



# Sharing Our Story Better

Inside the Communications Initiative  
at Montevideo Public Schools



# TODAY'S OBJECTIVE

- Why we launched the initiative
- Steps
- Results
- Keys to success
- Lessons we learned



# WHERE WE WERE

## CHALLENGES

- Operating Referendum experience
- Loss visibility in community
- Lack of focus and consistency
- Many logos and ideas



# WHERE WE WERE

## OPPORTUNITIES

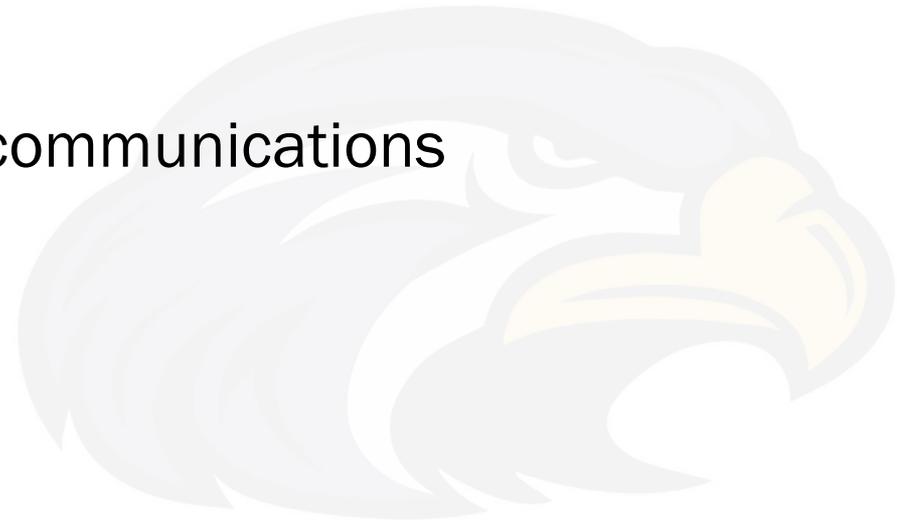
- Strong relationship with media
- Good story to tell the community
- Desire to use social media and website more effectively



# TAKING ACTION

## FIRST STEPS

- Board set communication goal
- Hired communications consultant
  - Guide through process
  - Become more strategic in communications



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# WHAT WE DID



## Assessment

- Inventory
- Tool Analysis
- Visioning
- Mission
- Goals
- Initiatives



## Research

- Interviews/  
Survey
- Benchmarks
- Market Review
- SWOT Report



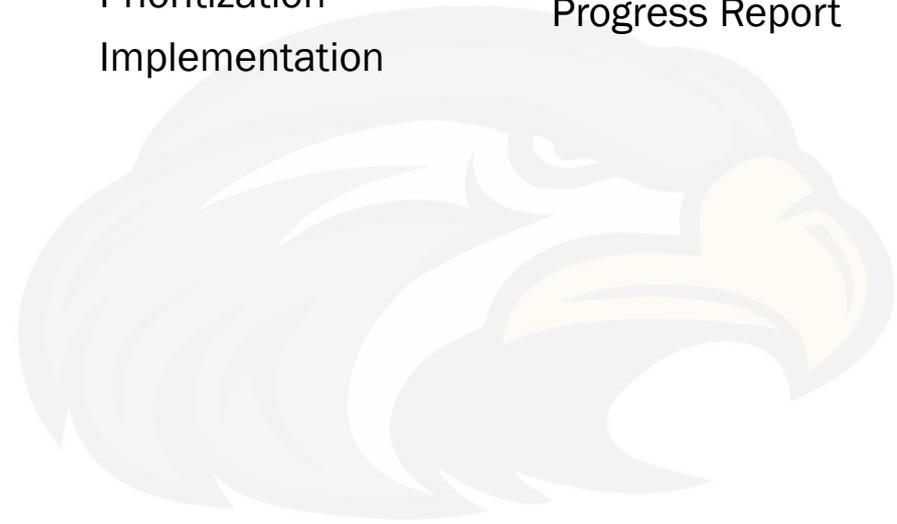
## Strategy

- Key Messaging
- Tool Selection
- Tool
- Prioritization
- Implementation



## Results

- Metrics
- Targets
- Checkpoints
- Progress Report



# KEY GOALS

- Identify core communication tools.
- Align tools with the district's goals.
- Develop applications that engage and enhance relationships with parents and the community.
- Create roadmap on effective implementation.

