



HALLSVILLE SCHOOL DISTRICT PROGRAM EVALUATION REPORT

District program: Communications
Person(s) responsible: Kari Yeagy, Director of Communications
Submission deadline: March 13, 2026 **Date of Board presentation:** March 18, 2026

The Board-approved goals of this program are:

1. Establish and maintain effective bidirectional communications between all stakeholder groups (e.g., students, parents, community members, district employees) and the Board of Education, district, school buildings, and classrooms.
2. Develop and maintain symbiotic relationships between the Hallsville School District, community resources, and local media outlets.

The Board-approved objectives of this program are:

1. Research, gather, and distribute content for the school district utilizing the appropriate communication outlet to reach a variety of audiences.
2. Create and implement strategic communications plans to advance district goals.
3. Solicit feedback from various stakeholder groups to inform district decision-making and action planning.
4. Work collaboratively with the administrative team, faculty members, and Board of Education to offer guidance on best practices for school communications.
5. Establish and maintain relationships with local businesses and community groups to enhance partnerships between school and community.
6. Generate revenues for the school district through advertising, branding, and the school foundation.
7. Forge and maintain collaborative relationships with professional organizations (e.g., MOSPRA), and implement best practices in school public relations.

The data sources used to determine the extent to which the goals and objectives are being met include

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| ☐ Attendance/dropout/suspension rates | ☐ Library media standards assessment |
| X Parent/teacher/student surveys | x State/federal program requirements |
| ☐ Assessment statistics | ☐ Longitudinal performance data |
| ☐ College attrition/completion rates | ☐ Finances—revenues and expenditures |
| ☐ Long-term facility/maintenance needs | X Internal evaluations by district staff |
| ☐ Participation in extracurricular activities | X External evaluations by others |
| ☐ Participation in special/supplemental programs | X Other: |

Rubrics used for evaluation from NSPRA: Rubrics of Practice and Suggested Measures. Best practices and details on evaluative measures used in six critical function areas:

- Comprehensive professional communication program
- Internal communications
- Parent/Family communications
- Marketing/Branding communications
- Crisis communication
- Bond/Finance Election Plans and Campaigns

Social Media Metrics: Facebook Business Manager (Page likes, people reached, post engagements, etc.) Instagram (Insights)

Smore ENews: Open Rate, Industry Average, Click Rate, Resend Rate, Bounce Rate, Unsubscribe Rate

ParentSquare: Mass Email/Call Communication: Open Rate, Blocked Email, and Call List, Website: Google Analytics

SmartSites: Website Analytics



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EVALUATION RESULTS

Goals and objectives that were met:

All goals and objectives were met.

Goals and objectives that were not met:

N/A

Summary:

The Hallsville School District Communications Program supports the district's mission to improve lives through learning by ensuring clear, timely, and transparent communication with students, staff, families, and the community. Through strategic use of ParentSquare, ENews, the district website, social media, and community engagement initiatives, the district maintains strong connections with stakeholders while promoting district programs, achievements, and priorities.

During the 2025–2026 evaluation cycle, the communications program continued to expand stakeholder engagement, strengthen internal collaboration, and support district initiatives including facility improvements, safety communication, and family engagement efforts. Communication platforms reached thousands of stakeholders each week and provided consistent opportunities for two-way communication.

The communications program supports the district's Comprehensive School Improvement Plan (CSIP) by strengthening stakeholder engagement, increasing transparency of district initiatives, and promoting the programs and achievements that contribute to student learning and school improvement.

Communications by the Numbers: 2025-2026 School Year to Date (March 1)

- **100% family contact coverage** maintained through ParentSquare
- **13 district ENews**
- **59,000+ views** of district ENews shared with families and community members
- **2.45 million views** of district Facebook content
- **36,000+ social media interactions** highlighting student achievements and district programs
- **5,800+ followers** on the district Facebook page (Gain of 481)
- **600+ social media posts** shared celebrating students, staff, and district events
- **835,000 views** on Athletics & Activities Facebook content
- **2,690 followers** on Athletics & Activities page (Gain of 180)
- **750,000+ view** on district Instagram
- **18,000+ interactions** highlighting student achievements and district programs
- **1.600+ followers** on district Instagram (Gain of 130)

Evidence of change in the past two years resulting from program evaluation:

Year of change

Comprehensive Strategic Communication Program

The district continues to maintain a comprehensive communication system aligned with district goals and community needs.

2026

Key initiatives include:

- Continued annual review of the Comprehensive Professional Communications Plan to ensure alignment with district CSIP priorities.
- Ongoing management of the SmartSites district website, including updates to district news, board highlights, registration resources, and department information.



