



Year in Review

Communications

JULY 1, 2021 – JUNE 22, 2022



Communications Team

Heather
Lenard

DIRECTOR
OF COMMUNICAITON

Lauren
Hitchcock

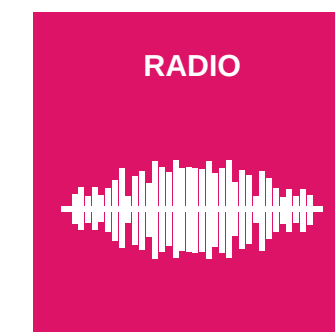
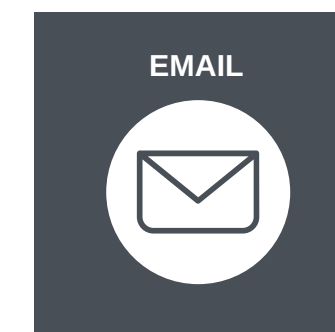
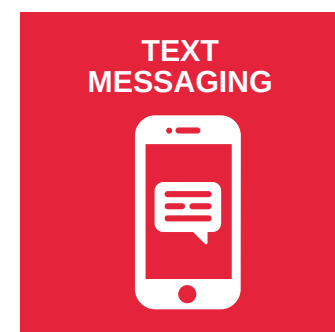
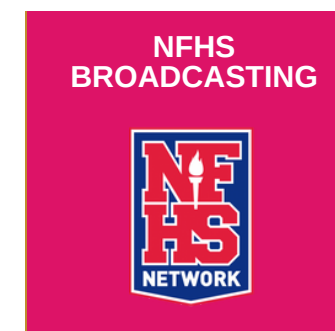
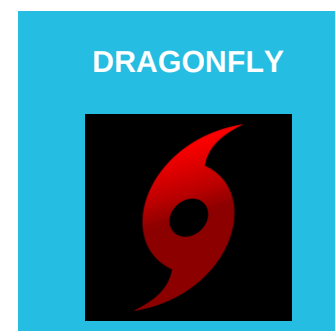
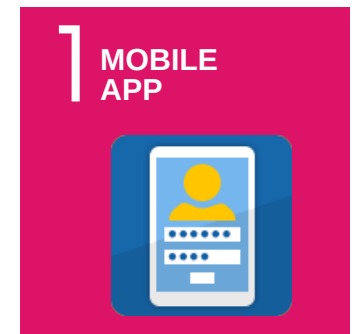
WEB COMMUNICATIONS
SPECIALIST

