ASHWAUBENON SCHOOL DISTRICT - Communications Matrix

11/1/2011

KEY: √ = Currently Doing, Empty Box = Possible/Future, Gray Box = Not Applicable

MEDIUM/TOOLS ↓	*AUDIENCES →*	WITHIN DISTRICT "SYSTEM"			PROSPECTS		COMMUNITY BUT NOT WITHIN DISTRICT "SYSTEM"						ALUMNI					BUSINESSES			MEDIA	GOVERNMENT		
		Parents	Students	Staff (incl Board)	Families	Staff	Attend Elsewhere	Empty Nesters (graduated kids)	Senior Citizens	Pre-School Age Families	Married w/o Children	Singles	Local	Non-Local	College Students	Professionals	Business Owners	Local	Vendors	Partners		Village	County/ State	Politicians
WEBSITE	Everything (Info Repository)	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
	Survey Tool (input)	√																						
	Blog Tool (Superintendent)	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
	Future: Blog Tool (Principals, Experts)																							
ALERTNOW	Email	√		√																				
	Phone	√		√																				
	Future: Text																							
	Future: Survey (if more capable than Website Tool)																							
JagTV	Education Access Cable Channel	√	√	√			√	√	√	√	√	√	√					√				√		
EMAIL		√	√	√	√	√	√		√	√									√	√	√	√	√	√
LOCAL MEDIA		√	√	√	√	√	√	√	√	√	√	√	√					√	√	√	√	√	√	√
NEWSLETTERS	Schools	√	√	√	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web
	District (done as 'News' items on Website)	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web
POWERSCHOOL	Announcements	√	√	√	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web
	Grades/Attendance	√	√	√																				
	Course Requests	√	√	√																				
FACEBOOK	Redirect to Website	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
	Future: Emergencies																							
	Future: News/Updates																							
	Future: Allow Posting																							
TWITTER	Future: Sports Scores																							
	Future: News																							
	Future: Emergencies																							
BLOGS	See Website above	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web	on Web
Future: LINKED-IN																								
VIDEO/AUDIO	Online Video On Demand	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
	Future: Live Streaming Video																							
	Future: Podcasts																							

For additional cost, AlertNow can be expanded to distribute messages, including non-emergency messages, to the entire Community