For Consideration For
NSPRA National School Communication Awards
Gold Achievement Awards – Crisis Communication Campaign

Entrant:
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Title of Entry:
Final COVID Update - Welcome Back to School
Gold Achievement Awards – Crisis Communication Campaign

District Information:
K-12 Student Enrollment - 17,168
Number of Communication Staff - 1
Summary:

From the analytics data we obtained from our district communication platforms, we've learned what we have we've suspected all along... no one is reading our emails. We felt we needed a better way to communicate directly to our stakeholders, especially during the pandemic, so we decided on short video updates. All videos would be titled Superintendent's Message or Update, and have the same look and feel for consistency.

The plan is to produce these short videos as often as needed, but not to flood the community with needless information. Important messages were translated into different languages for our diverse community. During the pandemic, no less than 30 video messages were produced and released to our stakeholders.

The ultimate update from March 13 is a great wrap up of our campaign. As the California mask mandate ended on the 11th, and all school districts were furnished with a templated message to send out to our families. Instead of sending this templated message to our families and staff, we decided to produce a light hearted message that is full of gratitude and hope, ending with the message “Welcome Back To School”.

The video was very well received. Local news reached out with messages like “I love this message from the superintendent. Would he be available for an interview Monday morning?” from CBS8 which led to this story. Other superintendents reached out and asked if they could show this video as an example of excellent communication to their staff. Our own staff reported students and families expressing explicit gratitude on the first Monday back without masks as they welcomed everyone back to school.