



LONG BEACH
UNIFIED • SCHOOL • DISTRICT

Communications Update

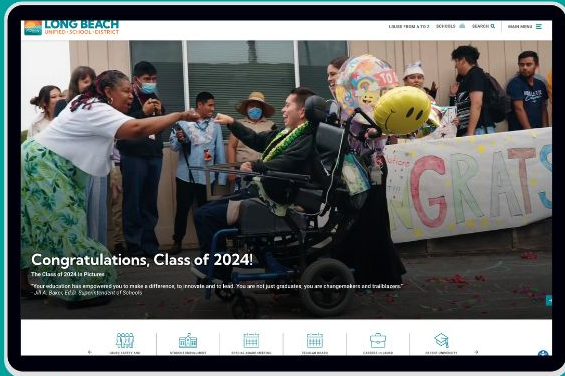


**Navigating Success: Looking Back,
Moving Forward, Shaping Tomorrow**

Elvia Cano
Director of Communications

Chris Itson
Assistant Director of
Communications

Role of Communications



Our team handles internal and external communications, media relations, incident support, and website management to ensure clear, consistent and timely messaging across all platforms.



INTERNAL COMMUNICATIONS

- School bulletin and District news articles
- Monthly Superintendent communication
- School Messenger support for school sites and departments
- Board of Education meeting support and meeting recap videos
- Peach Jar oversight and support
- Annual Report and Guidelines for Student and Families
- Back to School communications



CRISIS COMMUNICATIONS

- Rapid Response and Information Dissemination
- Clear and Consistent Messaging (school site support)
- Crisis Management and Support
- Coordination with Senior team and School Safety



INITIATIVES AND PROJECT SUPPORT

- Black Student Achievement Initiative (BSAI)
- Vision 2035/Strategic Plan communications
- Local Control Accountability Plan (LCAP)
- Equity, Engagement & Partnerships communications
- High School Choice
- Other District initiatives



MEDIA RELATIONS

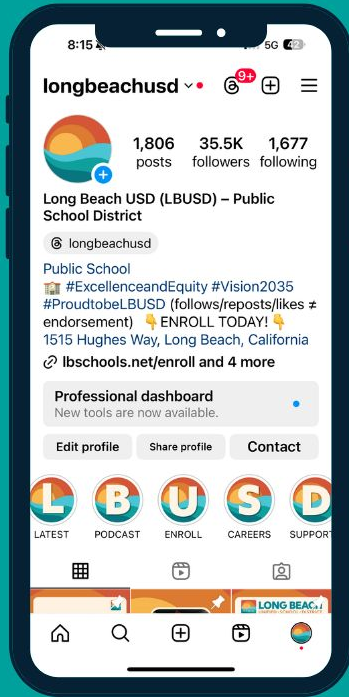
- Proactive Media Engagement
- Strategic Messaging and Branding
- Incident Media Management
- Media Training and Resources for administrators and managers



WEBSITE MANAGEMENT AND OVERSIGHT

- Main website curation and maintenance
- Support and oversight of all school site, and department web pages
- Marketing, recruiting and enrollment support
- Board of Education meeting agendas and policies updated on website

Role of Marketing & Media



Our team develops digital and print content and marketing solutions to support the LBUSD community. MMS offers several creative communications and social media options including:



SOCIAL MEDIA

- Content creation
- District campaigns
- Partnership campaigns
- Consulting
- Education
- Monitoring and safety



VIDEO PRODUCTION

- District and school events
- Student & Staff Spotlights
- Student created webisodes
- School promotional videos
- Recruitment videos
- Board of Education meeting highlights
- Custom videos for sites and departments



BRANDING

- District communications
- Central office content development
- Brand management



GRAPHIC ARTS

- Logo design
- District promotional materials
- School site logos and content
- Collaboration with Duplicating Services



LIVESTREAMING

- Board of Education meetings
- Various district events and community meeting



CABLE TELEVISION

- Board of Education meetings
- Various district events and community meetings
- Recurring content



PODCAST

- Weekly podcast produced and hosted by LBUSD high school interns



MARKETING AND AD CAMPAIGNS

- Digital ads
- Billboards, and print ads
- Hiring and enrollment campaigns
- Consulting
- District promotions
- Bond Measures and Facilities updates



EDUCATION

- Customized Digital Citizenship instruction
- Student internship program
- Work based learning and advisory board support for high schools



STUDENT INTERNSHIP PROGRAM

- High School internship program (School year and summer)
- Student productions
- Student-to-employee pipeline program

Recurring Content

Our team creates a multitude of digital and printed content to enhance communications, uplift student voices, and promote the positive stories of our LBUSD community.