Mary
Klepzig

COMMUNICATIONS
SPECIALIST

***STARTS JULY 6TH

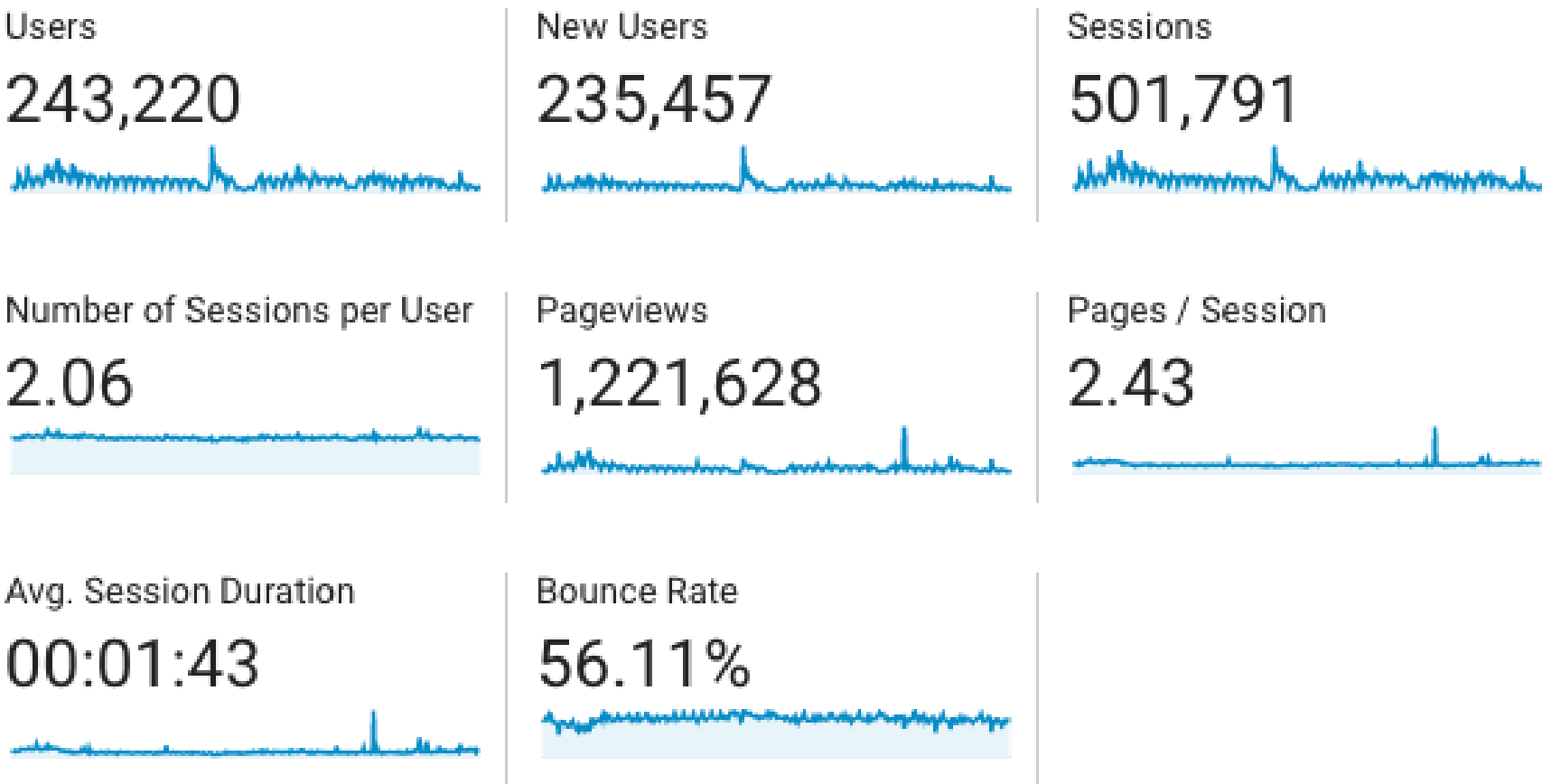
District Channels & Platforms



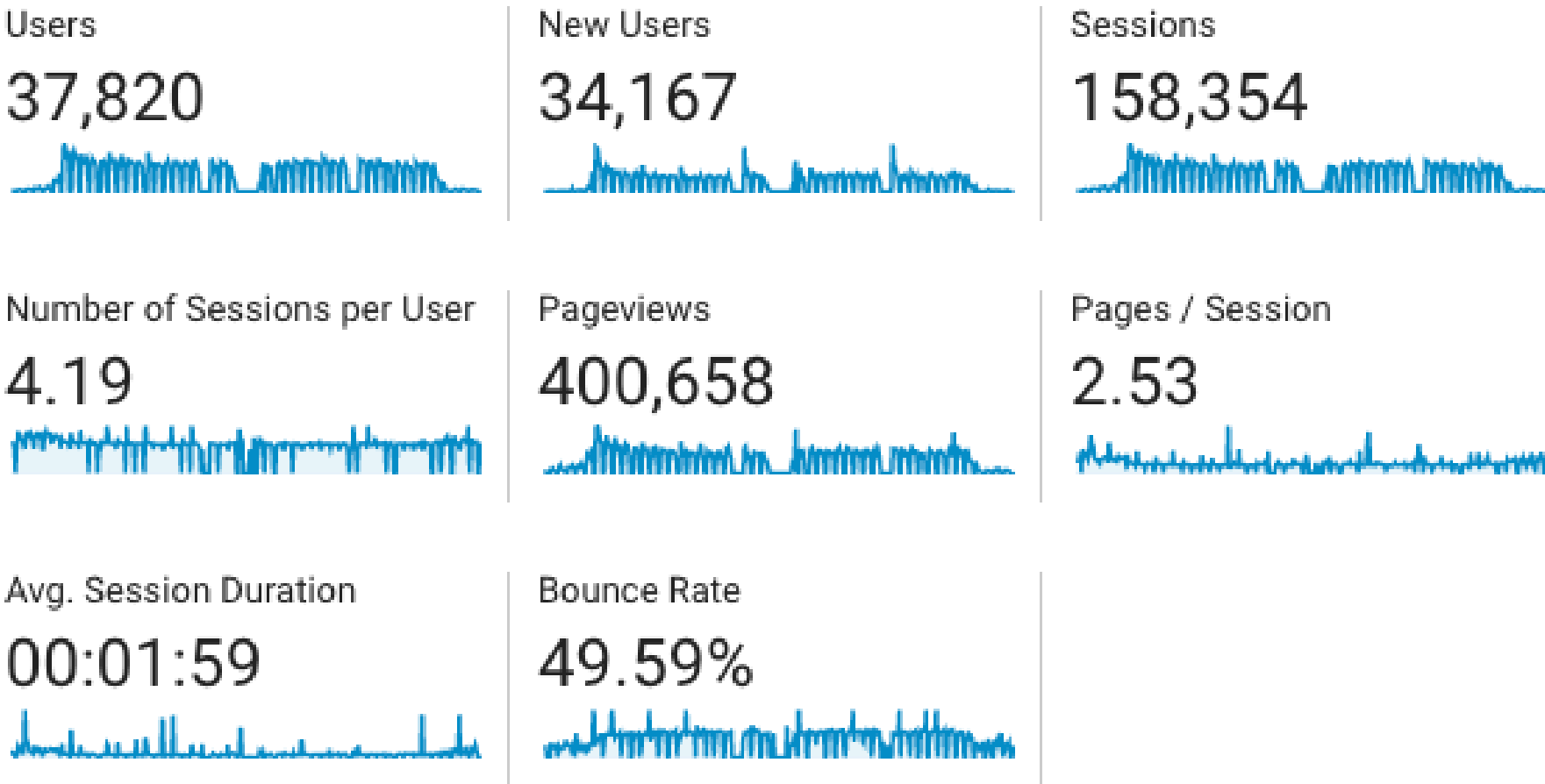
WEBSITE ANALYTICS- July 1, 2021 - June 20, 2022

