



Cambrian School District

COMMUNICATION PLAN

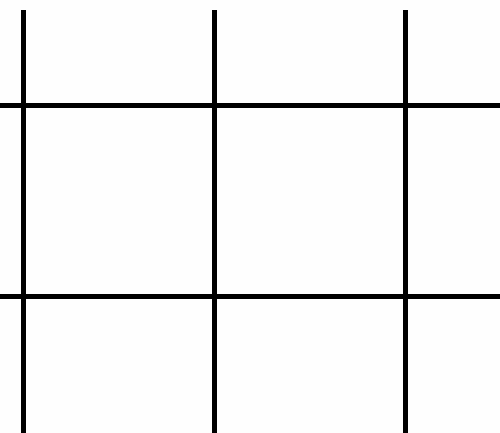
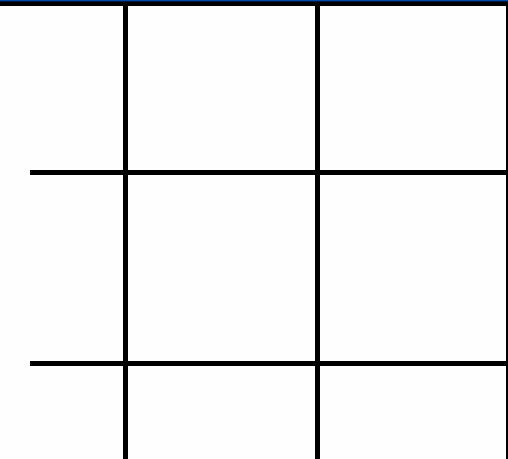
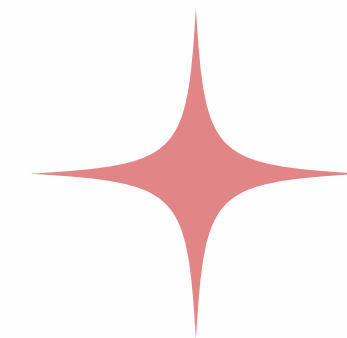
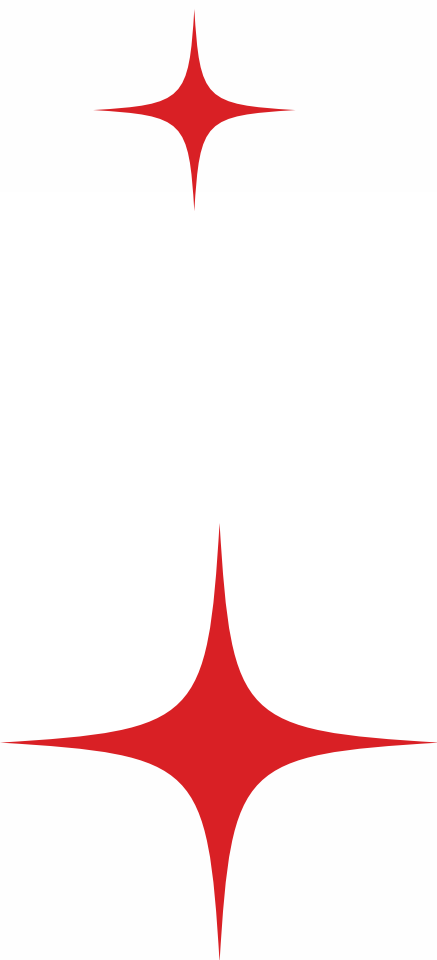
2023-2024 School Year

by Dawn Klavon

Communications, Marketing &

Community Relations Coordinator

May 16, 2024

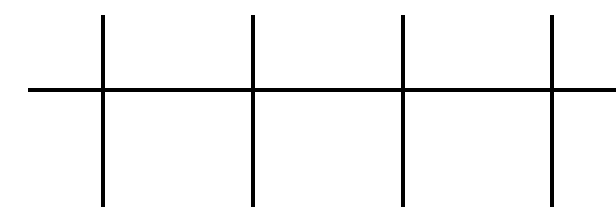




Communications Efforts



- Outreach to Cambrian neighborhood of San Jose
 - Parcel Tax Communications
 - Bi-annual Newsletter
- Outreach to District families
- Outreach to Staff
- Applying for grant money to supplement district services



Parcel Tax

Reaching out to extended Cambrian community to inform regarding CSD's desire to extend the Parcel Tax currently in place.