PODCAST



THE LATEST



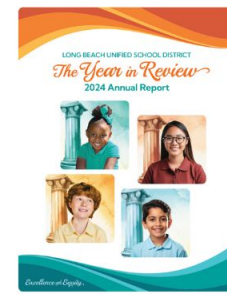
CELEBRATIONS



BOARD OF EDUCATION MEETING RECAP



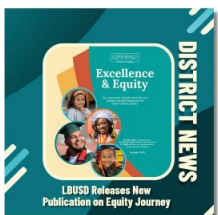
ANNUAL YEAR IN REVIEW



VISION 2035



DISTRICT NEWS



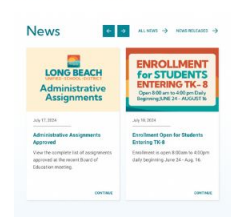
SPOTLIGHT



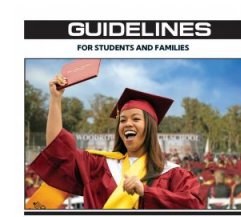
HOLIDAYS & CELEBRATIONS



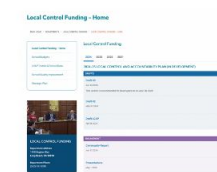
DISTRICT BULLETIN AND NEWS STORIES




GUIDELINES FOR STUDENTS & FAMILIES

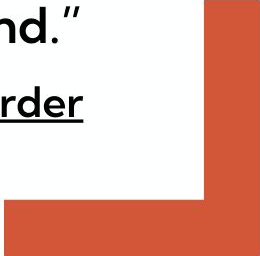


DISTRICT ACCOUNTABILITY





“Wind extinguishes a candle and energizes fire. Likewise with randomness, uncertainty, chaos: you want to use them, not hide from them. You want to be the fire and wish for the wind.”
— Nassim Nicholas Taleb, [Antifragile: Things that Gain from Disorder](#)



Looking Back



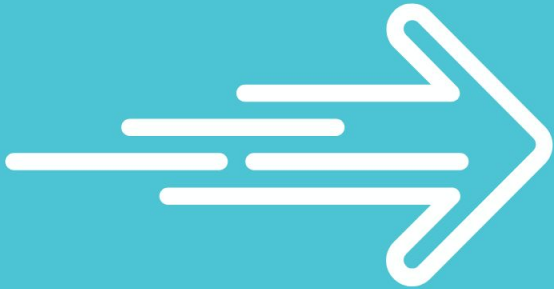
March 13, 2020

Our small communications team faced unprecedented challenges. The shock of COVID forced us to continually adapt, innovate, and invent new ways to connect with our community.

2020 – 2023

- Developed centralized communications strategy while schools were closed
- Developed recurring content to celebrate our diverse staff and students
- Elevated student voice
- Redesigned and modernized the former multimedia department, and developed industry standard production systems
- Developed professional livestream systems (stationary and mobile)
- Expanded language justice practices in collaboration with community partners, and the Equity, Engagement & Partnerships Office
- Dynamic social media strategy
- Administrative regulations for social media, award winning social media guide and social media safety presentations for schools and parent groups
- New website with multiple upgrades
- Expanded communications support for departments and school sites
- Created a high school internship program, and developed a career pipeline

Moving Forward



2023 - 2024

- New leadership and reorganization of the communications team
- Continual expansion of communications apparatus (Peach Jar, social media, web expansion)
- Expanded support for school sites and departments
- First re-brand in LBUSD history
- Individualized support for school sites and development of communications handbook
- 10 NSPRA Awards in 3 years

