



SAN MATEO-
FOSTER CITY
SCHOOL DISTRICT

Communications

Update

*Meeting of the Board of Trustees
February 10, 2022*

Agenda

**Digital Comms Channels
Data
Strategies**

-

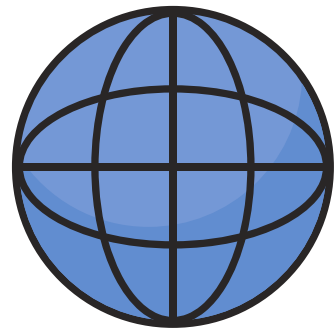
Next Steps

**New website, Parent Square,
District Partners Celebration**

LIVE • LEAD • LEARN

Digital Communication Channels

Website



Social Media



Newsletters



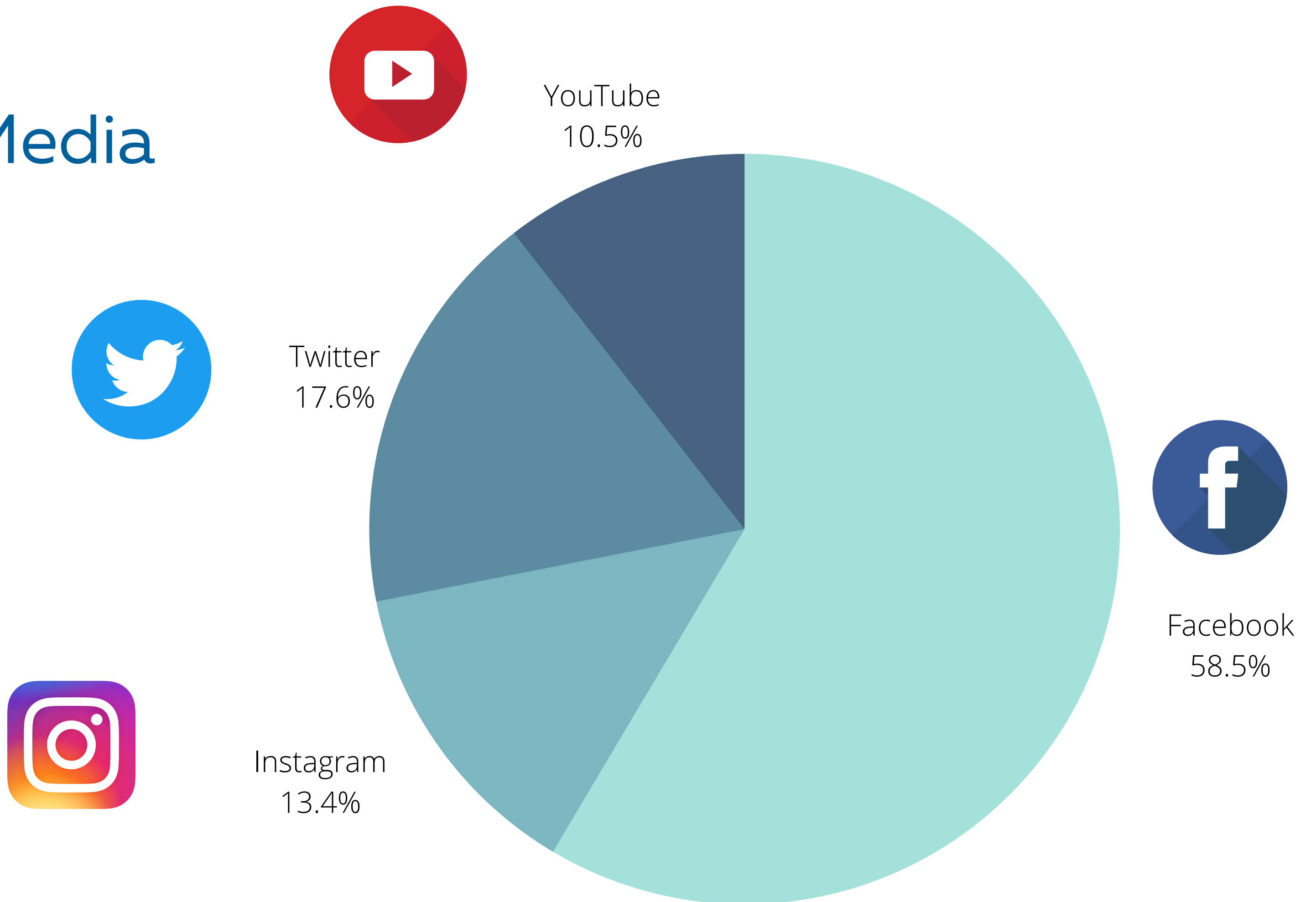
