

How do you suggest WCS reaches Williamson County residents who do not have children in our schools?

?? What is the purpose of doing so?? If WCS wants to be recognized for its programs then having booths at community events can share information or maybe TV commercials. I am not sure what the purpose is behind the question though.

99.7 Radio, Local news channels, tout the app during televised board meetings, etc.

A long on the County web site.

A partnership with The Williamson Source

A regular column in WC newspaper.

A special widget on WCS website that leads a targeted population of parents new to state, district, and country.

Access to the same methods offered to those with children in schools. School start delays and closings might not be as relevant to me now, but I would like to be able to opt in to receive pertinent community focused information via phone/text/email from the District as well as schools I select- things like school plays, band concerts, choral performances, Homecoming Parade, etc.

Add links to other Williamson county related social media

Add something to the annual property tax mailing asking folks to get connected with WCS and see their tax dollars at work. Provide info on the options to get connected- website, etc.

Adds in social media

Advertising or Mailers

Advertising?

Affiliated social media

All of the above are great avenues to get WCS information to the public.

All of the above social media spots. Plus newspaper

All the ways above

Allow slide up for newsletter

Allow them to choose their subscription or social media preference.

allow those residents to sign up for InFocus

Allowing schools to have Facebook pages would be really helpful. I understand not wanting teachers to use it, but as a parent, I would absolutely follow my child's school on FB. I'm much more interested in knowing what's going on there than in other schools.

Almost everywhere in Williamson county has an HOA or neighborhood Facebook page. Having a liason through them could help. I know before my child started kindergarten I was on the page for my neighborhood asking about when kindergarten registration is, etc

Although I am not on a neighborhood Facebook page, my understanding is that lots of parents get and share information on those pages. I wonder if the district could get permission to share with those groups, or have those groups promote where to find WCS digital communication.

Announce on nextdoor.com

Annual snail mail invitation to follow WCS on social media? Through neighborhood associations? I find social media not to be as reliable as a text or call because I'm not always on social media, however, for residents of WilCo w/o a connection to the schools this is probably the next best thing. I'm wondering what kind of communication WCS would need/want to sent to those not affiliated with the schools. I will be such a resident in 18 months and am truly curious. Thanks.

Any way possible

Anyone can go to the WCS website if they want info about WCS.

app

Article in newspaper, social media, signage in front of schools for passer by's, a concious and clear message that is the same on all platforms for the general public. BE redundant, some of us take a few visuals/messages to respond or at least be nosy enough to look it up! Make it look so inviting that they are intrigued. I don't think a lot of households without children realize they have a voice as community members, AKA stakeholders.

I would try to emphasize:

Are you a Grandparent, Aunt/Uncle, Cousin of a child in our school district but do not have student attending WCS. We need your help!

We would love to hear your thoughts and ideas on the education of your loved ones. Please visit \*\*\* to find out more.

Articles in local papers

Articles in the newspaper or facebook?

As a member of the local media and someone without children in the district, I would like to receive more press releases/fact sheets targeted directly for media. Also, where appropriate, I'd like to be included on any communications going to parents.

As a parent of a student who came through FSSD, it would have been nice to get information from WCS BEFORE my child actually started 9th grade. We did a lot of our own research: looking on the web site, asking parents who had kids in WCS, etc. Not sure of the best method, but wanted to raise the issue that FSSD families feel overlooked.

As social networking continually evolves, I think individual schools need Instagram Accounts - not just for the county - but for each school. Use news channels to reach families without students.

Aside from its own page, perhaps linking with a specific community page or town hall.

Ask families to share with friends and family.

Ask local Chambers how they do it.

Automated phone call

Big neighborhood HOAs

Bill boards
Billboards
Billboards, yard signs
Brand your website on community platforms(ex. Williamsonchamber.com)
Brentwood (CITY NAME) homepage or other online media sources.
Brentwood Home Page
Brentwood Home Page (and equivalent), Williamson Herald
Brentwood Home Page, local news paper outlets
Brentwood Home Page? Williamson County FB pages
Brentwood Homepage
Brentwood homepage
Brentwood Homepage/Williamson Home Page
Brentwood/Franklin Homepage
brief printer flyer mailed to homes once a semester
Broadcast Media
Broadcast Media
broadcast media
broadcast media, social media
Broadcast media/social media
Broadcast newd
Broadcast News, WCS Instagram
By advertising the WCS InFocus newsletter on Williamson County & cities/towns in WC sites, not just WCS websites.
By any and all means possible. We almost never get included in critical decision making.
By any means necessary
By mail
By mail
By News letter from Brentwood city
By posting information on the WCS district website - if those without children in the schools want information, they can seek it out.
by posting WCS website link onto the county government's website

