

Summary of Support for the San Bernardino City Unified School District



MEDIA REQUESTS

207



2014-15

289



2015-16

285



2016-17



EMERGENCY PARENT LETTERS

2014-2015
40 Letters to
38,429 Parents

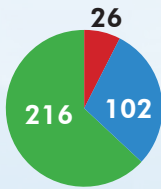
2015-2016
47 Letters to
36,726 Parents

2016-2017
42 Letters to
35,033 Parents

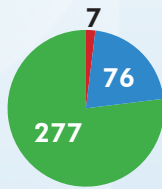


NEWS STORIES

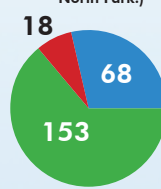
(In addition, 1,089 news stories were published about North Park.)



2014-15



2015-16



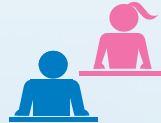
2016-17

■ POSITIVE ■ NEGATIVE ■ NEUTRAL



OUTSTANDING STUDENTS/PARENTS

2014-15



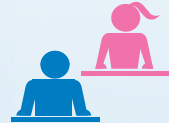
77 Students
32 Parents

2015-16



71 Students
24 Parents

2016-17



72 Students
25 Parents



PRESS RELEASES

117

2014-15

101

2015-16

62

2016-17



SCHOLARSHIPS

*Number of graduates earning scholarships

2014-15



1,191*

\$6,954,258

2015-16



1,335*

\$6,534,942

2016-17



1,560*

\$8,134,645



PRINTING IMPRESSIONS

2014-2015
34,285,435
IMPRESSIONS

2015-2016
37,365,090
IMPRESSIONS

2016-2017
41,116,370
IMPRESSIONS



GRAPHIC DESIGN WORK ORDERS

2014-15



673

WORK ORDERS

2015-16



970

WORK ORDERS

2016-17



461

WORK ORDERS



VIDEO REQUESTS

2014-2015

59 REQUESTS FOR
FILMING

20 PROJECTS
EDITED

2015-2016

122 REQUESTS FOR
FILMING

122 PROJECTS
EDITED

2016-2017

120 REQUESTS FOR
FILMING

77 PROJECTS
EDITED



SOCIAL MEDIA



FACEBOOK

2015-2016

779
NEW PAGE LIKES

5,776
PAGE VIEWS

303,648
PEOPLE REACHED

30,885
PEOPLE ENGAGED

2016-2017

3,933
NEW PAGE LIKES

9,720
PAGE VIEWS

1,344,625
PEOPLE REACHED

126,468
PEOPLE ENGAGED



TWITTER

2015-2016

149,692
IMPRESSIONS

2,293
ENGAGEMENTS

2016-2017

395,348
IMPRESSIONS

13,267
ENGAGEMENTS



INSTAGRAM

2014-2015

67
POSTS

47
FOLLOWERS

2015-2016

180
POSTS

273
FOLLOWERS

2016-2017

93
POSTS

631
FOLLOWERS

