

# Office of Communication and Community Relations Public Engagement Committee August and September 2020

10-7-20



# OCCR's Support for FCPS Programs, Departments, and Schools

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- Collaborate with FCPS departments and offices
- Develop messaging and determine audiences
- Engage community
- Implement communications and media strategy
- Create graphics, imagery, video, web, social, and audio content
- Measure and evaluate performance

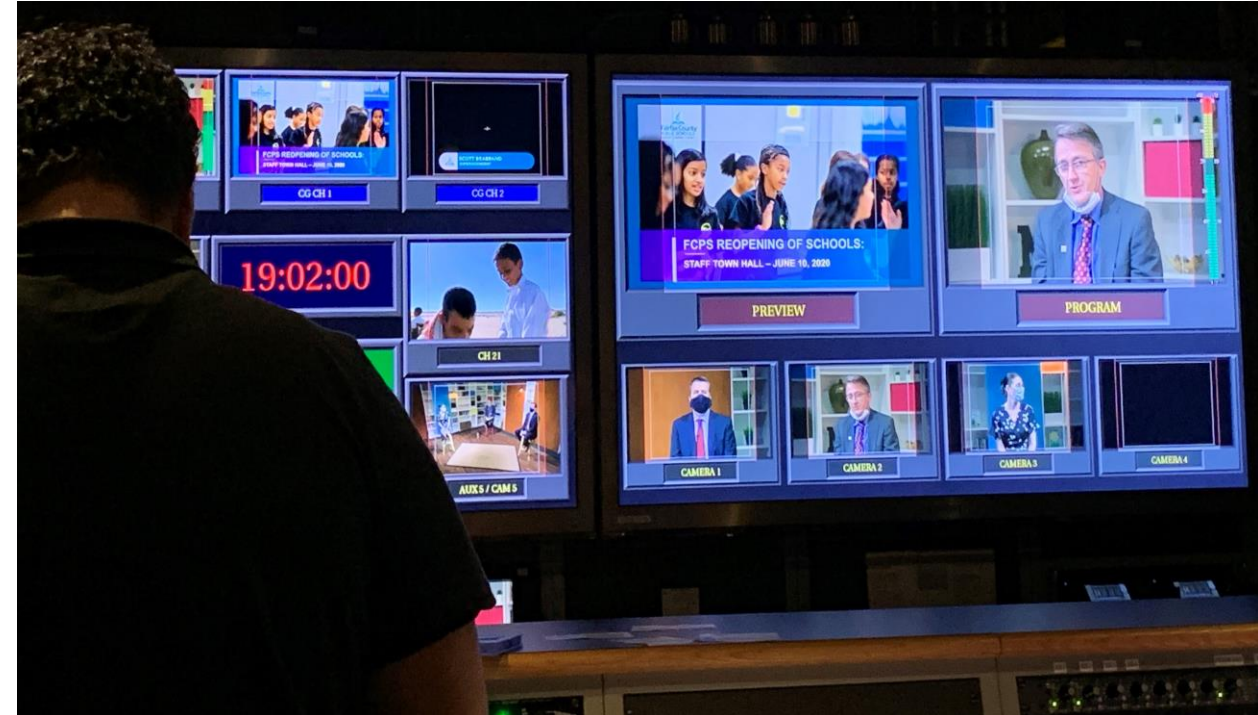
# OCCR Support for Return to School

## Reopening of Schools

Presentations, web content, community letters and updates, news releases, videos, and interviews.

## Superintendent's Town Hall Meetings

Developed and arranged scripts, presentations, program topics, and guests for six forums. Curated questions and collaborated with multiple departments and offices to formulate responses.



# OCCR Support for Return to School

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## **Return to School**

- Return to School Options video in nine languages
- How to Enroll video in nine languages
- Designed, printed, and mailed Tech Tip sheets for families
- Created short videos to improve technology solutions for families
- Enhanced FCPS website to include a Technology Resource page for families and students
- Family/community weekly newsletters—almost 50 percent open rate

# OCCR Support for Return to School

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## Return to Work

- Designed online Return to Work guide for staff
- Produced Return to Work video
- Developed website content and images
- Developed and distributed weekly employee newsletter
- Developed and distributed Return to Work messages:
  - Superintendent RTS updates on 8/28 and 9/4.
  - Messages from superintendent to staff on 8/17, 9/1, and 9/25.
  - RTS COVID updates on 8/12, 8/14, 8/19, 8/21, 8/25, 8/27, 9/1, 9/3, 9/8, 9/10, 9/15, 9/17, 9/23, 9/24, and 9/29.

