



**Franklin**  
COUNTY SCHOOLS

# Communication Updates

*Transition & Implementation*

*Informational Item*

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Director of Communications



# Objective

One of my goals for past several months has been to vet our vendors and tools in the communication department to make sure we have the best option for FCS.

First: Our website(s)

Second: Our communication platform



# School Messenger

## Since 2018

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## Survey

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Surveyed all principals, teachers of the year, data managers, and other random staff members.

DPAC Survey

## Research

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Emailed other PIO

Emailed districts about other platforms

Review material from national school communication forums

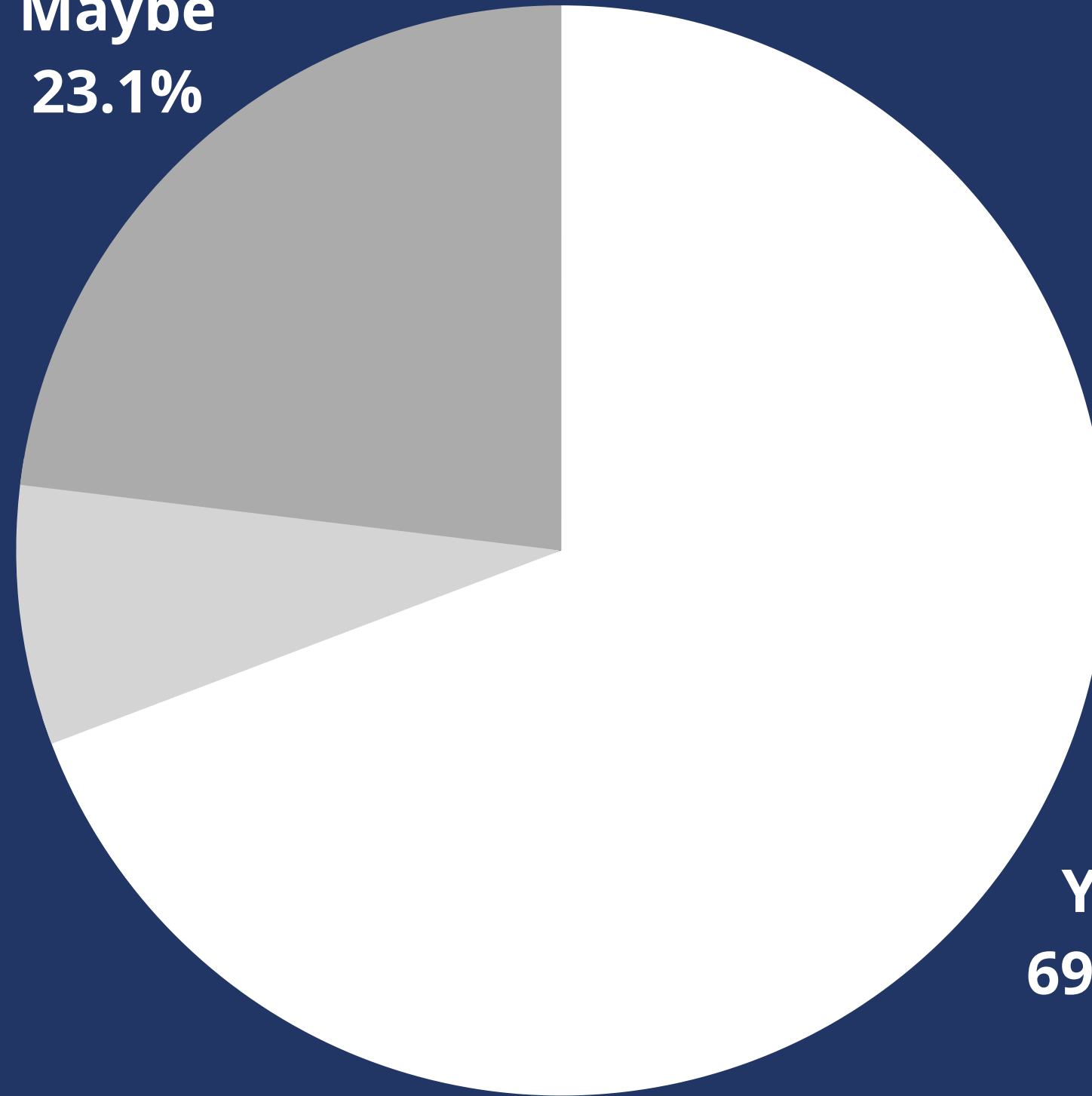
## 2-Way Communication

# Parent Survey

Maybe  
23.1%

No  
7.7%

Yes  