Podcast



Partner Orgs

NICHE  

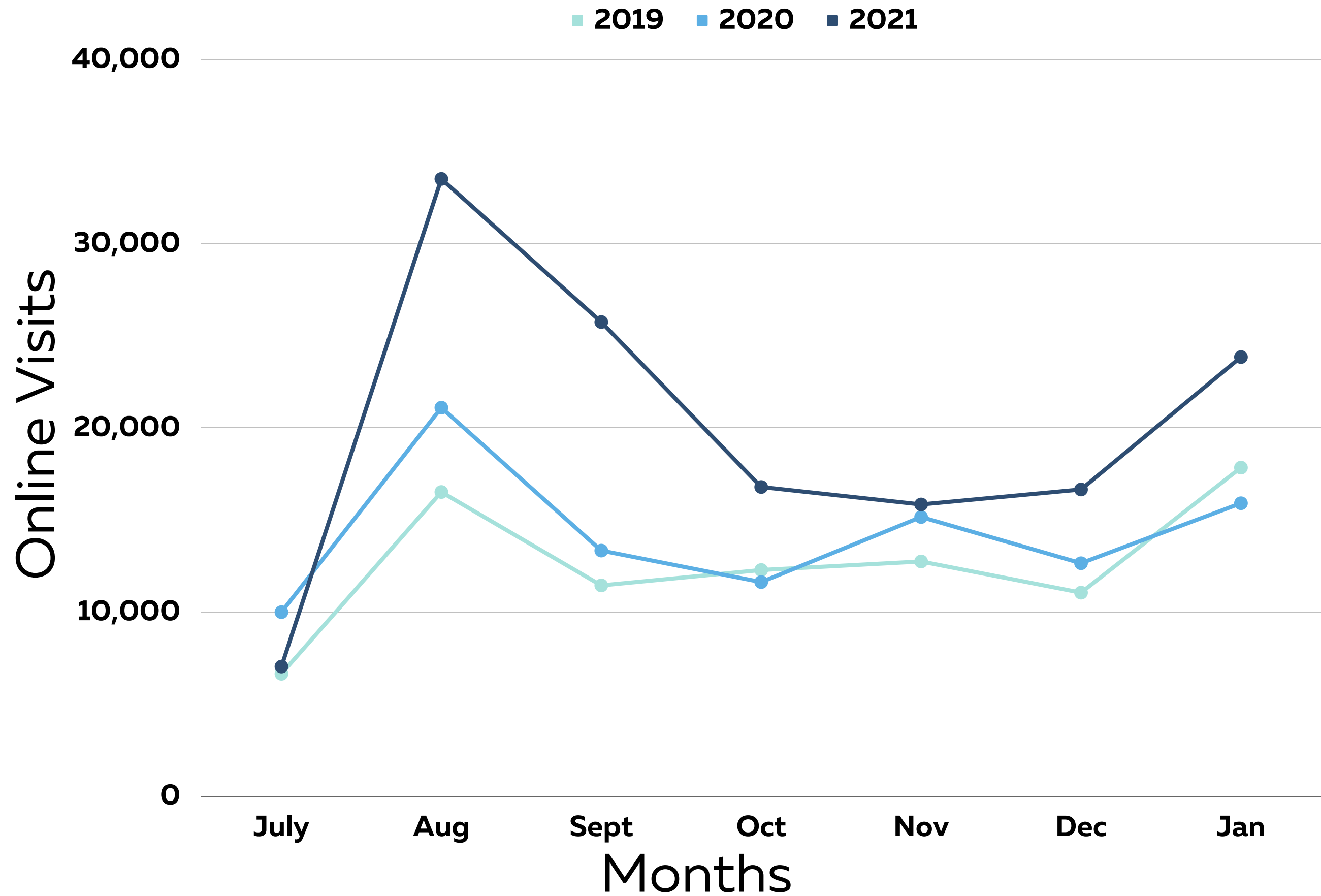
Social Media



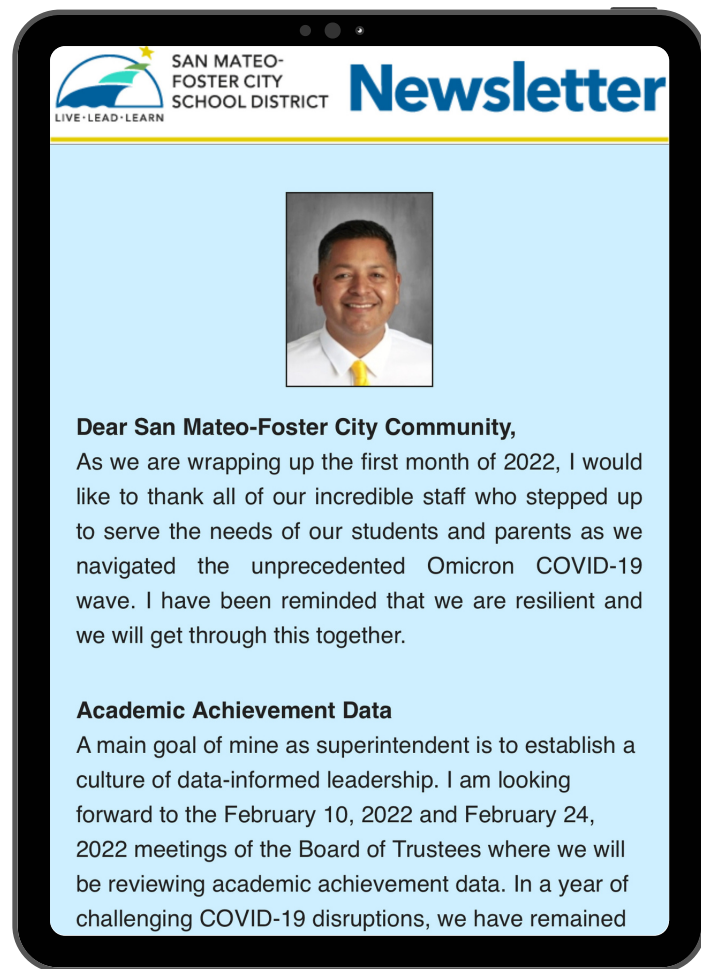
SMFCSD Website



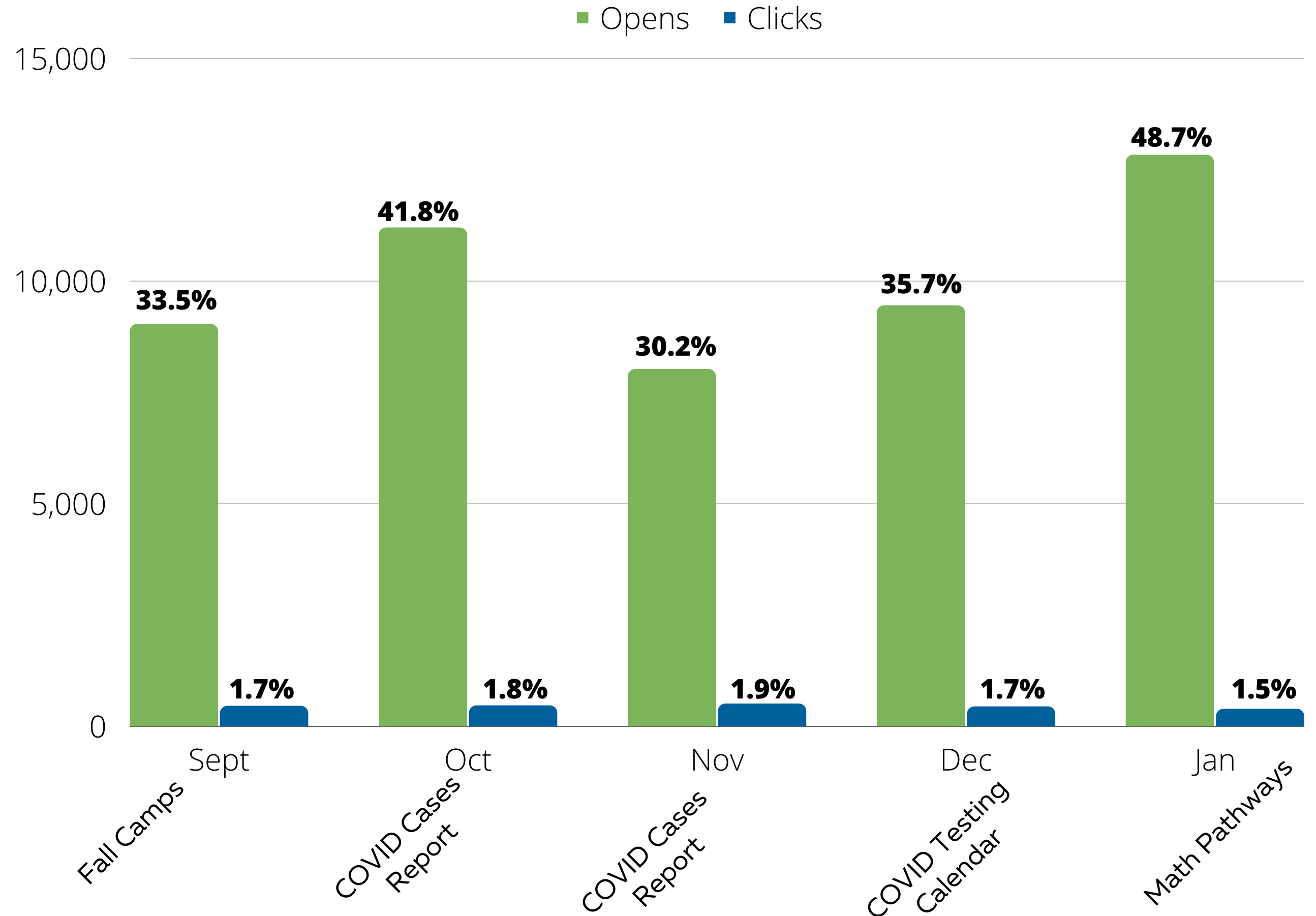
