



Cambrian School District

COMMUNICATION PLAN

2022-2023 School Year

by Dawn Klavon

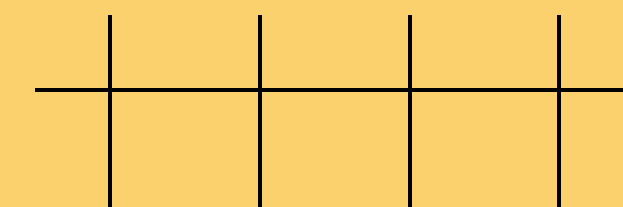
Communications, Marketing &
Community Relations Coordinator
April 20, 2023





Year-End Review

- Cambrian Connection Community Newsletter mailed to 14,000+ homes 2x/year
- Social Media followers accumulated: 1692 Facebook followers, 441 Instagram, 242 LinkedIn
- Cambrian Courier Staff newsletter emailed/texted every other week
- Family Newsletter emailed/texted monthly
- Informational videos from Superintendent Schwiebert created
- Grant proposals submitted: El Camino Hospital & Kaiser Permanente for 2023-24





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CAMBRIAN CONNECTION

CAMBRIAN SCHOOL DISTRICT NEWSLETTER

Spring 2023

Dear Cambrian Community,

As Superintendent of Cambrian School District, I am immensely proud of the achievements, commitment and partnerships that have taken place this school year. At each of our six thriving school sites, skilled educators offer robust teaching to motivated students. Bravo to our incredible parents, who serve each school site community with generosity and enthusiasm. The synergistic dynamic between staff, student and families is unparalleled, and I for one am energized by this winning formula.



CAMBRIAN EDUCATIONAL FOUNDATION READ-A-THON

A huge thank you to the Cambrian Educational Foundation (CEF), which ran their annual **Read-a-Thon** in our schools over the past few months. The CEF's districtwide Read-a-Thon supports reading and mental health resources across our district. The Read-a-Thon had 1766 registered readers; 1420 of whom logged more than 20 minutes. There was a total of 1,133,340.50 minutes read (18,889 Hours, or 787 Days, or 112 Weeks - so, more than 2 full years worth of reading) — fantastic! Over \$37,000 was raised to support our Mental Health Programs in Cambrian Schools. Thank you to the entire Cambrian community for your support of our amazing district!

Also, please plan to attend **CEF's Kids Festival on Sunday, June 4** from 11 a.m. - 3 p.m. at Price Middle School. It will be a day of fun and community, so please join in the festivities!

OUR 6 INCREDIBLE SCHOOL SITES

Please take a moment to read this newsletter's updates about Cambrian's outstanding schools. Each offer robust learning opportunities for students to thrive. We're proud to share good news from each site!

Sincerely,

Kristi Schwiebert

Kristi Schwiebert
Cambrian School District Superintendent



Cambrian Connection



Mailed to 14,000+
homes 2 times yearly
reporting on great news
in the District— awards,
achievements, events,
updates



Social Media



Facebook: 1692 Followers, 160 posts this school year

Instagram: 441 Followers, 134 posts this school year

(97 new followers this school year)

LinkedIn: 242 Followers, 158 posts this school year

(85 new followers this school year)

We've stopped using Twitter this school year



Cambrian Courier Staff Newsletter

- Emailed to staff every other Friday
- Technology
- Student Services
- Educational Services
- Superintendent Schwiebert

First

Second

Third

Cambrian Courier Staff Newsletter

Cambrian School District, March 31, 2023

Dear Cambrian Staff,

Like you, I am deeply shocked and saddened by the events that occurred Monday at the Covenant School in Nashville, Tennessee.

While I know our focus is on supporting our students, I also wanted to take a moment to check in with all of you. When a violent act like this occurs in a school setting, it can be difficult to process for those of us who serve in education on a daily basis.

Please know that we are here to help. If you need any assistance, please contact your building principal or direct supervisor. It is important that we all take some time to engage in self-care and tend to our own mental and emotional health. I hope you will join me in keeping the Nashville community in our thoughts at this time. Thank you for your support and for all you do for our students and families.

