Q-Card – Spring and Fall 2021
NSPRA Publication and Digital Media Awards
Special Purpose Publication

Goal and Need: The goal of our quarterly mailing, aka Q-Card, is to inform the community about how their schools are doing and increase community-wide support for our schools and students. It is one of the few ways we reach residents who do not have students in our schools but who impact our students through voting, community partnerships and support for public education.

Research: In 2015, Highline contracted with a consulting firm to conduct a communications audit. Based on that research, we learned that our four-page quarterly newsletter—mailed to all households in the district—was not effective. Our target audience was not reading the publications and/or retaining the key messages. We concluded that our newsletters contained too much text and too many stories.

We also know 1 in 5 Americans have a low level of English literacy making complex and lengthy messages less likely to resonate (U.S. Dep. of Edu.).

Planning: We redesigned our quarterly mailer into an 8"x11" postcard with one big idea and one call to action. Our aim: to make our messages stick, even for the reader who only glances at the card. We use eye-catching visuals, images, simple text and infographics. The text is scannable and accessible to all reading levels and to those with limited English skills. A URL encourages readers to dig deeper into content or take an action.

Messages are tailored for community interest and impact. We focus on district successes, voter initiatives, progress on existing voter-approved initiatives and information for families with soon-to-be school-aged children. Q-cards are mailed to more than 66,000 homes.

Spring 2021: Back to Buildings

We celebrate a return to school buildings and address misconceptions about COVID-releif funds to set up levy communication in the fall.

Fall 2021: Back to School, Safely

We share COVID safety measures for reopening schools and remote options. We inform families about an upcoming operations levy, including infographics and a url to learn more.