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- Continued communication regarding Proposition 2: Building Our Tribe – Phase 2, including project updates, photos, and information shared through the website, ENews, and social media. - Maintenance of the Athletics & Activities website, ensuring schedules, rosters, calendars, and program updates remain current. - Ongoing analysis of communication metrics to evaluate engagement and effectiveness across platforms. The most frequently accessed pages on the district website include educational resources home, Athletics & Activities, Staff Logins, Employment, Student Resources, Meal Information, and calendar.	
Internal Communications	
Internal communication efforts support collaboration and information sharing among staff and district leadership. Key initiatives include: - Communication support for district leadership teams and administrators - Monthly Board highlights and communication updates - Collaboration with departments to support communication planning - Feedback collection through surveys and staff engagement opportunities - Support for district initiatives including PBIS implementation and safety planning.	2026
Parent, Family, and Community Engagement & Communications	
The district utilizes multiple communication channels to ensure stakeholders receive consistent and accessible information. Primary communication platforms include: - ParentSquare - District ENews - Monthly building newsletters - Social media - District website These tools support communication regarding: - district events and programs - extracurricular and co-curricular activities - student recognition and accomplishments - early childhood programming and enrollment - family engagement opportunities Communication efforts also support district programs and services, including early childhood programming, Parents as Teachers, Kindergarten Orientation, and student	2026



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activities and athletics. In addition, the district regularly shares information about community resources available to families. The Golden Tribe program continues to expand engagement with senior community members, offering opportunities for residents to stay informed about district programs, student achievements, and district initiatives. The district also continues to strengthen partnerships with the local business community. As a member of the Hallsville Chamber of Commerce, the communications department participates in Chamber meetings and events that promote collaboration between the district and local businesses. During the 2025–2026 school year, the district hosted two Chamber Coffee Chats, providing local business leaders with district updates and opportunities to learn more about student programs, district initiatives, and facility improvements. The district is also in the early stages of reorganizing the Hallsville School District Foundation. Once reorganized, the foundation will continue to serve as a nonprofit organization that partners with community members and local businesses to provide additional resources for classrooms through charitable giving and teacher grant opportunities.	
Marketing, Branding, and Reputation Management	
Consistent district branding continues to be implemented across print, digital, and promotional materials. Efforts include: ● consistent use of district messaging and visual identity ● promotion of district programs through storytelling and digital communication ● maintenance of logo licensing agreements with approved vendors.	2026
Crisis Communication	
The district maintains established crisis communication procedures to support timely and accurate messaging during emergencies. Key practices include: ● participation in the Boone County Crisis Communication group ● coordination with local emergency management partners ● maintenance of crisis communication templates ● communication platform access for district leadership to ensure continuity. ParentSquare supports targeted emergency communication to specific schools, classrooms, transportation groups, and activities.	2026
Bond, Finance, and Strategic Initiative Communication	



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Communication efforts continue to support transparency and stakeholder understanding related to district facilities and financial initiatives. Ongoing communication regarding Proposition 2 – Building Our Tribe Phase 2 has included: • updates on district construction projects • information shared through the district website, ENews, and social media • community updates and presentations regarding district facility improvements. In November 2025, voters approved the district’s Proposition 2 re-vote, allowing the district to move forward with Phase 2 of the district’s long-range facility plan. Strategic communication efforts supported this process by providing clear, factual information to stakeholders regarding district needs, project plans, and the impact of the proposed improvements. Communication strategies included regular updates through district communication platforms, informational materials, and opportunities for community members to learn about the projects and ask questions. These efforts supported transparency and helped ensure community members had access to accurate information when making voting decisions.	November 2025
Program Strengths:	
Comprehensive Communication System The district maintains a coordinated communication system connecting families, staff, and community members through multiple platforms.	
Strong Community Engagement Programs such as Golden Tribe and consistent storytelling about district programs strengthen relationships with the community.	
Positive Storytelling and Recognition Digital communication highlights student success, staff accomplishments, and classroom learning.	
Efficient Coordination of District Communications The district’s communications program operates through a centralized model that coordinates messaging, stakeholder engagement, digital communication platforms, and community partnerships across multiple initiatives while maximizing available resources.	
Program Concerns:	
Reaching Community Members Without Direct School Connections While communication with families and staff is strong, reaching residents within district boundaries who do not currently have students enrolled remains an ongoing challenge. Expanding outreach strategies will help ensure broader awareness of district programs, initiatives, and opportunities for community involvement.	



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Accessibility and ADA Compliance for Digital Communications

Federal accessibility standards require public entities, including school districts, to ensure digital communications are accessible to individuals with disabilities. Prior to the April 2027 federal compliance deadline, the district will need to continue reviewing and improving accessibility across the district website and social media platforms, including accessible document formatting, image alt-text, captioning, and other digital accessibility practices.

Future Recommendations:

- Expand community engagement opportunities including additional Golden Tribe events.
- Strengthen communication strategies supporting districtwide PBIS implementation.
- Continue evaluating communication metrics to improve audience reach and engagement.
- Maintain ongoing review and training related to crisis communication preparedness.
- Continued focus on reorganization of the Hallsville Public School Foundation