

My name is Amy Jean and I work for the Dieringer School District in communications. I appreciate the opportunity to come before the PDC today.

In small districts like Dieringer, we make a great effort to be efficient, yet have a broad knowledge base as we cover many areas. I have taken school district accounting, been a small school secretary, managed our student information system, and currently manage our website and help in our school district communications. As a person who has served in roles outside of communications, I have learned that our parents and community want to receive information through social media, text, email, and direct mail to their homes.

Communications budgets in small districts are also small. Our community likes social media and finds great value in communications on social platforms. We have worked hard to bolster our followings so we can interact with our community. Our goal is to work within the parameters of the PDC, all while meeting our community members where they go to source information - the top three social media platforms and then our district website.

Our school community has responded well to sharing about our levies and bonds on social platforms, and find it more transparent than when we only share on our website and by mail. The aid of visuals is expected by our community members and is helpful in conveying how we use taxpayer dollars. Good messaging should be easy to digest and easy to find. We make great efforts to make sure this is the case for our district.

We have concerns on how districts are to share the vital necessity of levies if we are not allowed to explain why they are needed? Why is using visuals not allowed in only this instance? We use visuals to provide information about spring concerts, which are paid for by the levy!

When the PDC initiates an investigation into our communication efforts, the burden on small districts to meet these information and data requests means that daily functions in support of students necessarily take a back seat.

I am here to advocate for updated guidance, drafted in collaboration with communications professionals. WSPRA is ready and willing to work with you, for the benefit of our students and taxpayers.