

The Opt-In to Text campaign was launched in response to feedback from families, who expressed a preference for receiving more district updates via text messaging. A communications survey conducted during the prior school year highlighted this need, but reports revealed that only a small percentage of families were actually receiving texts due to low opt-in rates. To address this gap, the district initiated a targeted social media campaign and included reminders in the monthly newsletter at the start of the school year. As a result, the number of families opting in to receive text messages increased by 90%, ensuring more households stay informed with timely and convenient district communications.