# OCCR Support for Return to School

- Grab and Go meals distribution
- Fairfax County census campaign
- Healthy Minds podcast and blog
- HR Recruitment (email blasts, online ads, banner graphics, and social media)
- HR FCPS Cares promotion
- Reopening of Schools presentations and web content
- Superintendent's Town Hall meetings
- Opening of Schools Report
- Schoology LMS: created support materials (videos and handout in multiple languages)

- Attendance Campaign: Graphics to encourage attendance in multiple languages (available to schools within our marketing portal for downloading).
- Great Beginnings
- Leadership Conference
- Equity Symposium
- Student Roundtable with Senator Kaine
- Tutoring pods
- Responses to parent/constituent inquiries
- Countdown to School community newsletter
- School Board BTSN Videos

# OCCR Support

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## Healthy Minds Podcast and Blog

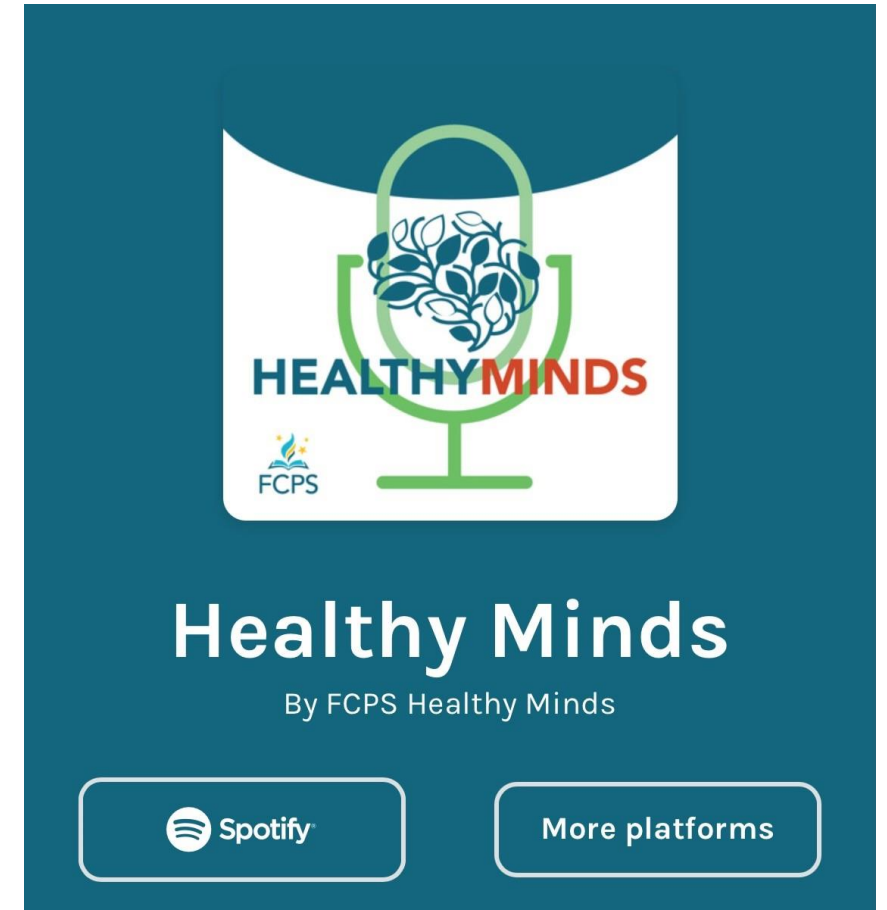
Developed new weekly podcast series in support of emotional wellness of students, staff, and community during pandemic.

## Photography Projects

School Board student rep, Technology Support Services team, school administrative team headshots, events and conferences, first day of school, Pam Northam visit, Town Hall meeting series, Leadership Conference, Grab and Go distribution, and virtual learning and instruction.