Cambrian School District

April 2024

Dear Parents and Neighbors:

Cambrian School District (CSD), is committed to maintaining the high quality of our neighborhood schools. Our teachers educate over 3,000 students in four elementary schools, one comprehensive middle school, and a K-8 STEAM Magnet school. Exceptional teachers, small class sizes, challenging instructional programs, dedicated parent volunteers, and outstanding science, math, art and music curricula have prepared generations of local children to succeed in high school, college, and careers. **Our goal is to continue that proud tradition.**

We appreciate the generous support from our community. The level of school funding provided by the state of California is one of the lowest in the nation. We rely on local funding to fill in the gap. Fortunately, local voters have generously supported CSD, voting to pass Measure H, a parcel tax, in 2018 to protect and maintain the local quality of education.

Measure H for Cambrian School District is a parcel tax of \$94.24 per-parcel/year which supports Transitional Kindergarten through eighth grade students by attracting and retaining quality teachers, continuing core programs in math, science, engineering, technology, reading, music and the arts, maintaining class sizes, and providing physical education programs that promote student health and fitness.

Without Measure H, the Cambrian School District annual budget would need to be cut by nearly a million dollars. This would force all Cambrian schools to make drastic cuts to academic programs, increase class sizes, and maintain only basics. Continuing Measure H won't address all funding needs, but it will help retain exceptional teachers and protect core programs.

As we prepare to place the continuation of Measure H on the ballot, we want to hear from you. Please let us know your thoughts and questions by returning the attached response card, scan the QR code in this mailer or reply online at: www.cambriansd.org

Thank you. Your opinions are important to us. I look forward to hearing from you.

Sincerely,



Kristi Schwiebert
Superintendent



Cambrian Connection



The 2023-24 school year began back in August for students in the Cambrian School District, and we've seen outstanding achievement, committed staff teaching a robust curriculum to our youth, and families passionate about partnering with us to see learning and growth.

Measure R Update

The Modernization Project has been in full swing, working on facility repairs, upgrades, and improvements to Bagby, Farnham, Fammatre, Price and Sartorette. We have been preparing our sites for construction of new classrooms and this first phase focused on installation of necessary infrastructures such

as grading, plumbing, electrical and ADA accessibility improvements. We also have new air conditioning units in the Price Science buildings.

Our sites will remain under construction during the school year. The construction fencing is being adjusted from the summer work size to the school year work size. Modular classrooms will be completed in May/June of next year.

Living under construction is a test on our patience and comes with the need to adjust and be flexible, but the end result is always worth it! We are lucky to live in such a supportive community.

Grants From Local Benefactors

Special thanks to **El Camino Hospital** for their generous grant of \$135,000 to fund the School Nurse program in Cambrian School District. Thanks also to **AMD** for an \$8,000 grant to fund Price Middle School's **Project Lead the Way** program. We are so grateful for our incredible neighbors who invest in our community and our children.

Mailed to 14,000+ homes
2 times yearly reporting
on great news in the
District— awards,
achievements, events,
updates





