



2018 Communication Awards Summary Form

All entries must be supported with a summary (not to exceed 1 page). As you prepare each summary, think about these questions and/or the “RACE” PR process (Research, Analysis/Planning, Communication/Implementation, and Evaluation):

1. Why was this program or activity needed? What were the intended goals? *e-News* is a monthly e-newsletter shared with all parents/guardians, Golden Vikings (senior citizens), private childcare centers and those who subscribe through our district website. The goal is to increase staff engagement, celebrate successes and share important announcements and information.
2. How did you plan to address the need? Traditionally, communication came from news releases on our district website and our printed newsletter, *Lake Schools*. *e-News* allows us to share timely updates and announcements. We use Constant Contact to create and share *e-News*. This gives us real-time results to gauge readership, determine priorities and refine our messaging.
3. How did your plan go? According to plan? What did you learn? We have received several recognitions from Constant Contact for our “open rate” which is well above industry standards.
4. Were the goals met? How do you know? We are consistently refining our goals, but we do know that more people are opening and clicking through the newsletter than ever before! People also continue to sign up via our website.

August 2017: <http://conta.cc/2imVtdi>

September 2017: <http://conta.cc/2ffxZme>