GET READY TO PLAN YOUR SLP SUMMER

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Make it a full summer at SLP with programs for grades K-12. From athletic camps with SLP coaches, to field trips and other community experiences to enrichment programming, child care options and more, we'll keep your student learning, growing and having fun. Go online to check out what's available.

BECOME A SCHOOL HERO AND WORK WITH US

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There's nothing more rewarding than contributing to a child's learning. From paraprofessionals and custodians to nutrition services and substitute teachers, we offer a variety of roles and locations where you can make a difference. Competitive benefits and retirement package.

REGISTER FOR PRESCHOOL

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Children explore the world through creative, hands-on activities and develop the skills and behaviors to be successful in their learning in our award-winning preschool programs. Learn more and register for full and partial day options at five convenient locations.

SHARING THE SLP EXPERIENCE

Creating alignment, pride and trust with a fresh format community newsletter
BACKGROUND
Spring Lake Park Schools’ community newsletter, Connections, was last produced in spring 2018. As the pandemic subsides, we wanted to reopen a direct line of communication with the community to share the value of our schools, engage community members in offerings and build awareness, pride and understanding of the SLP experience before we might need to ask for public support.

1. Research (Discovery)
Our research included looking into what was done in the past, looking at other districts’ community newsletters and communication strategies and benchmarking best practices:
- We reviewed Connections, an 8-page tabloid-sized mailer, full color with variable content sections in each issue. Through staff interviews, we learned one barrier to production was content alignment and the sheer size of the piece for a 3-member communication team. The last issue cost $11,000.
- We assessed well-regarded community newsletters from a dozen other districts and found variability in format and investment – from an oversized postcard to a 24-page magazine. We assessed recurring content in relation to its value to the community and its value to the district to help us refine our content strategy.
- We considered best practices and stark realities. About 40 percent of households read or scan direct mail; 30 percent don’t read at all (Data & Marketing Association). Direct mail requires 20 percent less cognitive effort to process than email (Canada Post). Our publication must take these and other factors into account.

2. Planning
Our research led to goals and strategies in four areas:
- **Audience:** While a community newsletter targets those we don’t reach elsewhere (non-parent, non-staff), our goal was to create something valuable/shareable for all.
- **Format:** Our publication must be multi-channel (print AND digital) to provide flexibility for resharng in a variety of venues, more opportunity for message penetration and to manage budget. We determined the print component would convey key messages and drive people online for depth.
- **Content:** Each issue must show the entirety of the SLP experience, not focus on individual schools. Content must appeal to a variety of audiences—stats people and story people. Visuals must be exceptional and be conveyed in a modern and authentic way.
- **Investment:** The editorial plan must be sustainable for a 3-member team without sacrificing exceptional content and design. We aligned on four great issues per year. Print must balance financial investment with potential return – budget not to exceed $8,000 per issue.

3. Implementation
Our communication team launched SLP Experience, a print, email and web publication, in the fall of 2021. For each issue, we work in collaboration with leaders, teachers and staff across the district to highlight strategic, timely and engaging content and stories that convey the SLP experience. Original interviews, photography and design make each issue intentional and authentic to our school community.

Each issue contains consistent content elements that provide variety to entice different audience tastes – a magazine-style cover with a striking photo, three feature stories, “by the numbers” stats, opportunities for the community, a student spotlight, a message from the superintendent, points of pride and a mailing panel with key highlights called “Experience SLP in 1, 2, 3.”

We deliver SLP Experience in:
- Print, a 4-page + half-page fold-out color, glossy self-mailer designed to stand out in the mail. Notably, three feature stories are teased in each print piece and a QR code/URL takes interested readers online. For each feature, we strive to include a bonus component – photo album, video – to further engage those interested.
- As an email newsletter, emailed directly to a list of more than 8,000 of our SLP Schools families and staff as the print is reaching mailboxes.
- Online at SpringLakeParkSchools.org/Experience, the hub that print and email drive people toward.
- Bite-sized pieces as we use various elements parsed out in social media posts, school newsletters and other venues to maximize distribution and reach.

4. Evaluation
SLP Experience print is mailed to the Every Door Direct Marketing (EDDM) list of more than 20,000 in-district mailing addresses. We also add 1,100 open enrolled families. At a total cost of $7,500 per issue, print is tracking below budget. An SLP Experience email is sent to a list of 8,164 families and staff. The December 2021 issue had 9,942 views. The October 2021 issues had 9,811 views. This far exceeds expectations. Perhaps most important is the incredibly positive feedback we’ve received – from staff, parents and community members – and the specific items mentioned, engagement in community opportunities and positive comments. We plan to assess impact and identify improvements for next year through focus group conversations at the end of the year. In the meantime, we are #SLPPantherProud of SLP Experience.

“
I read the new SLP Experience and it is simply amazing! From the lens of a parent, this is the type of information that is important and relevant to me and makes me proud to be the parent of a Panther! – SLP parent
”
We designed *SLP Experience* to show as much as tell. Visuals entice. The design of all components – print and online – had to be colorful and photography-forward. Great images share the story. The “E” for Experience shows a collage of photos and conveys the intent of the publication – to showcase the preK-grade 12 Spring Lake Park Schools experience.

As each new issue arrives, we want the audience to recognize *SLP Experience* – with both familiar and fresh elements. A strategically designed template withstands refreshed content, accommodates expansion (to six full pages if needed), and looks fresh and inviting with a new color highlight each issue. Theme colors and “tone” is established based on photography, seasonality and key messages.
**SUPPORT MATERIALS**

Multi-channel for a variety of ways to consume content

**Website**
A dedicated “hub” on the website is the home for the electronic version of the issues, and archives kept using Issuu.

**Print**
Print arrives in district mailboxes EDDM (Every Door Direct Mail) for all residents (not just school families)

**Mobile App**
The SLP Experience website has a dedicated link on our district app (which has more than 15,000 downloads)

**Social Media**
Social media posts parse the content

**View the Issuu’s online:**
(Click buttons)

**Scan this QR code with your smartphone or device camera, or visit the website:**
SPRINGLAKEPARKSCHOOLS.ORG/EXPERIENCE

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2022 Golden Achievement Entry – Community Outreach and Public Engagement Initiatives | Spring Lake Park Schools
Consistent content elements provide variety and entice different audiences

Cover: Magazine-style cover invites people to turn the page

Feature Stories: Three stories in each issue go more in-depth on strategic (and fun) topics – teased in print and published in full online

#SLPPantherProud Moments: Four points of pride in each issue highlight recent points of pride and invite social media followers

Opportunities for the Community: Highlights opportunities for ANY community member to engage with our schools

SO MANY REASONS TO BE #SLPPantherProud

FOLLOW US on Facebook, Instagram and Twitter and get the latest content and updates at SpringLakeParkSchools.org/aboutus

SUPPORT MATERIALS

2022 Golden Achievement Entry – Community Outreach and Public Engagement Initiatives | Spring Lake Park Schools
**Superintendent’s Message:** A brief message from the superintendent provides leadership visibility and reinforces key messages

**SLP in 1, 2, 3:** The outside mailing panel is a perfect spot to highlight three calls to action with engaging Images

**BY THE NUMBERS:** Stats and facts about the district carry key messages and engage the analytical

**Student Spotlight:** A student spotlight (usually juniors or seniors) showcases the culmination of a successful SLP experience