School safety is a critical, ongoing conversation that is happening at your school sites and at the District level. We are all working hard to make sure our campuses are safe, caring and conducive to learning. If you see something or hear something, say something.





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Family Newsletter Emailed/Texted Monthly



CSD Superintendent Update

Cambrian School District, April 7, 2023

Dear Cambrian Families,

As we head into Spring Break next week, I want to mention how thrilled I am with all the exciting events and activities going on at each of your school sites. Between field trips, science fairs, International Nights, Spirit Days and more, there are abundant opportunities for engaging learning and fun. Please take a moment to read over this newsletter for important information you can use.



CONGRATULATIONS TO OUR STUDENTS OF THE MONTH!

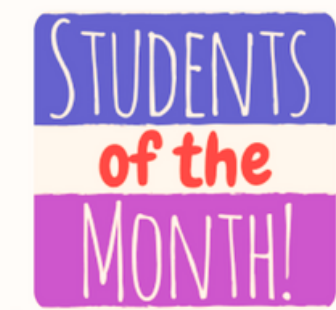
April Students of the Month were recognized at last night's board meeting. We are excited to brag about:

Bagby: Alex Muszta, 2nd grade

Sartorette: Kai Chiar, Kindergarten

Price: for March: Cailin Hutchins, grade 6, Mason Sheehy, grade 6

Farnham: Asher Wei, grade 3



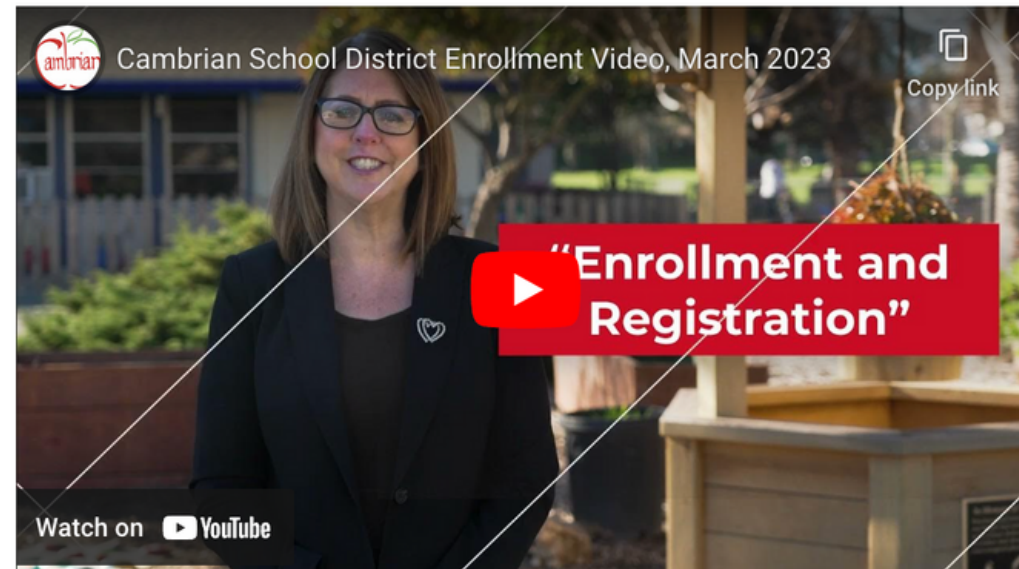
Average 6,000 views

Includes

- Students of the Month,
- District-wide events,
- technology,
- student services,
- educational services
- COVID updates