Online Visits in 2021	
New Visits	75.7%
Returning Visits	24.3%



Monthly District Newsletters



Highest clicked:



Podcasts








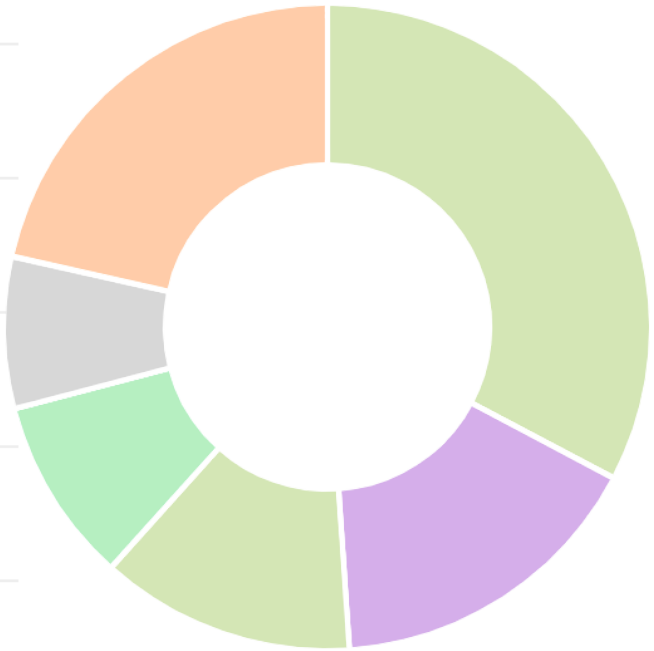
Congratulations from Buzzsprout!

