



Montroyal Elementary

## **2018 Communications Report**

### **Website & Weekly Broadcast Communication**

*This role gathers MPAC, School & Community News & Events for distribution &/or posting to the website. The website is maintained on a weekly basis and broadcasted weekly via email.*

*This role also maintains the [info@montroyalpac.com](mailto:info@montroyalpac.com) email account and responds to inquiries or forwards them to the appropriate executive member.*

*The Communications role is an excellent way to connect with MPAC members, parents & staff as well as stay on top of what's happening around the school and community.*

*Most of the work for this role is behind the scenes on the computer, updating the website, sending out emails etc. Attention to detail & organization is required but you can manage this role on your own time when it fits in with your schedule. The time commitment for this role is roughly 8-10 hours per month plus Executive & PAC meetings.*

#### **The Facts:**

- Website traffic showed an average of 100 unique hits on Sunday after the broadcast email and then averaged around 430 unique visitors through the week. Clearly people are aware of the website and are using it to seek out information. Top page hits in the last week went to the **Front Page, Sports day & Community Events** pages.
- Our 2017/2018 goal was to have people rely less on class reps for their information & to get into the habit of going to the website for information thus improving accuracy of information. This goal was achieved allowing reps to communicate on issues relevant to their class only.
- Sunday email template changed in 2017/2018 and we customized the email each week to highlight upcoming information & events.

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**We welcome content contributions by emailing [info@montroyalpac.com](mailto:info@montroyalpac.com).**