69.2%



# 2-Way Communication

**Remind:** 2 way messages (last 6 months)

Oct 21



Nov 21



Dec 21



Jan 22



Feb 22



Mar 22



0

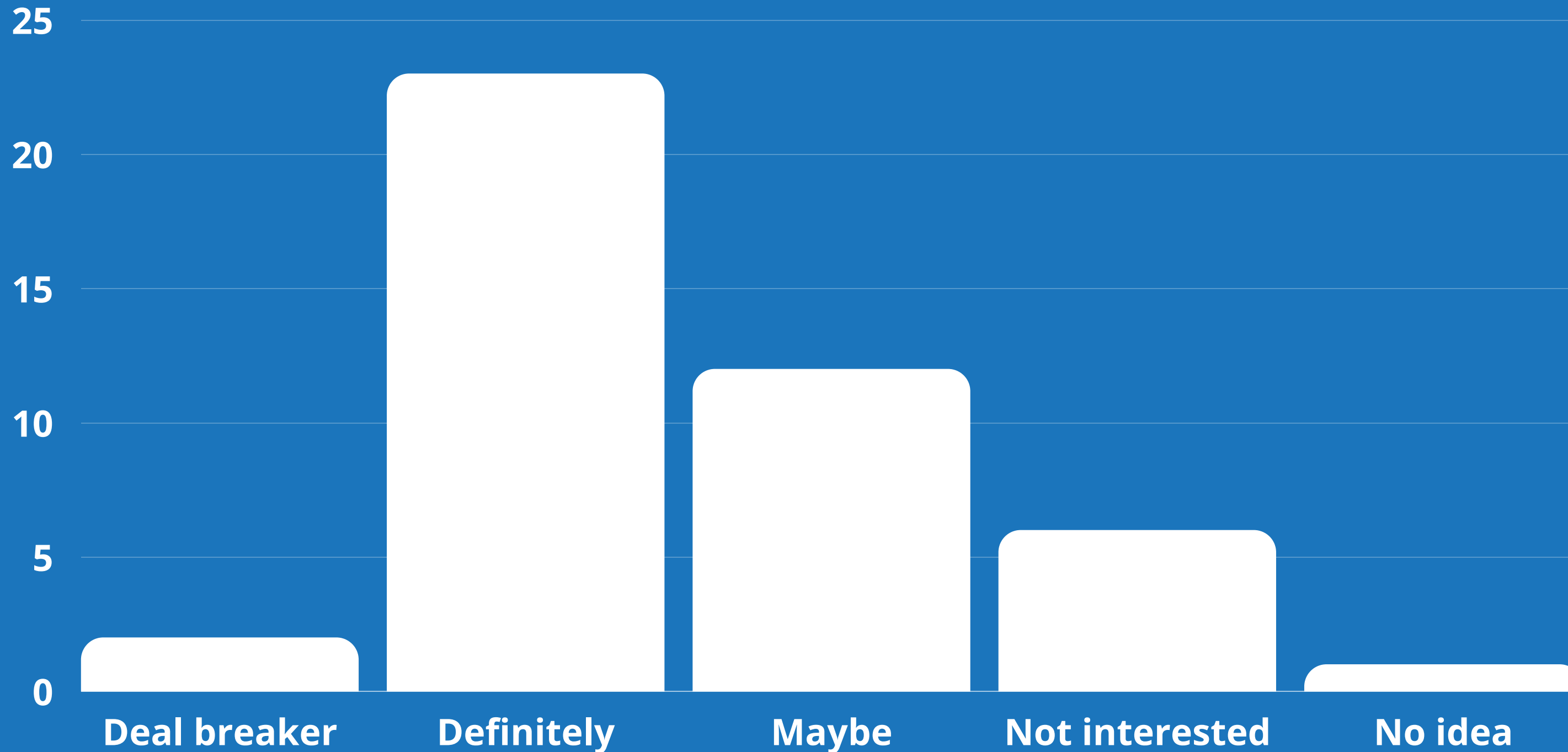
10,000

20,000





30,000

# 2-Way Communication



## Staff Survey



# How parents receive information

|                           |  |   |
|---------------------------|--|---|
| WEBSITE                   | Continual updates to inform stakeholders |    |
| PARENT POWERSCHOOL PORTAL | Real-time grades, attendance and fees    |   |
| SCHOOL MESSENGER          | Email, text, phone calls                 |  |
| SOCIAL MEDIA              | Online interaction                       |  |



|                         |                       |   |
|-------------------------|-----------------------|---|
| REMIND                  | two-way communication |  |
| GOOGLE CLASSROOM CANVAS | LMS                   |  |

## Blackboard **Ally**

Great support, service response time, and beautiful website look.

