

Hingham Public Schools

Communications Plan

Update

May 22, 2023



Presented at the 5/22/23
Hingham School Committee
Meeting

Goal One: Develop Clear, Consistent Messages That Are Delivered In Line With the District's Strategic Plan.

Completed Action Steps:

- Use Smore for school and district newsletters
 - Weekly updates to families from school buildings
 - Monthly updates from the district
- Utilize search bar analytics to make searched for items more accessible on the website
 - E.g. School Counseling
- Update the website news section frequently and share press releases with families
 - 20 press releases shared on the website and with media.
- Building website overhauls
 - Buttons, students and families tab, resources page (social-emotional wellness, student registration)
- The Chain of Communication document is complete. Shared with staff and families Fall 2022 placed on the website
- Consistent Social Media posts that highlight the district's overall mission and vision

The screenshot displays the Hingham Public Schools website. The top navigation bar is red with a white search icon and the text 'QUICKLINKS', 'HINGHAM PUBLIC SCHOOLS', and 'SEARCH'. Below the navigation bar, the main content area is titled 'SCHOOL COUNSELING' in large, bold, black letters. Underneath this title, there is a breadcrumb trail: 'HINGHAM PUBLIC SCHOOLS > STUDENTS & FAMILIES > SCHOOL COUNSELING'. The page is divided into two main sections. On the left, under the heading 'Students & Families', there is a list of links: 'School Counseling', 'Aspen Family Portal', 'Bullying Prevention / Intervention', 'Bus Routes', 'Care Solace - Mental Health Coordination Service', 'Chain of Communication', 'Drivers Education', 'New Student Registration', 'No School Procedures', and 'Payments'. On the right, there is a section titled 'The Role of the School Counselor'. This section has three sub-sections: 'HIGH SCHOOL COUNSELING', 'MIDDLE SCHOOL COUNSELING', and 'ELEMENTARY SCHOOL COUNSELING'. A blue button labeled 'HHS Counseling Website' is positioned above the text. The text under 'The Role of the School Counselor' explains that as students enter high school, they are assigned to a school counselor based on the first letter of their last name, and that the counselor remains the same for all four years. It also lists required tasks such as receiving orientation information, registering for classes, planning their high school curriculum, obtaining college and career information, and scheduling special tests.

Goal One Analytics

Newsletter Open Rates **Fall 2022 vs. Spring 2023**

- 27% increase in principal newsletter open rate since Fall 2022
- 89% increase in district newsletter open rate since Fall 2022

Social Media **2021-2022 vs. 2022- 2023 (Sept.-May).**

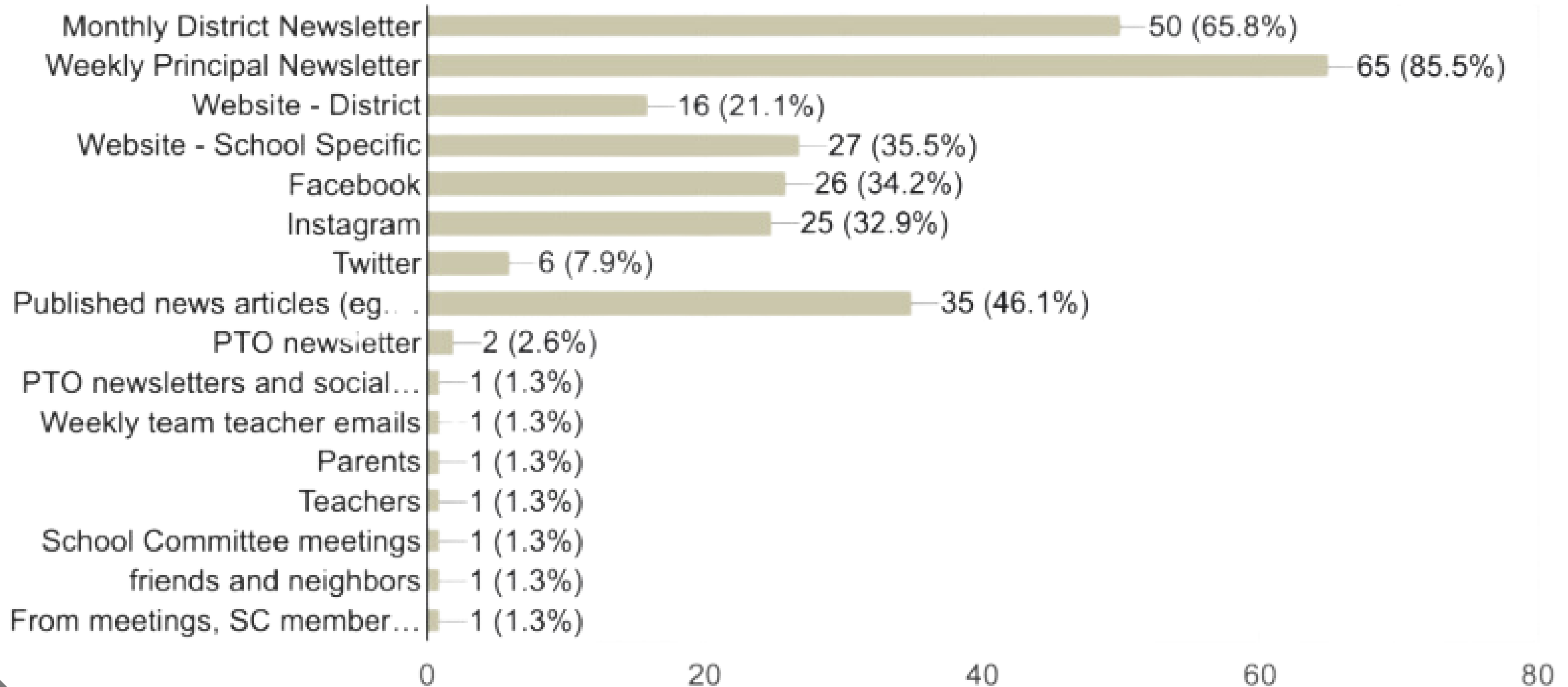
- 325% increase in Instagram users reached
 - **21-22:** 4,349 users vs. **22-23:** 18,504 users
- 12% increase in Facebook users reached
 - **21-22:** 27,907 users vs. **22-23:** 31,314 users