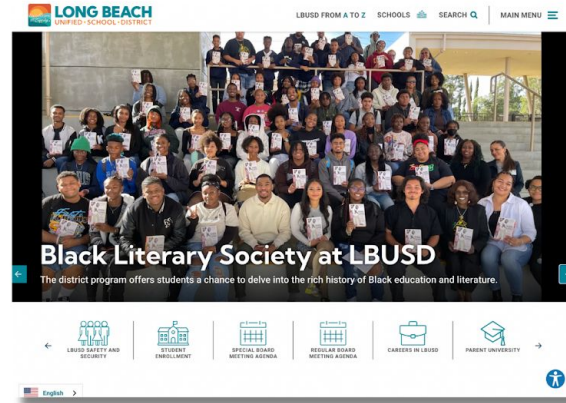
Shaping Tomorrow



- Consolidate communications apparatus (PIO and MMS)
- Refine internal communications
- Support and capacity building for school sites and departments
- Expand student internship program and staffing pipeline
- Vision 2035 focus group work in collaboration w/ Research Office
- Refine and expand support for EEP and the Center for Black Student Excellence
- Social media and AI think tank



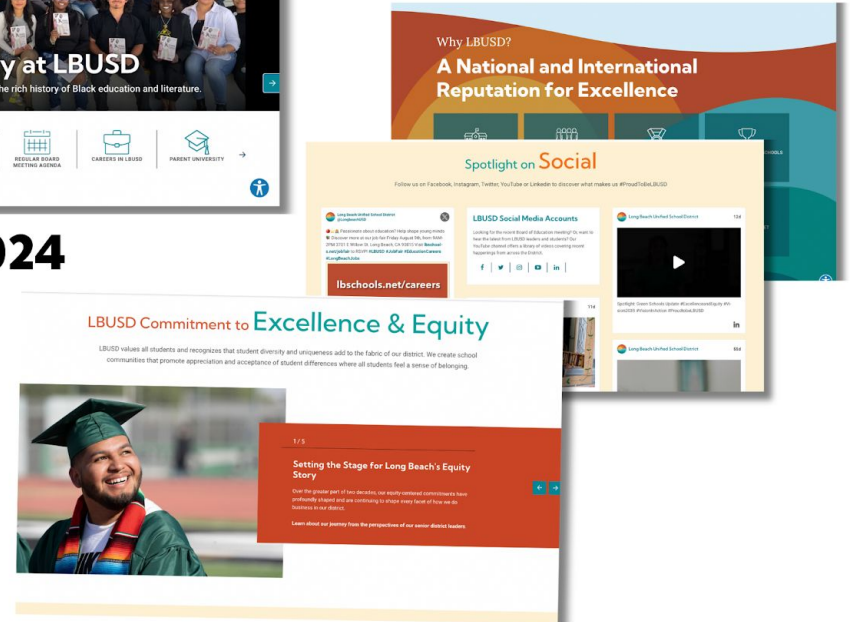
2022



2024

Transitioned to final site platform - Spring 2023

- Increased options for sharing information
- Modern design
- Social media integration
- Increased language accessibility
- Customizable features





Website Utilization	Page Views***	Events****
Over the last year (8/1/23 - 8/1/24)	30 Million	119 Million
Monthly Average	250 K	3.9 M
Daily Average	82 K	326 K

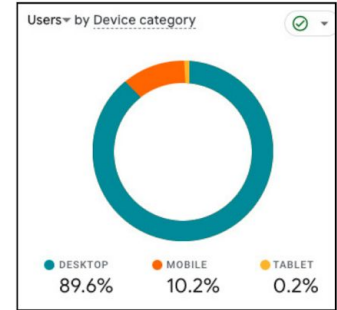
*** The number of pageviews on a website and screenviews on an app in the selected date range.
**** The number of times users triggered an event on the website (click on links)

Example 1 - Location data provides us the potential to target areas when promoting job opportunities

Demographics by City			
		Users	Page Views
1	Long Beach	11,593,147	99,884,988
2	Los Angeles	485,338	7,711,521
3	Lakewood	46,159	945,812
4	San Jose	44,812	760,182
5	Quincy	15,155	95,917
6	East Los Angeles	14,608	188,699
7	Bellflower	14,328	335,486
8	Compton	13,675	273,791
9	Anaheim	13,626	207,295
10	Las Vegas	12,720	95,477
11	San Diego	11,351	109,960
12	Carson	9,070	223,026
13	Oceanside	8,748	53,517

Example 2 - Page utilization data provides us the ability be strategic with where we place information, and to analyze the effectiveness of a page.