3,000 PODCAST DOWNLOADS







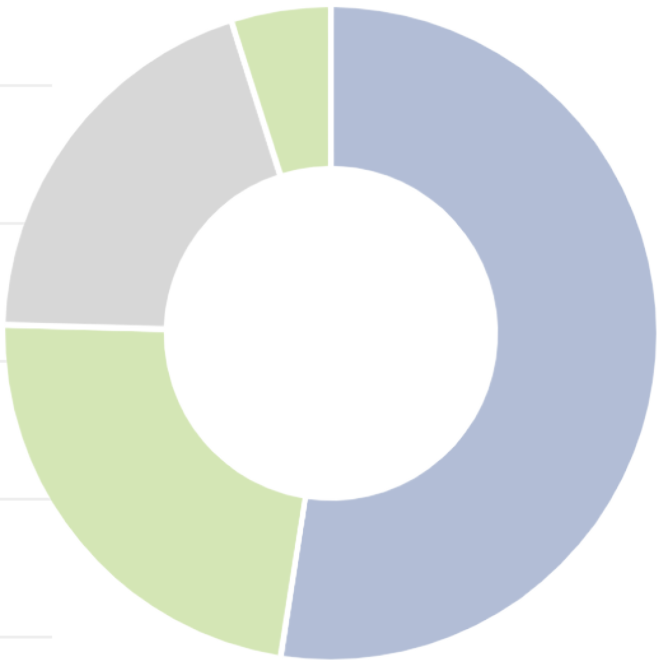
APPS

	Your Buzzsprout Site	32%	998
	Apple Podcasts	16%	493
	Buzzsprout Embed Player	12%	388
	Spotify	9%	283
	Unknown Apple Apps	7%	231



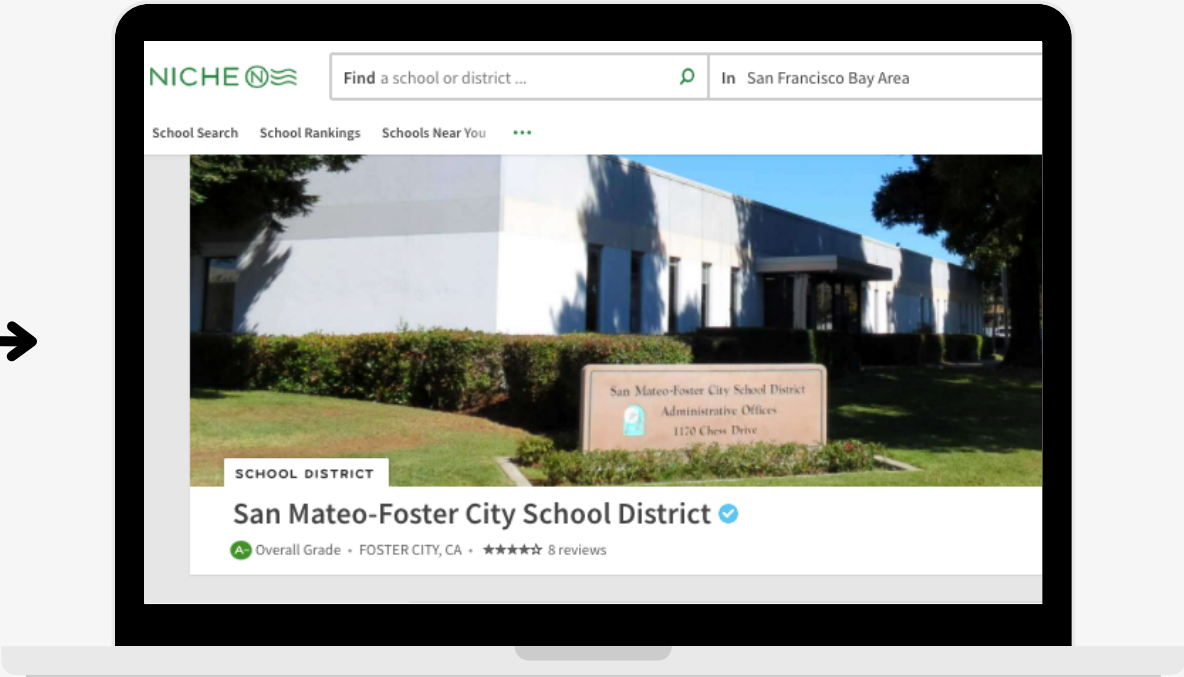
APPS

	Facebook	52%	32
	Buzzsprout Embed Player	22%	14
	Unknown Apple Apps	19%	12
	Web Browser	4%	3



