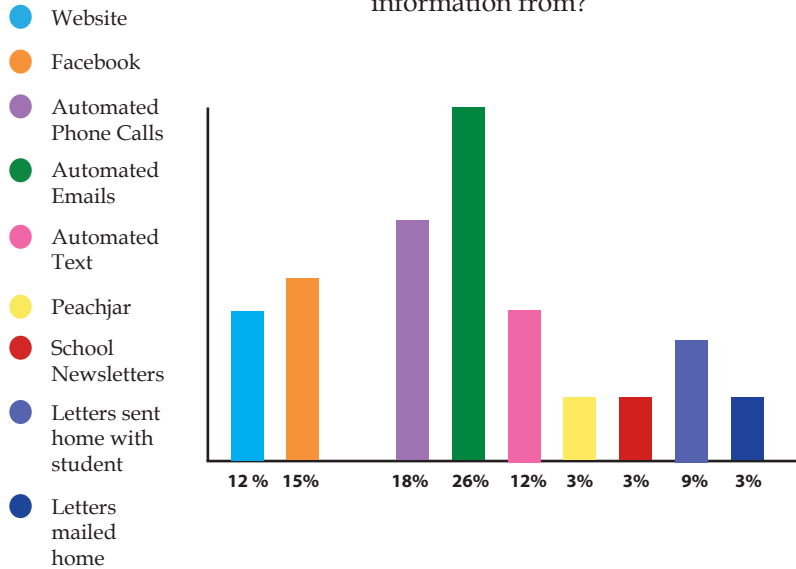


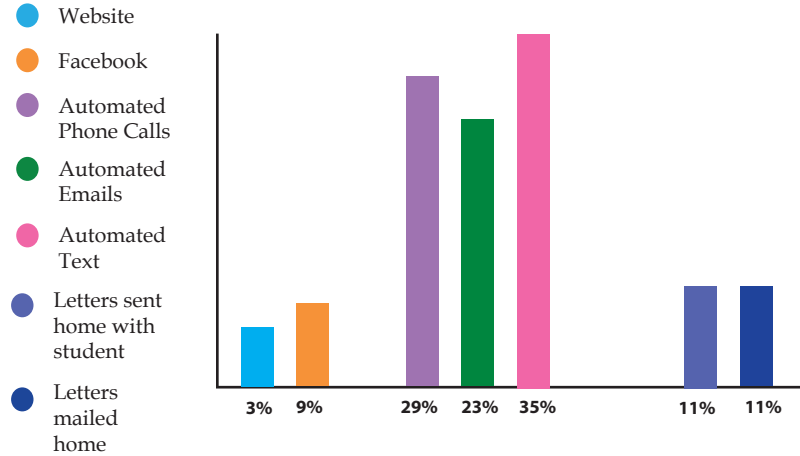
# Strategic Communication Survey Results

## Communicating with our community

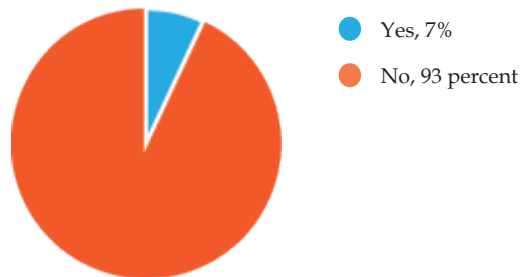
Where are Leschi families getting their upcoming dates & events information from?



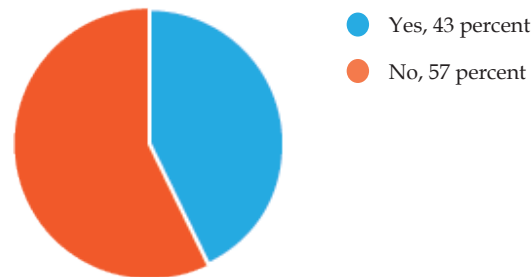
The best way to reach our families?



