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Spirit*

PR

PREPARED EXCLUSIVELY FOR
SAMPLE SCHOOL DISTRICT
BOOST Diagnostic Report

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Introduction

This sample report provides a snapshot of the insights gained from The BOOST Communication Diagnostic, an essential first step in implementing [The BOOST Framework: Bolstering Optimal Outcomes. Shaping Trust](#). Our diagnostic goes beyond surface-level observations, delving into the core of your district's communication landscape through comprehensive surveys and/or focus groups.

The findings presented here highlight key areas of strength and opportunities for strategic growth, aligning with our commitment to help your district maximize the impact of its communication investments, build community understanding, pride, and lasting support.

Understanding Your Diagnostic Scores

Our diagnostic assesses various facets of your district's communication health. Each of the four key areas is scored out of a maximum of **25 points**, contributing to an **overall score on a 100-point scale**. The overall score is then categorized as follows:

- **80-100: Strategic Excellence** - Communication in this area is highly effective, proactive, and consistently achieves desired outcomes.
- **79-60: Developing Strength** - Communication in this area shows promise but has opportunities for refinement and increased strategic impact.
- **59-40: Area for Focus** - Communication in this area requires significant attention and strategic intervention to improve effectiveness and build trust.
- **39 and Below: Critical Intervention Needed** - Communication in this area is severely challenged and requires immediate, comprehensive strategic overhaul.

Key Findings and Analysis

1. Internal Communication Effectiveness

Score: 13/25

- **Analysis:** Survey results indicate a significant gap in consistent, clear communication flow between district leadership and staff, and across different departments/schools. Staff members may feel uninformed about key initiatives and decision-making processes, leading to missed opportunities for engagement and a perception of disconnect. While some informal channels exist, a unified strategy is lacking. This directly impacts staff morale and the efficient rollout of new programs.



2. External Communication & Community Engagement

Score: 17/25

- **Analysis:** The district utilizes various channels for external communication, including newsletters and social media, and has a foundational level of community engagement. However, the diagnostic reveals that messages often focus on reporting activities rather than clearly connecting initiatives to district goals and student benefits. For example, while a new reading program might be announced, parents may not fully grasp its strategic alignment or long-term impact on their children's learning. Opportunities exist to amplify impact and ensure the "why it matters" is consistently communicated.

3. Crisis Communication Preparedness

Score: 9/25

- **Analysis:** This area shows significant vulnerability. The diagnostic indicates a lack of a clear, up-to-date crisis communication plan, limited designated spokespersons, and insufficient training for rapid response. Staff may express low confidence in the district's ability to manage a crisis effectively, which poses a significant risk to the community's trust and reputation. Immediate strategic intervention is required to establish robust protocols and training.

4. Stakeholder Trust & Perception

Score: 12/25

- **Analysis:** While pockets of strong trust exist, overall perception among key stakeholders (parents, community members, local leaders) is moderate, with a notable segment expressing skepticism. This aligns with broader societal trends where trust in institutions is a concern (e.g., the 2025 Edelman Trust Barometer indicating 41% distrust in government). There's a need to actively elevate the voices of trusted stakeholders and consistently demonstrate how district actions lead to tangible, positive outcomes that benefit the entire community.

Overall BOOST Communication Score: 51/100 (Area for Focus)

Initial Recommendations

Based on these preliminary findings, **The BOOST Framework** would recommend focusing on the following strategic areas:

1. **Develop a comprehensive Internal Communication Strategy:** Implement structured, multi-channel approaches to ensure all staff are informed, engaged, and understand the strategic purpose behind initiatives.

2. **Enhance Outcome-Based External Messaging:** Shift communication from merely announcing programs to clearly articulating their purpose, impact, and alignment with district goals, fostering greater community understanding and pride.
3. **Establish Robust Crisis Communication Protocols:** Create and train on a clear, actionable crisis communication plan to ensure timely, transparent, and effective response during challenging situations.
4. **Proactive Trust-Building Initiatives:** Engage key stakeholders in meaningful dialogue and consistently showcase the positive impact of district investments on student success, financial stability, staff morale, and community trust.

Next Steps

This diagnostic report serves as the foundation for tailoring your specific BOOST Framework partnership. We invite you to a conversation with School Spirit PR to discuss which custom solution may best support the goal of shaping trust within your community.