Pages Most Utilized			
		Sessions	Users
1	district main page	7,066,273	3,818,808
2	students	6,629,100	5,263,857
3	canvas-login	5,799,067	3,529,734
4	staff	297,320	62,550
5	calendar	149,751	108,936
6	menus-nutrient-information	83,696	35,144
7	research/parentvue	73,242	59,686
8	a-z-index	67,105	20,869
9	canvas	64,643	42,036
10	canvas	64,643	42,036
11	career-opportunities	34,409	24,193
12	human-resource-services/employment-opportunities	30,381	25,611
13	human-resource-services/salary-benefits	24,280	17,427
14	employee-relations/calendars-time-versions	21,936	17,897
15	enroll/tk-12-enrollment	20,521	12,985





2023– 2024 Social Media Growth

NSPRA AUDIT RESPONSE
RECOMMENDATION 6:
ACTION STEPS 6.1, 6.2, 6.3 AND 6.4

Impressions: 5.8m

Across all platforms, our accounts that are spreading information to users.

Deliverables that had Student Involvement: 41%

The department's student interns were involved in some way in 41% of deliverables

Deliverables per day: 8.36

This accounts for every calendar day from 7/1/24 to 6/30/24.

Views: 1.90m

Across all platforms shows an increase, and the last six months shows a 30% increase since 2020–2021.

View Growth: +8.1%

Increase in view count for 2023–2024 year compared to the 2022–2023–year total.

Avg. Post Value: +10

Increased post value (average number of views) compared to the 2022–2023 year.

Data points:

@longbeachusd

Instagram

followers in 2019 = 14

followers in 2024 = 35.5K+/-

Social media viewership growth has increased each year since strategy was developed in 2020.

District social media platforms are used as supplemental communication modes for all important information.

Uplifting student voice: Internship Program/Student-to- Staff Pipeline

2021-2022

SUMMER SESSION: 2 STUDENT EQUITY LEADERSHIP
TEAM INTERNS
2 COMMUNICATIONS INTERNS

SCHOOL YEAR:
2 COMMUNICATION INTERNS

2022-2023

SUMMER SESSION: 4 COMMUNICATIONS INTERNS
SCHOOL YEAR: 2 COMMUNICATIONS INTERNS

2023-2024

SUMMER SESSION:
1 STUDENT WORKER
6 COMMUNICATIONS INTERNS

SCHOOL YEAR:
1 STUDENT WORKER
6 COMMUNICATIONS INTERNS

2024-2025

SUMMER SESSION:
1 STUDENT WORKER
10 COMMUNICATIONS INTERNS
3 COLLEGE AIDES

SCHOOL YEAR (PROPOSED):
1 STUDENT WORKER
5 COMMUNICATIONS INTERNS
4 COLLEGE AIDES

NSPRA AUDIT RESPONSE
RECOMMENDATION 3:
ACTION STEP 3.1

NSPRA AUDIT RESPONSE
RECOMMENDATION 6:
ACTION STEPS 6.3 AND 6.4

NSPRA AUDIT RESPONSE
RECOMMENDATION 10:
ACTION STEPS 10.1 AND 10.2



Awards

LBUSD COMMUNICATIONS TEAM

2022

PUBLICATIONS AND DIGITAL MEDIA AND EXCELLENCE AWARDS

AWARD OF MERIT - VIDEO PRODUCED (IN-HOUSE)

ENTRY: ALL MEANS ALL-WE ARE BETTER TOGETHER

2023

GOLDEN ACHIEVEMENT AWARD

ENTRY: LBUSD TEACHER AND STAFF RECRUITMENT CAMPAIGN

PUBLICATIONS AND DIGITAL MEDIA AND EXCELLENCE AWARDS

MEDAL OF EXCELLENCE: HANBOOK

ENTRY: SOCIAL MEDIA GUIDE FOR STUDENTS AND FAMILIES

MEDAL OF MERIT: SCHOOL BULLETIN (E-NEWSLETTER/INTERNAL AUDIENCE)