CSD Superintendent Update

February 21, 2023, Cambrian School District

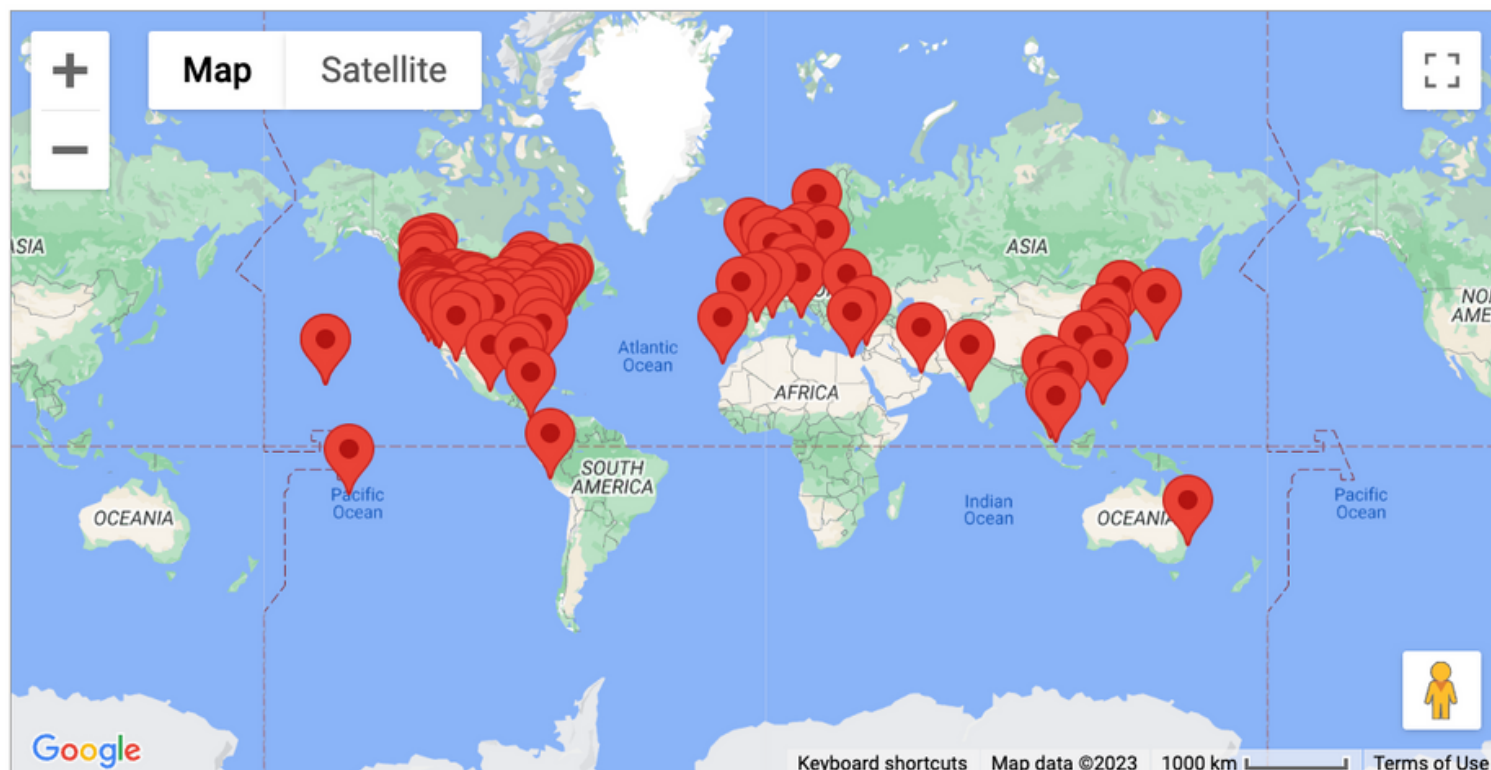


Informational videos from Superintendent Schwiebert

Created videos by Superintendent Schwiebert every other month

On average, only 4% of potential viewers are watching these

Visitors by location | Where did visits come from?





