

# roberts recap



Highlights from the MTSD Board Meeting  
in 3 minutes or less



## 2021 PENSPRA COMMUNICATIONS AWARD Social Media Entry - Roberts Recap

Millcreek Township School District - Erie, PA  
K-12 public school district | 6,400 students  
MTSD Communications Department

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# SYNOPSIS

The 'Roberts Recap' was developed at the start of the Fall 2021 School Year as a tool to build transparency and increase retention of School Board Meeting decisions with the community, parents, and staff. Since March 2020, the Millcreek Township School District School Board has conducted School Board meetings virtually through zoom calls and shared as a Youtube Livestream. Although the COVID-19 Pandemic initially caused the shift to virtual, in doing so, we began to see a small increase in attendance and participation.

One of the goals of the MTSD School Board Directors and Superintendent's Office is to provide transparent communications with all our stakeholder groups. Despite the board meetings being recorded and the increases in participation, challenges with message retention continued. Upon reviewing the meeting participation data available through our virtual meeting platforms, it became evident that the audience was being lost as a result of the meeting length. The average MTSD School Board meeting has been 3-4 hrs. In length since March 2020.

The 'Roberts Recap' is a 3 minute video which includes the top three highlights from the School Board meeting shared by the Superintendent of Schools. District parents and staff are notified in the weekly e-newsletter the following day to view the video for highlights explained by Superintendent Dr. Roberts.

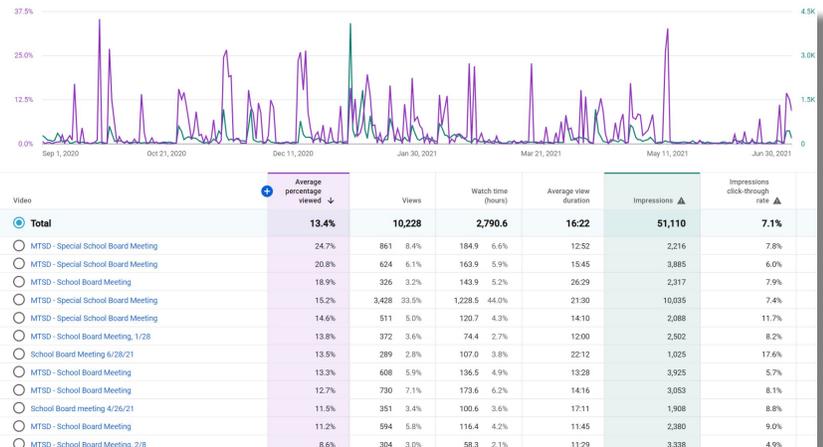
As of January 1, 2022, there have been 6 'Roberts Recap' videos produced and published resulting in increased direct communications to MTSD School Board Directors and Executive Team members related to the Board Meeting topics. Additionally, the videos remain the top engaged content in the weekly staff e-newsletters as a resource for over 800 teachers and support staff members to access.



# RESEARCH & PLANNING

## DATA ANALYSIS

- The MTSD Communications Department analyzed the performance and audience retention of the MTSD School Board Meetings from the 2020-2021 School Year.
- Audience members averaged a 13% average view and 16 minute average view duration.
- The data analysis proved there was an opportunity for improved message retention and impact.



## STRATEGY

- Given the uncontrollables of the target audience such as the limited availability of district parents and staff and the extended average length of Board Meetings due to number of agenda items, public speakers and necessary discussion, the objective for the campaign was not based on attendance either in-person or virtually.

## OBJECTIVES

- Increase District & Board message retention with the target audience.
- Increase Facebook page followers.

## TARGET AUDIENCE

- Families of current K-12 students
- All MTSD Staff Members

## SECONDARY AUDIENCE

- Millcreek Community Members



# IMPLEMENTATION & EVALUATION

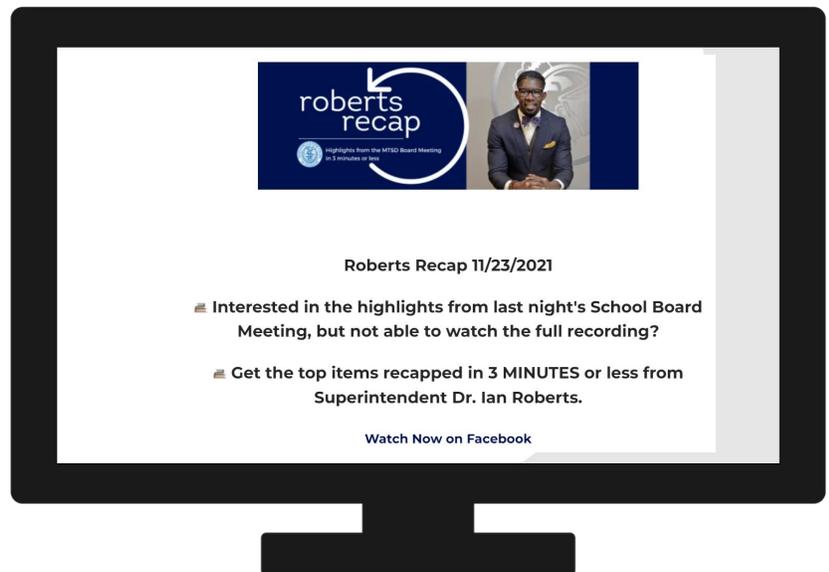
## BRANDING

- The MTSD Communications Department developed a logo and video template for all videos published.
- The logo aligned with the Brand Guidelines which indicate only Superintendent & School Board messages may use the Official District Seal in communications.



## AWARENESS

- To provide consistent and accurate communications, the Annual Strategic Communications Plan strategies include direct messaging to internal and external audiences.
- Millcreek This Week, the District E-newsletter is developed separately for both internal and external audiences and published tuesdays of each week to the website and sent via email.



The 'Roberts Recap' was promoted in the District E-newsletter to both internal and external audiences.

- Staff members
  - 861 emails and texts
- Parents and guardians
  - 5,828 emails and texts



# IMPLEMENTATION & EVALUATION

## IMPLEMENTATION

- **Directly following each School Board Meeting the Superintendent in collaboration with the Communications Coordinator develops a script to highlight three items in three minutes or less to share with the community and MTSD team members.**
- **The video is edited and then published the following day to the District Facebook account.**
- **To further improve message retention, the posts include links to the School Board Meeting recording posted to youtube.**



## EVALUATION

- **6 videos produced & published**
  - **6,702 impressions**
  - **5,815 reach**
  - **2,790 views**
    - **594 views 60sec+**
- **42% view rate**
  - **465 average views/video**
  - **422 average youtube views**
- **Top engaged content in staff newsletter**