# Blackboard **Notifications**

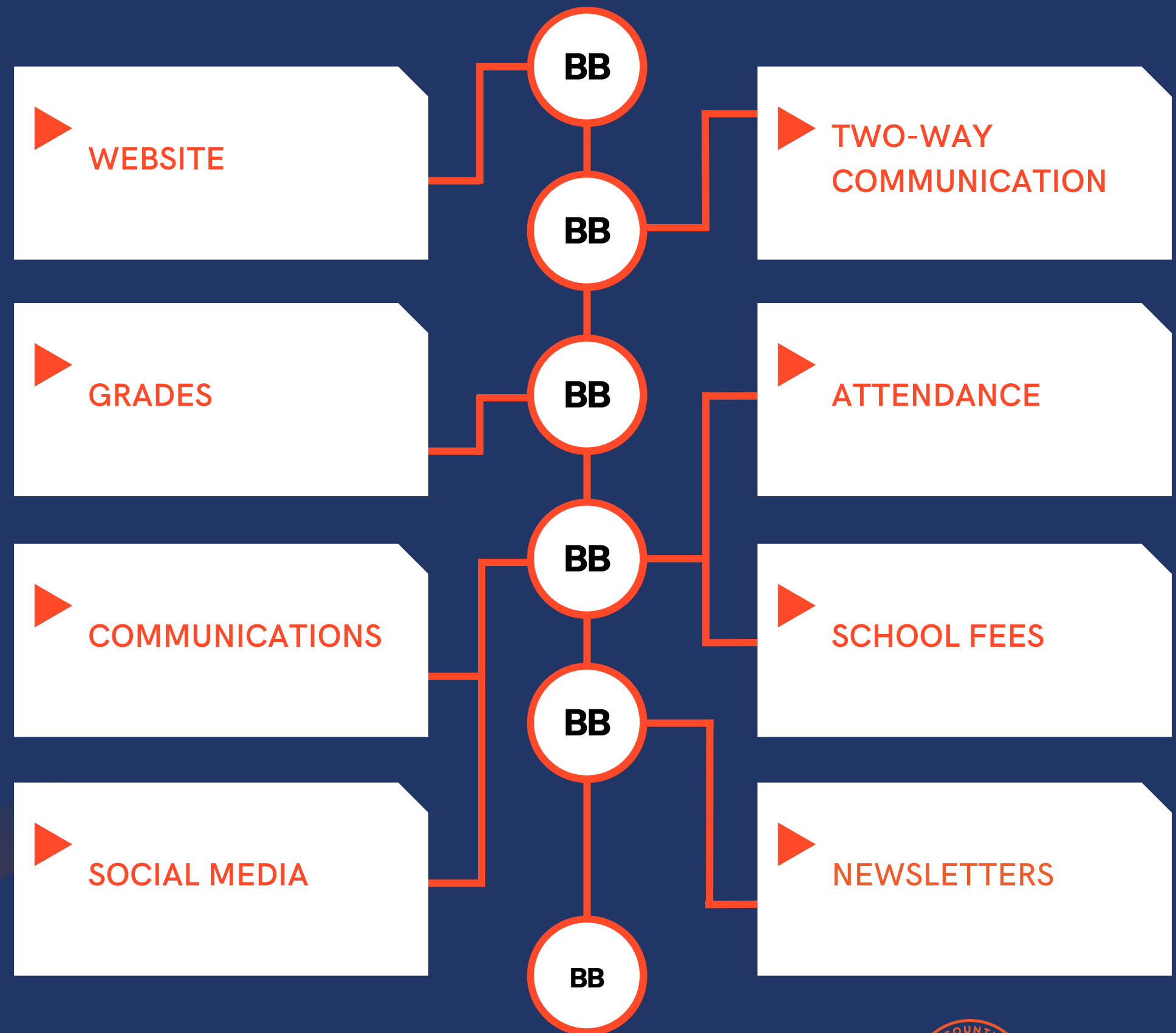
Unify all district, school, and classroom communications and content to reach families across all channels, all devices, and in their preferred format and language.





# Blackboard App

Integrated Mobile  
Communications App



# Real-time Notifications

Customized App: Only information they want to see.

01

COPE

Create Once Publish Everywhere

Google Single Sign-On

Ease of staff to login to platform. No need to juggle passwords.

