

Communications Scorecard – March 2014

SUCCESS FOR
ALL
STUDENTS

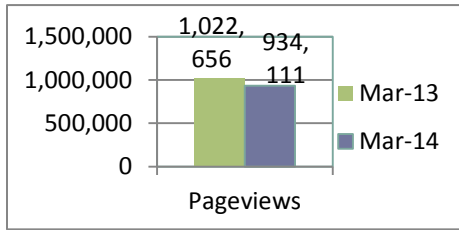
CDE Goals: Start strong, read by third grade, meet or exceed standards, and graduate ready

Strategy	Tactic	Metrics	Trends
General CDE Communications Support districts as they communicate about education topics	→ Create communications tools → Publish relevant, useful and timely articles in The Scoop and CDE Update	→ 53.6% decrease in traffic to superintendent toolkit page this month; most accessed tools on assessment → Fourth month of increase to fact sheet page; most accessed fact sheets on assessment and standards → The Scoop's weekly open rates are above the industry standard of 25.69%; weekly click rates vary greatly → The Scoop's subscription rates saw a slight decrease this month	→ While traffic to the superintendent and principal tool page varies from month to month, traffic to fact sheet page continues to have a steady increase each month → The Scoop's open rates remain steady each week while the click rates vary greatly depending on content; most clicked on content continues to be trainings, conferences and professional development opportunities
Social Media Engage in two-way conversations, build brand awareness and increase outreach efforts	→ Leverage social media ambassadors to create more positive, online voice around education in Colorado → Increase opportunities for teachers to talk among peers about education reform	→ Second highest month of engagement rates on social media due to activating CDE social media ambassadors, COSPRA social media group and other partners by e-mailing suggested tweets to elevate the online conversation → Hosted second #COedchat (monthly education chat on Twitter) on the topic of digital literacy. 180 tweets were sent by 17 participants during the live event.	→ Compared to one year ago, the social media engagement rates have increased by more than 113%; we continue to see an upward trend in engagement, followers and likes each month → The #COedchat is trending similar to a very successful statewide education Twitter chat in Ohio. Once more chats are held, we will have more trends to report.
Educator Effectiveness Increase educator support of educator evaluation requirements	→ Publish relevant, useful and timely articles in Educator Effectiveness e-Newsletter	→ Monthly subscription rates increased this month → Monthly open and click rates decreased slightly	→ The Educator Effectiveness click rates and open rates have remained relatively stable over the past several months
Standards Increase educator knowledge of standards	→ Increase teacher voice in supporting standards	→ Added all of the educator involved in the District Sample Curriculum Project to teacher voice database	→ While we continue to encourage educators to talk about how standards are supporting learning in the classroom, the sentiment of the online conversation has decreased dramatically in the last few months and now trends negative
Assessment Increase educator knowledge of assessments	→ Provide timely, targeted information and tools	→ Additional assessment resources on PARCC field tests were added to communications tools this month	→ For the third month in a row, the assessment fact sheets and superintendent tools were the most accessed

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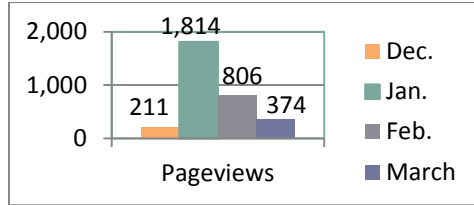
CDE Website