## Business and Community Partnerships

Worked with Foundation for FCPS and Fairfax County to identify food resources in community and collect donations to purchase school supplies.



# OCCR Support

## Grab and Go Meals Distribution

- Daily web updates and maintenance, graphics, photography, marketing, and community letters.
- Collaborated with Fairfax County and Food and Nutrition Services to coordinate outreach and partnership information about community food resources.
- Worked with county on mapping application to help residents find food resources in county.
- More than 3 million meals served between March–September 2020.





# FCPS in the News—August and September

- Diversity recruitment
- Student enrollment numbers
- FCPS staff professional development for virtual learning
- Technology Advisory Council report
- English language learner's challenges
- Special education in the virtual environment
- Student mental wellness
- Staff retirement data
- Ransomware investigation
- Distance learning challenges and successes



# FCPS in the News—August and September

- Coordinated county and FCPS COVID-19 messaging
- COVID-19 cases and data
- FCPS school name changes
- Immunizations
- Media availability conferences highlighting FCPS preparations for in-person school
- First day media availability
- HR job match publicity and promotion
- Spanish media outreach: Telemundo/Univision
- TJ admissions changes



# FCPS in the News—August and September

- Suicide Prevention Month interviews
- Art and music classes in virtual environment
- Academy classes in virtual environment
- New tech help desk and supports
- SAT testing
- Response to staff incidents



# FCPS Is Seen and Heard

- Washington Post
- LA Times
- Washington Times
- CNN
- National Public Radio
- Market Watch
- C-SPAN
- Telemundo
- Education Week
- WJLA-ABC News 7

- WRC-NBC News 4
- WUSA-CBS News 9
- WTTG-Fox News 5
- WTOP Radio
- WMAL
- WAMU
- WDVM
- INFOSEC
- Yahoo News

# FCPS News Releases

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News releases are distributed to more than 31,000 media and self-subscribers via News You Choose:

- National Merit Semifinalists
- School Board actions (resolutions, Mosby Woods renaming, free bus passes)
- Extension of the free meal program
- New assistant superintendent appointments
- Parent Technology Help Desk
- Teacher of the Year
- Hispanic Heritage Month
- Superintendent Presents Phased Return to School Plan
- Superintendent Presents TJ Admissions Process Changes



## Other OCCR Projects Included:

### 33 Videos Produced/Edited

- Virtual learning tech tips
- Back to School Messages
- Return to School Options, eight languages

### 29 FOIA Requests

- AAP data
- TJ admissions
- FCPS salaries
- Special Ed
- Leadership Conference

Creative design and marketing projects plus 33 photo assignments.

# Yes& Agency Supports OCCR

- Talking points
- News releases
- Op-Ed drafts
- Community letters
- Internal staff messages
- Weekly planning meetings
- Consultation
- Media strategy



# Web Analytics–August and September

Web Page Title	Pageviews	Unique Pageviews
Home   Fairfax County Public Schools   Fairfax County, Virginia   Fairfax County Public Schools	5,337,186	4,182,207
Return to School	141,554	119,266
Return to School - Schedules	125,239	112,241
Superintendent Return to School Update August 28	124,321	111,993
Food for Students During the School Year	107,614	88,301
2020-21 Standard School Year Calendar	99,925	89,290
FCPS Statement on Ransomware Investigation	90,592	83,737
FCPS 24-7 Learning (Blackboard)	72,256	64,894
Channel 99 Live Stream   Fairfax County Public Schools	64,652	49,720
Welcome to the 20-21 School Year	51,441	48,273
Technology Support for Families	48,264	41,827



# Social Media Analytics--September

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Followers: 350,769  
Tweets: 102  
Impressions: 2.57 million



Likes: 95,344  
Posts: 36  
Impressions: 852,553



Followers: 14,595  
Posts: 115  
Impressions: 96,054



Subscribers: 9,332  
Views: 104,636

# On the Horizon

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- TJ Admissions community engagement
- Ransomware investigation communication
- Return to in-person instruction cohorts (internal and external)
- Budget communications
- School name change community engagement



**Thank you!**