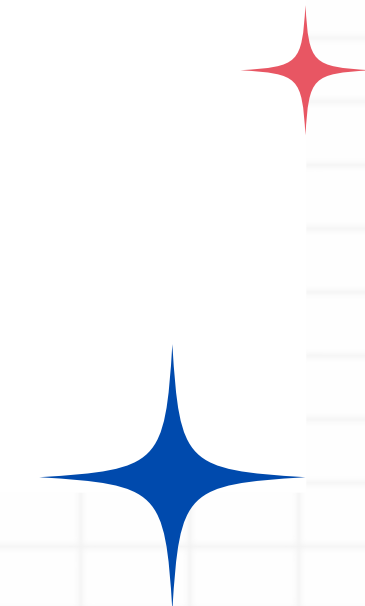
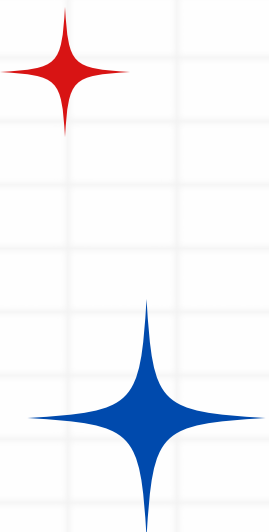
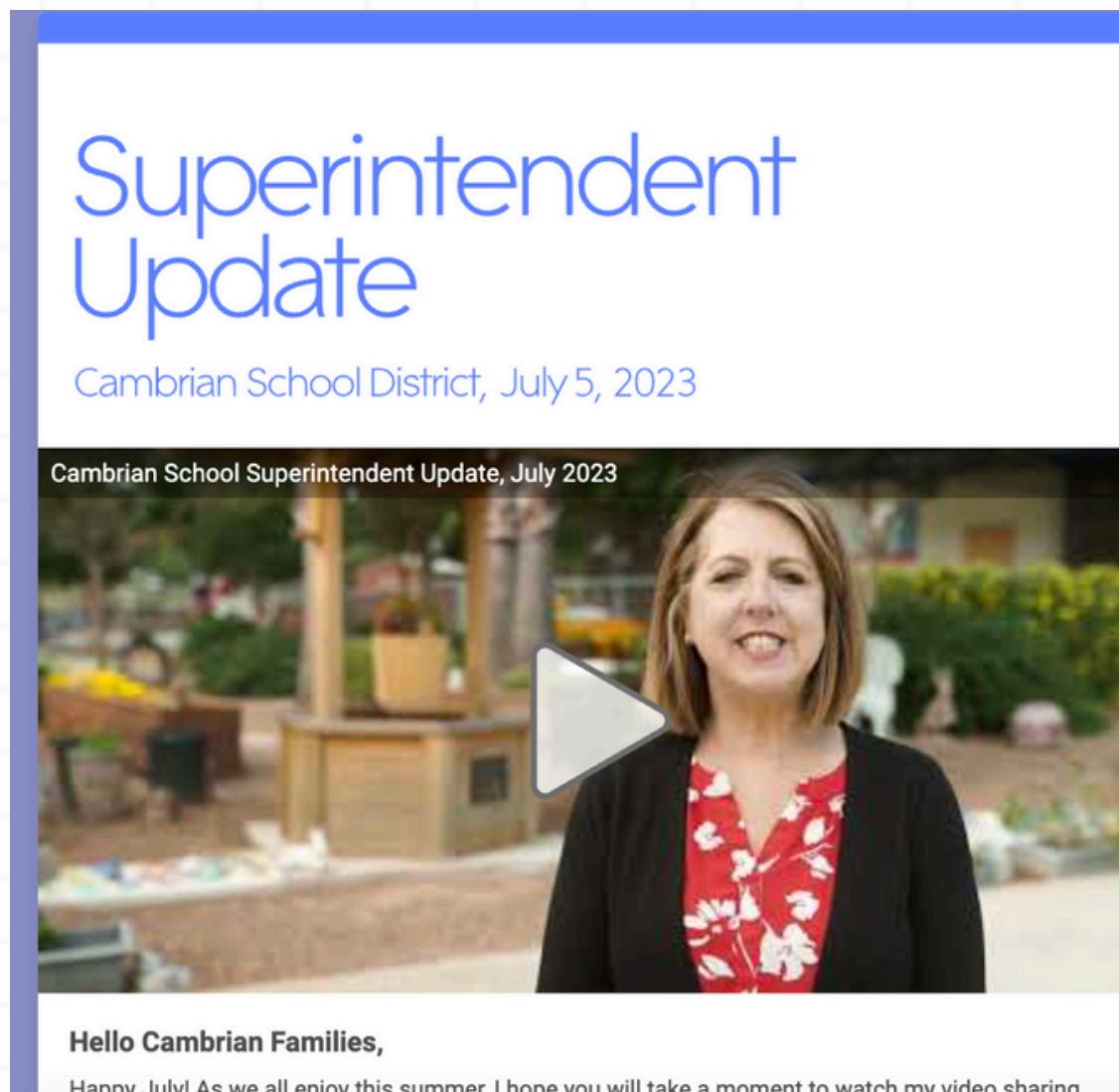
Family Newsletter Emailed/Texted Monthly