Website **2021-2022 vs. 2022-2023 (Sept.-May).**

- 1% increase in website traffic (**21-22:** 116,246 users vs. **22-23:** 117,974 users)

Where do you get information about the Hingham Public Schools? (Check all that apply)

76 responses



Goal Two: Improve Internal Communication

Completed Action Steps:

- Highlight the efforts of all staff via appreciation days. All are posted to social media pages
 - 16 posts shared
- Weekly leadership update sent each Sunday by the superintendent
- All district and principal communications are sent to staff



Goal Three: Engage community stakeholder groups through a variety of methods.

Completed Action Steps:

- Monthly school community newsletter created
 - Capability for users to subscribe to newsletters
 - Embedded into new "district communications" page
- Continue to develop a contact list
- Templates created for open positions
 - Open positions posted on social media platforms
- Templates created for outreach efforts
Example: Foster Project, Override



Goal Four: Improve Media Relations

Completed Action Steps:

- Ongoing communication with reporters
- 20 press releases submitted to press contacts and the news section on the website
 - 17 published to anchor
 - 10 follow-up stories by Patriot Ledger

The Patriot Ledger

NEWS

Hingham high, middle school students set to stage 'The Music Man' starting Thursday

Joel Barnes The Patriot Ledger
Published 5:04 a.m. ET Dec. 1, 2022

HINGHAM – More than 80 students from Hingham High and Hingham Middle School will join forces for a performance of “The Music Man” this weekend and tell the story of traveling salesman Professor Harold Hill, who poses as a boys band organizer to manipulate the people of River City into buying musical instruments and band uniforms for their children.

The Hingham Public Schools Fine Arts Department and the Hingham High School Drama Program will stage “The Music Man” for four shows starting Thursday, Dec. 1. Shows will run through Sunday, Dec. 4, in the Hingham Middle School auditorium. Tickets start at \$10.

QUICKLINKS HINGHAM PUBLIC SCHOOLS

NEWS

Dr. Barbara Cataldo Appointed as

POSTED MAY 10, 2023

K-12 Art Show, Coming April 27th

POSTED APRIL 7, 2023

Hingham Public Schools All Grades Art Show, Coming April 27th Friday, April 7, 2023 – The

13 HHS Students Recognized at Stoneham

POSTED MARCH 15, 2023

9 Students earned either gold, silver, or bronze in their categories. These students will move on to the state-level Massachusetts History Day Contest in April.

Next Steps

- Increase communication in transition years including elementary to middle and middle to high school
- Increase and distribute offerings of middle and high schools with the community
- Create a process for the review of new communications products
- Implement an end-of-year communication survey and analyze the results to determine an action plan
- Include more student voices to help support communication with our students
- Consider how to create a network of alumni who can also serve as liaisons to the community and students.
- Develop new goals and action steps for next year to support ongoing district and school needs for communication.

Questions