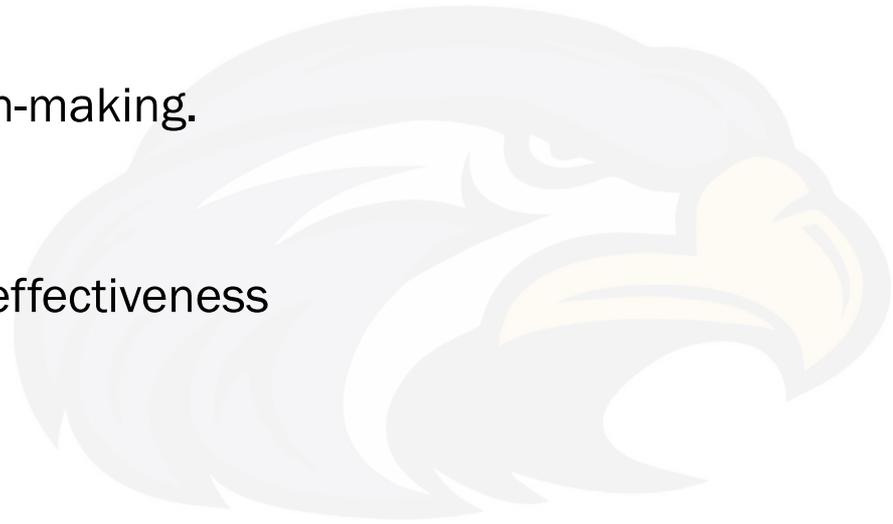
# CORE TOOLS

- Website & Landing Pages
- Teacher Websites
- Facebook
- Twitter
- eUpdates (Mass emails, newsletters)
- Blog (by leadership)
- Precioustatus (Teachers first)
- SchoolReach



# PRIORITIES

- **Logo Design Selection**
  - Critical to foundation of communications and brand strength.
- **Website Redesign**
  - Focus on usability, visually engaging and mobile responsive.
- **Track Performance**
  - Monitor results to influence decision-making.
- **Social Media Squad**
  - Build structure to continue to grow effectiveness of social media efforts.



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# KEY RESULTS

- One agreed upon logo
- Improved website
- Increased adoption and consistency of teacher websites
- Significant reach and engagement on social media



# FACEBOOK WINS

## One year later...

- Following by nearly 1,300 fans
- Reaching more than 20,000 people
- Engaging more than 3,500 people



# A TOP POST

18,448 Reached

3,250 Engaged

1,377 Likes

97 Comments

56 Shares

 **Montevideo Public Schools**  
Published by Deb Hinde · 7:41pm · 9

55 years ago – a young English teacher climbed into the press box at Windom field and announced his first Montevideo Mohawk football game.  
A year later – a young math teacher climbed into that same press box to time his first Mohawk football game.  
After 53 years and somewhere around 250 Mohawk and Thunder Hawk football games together these two gentlemen have decided it is time turn the press box over to the next crew.  
The Montevideo Athletic Department and Football program would like to take this opportunity to recognize and thank Ralph Lunde for 54 years of announcing and Darwin TeBeest for 53 years of timing Montevideo Football.  
Your dedication is unsurpassed and while you will be missed, you will not be forgotten.



# STAFF SPOTLIGHTS

 **Montevideo Public Schools**  
Published by Sherry Norby [?] · January 25 at 12:49pm · 🌐

We are starting a weekly Staff Spotlight and will be picking employees, at random, to be the staff member highlighted that week.



## Staff Spotlight



Mary Moore is a school nurse at Montevideo High School and Montevideo Middle School. She's been working for Montevideo Public Schools since September of 1993. An interesting fact about Mary is that she has visited over 25 countries, including Israel, Russia, China and Cuba, and she is proficient in Spanish.

## Example from January...

- 3,700 people reached
- 300 people engaged
  - 238 likes
  - 34 comments
  - 8 shares

# ENGAGING STUDENTS

6,715 reached

4,078 views

1,623 viewed for  
30 seconds



**Montevideo Public Schools**

Published by Deb Hinde [?] · September 13 at 10:32am ·

Check out this FANTASTIC video that Montevideo HS student council produced for Homecoming 2016 (or not, it's your choice)!



# MICROVIDEOS

- A video is worth a million words?
- Sharing a Halloween tradition
- ... and love for science



Montevideo Public Schools

Published by Erin Molenaar Lippert [?] · October 31 at 10:33am · 🌐

The #halloween tradition of blowing up pumpkins continues! #chemistryisfun



# TWITTER WINS

## One year later...

- 300 followers
- Achieving in a month:
  - 27,000 impressions
  - 100 retweets
  - 400 post likes

**Top media Tweet** earned 2,265 impressions

Headed to Spain! #beyondtheclassroom  
[pic.twitter.com/TLZY3g2Hwz](https://pic.twitter.com/TLZY3g2Hwz)



↩ 1   ↻ 7   ❤ 42

# HOMECOMING 2016

- Tweeting court live
- Dozens of tweets being retweeted and liked
- Many earning 1,000 or more impressions

**Top media Tweet** earned 1,268 impressions

The homecoming court is assembled on the stage awaiting the announcement of the Prince, Princess, King, and Queen.

