

Summary of Support for The San Bernardino City Unified School District



MEDIA REQUESTS

289



2013-14

207



2014-15

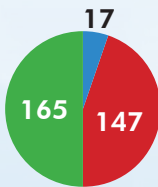
253



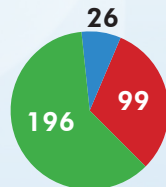
2015-16



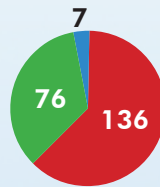
NEWS STORIES



2013-14



2014-15



2015-16

■ POSITIVE ■ NEGATIVE ■ NEUTRAL



PRESS RELEASES

101

2013-14

117

2014-15

277

2015-16



EMERGENCY PARENT LETTERS

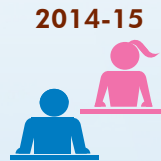
2013-2014
47 Letters to
36,726 Parents

2014-2015
40 Letters to
38,429 Parents

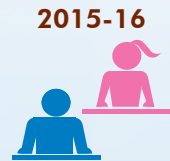
2015-2016
47 Letters to
88,592 Parents



OUTSTANDING STUDENTS/PARENTS



77 Students
32 Parents



72 Students
23 Parents



SCHOLARSHIPS

*Number of graduates earning scholarships



\$5,503,351



\$6,954,258



\$6,534,942





PRINTING IMPRESSIONS

2014-2015

34,285,435
IMPRESSIONS

2015-2016

33,697,275
IMPRESSIONS



GRAPHIC DESIGN WORK ORDERS

2014-15



673

WORK ORDERS

2015-16



501

WORK ORDERS



WEB SUPPORT REQUESTS

2014-2015

10

REQUESTS

2015-2016

8

REQUESTS



VIDEO REQUESTS

2014-2015

59 REQUESTS FOR
FILMING

20 PROJECTS
EDITED

2015-2016

122 REQUESTS FOR
FILMING

122 PROJECTS
EDITED



SOCIAL MEDIA



FACEBOOK

2014-2015

259
NEW PAGE LIKES

2,611
PAGE VIEWS

54,525
PEOPLE REACHED

7,202
PEOPLE ENGAGED

2015-2016

779
NEW PAGE LIKES

5,776
PAGE VIEWS

303,648
PEOPLE REACHED

30,885
PEOPLE ENGAGED



TWITTER

2014-2015

82,663
IMPRESSIONS

984
ENGAGEMENTS

2015-2016

149,692
IMPRESSIONS

2,293
ENGAGEMENTS



INSTAGRAM

2014-2015

67
POSTS

47
FOLLOWERS

2015-2016

180
POSTS

273
FOLLOWERS