Year-over-year traffic: 8.7% decrease



Supt and Principal Tools Website

Month-over-month traffic: 53.6% decrease

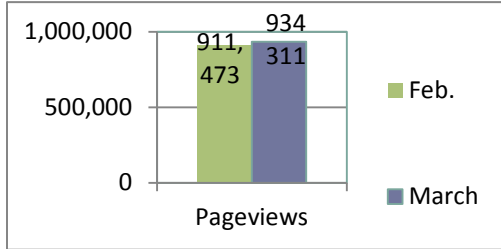


The Scoop

Monthly subscribers: 0.1% decrease



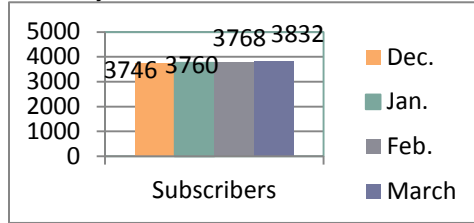
Month-over-month traffic: 2.5% increase



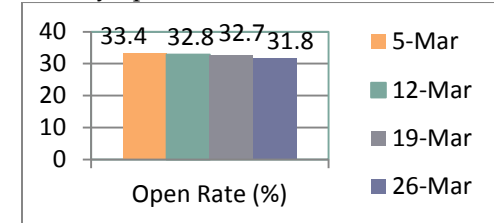
e-Newsletters

Educator Effectiveness

Monthly subscribers: 1.7% increase



Weekly open rate



March's most visited pages

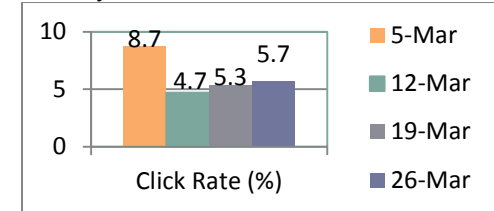
1. Educator Licensing
2. Schoolview
3. TCAP released test items
4. Careers
5. Standards and Instruction

- Monthly open rate 32.2% (1.5% decrease)
- Monthly click rate 4.8% (4.0% decrease)

Most clicked on links

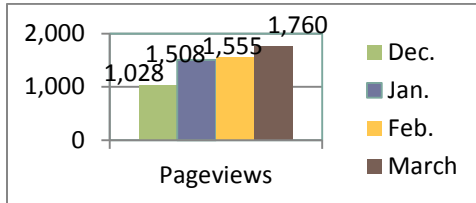
1. Performance management system: 24%
2. Specialized service professionals trainings: 22%
3. Elevate CO (IRA) trainings: 16%

Weekly click rate



Communications Fact Sheet Website

Month-over-month traffic: 13.2% increase



Assessment

Monthly subscribers: .6% increase



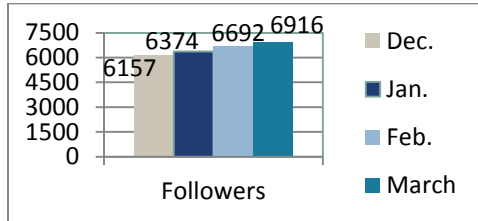
Most clicked on links

- March 5 – SLD professional development, federal programs application, CDHE Job Skills Report
- March 12 – EE newsletter sign-up, READ Act trainings, school readiness page
- March 19– InnEdCo conference, Special ed. conference, family engagement trainings
- March 26 – READ Act trainings, postsecondary readiness, federal programs

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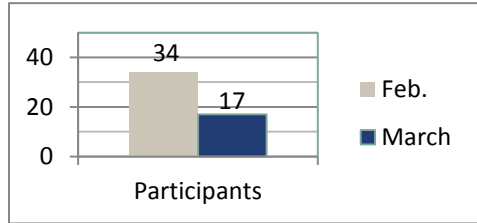
Social Media


Monthly Twitter followers: 3.3% increase 

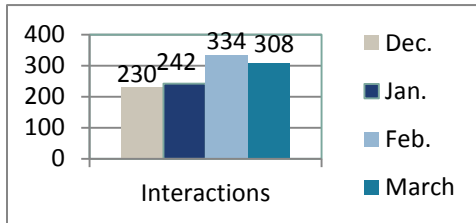


#COedchat (Monthly Twitter Chat)

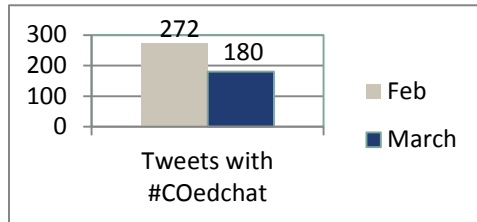
Monthly active participants



Twitter engagement: 7.8% decrease 



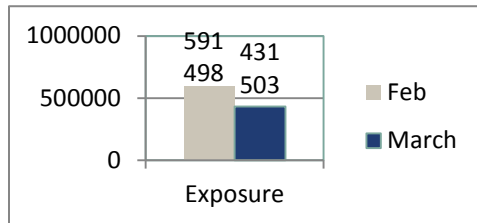
Number of tweets sent during event




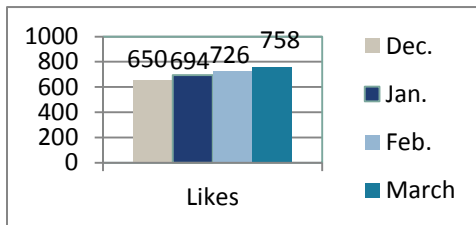
Most Re-tweeted (19 RTs, 2 favorites)



Total exposure



Facebook Likes: 4.4% increase 



Sentiment score