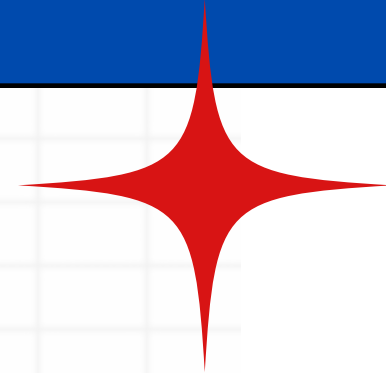


Average 7,500 views

Includes

- Students of the Month
- District-wide events
- technology
- student services
- educational services



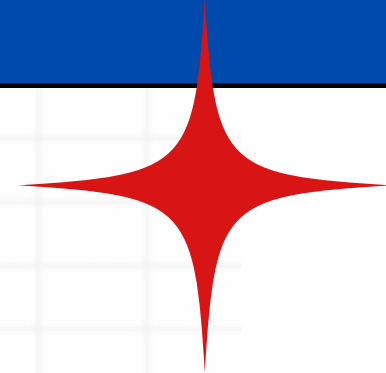


Social Media

Facebook:

- 1,775 Followers (up 9.5%)
- Post Reach: Avg. 15,631 monthly
- Age and Gender
 - Men: 20.80%
 - Women: 79.20%
- Locations: US, Bangladesh, India, Japan, Pakistan, Philippines, UK, Canada, Saudi Arabia & Vietnam





Social Media

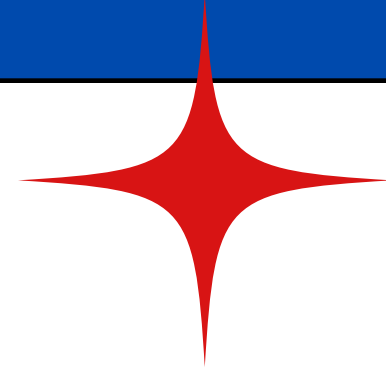
Instagram:

- 494 Instagram followers (up 8.9%)
- 3,880 accounts reached past 90 days

LinkedIn:

- 315 LinkedIn (up 7.6%)
- 9,810 impressions in past year
- Best posts: show multiple photos from events





WWW.CAMBRIANSD.ORG

New Website Launch

WE'RE LIVE!

Cambrian School District has updated our website to a version that is more mobile-friendly, has better translation features, and updated search features. We hope you find it easier to use!

- www.cambriansd.org
- bagby.cambriansd.org
- fammatre.cambriansd.org
- farnham.cambriansd.org
- price.cambriansd.org
- sartorette.cambriansd.org
- steindorf.cambriansd.org



New Website

- Cambrian moved to a new website in December, 2023.
- Easier access on mobile devices, better search and translation functions, and organizational changes to make it easier and more convenient to find frequently accessed information!

www.cambriansd.org



Cambrian Family Newsletter

Cambrian School District, March 8, 2024

Cambrian School District Enrollment Update, March 2024



Supt. Schwiebert's Informational Videos

Created videos by Superintendent Schwiebert every other month

On average 85% read on their phone and 15% read on a computer

On average, only 3.5% of potential viewers are watching these





Sartorette Elementary Informational Video



Sartorette Elementary Informational Video

Informational Videos for each school site

Each site is working with a video team to produce a brief informational video, posted on their website and on social media.

Includes interviews with staff, parents & students.



Cambrian Courier Staff Newsletter

- Emailed to staff every other week
 - Technology
 - Student Services
 - Educational Services
 - Superintendent Schwiebert





