this past year in alignment with the Strategic Plan & LCAP.



www.sduhsd.net



760-753-6491



@sduhsd

OUR PURPOSE

- To **increase** the **transparency** and **build trust** with our community through branding and storytelling efforts.
- To **support administrators** through crisis communications and media requests.
- To **strategically promote district initiatives**, programs, and opportunities for students.

OUR WORK



MASS COMMUNICATION

Oversee district-wide messaging platforms and newsletters



WEBSITE MANAGEMENT

Maintain district website and assist schools with their websites.



VIDEO PRODUCTION

Produce high quality videos and shorts to promote district news, programs, and initiatives



MEDIA RELATIONS

Serve as district spokespersons and media liaisons for all press inquiries



PUBLIC RECORDS REQUESTS

Assist Business Services with compliance and production of documents for public records requests



CRISIS COMMUNICATIONS

Assist school administrators with crisis messaging.

MEET THE COMMUNICATIONS TEAM!



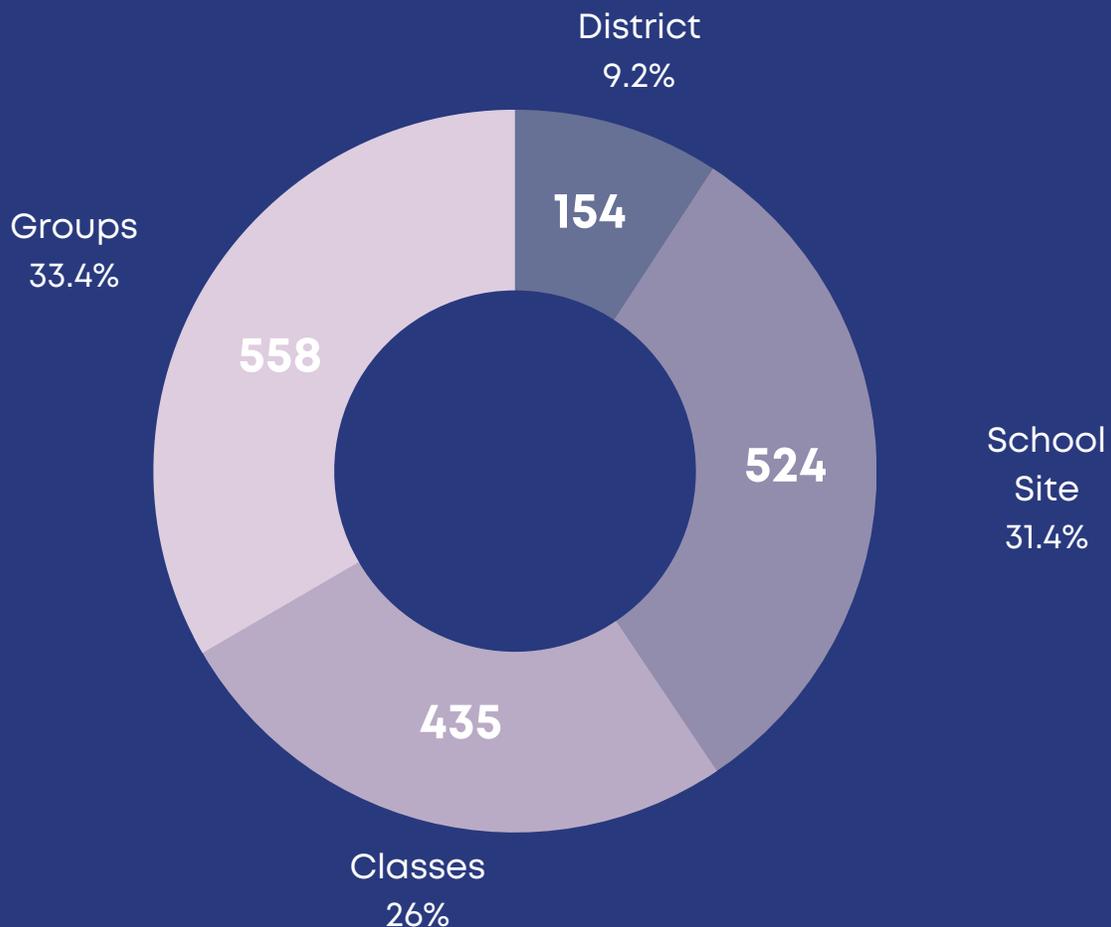
Miquel Jacobs
Communications
Coordinator

COMMUNITY MESSAGES

Administrators, staff and teachers are able to send messages to the community using ParentSquare, the communications platform under Aeries.

