**Title of Entry: Report to Our Community**

**Category: Annual Report**

**Target Audience(s):** Staff, Voting Age Residents

**Budget:** $15,200

**Goals and Objectives:** Maintain gains in trust, public engagement, and positive perceptions from the 2021 referendum campaign that demonstrated increased awareness of school funding gaps and support for solutions that address those gaps.

**Research and Planning:** On the heels of the pandemic and a two-year hiatus for the annual report publication, the Howard-Suamico School District (HSSD) resumed the mailing to provide annual updates on the district’s strategic plan and complex state funding reality. After initially producing a 12-page color mailer in 2019, the updated version included 16 pages with additional information on facilities updates (from the recent referendum) and the education foundation.

Critical audiences for the publication are staff (delivered via intercampus mail) and voting age residents.

In preparation for the additional costs of the annual report, and in an era of consecutive years of frozen department budgets, we narrowed our existing two-color newsletter publication and delivery schedule to two times per year from three. We applied the approximately $6,000 in cost savings toward the budget in the new expanded full-color mailer.

**Execution:** Design and page layout was completed by vendor/partner Katina Daanen of Indigo Design. Concept and copywriting by Brian Nicol, Director of Communications and Kimberly Uelmen, Communications Specialist. Photography by vendor/partner Corey Wilson and Kimberly Uelmen. The report was mailed to 13,000 residents and 700 full-time staff members in July 2022 and included the district’s annual notices to fulfill state statutory requirements previously met with the former newsletter publication. It also is available online.

**Project Information:** [Link to online version of the report](#)

**Evaluation:** The publication was well received and budget investment for continued publication was granted.

Community engagement survey data aligned to the publication content includes:

- How is the quality of HSSD affecting your home’s value?
  - Positive impact - 75%
  - No impact - 19%
  - Negative impact - 6%

- How do you like to receive school district information (top three responses)
  - Newsletters - 69%
  - Email - 58%
  - Websites - 56%

- How likely would you be to recommend HSSD to a friend or family member?
  - Net promoter score: 7.73

**Reflection:** The first edition of the publication was the first full-color mailer in district history. Concern over perceptions of cost were met with use of private donations to produce and mail the publication. The positive reception solidified the value of the piece and this year’s version was a fully-budgeted item. We received zero complaints about perceptions of cost or expense outweighing the value of the information and its presentation.