[pic.twitter.com/jcW1ZMo3Ra](http://pic.twitter.com/jcW1ZMo3Ra)



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# KEYS TO SUCCESS

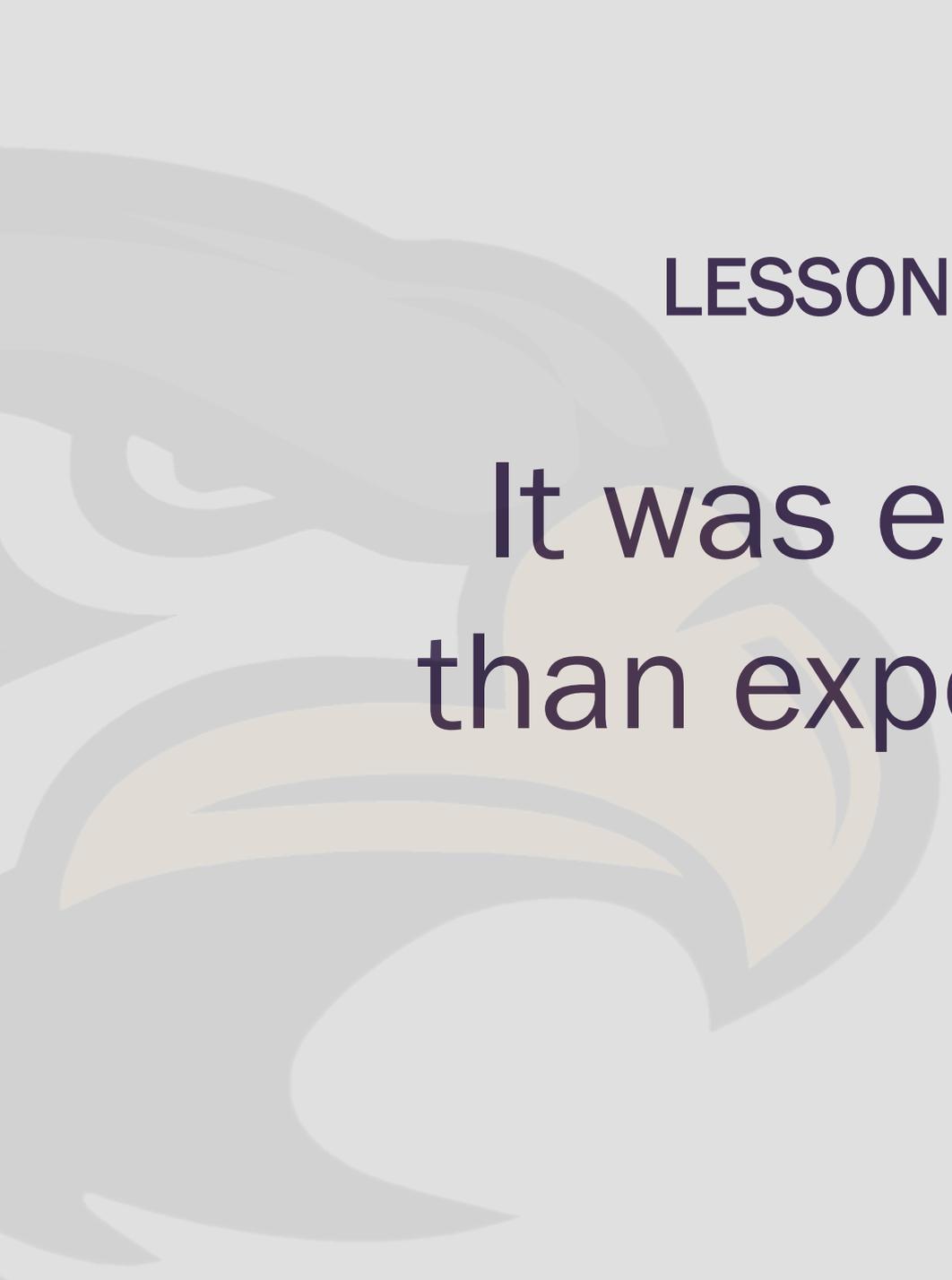
- Engaged and enthusiastic Social Squad
- Focused strategic planning process
- Detailed strategy and action plan
- Established leads
- Engaged teachers throughout process



## LESSON #1

We worried a lot about  
social media for nothing.

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## LESSON #2

It was easier  
than expected.

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## LESSON #3

A detailed plan brings  
individual efforts together  
and takes us farther.

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## LESSON #4

Sharing our story  
creates a built-in reward  
system for staff.

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## LESSON #5

Not everything works out.  
Be flexible and adapt.

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# WHAT'S NEXT?

- Ongoing process
- Continue to follow up and offer support
- Constantly evaluating the tools
- Commitment to exploring new tools



# CONNECT



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