ENTRY: DISTRICT NEWSLETTER

MEDAL OF MERIT: MARKETING MATERIALS PRINTED PUBLICATIONS

ENTRY: EARLY LEARNING RECRUITMENT BROCHURE

HONORABLE MENTION: PODCASTING/AUDIO

ENTRY: THE #PROUDTOBELBUSD PODCAST, EP. 59 VISION 2035

2024

PUBLICATIONS AND DIGITAL MEDIA AND EXCELLENCE AWARDS

MEDAL OF EXCELLENCE: WEBSITE

ENTRY: DISTRICT WEBSITE RE-DESIGN

MEDAL OF EXCELLENCE: WRITING

ENTRY: LBUSD TEACHER OF THE YEAR NEWS ARTICLE

MEDAL OF MERIT: MARKETING MATERIALS

ENTRY: EQUITY LEADERSHIP & TALENT DEVELOPMENT BOOKLET

MEDAL OF MERIT: VIDEO PRODUCED (IN-HOUSE)

ENTRY: VISION 2035: LEARNING FROM THE PAST TO LOOK FORWARD

MEDAL OF MERIT: VIDEO PRODUCED (IN-HOUSE)

ENTRY: DID YOU KNOW? VISION 2035

NSPRA Audit Response Recommendation 1:



Strengthen the value and usefulness of LBUSD's communication plan by including measurable objectives and research-based strategies.

ACTION STEP 1.1

FOLLOW THE FOUR-STEP STRATEGIC PR PLANNING PROCESS: RESEARCH-PLAN - IMPLEMENT - EVALUATE

- ➔ WE FOLLOW ELEMENTS OF 4SPRPP, THE PDSA CYCLE, AND THE LIBERATORY DESIGN THINKING PROCESS
- ➔ BI-ANNUAL DATA REPORTS AND SUMMER ANALYSIS SESSIONS

ACTION STEP 1.3

CREATE MINI COMMUNICATION PLANS FOR NEW PROGRAMS AND INITIATIVES

- ➔ EX. HIRING, ENROLLMENT(NSPRA AWARD WINNING), HS CHOICE EARLY LEARNING, VISION 2035

ACTION STEP 1.4

PLAN A COMMUNICATIONS TEAM RETREAT TO EVALUATE CURRENT EFFORTS.

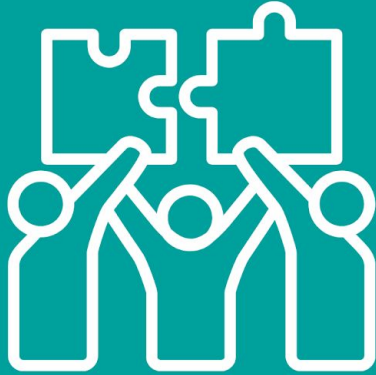
- ➔ LEADERSHIP TEAM RETREAT (SUMMER 2024)

ACTION STEP 1.5

CREATE A CRISIS COMMUNICATION PLAN

- ➔ IN-PROGRESS

NSPRA Audit Response Recommendation 2:



**INCREASE ALIGNMENT OF THE
VARIED COMMUNICATION
SERVICE AREAS AND STAFF TO
MAXIMIZE THE EFFECTIVENESS
OF THE DISTRICT
COMMUNICATION PROGRAM.**

ACTION STEP 2.1

RECONFIGURE THE STRUCTURE OF THE COMMUNICATIONS FUNCTION

➔ MULTIPLE RE-ORGANIZATIONS AND
REFINEMENT OF TEAM CONFIGURATION
SINCE 2020 (SEE UPDATED ORG. CHART)

ACTION STEP 2.2

CRITICALLY EVALUATE CURRENT COMMUNICATION TASKS

- ➔ ONGOING
- BI-ANNUAL DATA REPORTS
 - LIBERATORY DESIGN THINKING
SESSIONS
 - STUDENT AND COMMUNITY FOCUS
GROUPS

NSPRA AUDIT RESPONSE

RECOMMENDATION: 3



Expand LBUSD's inclusive culture for diverse families to its expectations for all communication practices.

ACTION STEP 3.1

ENSURE THAT EVERY COMMUNICATION PLAN HAS A DIVERSITY/INCLUSION COMPONENT

➔ STANDARD PRACTICE – CENTERING STUDENT VOICE, FOCUS ON REPRESENTATION, AND UTILIZING THE EQUITY POLICY TO SHAPE CONTENT

ACTION STEP 3.2

SUPPORT AND SET EXPECTATIONS FOR SCHOOL BUILDING PRINCIPALS IN DELIVERING INCLUSIVE PARENT COMMUNICATIONS

➔ EQUITY, ENGAGEMENT & PARTNERSHIPS TEAM (WE SUPPORT AS NEEDED)

ACTION STEP 3.3

STRIVE TO EXPAND TRANSLATION SERVICES FOR NON-ENGLISH-SPEAKING FAMILIES

➔ LIVESTREAM, AND CENTRALIZED COMMUNICATIONS DISSEMINATION IN ENGLISH, SPANISH, KHMER AND ASL

NSPRA AUDIT RESPONSE

RECOMMENDATION 4:



Make internal communications a priority.