JULY 1, 2021 - JUNE 22, 2022

External Users



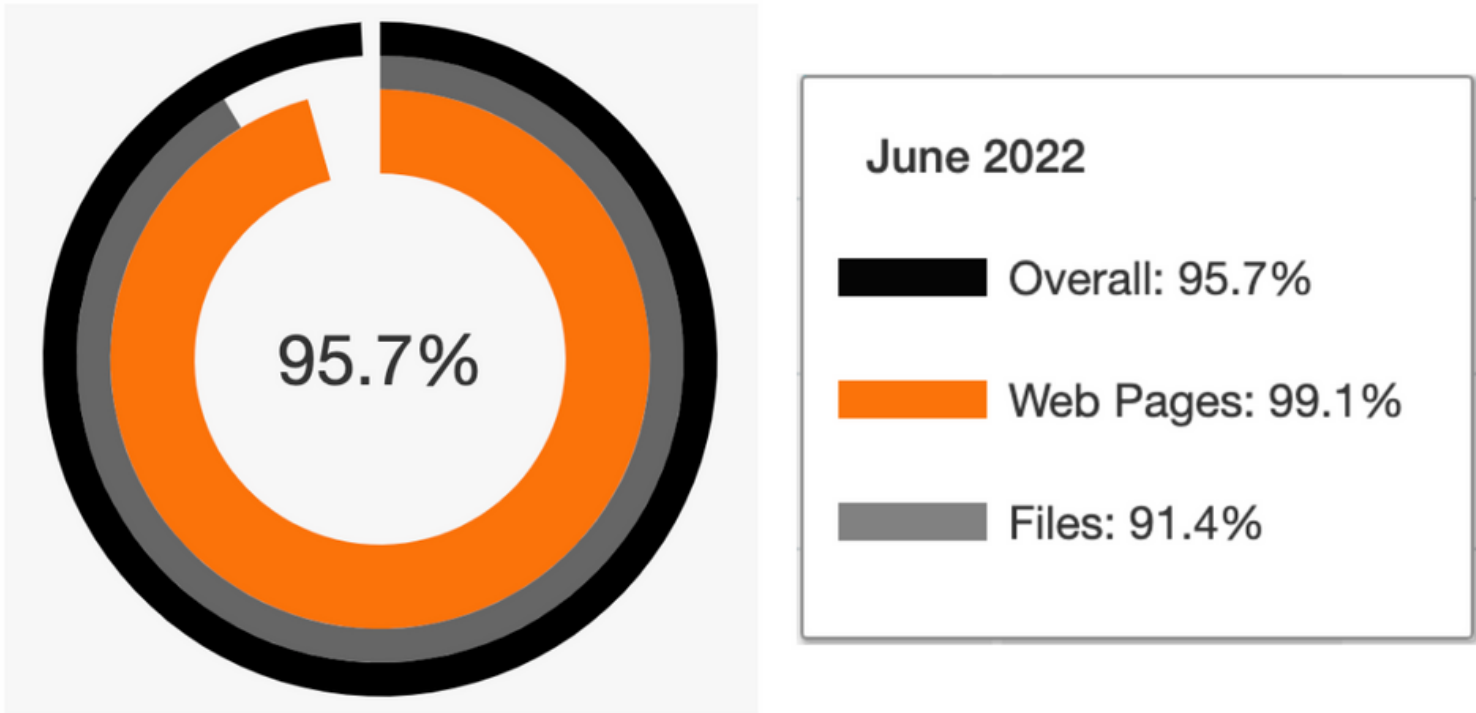
Internal Users



Oxford School District is committed to ensuring the accessibility of our digital content to people with disabilities.

Digital accessibility means that we maintain our websites and web applications without barriers to people with disabilities, so that people with disabilities can navigate, understand, perceive and interact with the Web. The disabilities that are addressed by web accessibility include physical, visual, auditory, speech, cognitive and neurological disabilities.

OSD’s Current Overall Accessibility Score

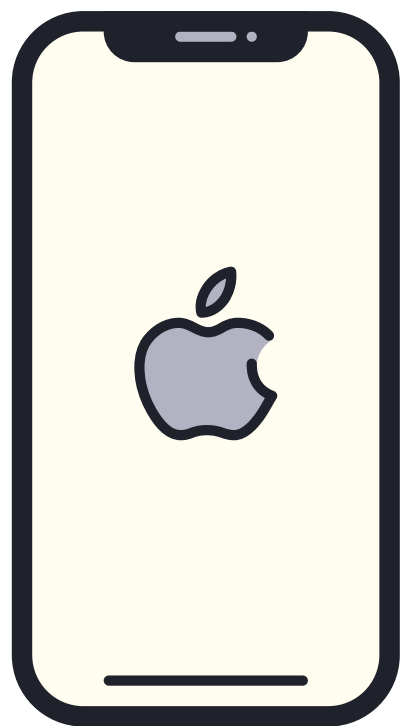


We added Blackboard Ally to our web platforms this year. It automatically generates alternative formats for our website content and any embedded or linked files to give users added flexibility and choice. Added features such a beeline reader (color gradient), audio, electronic braille, and translation.