Partner Orgs

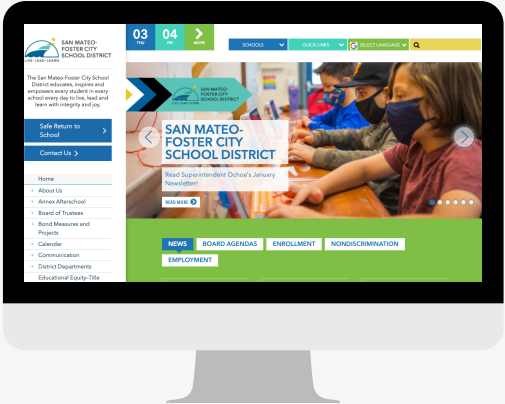
Total Profile Views
2739



In-State Traffic
76%

Out-of-State Traffic
18%

International Traffic
6%





STRATEGIES

Media



Layered



Data Driven



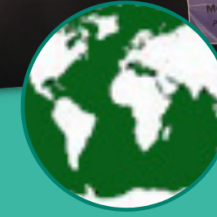
FIESTA DE OPCIONES! FESTIVAL OF OPTIONS!



COLLEGE
PARK



FIESTA
GARDENS



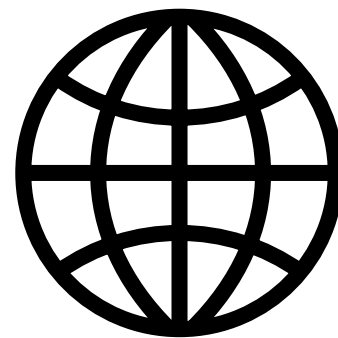
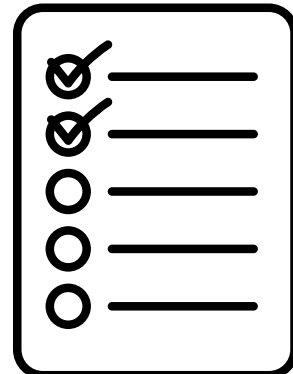
NORTH
SHOREVIEW



