



# Eudora Schools USD 491 Engagement Specialist: Jaylie Postlewait

Contact: jayliepostlewait@eudoraschools.org | (785) 542-4910 ext. 1109



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## RELATIONSHIPS

### Community:

- Chamber of Commerce
  - Attending meetings and networking opportunities
- Business owners
- Chamber Eudora
- Senior citizens
- Eudora Times
  - Journalism class at KU that reports on Eudora

### Staff:

- How can I best serve them?
  - Attend opportunities to listen to their needs
  - Teacher of the month (now in a video format)
- ### Students:
- Being present in buildings/classes
  - Student of the week (now in a video format)
  - Seeking community engagement opportunities

## STORYTELLER

I promote activities and achievements of Eudora Schools in a cohesive way that has a sense of brand identification. This includes graphic design elements, photos, videos and written articles. Storytelling is done through social media, communication with our stakeholders/staff, and print.

## SCHOOLS

Each of our schools have different needs. I strive to make sure that they are met and see how I can best serve them. I constantly communicate with our Elementary, Middle, High, and Alternative schools. With the relationships that I have developed, I am confident that they will come to me whenever needed.

## OPERATIONS

I work with all directors (Food and Nutrition Services, Facilities, IT, Transportation, Curriculum, the Eudora Schools Foundation, etc.), but I work with HR the most focusing on retention/recruitment of staff, diversity and wellness initiatives, new staff orientation, and creating a staff newsletter. I attend meeting with them to know how I can best meet the needs of their departments.

## COMMUNICATION

### Mass messaging

- Communicate with families via Blackboard as needed
- Social media posts and increased engagement
  - Twitter = Increased by 6% in the first month
  - Facebook = Increased page visits by 20% in 6 months
  - Instagram = Increased reach by 350% in 5 months and increased followers by 100% in 6 months
- Not just sports or graphics
- Class Intercom (social media management platform)
- Branding and consistency across platforms

### Crisis communication

### Branding guide (in the works)

### Serve as a Douglas County Person of Information

### The Card newspaper 4 times a year

### Discover Eudora twice a year

### Board of Education meetings

- Attending meetings and posting notes to BoardDocs

## OTHER

As a 12-month employee, I work year-round, which allows me to cover/coordinate summer events, convocation, and our Dream Big conference. I occasionally cover evening events and attend KanSRA conferences/networking opportunities. I am constantly developing my skills self to serve our district best.

## WEBSITES

Eudora School's website(s) is very dated. Information is difficult to find and, at times, not relevant. To improve the district's brand, a website redesign is crucial. I have analyzed the current sites to identify relevant information and met with stakeholders to hear their wants and needs. To ensure that the new website stays clean, I will provide training to the site managers and lessen the number of places where information is stored to minimize the update time.