Parents/guardians elected to receive communications via email (95%; 21,268), text message (5%; 1,013) and via the ParentSquare mobile app (6%; 1,304).

SDUHSD and sites sent out a total of 1,671 outreach messages via email and text message, and 163 emergency alerts via text to a total of 55,772 educational partners.



- Messaging sent to the entire district, to an entire school site, to individual classes and to created groups of recipients.

PUBLIC RECORD REQUESTS

Public Records Act

The Communications Office works to assist the Business Services Department with compliance and production of documents for public records requests.

- The District received 85 public records requests during the 2022-23 school year. This represents a 53 percent decrease in the district-record 159 public records requests that were received during the 2021-22 school year.

53%
**YEARLY DECREASE
IN PRA REQUESTS**



WHAT ARE PUBLIC RECORDS REQUESTS?

What is a public record?

- "Public records" include any writing containing information relating to the conduct of the public's business prepared, owned, used or retained by the agency regardless of physical form or characteristics."

What is the district obligated to provide in response to a request?

- In response to a public request, we are only responsible for providing existing documents and records that are maintained by the District. The District releases non-exempt, existing records in response to requests. The Public Records Act does not require that the District answer questions or create new records.

What records are exempt?

- Records exempt from a PRA are commonly made exempt by state law. Examples include but are not limited to preliminary drafts and notes, pending litigation, student records, an employee's personnel and medical files, and minutes of a board meeting held in closed session.

