D76
Embrace Empower Excel
Each Child Each Day
School Messenger

School Messenger Communications

<table>
<thead>
<tr>
<th></th>
<th>August/September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
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<td>Email</td>
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<td>43</td>
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<tr>
<td>Text</td>
<td>16</td>
<td>25</td>
<td>6</td>
<td>7</td>
<td>17</td>
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</tbody>
</table>
Parent University Session Attendance

Parent University Session Feedback:
Was the information helpful?

Parent University: Website Metrics

Parent University Session Feedback:
The information shared has increased my knowledge on the subject?
PowerSchool Parent Portal

Number of Parent Sign Ins (Web and Mobile)

Number of Parents Signed up to Receive Progress Reports Via Email
Weekly Items
- August/September: 16,118
- October: 10,439
- November: 8,240
- December: 5,679
- January: 4,479
- February: 3,692

Weekly Parent Visits
- August/September: 16,118
- October: 10,439
- November: 8,240
- December: 5,679
- January: 4,479
- February: 3,692

Weekly Posts
- August/September: 3,737
- October: 2,201
- November: 1,769
- December: 1,660
- January: 1,718
- February: 1,718

Average Active Classes
- August/September: 500
- October: 1000
- November: 1500
- December: 2000
- January: 2500
- February: 3000

Google Classroom
### Social Media

<table>
<thead>
<tr>
<th>Metric</th>
<th>August/September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Page Visits</strong></td>
<td>622</td>
<td>872</td>
<td>1,016</td>
<td>1,260</td>
<td>1,265</td>
<td>1,265</td>
</tr>
<tr>
<td><strong>Post Reach</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>629</td>
<td>3,154</td>
<td>3,154</td>
<td>3,154</td>
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<tr>
<td><strong>Post Engagement</strong></td>
<td>642</td>
<td>479</td>
<td>479</td>
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<tr>
<td><strong>Reactions</strong></td>
<td>1,260</td>
<td>1,016</td>
<td>996</td>
<td>1,448</td>
<td>1,643</td>
<td>2,819</td>
</tr>
</tbody>
</table>

### Facebook

- **Page Visits**: Number of times our page was visited.
- **Post Reach**: Number of who saw any of your posts at least once.
- **Post Engagement**: Number of times people engaged with your posts through reactions, comments, shares and clicks.
- **Reactions**: Overall number of interactions such as likes.

### Instagram

- **Profile Visits**: Number of times our profile was visited.
- **Accounts Reached**: Number of unique users that saw your Instagram post or story on any given day.
- **Content Interactions**: Number of times people engaged with your posts through reactions, comments, shares and clicks.
- **Impressions**: Number of times your content, whether a post or a story, was shown to users.
Social Media

**Twitter**

 Impressions: a total tally of all the times the Tweet has been seen.
 Profile Visits: number of visits to your Twitter profile is viewed.

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### Social Media Followers

- **Facebook**
  - August/September: 679
  - October: 685
  - November: 689
  - December: 691
  - January: 695

- **Twitter**
  - August/September: 1,845
  - October: 1,732
  - November: 1,985
  - December: 290
  - January: 1,386

- **Instagram**
  - August/September: 8,117
  - October: 10,400
  - November: 11,800

- **YouTube**
  - August/September: 214
  - October: 215
  - November: 221
  - December: 221
  - January: 221

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### Social Media Impressions

- August/September: 29,927
- October: 7,002
- November: 16,600
- December: 1,845
- January: 8,117
- February: 1,732

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### Social Media Profile Visits

- August/September: 29,927
- October: 7,002
- November: 16,600
- December: 1,845
- January: 8,117
- February: 1,732

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**Note:**

- The data reflects the follower counts and impressions for each social media platform from August to February.
Parent Teacher Conferences

**Fall Attendance**

<table>
<thead>
<tr>
<th></th>
<th>DLS</th>
<th>WOIS</th>
<th>WOMS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>300</td>
<td>205</td>
<td>213</td>
</tr>
</tbody>
</table>

**Conference Format**

<table>
<thead>
<tr>
<th></th>
<th>Virtual</th>
<th>In Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>335</td>
<td>252</td>
</tr>
<tr>
<td>DLS</td>
<td>64</td>
<td>252</td>
</tr>
<tr>
<td>WOIS</td>
<td>60</td>
<td>180</td>
</tr>
<tr>
<td>WOMS</td>
<td>211</td>
<td>296</td>
</tr>
</tbody>
</table>
August 2022

8/24 Parent University
- 3 Email Campaigns (1,115 emails delivered each session)
- 3 Text Campaigns (503 text messages sent for each session)
- 1 Facebook Event: 221 reach
- 1 Twitter Post: 180 impressions

