



Communications Office
Media Advisory
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Communication Matters

Twin Rivers earns national recognition

Sacramento, CA - From community forums to phone calls, Twin Rivers Unified School District has put communications on the front burner since becoming a unified district in 2008. The work of the district's leadership team and communications department has earned local and national recognition, the latest being the "2010 Leadership Through Communication Award."

The award annually showcases a school district that exhibits strong communication programs that have enhanced communications for schools and the community it serves, as well as building support for student achievement initiatives. The award covers the United States and Canada, and is jointly sponsored by the American Association of School Administrators (AASA) and National School Public Relations Association (NSPRA).

Improved communication and family and community involvement emerged as a priority in the onset of Twin Rivers and have continued to be a driving force in the unification of four separate districts into one cohesive school district.

Twin Rivers has created, implemented, and evaluated a variety of communication vehicles and strategies, including electronic newsletters, proactive relationships with local news media, a content-rich web site (www.twinriversusd.org), interactive school site web portals, telephone and text notification system, and public engagement forums. These tools provide information for the benefit of staff, families and the greater community.

"The overwhelming majority of media coverage of the district has been extremely positive, community members are feeling involved, and community leaders feel that we have a real partner in the Twin Rivers district," wrote Senate President Pro Tem Darrell Steinberg, long-time ally of north area unification.

Steinberg provided a letter of support for Twin Rivers in the award nomination. "Through the modeling of the important values of transparency, trust, openness, and high standards, the Twin Rivers district is fulfilling the promise of unification," wrote Steinberg.

With the understanding that stakeholders receive much of their information about the district through neighborhood schools, the communications office works collaboratively with school office support staff and administration in the way of media relations training, telephone messaging and letters, customer service training and special event coordination. Families receive information from fliers and newsletters sent home in the elementary grades to a web portal for parents of high school students. And all grade levels utilize the telephone messaging system.

Superintendent Frank S. Porter and Communications Director Trinette Marquis will accept the award at AASA's National Conference on Education in Phoenix, Arizona on February 13, 2010. Porter and Marquis will also give a panel presentation on the Twin Rivers communication program at the conference.

With the award comes a \$10,000 contribution to Twin Rivers for student scholarships. Details of the scholarship opportunity will be released shortly.

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