02

03

Parent Sign-On

Email or phone number. Parents do not need to juggle different usernames and passwords. Alleviates staff strain to assist with access.

Automation

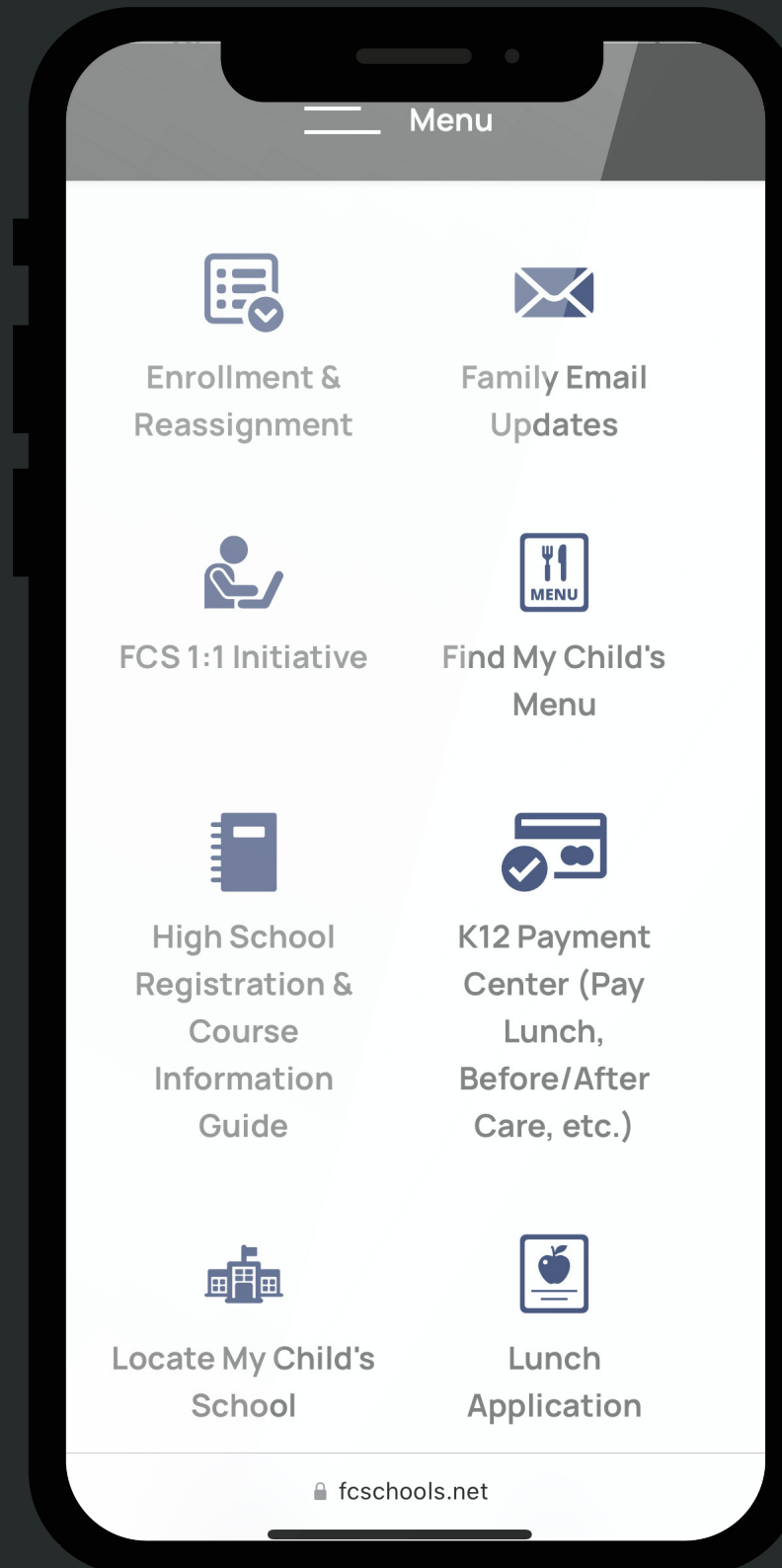
Attendance, tardy, birthday

04

05

Other systems

Transportation, lunch, library



# Summary

## Mass Notifications

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Reliably send messages via voice, text, email, push notification, website headlines, website alerts, newsletters, and social media.

## Integrated Mobile Communication App

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District branded mobile app presenting news, calendars, social media, notifications with student data.

## Reach 2-Way Messaging

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Teacher to parent and student communications in a safe, secure environment with oversight, accountability, and consistency.



# Questions?

*Dawayne Mc Intosh*  
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