

The development of our materials for Prairie-Hills ESD 144 followed a strategic process to ensure clear, engaging, and impactful communication with our students, families, staff, and community stakeholders. We began by identifying key district initiatives, events, and resources that align with our mission of fostering family, community, and business engagement. Our materials—ranging from digital content and newsletters to social media campaigns and event promotions—were designed to be accessible, visually appealing, and informative. These materials are used across multiple platforms, including the district website, social media channels (Facebook, Instagram, X), printed flyers, email communications, and community partnerships. Each communication piece is tailored to effectively reach and engage our diverse audience, ensuring transparency and inclusivity in district initiatives. Evaluation is an ongoing process. We assess the effectiveness of our materials through engagement metrics such as social media analytics, website traffic, and event participation data. Community feedback, surveys, and direct interactions with families and stakeholders provide qualitative insights into the impact of our communication efforts. The next formal evaluation of our outreach strategies will take place at the end of the 2024-2025 school year, allowing us to refine our approach and continuously enhance our public relations efforts to support the district's goals.