



# Board Policy 4000 Update

August 16, 2022 Board Report  
Craig Degginger, Director of Communications

# Board Policy 4000: Public Information Program

This policy states in part: the district shall strive to maintain effective two-way communication channels with the public.

These two-way communications in the past year have included:

- Superintendent listening sessions with the community
- Key Communicators meetings
- Brown-bag lunches and “Donuts with Deborah” for staff
- Coffee with the Board
- Stanwood HS and Church Creek campus open house
- SCSD booth at the just-concluded Stanwood-Camano Fair

Regular District Communications with Families:

- School-based communications, including weekly Smore newsletters
- Friday Family Message from Dr. Rumbaugh during school year
- Website update to district and school sites
- School Messenger emails and automated calls

# Board Policy 4000: Public Information Program

## Communications with Community:

- Website
- Currents print newsletter (Winter, Spring, Fall 2022) mailed to all residences in the district, Annual Report (21-22) to be published in December
- Social Media: District Facebook/Instagram @stanwoodcamanosd
- Twitter: District: @SCSD\_401 Athletics: @go\_shsspartans  
Dr. Rumbaugh: @RumbaughSupt
- Media: Stanwood Camano News and The Crab Cracker
- Board Briefing summary of each meeting

# Current Communication Priorities

## Modernization:

- Website refresh to new template at no cost

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# Current Communication Priorities

## Modernization:

- District Logo contest with students and refined design with the help of Madak, a Stanwood-based marketing firm, at no cost



# Current Communication Priorities

## Social Media Development:

- Continue to build social media presence; Facebook followers have grown nearly 70 percent in the past year with positive engagement. Engagement is the number of reactions, comments and shares on posts. During the week of the two high school graduations in June, that number was more than 7,100.

Facebook followers  
(8/2021) 904  
(8/2022) 1,585

Facebook reach (The estimated number of people who saw any content from our page)  
(8/2021-8/2022) 55,515

Facebook demographics  
87% women  
13% men

# Current Communication Priorities

## Community Reporting:

- District Strategic Plan rollout across all communications channels and platforms throughout 22-23
- Annual and Quarterly report on progress toward district strategic plan goals

# Questions?