Audience Technology

JULY 1, 2021 - JUNE 22, 2022

1. mobile	156,462 (56.88%)
2. desktop	114,927 (41.78%)
3. tablet	3,709 (1.35%)



Apple iPhone
84%



Safari Browser
61%
















Google Chrome
28%

Top 10 landing pages

Page Title ?	Pageviews ? ↓	Unique Pageviews ?
	1,622,286 % of Total: 100.00% (1,622,286)	1,331,017 % of Total: 100.00% (1,331,017)
1. Oxford School District / Home	238,729 (14.72%)	197,075 (14.81%)
2. Oxford High School / Home	81,762 (5.04%)	67,550 (5.08%)
3. Directory / Directory	50,244 (3.10%)	33,294 (2.50%)
4. Oxford Middle School / Home	43,295 (2.67%)	35,727 (2.68%)
5. Employment / Overview	38,606 (2.38%)	33,421 (2.51%)
6. Child Nutrition Program / Lunch Menus	34,766 (2.14%)	31,637 (2.38%)
7. Child Nutrition / OIS Menus	33,729 (2.08%)	30,474 (2.29%)
8. Child Nutrition / DDES Menus	33,547 (2.07%)	29,319 (2.20%)
9. Child Nutrition / CES Menus	28,511 (1.76%)	25,420 (1.91%)
10. Della Davidson Elementary School / Home	26,400 (1.63%)	21,837 (1.64%)

OSD Mobile App

JULY 1, 2021 - JUNE 22, 2022

Page	# of Views ▼	# of Views
 Menus	22,810	<div><div></div></div>
 Notifications	15,854	<div><div></div></div>
 Calendar	3,475	<div><div></div></div>
 Top Stories	2,926	<div><div></div></div>
 News Stream	2,732	<div><div></div></div>
 Directory	1,795	<div><div></div></div>
 Sign In	1,308	<div><div></div></div>
 students	1,091	<div><div></div></div>
 Resources	649	<div><div></div></div>
 PowerSchool	577	<div><div></div></div>
 My Account	501	<div><div></div></div>
 School Board	490	<div><div></div></div>
 Settings	484	<div><div></div></div>

Total - Downloads 417

Total - Updates 553

Apple - Downloads 333

Apple - Updates 304

Google - Downloads 84

Google - Updates 249



District-Level Messaging

JULY 1, 2021 - JUNE 21, 2022

Message Type	Messages	Contacts
Media Releases	67	6,091
OSD News to Stakeholders	498	649,135
Board Meeting Notices	26	219, 363

COVID Contact Tracing Messaging

Bramlett Elementary School		
Message Type	Messages	Contacts
COVID-19	74	672
Total	74	672


Central Elementary School		
Message Type	Messages	Contacts
COVID-19	89	457
Total	89	457


Oxford Middle School		
Message Type	Messages	Contacts
COVID-19	29	337
Total	29	337


Della Davidson Elementary		
Message Type	Messages	Contacts
COVID-19	110	983
Total	110	983


Oxford High School		
Message Type	Messages	Contacts
COVID-19	17	47
Total	17	47

Oxford Intermediate School		
Message Type	Messages	Contacts
COVID-19	37	484
Total	37	484

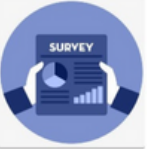
**PARENT NEWS**
Oxford School District


**No School on Monday, October 11th**
All OSD campuses and offices will be closed on Monday, October 11th. We will resume a regular schedule on Tuesday, October 12th.


**Reminder! Parent Satisfaction Survey**
Our partners at Huron/Studiver Education are providing an opportunity for you to provide feedback anonymously. Please take a few minutes to complete the [Parent/Family Satisfaction Survey](#) at this link: [Survey Link](#)
The survey is scheduled to close on 10/18/21.

**Empower Training Videos (PreK-6th)**
If you missed the September training sessions for the Empower platform, you can watch the video sessions with the links below:
[Pre-K & Kindergarten video](#)
[1st-6th grade video](#)

Charger Central
Updates from Central Office Departments- October 18th

**Employee Engagement Survey CLOSING TODAY**
This is a final reminder that our Employee Engagement Survey closes today. Our partners at Huron/Studiver Education are providing an opportunity for you to provide feedback anonymously, at the link below. Please take a few minutes to complete the Employee Engagement Survey at this link: [Survey Link](#)

**Employee of the Week- October 11th- Sedrick Robinson**
Technology Support Supervisor
Central Office
"Sedrick does an impeccable job communicating between teachers, principals, administration, and the tech department to ensure all technology needs are met. He has gone out of his way on countless occasions to make sure deadlines are met and OSD staff and students are happy. He makes working in the tech department a truly rewarding and fulfilling position."
"Whether he is coming to help you or just sees you in the hallway, he always greets me with a big smile!"