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Grant proposals: El Camino Hospital & Kaiser Permanente

for 2023-24

El Camino Hospital:

\$250K for school nurses

\$150K for Mental Health Services

Kaiser:

\$50K for Mental Health Services



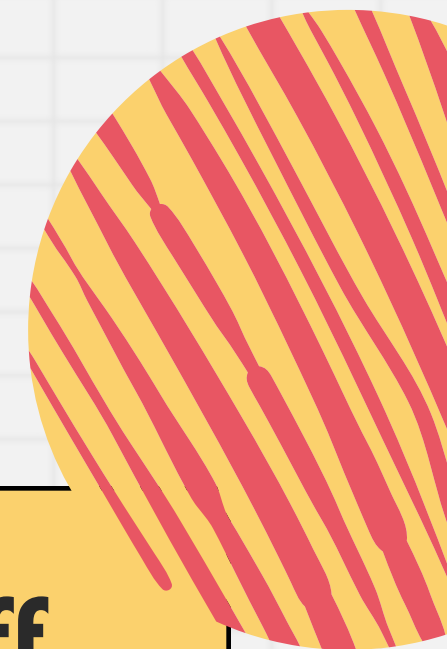


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STAFF Survey Results



Informed at Site

76.5% feel well informed or reasonably well informed by Principal at their site

WANT INFO:

School Events
Health & Safety

READ District Staff Newsletter

74.5% read Cambrian Courier regularly

WANT INFO:

PD & Upcoming Events
Staff profiles & recognitions
Did You Know?

Use Most on Staff Side of Website

Links to OnlineResources

Frontline

Forms

Tech Resources/Support

Benefits/Info

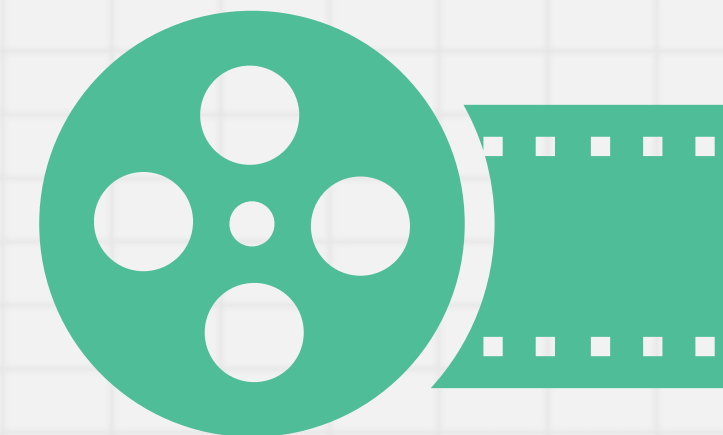


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Cambrian Survey Results



Informed @ Schools

87.9% say they are well informed or reasonably well informed

WANT:

Calendar of closures & events
Info on Instructional Programs
Info on student performance

Website Visits

For school website, 67.7% say only on occasion
For District website, 74.6% say only on occasion

WHY:

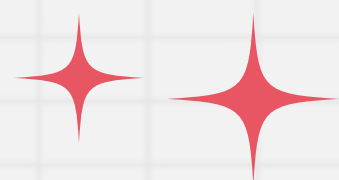
Parents don't have time
Info overload

District Monthly Newsletter

64.8% say it's useful or reasonably useful

WANT:

Curriculum/Education options
How district is doing compared to other districts





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More Survey Results



Find What You Need?

91.3% say they can find what they need

Top 3 things- District Website:

Links to schools,
school year calendar,
District announcements

School Website Ease

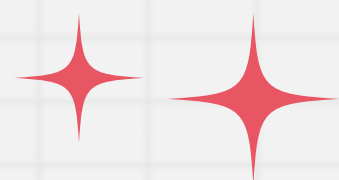
For school website, 83% say easy to use

Top 3 things- School Websites:

Calendar/bell schedule
Home & School Club info
School Forms

What do you want to hear more about?

School Events
Curriculum & Programs
Extracurriculars
Student assessment
Counseling resources
Technology Learning



Media Coverage



Coding for Kids

Lena Sugihara's
Steindorf class featured
on CBS news



Oakland A's

AJ Puk congratulates
Little League World
Series Team



Food Drive

Sartorette Food Drive
featured in SJ Mercury
News



**San Jose
Mercury News**



Wins

- **Striving for better communication with parents/staff**
- **Media Coverage**
- **Social Media presence**



Room for Improvement

- **Update/improve websites**
- **Communicate curriculum/assessments/events more consistently**
- **Consider eliminating videos**





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Questions/Comments

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