Grant proposals: El Camino Hospital & Kaiser Permanente

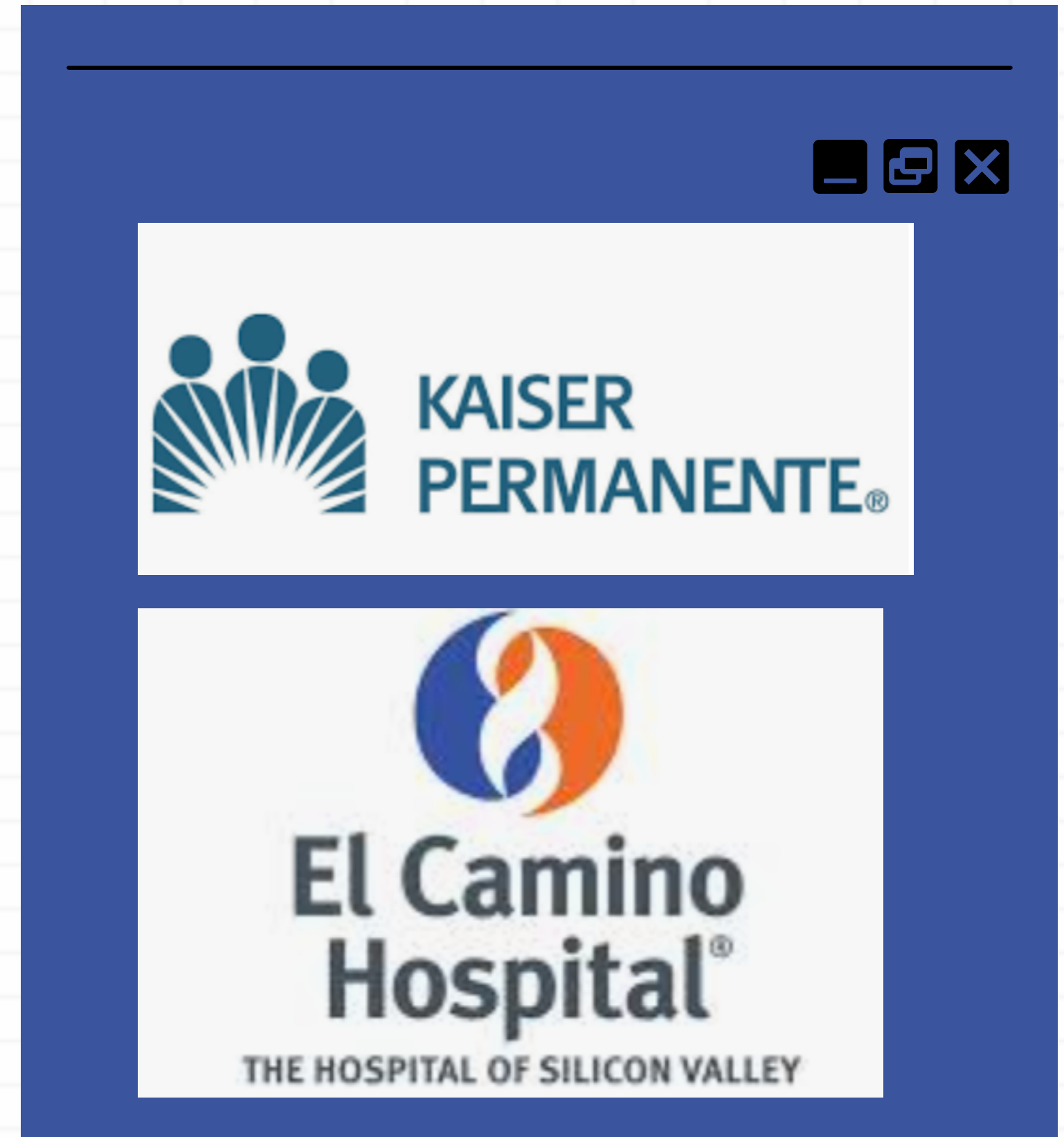
for 2024-25

El Camino Hospital:

\$250K for school nurses

Kaiser:

\$25K for Mental Health Services





Media Coverage

*San Jose
Mercury News*

National Alliance on Mental Illness Award for Price Middle School

Price Middle School's Mental Health program awarded by NAMI, in SJMN

HONOR ROLL: Price Middle School in San Jose's Cambrian School District will receive the Community Merit Award from the National Alliance on Mental Illness (NAMI) for its efforts to create awareness around mental health issues. In the past three years, Price School has raised \$30,000 for NAMI, including \$10,000 at its third annual Price Walk for Mental Health last October. The entire student body of more than 900 kids participated along with more than 85 staff members.



Other Communications Efforts

- Apply for Hoffmann Awards for School Program Recognition through SCCSBA
- Communicate with families of Students of the Month & Good Apples
 - Create/write certificates honoring each at monthly meetings
- Speechwriting and graphics creation as needed
- Post stories monthly in SCCSBA newsletters
- Board Briefings for every CSD School Board Meeting
- Creating printed and digital brochures for schools
- Send out district-wide emails/texts regarding events



File

Edit

View



Questions/Comments

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