8/30 WOMS Curriculum Night
- 1 Email Campaign/Weekly Update (1,115 emails delivered)

8/31 WOIS Curriculum Night
- 1 Email Campaign/Weekly Update (1,115 emails delivered)
September 2022

9/1 DLS Curriculum Night
- 1 Email Campaign/Weekly Update (1,115 emails delivered)

9/9 PTO Diamond Bash
- 4 Email Campaigns (1,123 emails delivered each session)

9/14 Parent University
- 4 Email Campaigns (1,123 emails delivered each session)
- 4 Text Campaigns (514 text messages sent for each session)
- 1 Facebook Event: 114 reach
- 1 Twitter Post: 180 impressions

9/21 BPAC Meeting
- 4 Email Campaigns (988 emails delivered each session)
- 4 Text Campaigns (452 text messages sent for each session)

9/28 DLS Family Night
- Parent News and Weekly Updates
October 2022

10/12 Parent University
- 3 Email Campaigns (1,130 emails delivered each session)
- 3 Text Campaigns (507 text messages sent for each session)
- 1 Facebook Event: 99 reach
- 1 Twitter Post: 109 impressions

10/26 Parent University
- 3 Email Campaigns (1,125 emails delivered each session)
- 3 Text Campaigns (508 text messages sent for each session)
- 1 Facebook Event: 132 reach
- 1 Twitter Post: 87 impressions

10/27 4th Grade Concert
- Parent News and Weekly Updates
- Grade-Level Communications
- 1 Facebook Event: 259 reach
- 1 Twitter Post: 228 impressions

10/27 Operation Warm Coat Give Away
- Targeted family communications from our Community Liaison

10/28 Day of the Dead
- 3 Email Campaigns (1,125 emails delivered each session)
- 3 Text Campaigns (508 text messages sent for each session)
- 1 Facebook Event: 463 reach
- 1 Twitter Post: 490 impressions
**District-Wide Activities**

**November 2022**

**11/9 Parent University**
- 3 Email Campaigns (1,130 emails delivered each session)
- 3 Text Campaigns (504 text messages sent for each session)
- 2 Twitter Post: 247 impressions
- 1 Facebook Event: 139 reach

**11/21 Parent Teacher Conferences**
- Notes: 718 total conference bookings (335 virtual, 728 in person)
- 4 Email Campaigns (1,036 emails delivered each session)
- 4 Text Campaigns (508 text messages sent for each session)
- 1 Twitter Post: 261 impressions
District-Wide Activities

December 2022

**12/1 3rd Grade Concert**
- Posted in weekly updates
- 1 Twitter Post: 223 impressions
- 1 Facebook Event: 126 reach
- 1 Instagram Post: 166 reach

**12/7 Winter Band Concert**
- 2 School Email Campaigns (350 emails delivered each session)
- Posted in weekly updates
- 1 Text Campaigns (197 text messages sent for each session)
- 1 Twitter Post: 226 impressions
- 1 Facebook Event: 166 reach
- 1 Instagram Post: 171 reach

**12/8 Winter Choir Concert**
- Posted in weekly updates
- 1 Twitter Post: 254 impressions
- 1 Facebook Event: 159 reach

**12/14 Parent University**
- 3 Email Campaigns (1,032 emails delivered each session)
- 3 Text Campaigns (504 text messages sent for each session)
- 1 Twitter Post: 190 impressions
- 1 Facebook Post: 191 reach, 1 Facebook Event: 164 reach
- 1 Instagram Post: 131 reach
January 2023

1/11 Parent University
- 2 Email Campaigns (1,025 emails delivered each session)
- 2 Text Campaigns (506 text messages sent for each session)
- 2 Twitter Post: 172 impressions
- 2 Facebook Post: 321 reach, 1 Facebook Event: 124 reach
- 1 Instagram Post: 146 reach

1/21 Mundelein BPAC Summit
- 2 Targeted Email Campaigns (301 emails delivered each session)
- 2 Text Campaigns (56 text messages sent for each session)

1/25 DLS Family Night
- Posted in weekly updates
- 1 Facebook Event: 152 reach
February 2023

2/8 Parent University
- 3 Email Campaigns (1,030 emails delivered each session)
- 3 Text Campaigns (508 text messages sent for each session)
- 2 Twitter Post: 501 impressions
- 1 Facebook Post: 175 reach, 1 Facebook Event: 84 reach
- 1 Instagram Post: 141 reach

2/9 2nd Grade Concert
- Posted in weekly updates and staff communications.

2/15 Dual Language Family Night
- 3 Email Campaigns (1,030 emails delivered each session)
- 3 Text Campaigns (508 text messages sent for each session)
- Posted in weekly updates and staff communications.