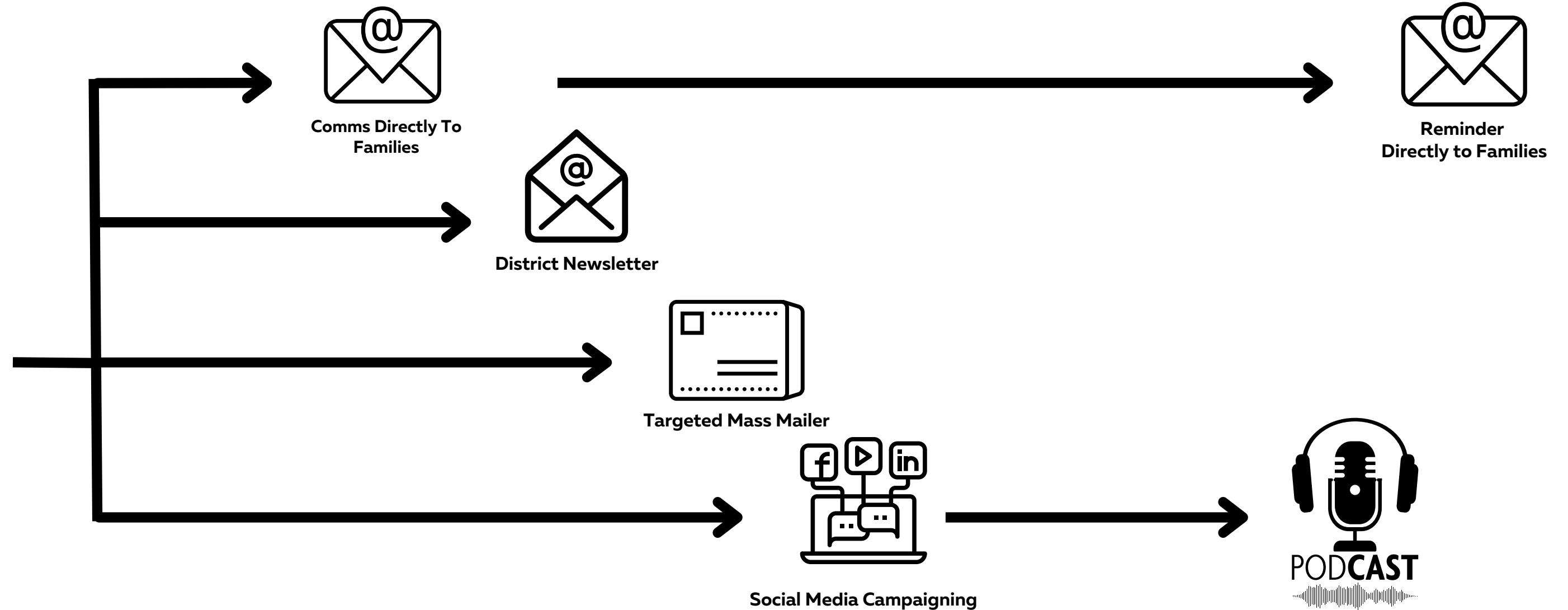
PARKSIDE



Plan All Communication Vehicles



Website

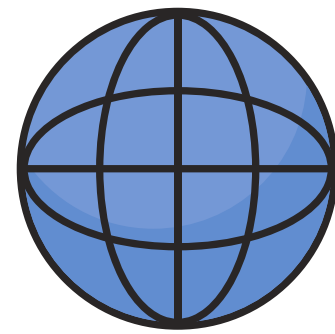


Next Steps

Elevating our current communication tools

Website

Current CMS

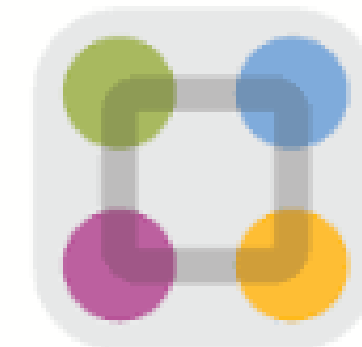


FINALSITE

**Mass
Communication
to Families**



SCHOOLMESSENGER®



ParentSquare



2022-2023
Academic School Year

March

Timeline

July



ONBOARDING

Acclimate to the Finals site process and gear up for a successful project ahead!



KICKOFF

The project begins with a collection of assets to kick-off the site set-up process.



DESIGN

This phase is where you hone in on the visual requirements for your website.



PRODUCTION

The design is installed into your site by the Front End Developer (FED).



QA & TESTING

An in-depth scan by our quality assurance team ensures the build is functionally sound and ADA compliant.



LAUNCH

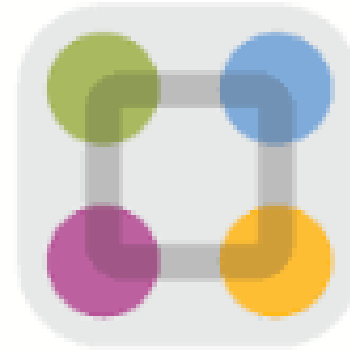
A Launch Coordinator watches over your project on the day of launch to have a smooth and successful debut of your new website.



PRODUCT TRAINING

5 week curriculum

Learning to use the software is critical and starts early!
You'll be introduced to an Onboarding Specialist as soon as Design starts.



ParentSquare

Streamlining Mass Communication



Mass Notifications



Emergency Alerts

Send with a few clicks



Attendance/Lunch Balances

Day/period absences + excuse notes



Social & Web Share

Post to existing sites and channels



Secure Document Delivery

Save paper, maintain privacy



Classroom Communications



Direct & Group Messaging

Connect students, teachers, parents



Parent-Teacher Conferences

Save time, increase bookings



Volunteering & Sign-ups

Fill needs faster, chase less



Newsletters

Streamline, ensure brand consistency



School Services



Forms & Permission Slips

Save time and paper



Calendar & Event RSVPs

Increase attendance



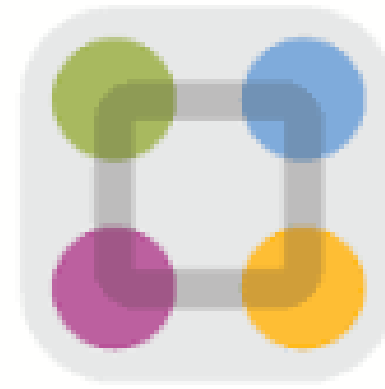
School Directory

Automatically updated from your SIS



Invoices & Payments

Accept secure online payments



ParentSquare

**Creating a resource center for
staff and families to access.**

**Further information to
Staff & Families in April**

Full Launch Start of 2022-2023 Academic Year

Communications Committee



District Partners Celebration





SAN MATEO-
FOSTER CITY
SCHOOL DISTRICT

Thank you

*Meeting of the Board of Trustees
February 10, 2022*