ACTION STEP 4.1

UPDATE AND/OR REDESIGN THE INTERNAL EMPLOYEE NEWSLETTER.

➔ COMPLETE (NSPRA AWARD WINNER)

IMPROVE INTERNAL EMAIL MANAGEMENT TO REDUCE COMMUNICATION OVERLOAD.

➔ IN-PROGRESS AND EVER EVOLVING

ACTION STEP 4.3

KEEP SCHOOL AND CENTRAL OFFICE ADMINISTRATIVE ASSISTANTS/SECRETARIES IN THE COMMUNICATION LOOP.

➔ IN-PROGRESS/LBUSD PRINCIPALS TOOL-KIT PROTOTYPE

ACTION STEP 4.7

KEEP EMPLOYEES INFORMED TO BUILD TRUST AND BUY-IN.

➔ BULLETIN, SOCIAL MEDIA AND LEADERSHIP COMMS.

ACTION STEP 4.9

CREATE AN EXPANDED EMPLOYEE RECOGNITION AND AWARDS PROGRAM.

➔ TEACHER OF THE YEAR, CLASSIFIED EMPLOYEE OF THE YEAR, NURSE OF THE YEAR, SCHOOL SUPPORT SERVICES AWARDS, VISION IN ACTION SPOTLIGHTS AND VISION 2035 STARS

NSPRA AUDIT RESPONSE

RECOMMENDATION 5:



Strengthen the engagement of staff members in the district's decision-making process.

ACTION STEP 5.5

WORK TO SEEK INPUT FROM A VARIETY OF STAFF VOICES AND PERSPECTIVES*

➔ **FOCUS GROUPS WITH COMMUNITY PARTNERS**, VISION 2035 PROCESS, GRADING POLICY DEVELOPMENT AND OTHER SURVEYS AND WORKGROUPS

MAJORITY OF ACTION STEPS ARE OUTSIDE OF THE DIRECT ROLE OF THE COMMUNICATIONS TEAM, HOWEVER WE COLLABORATE WITH MULTIPLE DEPARTMENTS ON AN ONGOING BASIS.*

NSPRA AUDIT RESPONSE

RECOMMENDATION 6:



Enhance LBUSD's use of digital communication tools to strengthen their effectiveness.

ACTION STEP 6.1

ENHANCE THE DISTRICT WEBSITE.

➔ AWARD WINNING RE-DESIGN (NSPRA 2024)

ACTION STEP 6.2

INFORM PARENTS AND STAFF ABOUT HOW SOCIAL MEDIA IS BEING USED BY LBUSD

➔ SOCIAL MEDIA GUIDE (NSPRA 2023), SITE SUPPORT AND EXPANSION ON-GOING

ACTION STEP 6.3

LOOK FOR CREATIVE WAYS TO PRESENT THE DISTRICT AND SCHOOLS ONLINE.

➔ SEE LBUSD SOCIAL MEDIA AND WEBSITE

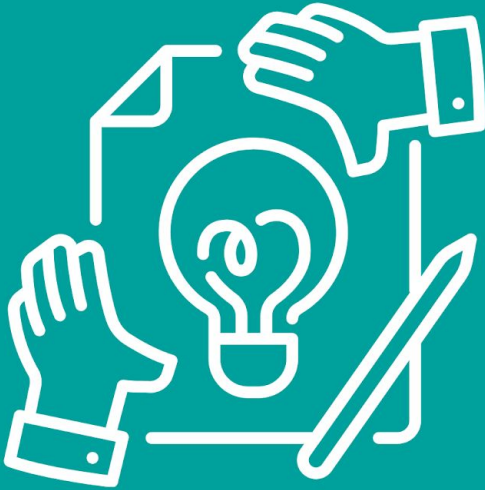
ACTION STEP 6.4

OPTIMIZE THE USE OF VIDEO.