SDUHSD SOCIAL MEDIA



Facebook

17,844

IMPRESSIONS

Impressions is the number of times our content was displayed to users

3,456

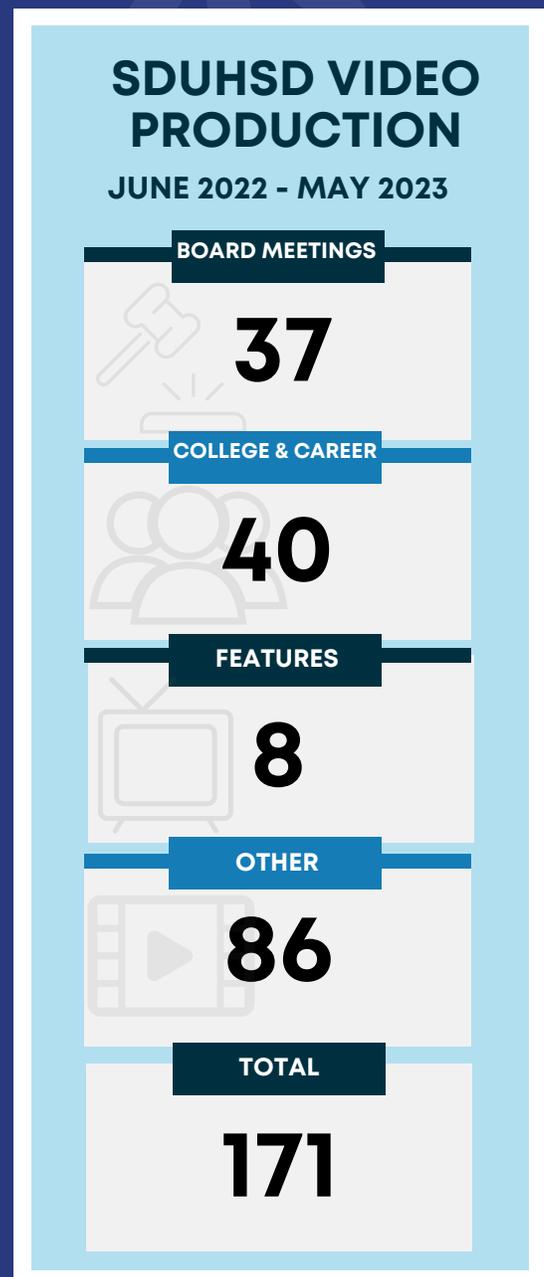
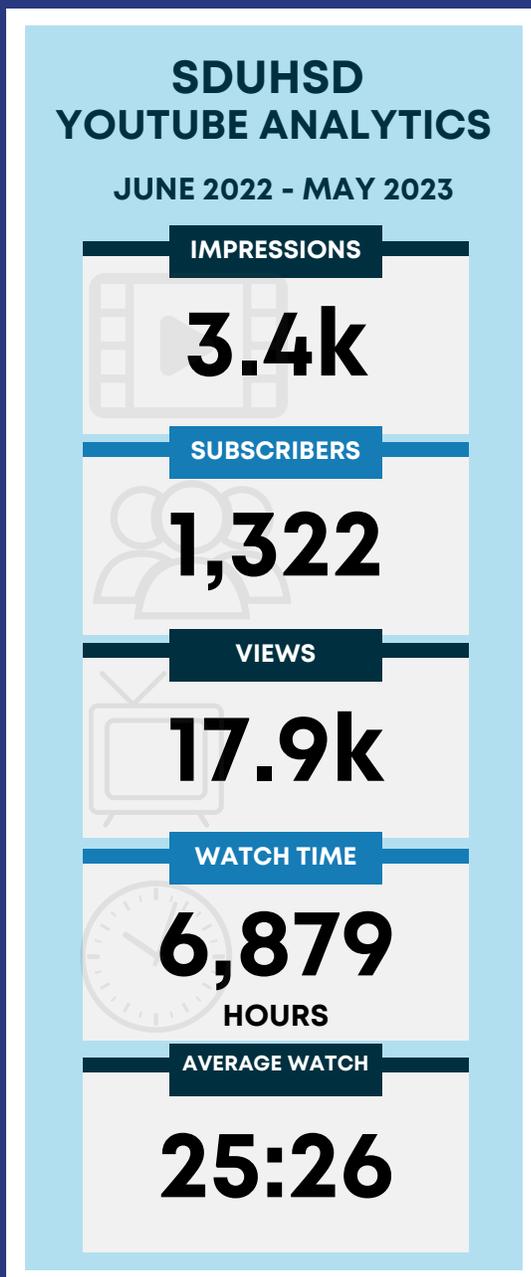
ENGAGEMENTS

Engagement is the number of times users engaged with our posts (comments, likes, shares, etc.)

SDUHSD YOUTUBE ANALYTICS

The San Dieguito Union High School District continues to provide Live Streaming services of our Board Meetings to ensure transparency to our community. Due to the efforts of our Technology Services Department, thousands of constituents continue to tune in to watch.

Additionally, the Communications Department has continued to produce quality, informative content for our community in addition to supporting the Counseling Department with College & Career informational webinars for our parents and students.



BY THE NUMBERS



240
New Followers



8,629 (+54%)
Facebook Page Visits



133
Published
Posts



936
External link clicks
on social media



1.67 mil
SDUHSD Website
Visits



2.32 mil
Total Website Visits
(all school pages)



171
YouTube
Uploads/Streams



17,983
Total YouTube
video views

LOOKING AHEAD

- Continue to increase enrollment in CTE pathways
- Continue to live-stream Board Meetings
- Continue to reach our Spanish-speaking community
- Explore increased social media opportunities
- Survey community on preferred communication methods
- Revamp Communications Department website

THANK YOU'S

from our community



Yoshi LeaVesseur

Thank you for sharing! Excited to see how our amazing district continues to empower female students and students of other marginalized genders ❤️

...



Top fan

Lori Larocque

Thank you San Dieguito Union High School District! This was a fabulous event!

...



Hindi Language Program - [Follow](#)

Great initiative by the school district to educate parents on this issue.

...



Lisa Burton Byrnes

Well done 👍

...



Blaze Newman
I love this.

...



Hindi Language Program - [Follow](#)

Good initiative to build a inclusive community.

...