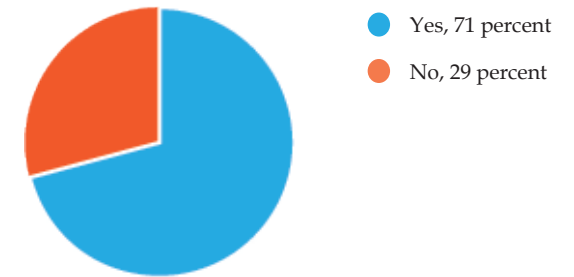
Percentage of those who think we receive too many phone calls



Percentage of those who only want to receive automated phone calls for emergencies



Percentage of those who enjoy weekly automated phone calls home



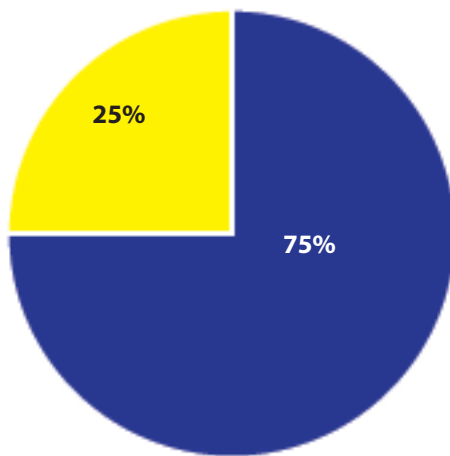
\*Empty spaces on graphs represent the other categories that were not chosen.

# Blackboard Connect Automated Messaging System Data

Blackboard Connect (BBC) Automated Messaging System is our main form of communication to our families. This is because BBC pulls parent contact data from the Native American Student Information System (NASIS). NASIS is the required student information system by the Bureau of Indian Affairs. Parent contact data is pulled nightly into BBC so that the system is routinely updated with parent contact information. This requires that our families are diligent in understanding to update their contact information as soon as it changes. If the system is not updated with the parents/guardians most current contact information, when an automated message is sent out, it will contact the information that is pulled from NASIS.

BBC also gives families the ability to “opt-out.” Be careful though, if you opt-out of any of automated messages (phone calls, emails, text messaging), you will **not** be contacted again through the BBC system until you contact our Enrollment & Student Records Department or our Communications Department to reactivate.

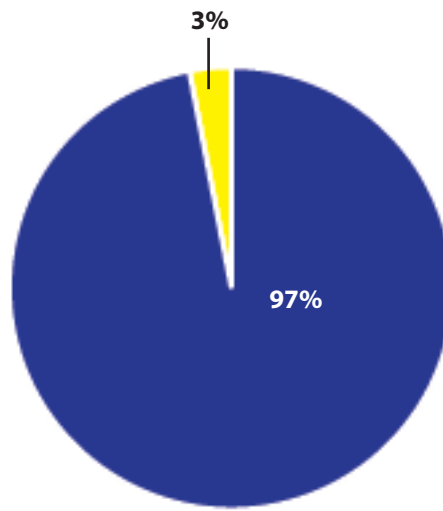
Fall 2019-2020 Average Data for Automated Phone Calls



75 percent of our automated calls are successful, meaning live deliveries or answering machine.

25 percent of our automated calls are unsuccessful meaning hang-up, opt-out, bad phone number, phone deactivated, busy, no answer, or undeliverable.

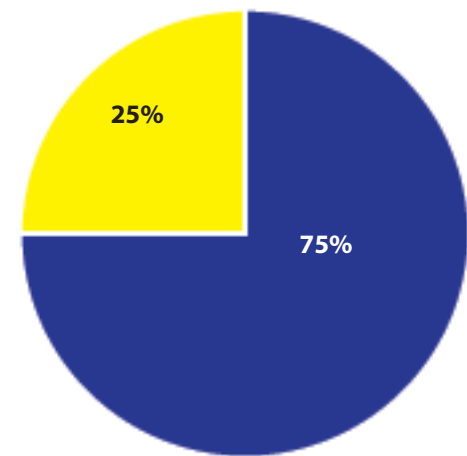
Fall 2019-2020 Average Data for Automated Emails



97 percent of our automated emails are successful, meaning the email sent.

3 percent of our automated emails are unsuccessful, meaning those emails have chosen to opted-out.

Fall 2019-2020 Average Data for Automated Texts



75 percent of our automated text messages are successful, meaning text message sent, sent to carrier, and delivery confirmed.

25 percent of our automated text messages were unsuccessful, meaning text not sent, text opt-out, invalid phone number, and text deactivated.

\*Data is separate from attendance calls. Attendance calls are operated by our Enrollment & Student Records Department.