**Oxford School District Board Meeting**
A RECAP FROM OCTOBER 15, 2021

Dear OSD Parents and Staff,
Today, the Oxford School District Board of Trustees revisited the [Return to Learn Plan](#) and approved the following with a unanimous vote:

- Facial coverings continue to be recommended, but **not required** on OSD campuses.
- Students in close contact with an individual who has tested positive for Covid-19:
 - If a student is identified to have been in close contact with a positive case, the student **may be exempt from quarantine upon proof of a negative test**. Students are allowed to be tested immediately upon notification of close contact.
 - Students who are not tested must quarantine and participate in virtual learning for the length of the quarantine period.

Please let your child's teacher know if you prefer that child remain masked while in the classroom.

OSD Communications
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Social Media Platforms

JULY 1, 2021 - JUNE 21, 2022



Facebook- OSD
Organic Reach 590,178 ↑ 47.6 %
Paid Reach 16,017
Likes 19,073
Followers 21,001



Instagram-OSD
Followers 2,950



Twitter-OSD
Followers 4,143

Top two posts of the year:



219,879 reach



69,323 reach

Social Media Platforms

JULY 1, 2021 - JUNE 22, 2022



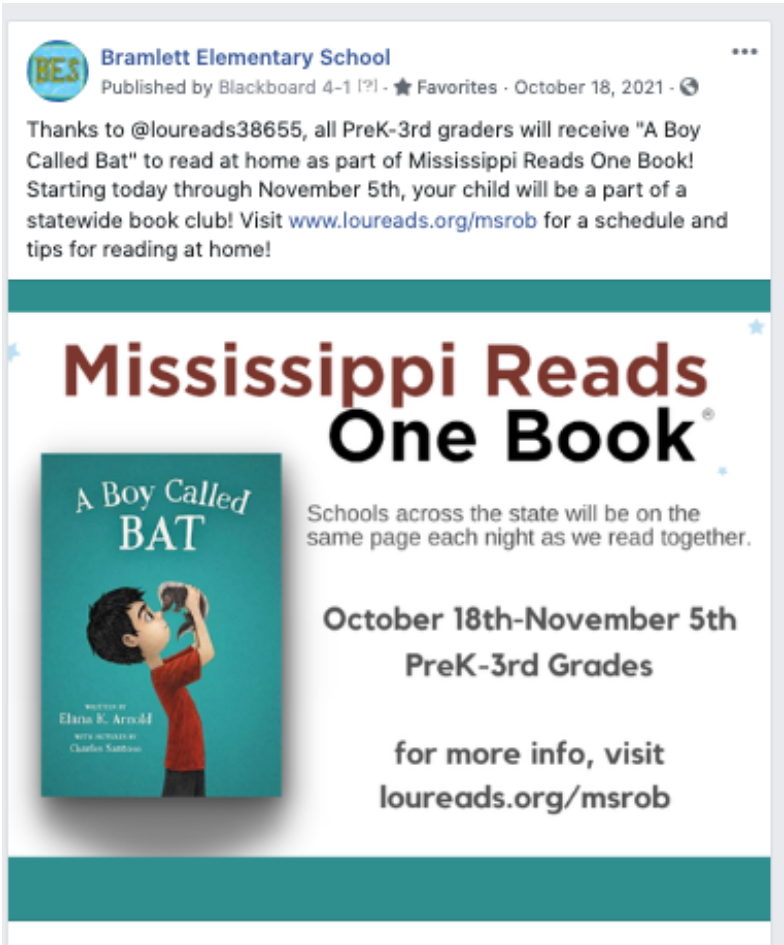
Bramlett Elementary School

Organic Reach 1,053,949

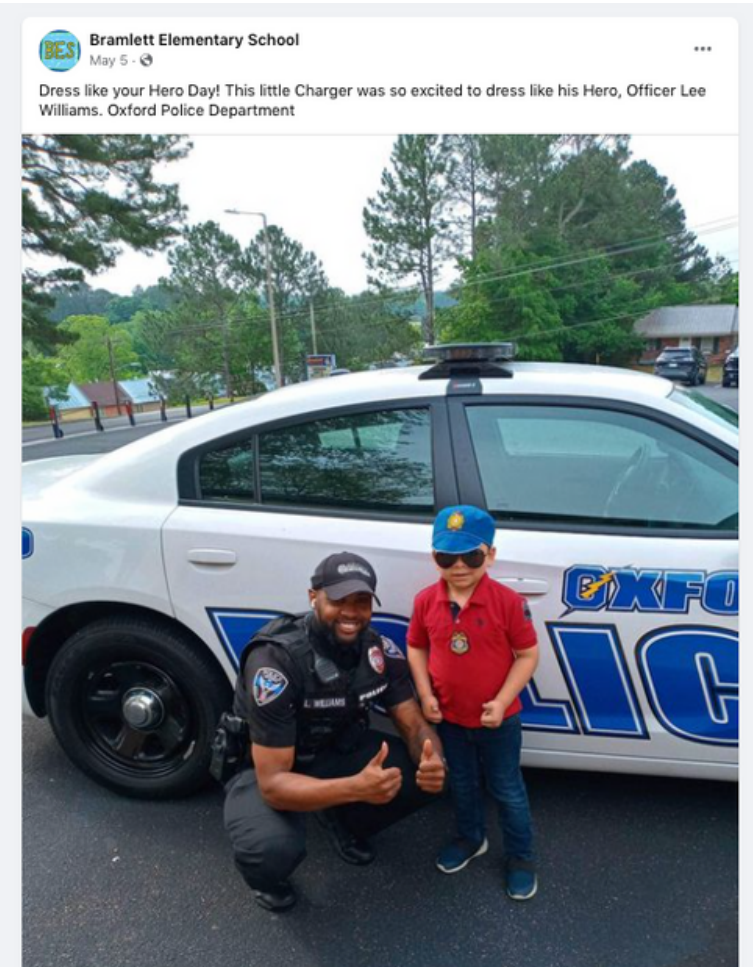
Likes 12,063

Followers 12,648

Top posts of the year:



27,168 reach



24,618 reach

Social Media Platforms

JULY 1, 2021 - JUNE 22, 2022



Central Elementary School

Organic Reach 99,894 ↑ 48.5%

Likes 3,300

Follows 3,192



*ADDED FOR THE
UPCOMING SCHOOL
YEAR

Top two posts of the year:



20,819 reach



10,604 reach

Social Media Platforms

JULY 1, 2021 - JUNE 21, 2022



Della Davidson Elementary School

Organic Reach 159,196 ↑ 248 %

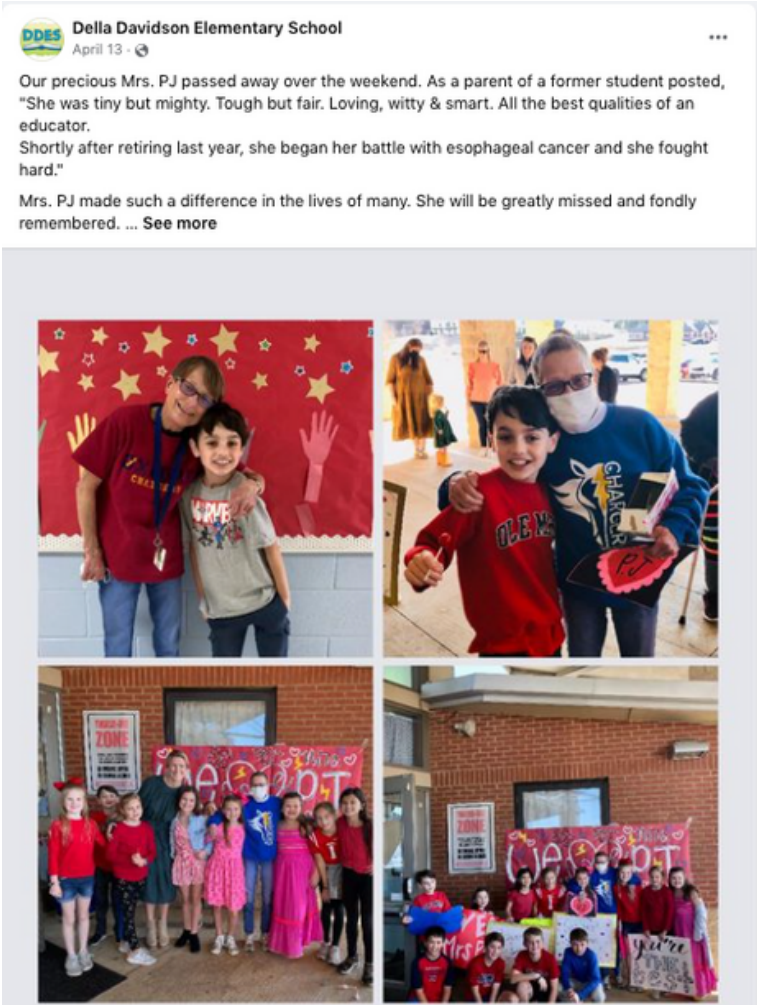
Likes 2,346

Follows 2,576



*ADDED FOR THE
UPCOMING SCHOOL
YEAR

Top two posts of the year:



22,066 reach



15,633 reach

Social Media Platforms

JULY 1, 2021- JUNE 21, 2022

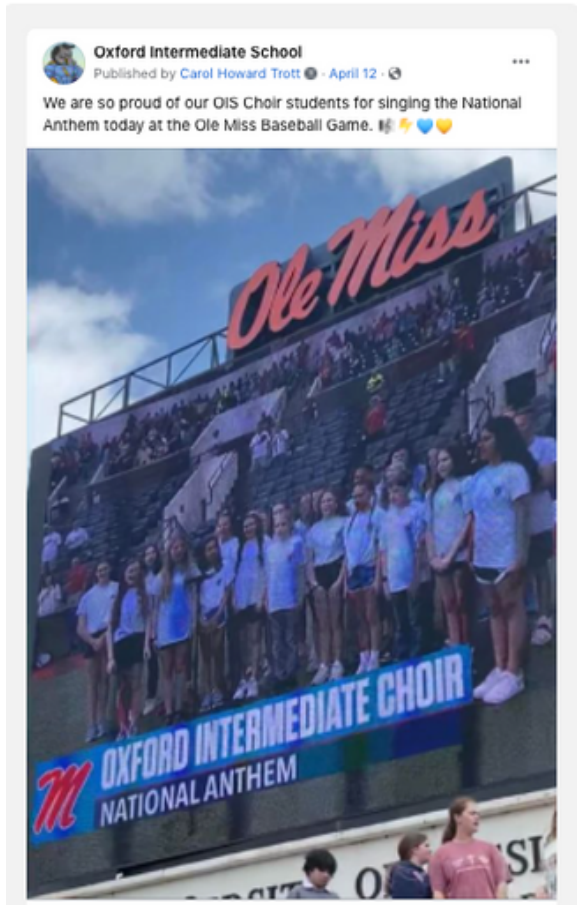


Oxford Intermediate School
Organic Reach 42,387
Likes 1,856
Follows 2039



Oxford Intermediate School
Followers 354

Top two posts of the year:



3,532 reach



3,499 reach

Social Media Platforms

JULY 1, 2021 – JUNE 22, 2022



Oxford Middle School

Organic Reach 88,890 ↑ 53.5%

Likes 2,451

Follows 2,701



Oxford Middle School

Followers 1,126

Top two posts of the year:



7,806 reach



6,991 reach

Social Media Platforms

JULY 1, 2021 - JUNE 22, 2022

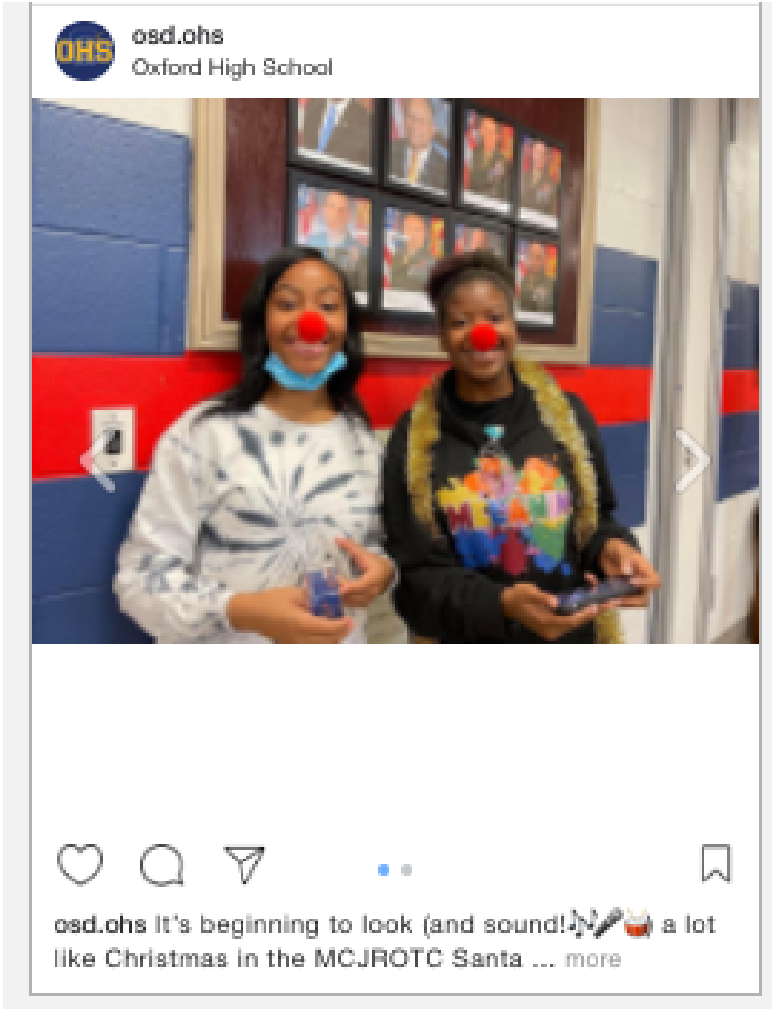


Oxford High School
Organic Reach 266,676 ↑ 25.2%
Likes 8,646
Follows 9,490



Oxford High School
Followers 2,250

Top two posts of the year:



