

CAMBRIAN SCHOOL DISTRICT

# COMMUNICATIONS UPDATE

By Dawn Klavon

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# COMMUNICATION GOALS

BASED UPON THE  
2018-23 5-YEAR  
STRATEGIC PLAN



Promote consistent communication  
of key messages across District and  
enhanced content on the  
District website  
(Goal 5 of Strategic Plan and Goal 4 of LCAP)



Continue to provide clear, concise  
District communications through  
staff newsletters, community  
newsletters, District websites,  
communication of key issues, events,  
and topics  
(Goal 5 of Strategic Plan and Goal 4  
of LCAP)

# Continuing Projects

1

## FAMILY NEWSLETTER

Send weekly (and now bi-monthly) newsletters updating families on COVID & reopening issues.

2

## STAFF NEWSLETTER

Email staff weekly newsletter updating on important health, school & district issues

3

## COMMUNITY NEWSLETTER

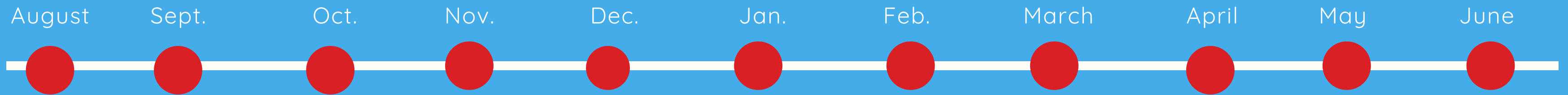
Mail a 4-page newsletter to 14,000+ homes in the Cambrian community updating on achievements and goals, and post online

4

## SOCIAL MEDIA

Reach the community through Twitter, Facebook & Instagram

# COMMUNICATIONS TIMELINE



## Weekly

Staff newsletter, family newsletter, social media, website updates

## Every Other Week

Starting January 2021, family newsletters emailed every other week with important updates

## Bi-annually

Cambrian Connection community newsletter mailed to homes in December 2020 and April 2021

## Bi-annually

Midyear/Final Grant reports for El Camino Hospital and Kaiser Permanente grants

## Annually

Grant proposals to El Camino Hospital and Kaiser Permanente

## Regularly

 School Board Meetings & Briefings, Meal Plan emails, Miscellaneous emails, SCCSBA Newsletter submissions monthly, informational video updates with Dr. Andrews, responses to emails from CSD families

# 2020-21 School Year STATS

(as of 3.12.21)



## Family & Staff

137+ Messages sent via email at District level since the start of 2020-21 school year



## 508,213 Views

Online this school year in Smores messages to staff and CSD families



## Social Media Posts

96 Social Media posts so far this year, on Facebook, Twitter and Instagram

GRANTS FUNDED TO CSD  
FOR 2020-21

**\$175,000**

\$125K- School Nurse, El Camino Hospital  
\$50K - Mental Health, Kaiser

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\$400K requested through El Camino for the  
2021-22 school year

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# IN ADDITION...

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Effective communication regarding encouraging voter participation in November and civic activism regarding CSD's Metzler C project

Occasional video production with Dr. Andrews highlighting important issues within Cambrian

# QUESTIONS/COMMENTS

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## Contact Dawn Klavon

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