➔ WE SURPASS ALMOST ALL DISTRICTS IN THE U.S. WHEN IT COMES TO VIDEO PRODUCTION

NSPRA AUDIT RESPONSE

RECOMMENDATION 7:



Incorporate marketing strategies into a strategic communication and marketing plan.

ACTION STEP 7.1

DEFINE LBUSD'S DESIRED BRAND

➔ FIRST RE-BRAND IN THE HISTORY OF LBUSD IS IN PROGRESS

ACTION STEP 7.2

HIGHLIGHT THE SUCCESSES OF LONG BEACH STUDENTS WITH "POINTS OF PRIDE" CAMPAIGNS

➔ VISION IN ACTION SPOTLIGHTS, PODCAST, THE LATEST, SOCIAL MEDIA POSTS, NEWS ARTICLES AND MORE

ACTION STEP 7.3

ENHANCE BRANDING WITH MICRO- CAMPAIGNS

➔ ONGOING

ACTION STEP 7.4

BUILD A SOLID OUTREACH PROGRAM TO REAL ESTATE AGENTS

➔ IN-PROGRESS

NSPRA AUDIT RESPONSE

RECOMMENDATION 8:



Create a network of key communicators.

ACTION STEP 8.1

IDENTIFY INFLUENTIAL OPINION LEADERS WHO REPRESENT DIVERSE COMMUNITY GROUPS AND PERSPECTIVES.

➔ ONGOING FOCUS GROUPS W/ COMMUNITY PARTNERS, VISION 2035 STARS, FAMILIES AND STUDENTS

ACTION STEP 8.2

HOLD AN ORIENTATION MEETING(S) FOR KEY COMMUNICATORS.

➔ IN DEVELOPMENT/VISION 2035 STRATEGIC GOAL

ACTION STEP 8.3

HOLD AN APPRECIATION EVENT AT THE END OF EACH SCHOOL YEAR.

➔ CLASSIFIED EMPLOYEE OF THE YEAR CELEBRATION

NSPRA AUDIT RESPONSE

RECOMMENDATION 9:



**Expand and enhance
Board of Education
communications.**

ACTION STEP 9.1

CREATE A BOARD OF EDUCATION POLICY ON COMMUNICATIONS

➔ ADMINISTRATIVE REGULATIONS FOR SOCIAL MEDIA AND VARIOUS POLICIES DEVELOPED

ACTION STEP 9.2

PROVIDE PROMPT SUMMARIES OF SCHOOL BOARD MEETINGS

➔ BOARD RECAP VIDEO RELEASED AFTER EACH MEETING, AND FULL RECORDINGS AVAILABLE AT LBSCHOOLS.NET/YOUTUBE, 3-5 BUSINESS DAYS AFTER MEETINGS

ACTION STEP 9.3

MAKE THE BOARD OF EDUCATION MORE ACCESSIBLE ON THE WEBSITE

➔ MEETING LIVESTREAMED IN 4 LANGUAGES ON YOUTUBE, AND AVAILABLE ON FACEBOOK

➔ BOARD POLICIES AND AGENDAS AVAILABLE ON LBSCHOOLS.NET

ACTION STEP 9.4

OFFER MORE OPPORTUNITIES FOR DIALOGUE BETWEEN THE BOARD OF EDUCATION AND THE PUBLIC

(MAJORITY OF ACTION STEPS ARE OUTSIDE OF THE ROLES & RESPONSIBILITIES OF THE COMMUNICATIONS TEAM)

NSPRA AUDIT RESPONSE

RECOMMENDATION 10:



**Include students in
delivering the
LBUSD message.**

ACTION STEP 10.1

OFFER A STUDENT INTERNSHIP IN THE PUBLIC INFORMATION OFFICE

➔ PREMIERE STUDENT INTERNSHIP PROGRAM AND STAFFING PIPELINE IN DEVELOPMENT (VISION 2035 STRATEGIC GOAL)

ACTION STEP 10.2

CREATE A STUDENT SCHOOL NEWS LIAISON AT EACH HIGH SCHOOL

➔ IN-DEVELOPMENT

➔ STUDENT FOCUS GROUPS, IN COLLABORATION WITH RESEARCH OFFICE PROTOTYPE

➔ STUDENTS INVOLVED IN 40-50% OF RECURRING CONTENT

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