

Assistant Superintendent Report
SB Meeting- October 21, 2025

● **District Communications**

- John Glenn Newsletters
 - August Newsletter
 - September Newsletter
 - October Newsletter
- **Total:** 3,411 individual views
 - 79% of those views (2,694) were from a mobile phone
 - 21% of those views (717) were from a desktop
 - 84% of those views (2865) were directly from email
 - 13% of those views (434) were directly from our website
 - 3% of those views (112) were from Google searches
- **Mobile Accessibility:** On average, 79% of readers accessed newsletters via mobile devices, reinforcing the importance of mobile-friendly design.
- **Search Visibility:** Newsletters continue to appear in Google searches, demonstrating growing public visibility beyond direct email recipients.
- **Geographic Reach:** Parents and community members accessed newsletters from across the country and internationally, including:
 - **August:** Los Angeles, Oregon, Houston, Phoenix, Miami, Philadelphia, and France
 - **September:** Spokane, Raleigh, Nashville, Evansville, and St. Louis
 - **October:** Bingham, Toronto, New York City, and the United Kingdom
- **Positive Community Response:** Parents, community members, and staff members have appreciated the positive student announcements, celebrating the hard work, character, and achievements of our students and staff members each month.

“Our collective achievement is a learning journey where every John Glenn student experiences growth built on unity, consistency, and care from kindergarten through graduation.”