65,907 reach



59,743 reach

JULY 1, 2021 - JUNE 22, 2022

MEDIA COVERAGE

Print Media

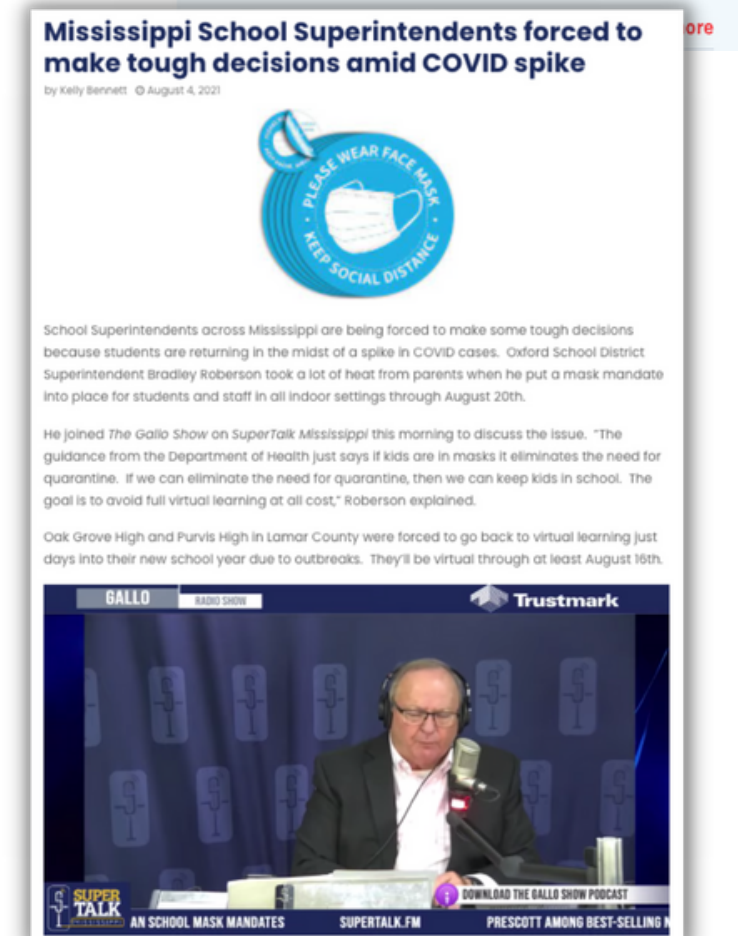
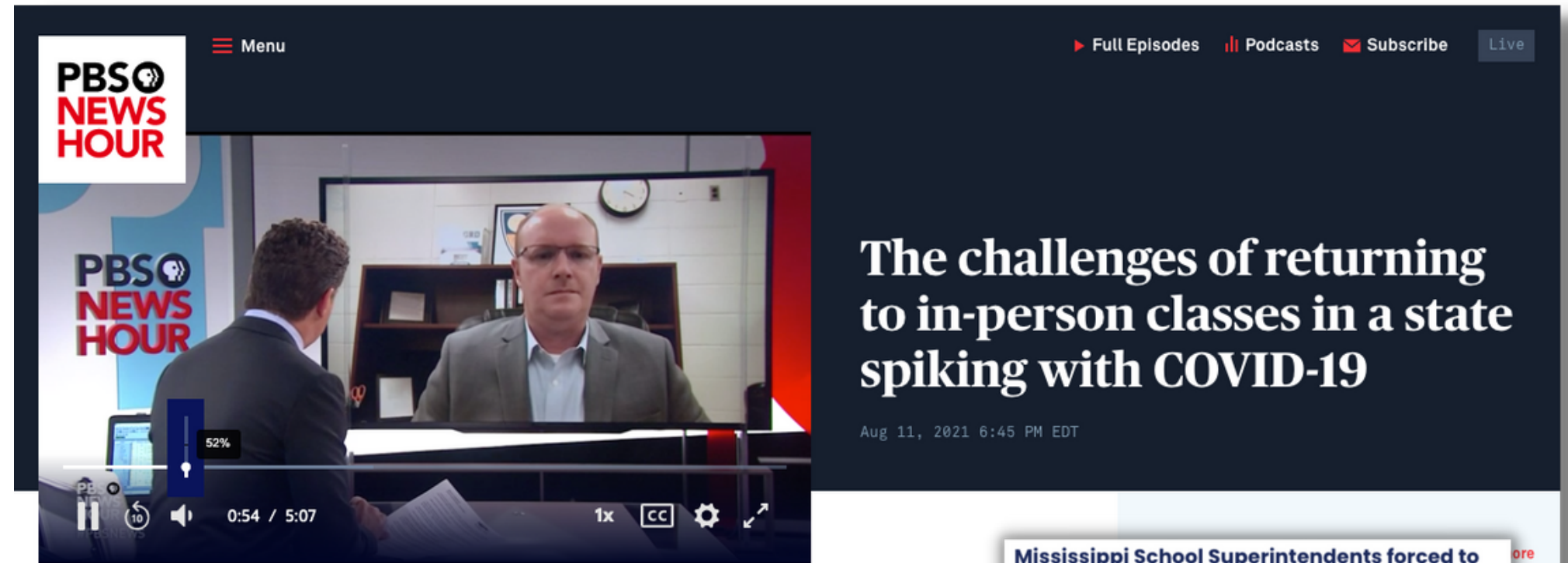
- Oxford Eagle
 - 77 general news stories
 - 67 athletics stories
- HottyToddy.com 54 stories

Radio

- PSA/interviews: 10+ hrs air time
 - The Gallo Show
 - Gary Darby Show
 - PreK Registration PSAs
 - Covid PSAs
 - Holiday PSAs

Paid Advertising

- Livability Magazine
- PreK Registration
- Child Find



New Branding