By regular mail.
By text
By way of the same communication channels WILCO government uses to inform its residents of city & county information
Call outs.
Call text or email
City Facebook and Instagram pages (Franklin, Nolensville, Brentwood)
City of Franklin Facebook page
City/county Facebook pages
City/county posts?
Column in local news outlets
Community events
Community events (WC Fair, fire truck show off days, tree lightings, holiday parades, etc...)
Community events, news stations, word of mouth
Community Facebook groups
Community Facebook Pages
Community Facebook pages
Community Facebook Pages
Community FB pages
Community forums, bulletins posted in rec centers, County web sites and social media sites.
Community Impact
Community magazine/newspaper
Community newsletter or email
Community outreach and engagement
community platforms via neighborhood/subdivision postings online and local news media
Community social media platforms
Community websites, nextdoor, community social media
Consistent Facebook and Instagram posts
Contact neighborhood groups, Nextdoor, mailer?
continue phone calls and text

Continue to build relationship with local media outlets like the Brentwood Homepage, etc.  
Build and develop social media presence - get students/teachers involved in production and creation of content and celebrate students (we do this, but more student work/products in the eyes of our community is always better).

Advertise school events - plays, games, art shows, etc. in local outlets and on social media. Schools do this for themselves and their communities, but maybe principals could benefit from some training on running a social media account and how to increase engagement?

Continue to highlight the wonderful student accomplishments and new/tenured teachers doing amazing work with surrenders in local media.

Continue to use twitter (tag or mention people and businesses) and advertise at all Whole Foods, Publix, Titans, Preds, Soccer, sporting events. Something to think about, I know I've always wanted to post pictures on my twitter and socials of all the cool things happening in the classroom but never do because I'm terrified of the risk. Although I stand by my decision to never post anything, much "word of mouth" never travels. The more connected we become with our businesses and community, the more people will hear. You all do a fantastic job and I'm hoping to hear Carol Birdsong's voice soon! #snowdays.

Continue using social media and broadcast media

Continue with social media, make info clearer on websites, use local media

Continue with the social media sites and YouTube videos

Continued outreach to businesses in the county that attract new families to the county and why they would want to live here.

Continued updates on the district website seems to be a purposeful way of doing so.

Continued use of social media

Continued utilization of social media and other media partners that cover the area.

County social media

county website

County-wide resident communication via email/SMS subscription

create a quarterly publication that can get sent out to residents highlighting all the things that make WCS great. Include some school snapshot blurbs, registration process

Create videos about how our students/staff volunteer time to help others in the community. Once a month, Communications organizes a volunteer event to help others in our community that don't have students in the district. We create a video each month of that volunteer event and share out. It could be a new series of videos for the district.

Depending on the age group, either Facebook or Instagram.

Depends on the communication necessary. Respond to their inquiry. USPS mail.

Depends on the reason. Local news campaign to tell them to follow on social or subscribe to in focus. paid media beyond that if you want to know you are really getting to them.

Depends on why but probably news, Facebook or email

digital signs in front of school showing to check the website
Direct mail
Direct mail
Direct mail
direct mail
Direct mailers
Distribute to Williamson County/Franklin/Neighborhood FB group pages/Instagram and ask them to post- What's up McKays Mill, HOAs, What's Happening in Franklin, etc
district school websites, face book
District Twitter, Facebook or Instagram
district website
District website
district website
District website
District website and local paper & local news
District website and social media
District Website and Social Media.
District websites that residents could search for information when/if needed
District/school websites
Do they need to be contacted?
Don't bother.
Don't have one
Don't know
Don't know
dont need to reach them
Don't need to reach them
Don't reach them. Worry about your customers
Don't there's no reason
Don't! Was it not non WCS parents and NOT parents at all who show up to meetings to cause chaos?
Don't.

Don't. If they don't have children in WCS schools, sending msgs will be just spam. If people are interested, let them go into the WCS website on their own, to get the info. they need.

Don't. They can find information if it's important to them. Not sure that WCS should spend much effort on this.

Door to door campaign

Each school could create an account in the NEXT DOOR APP community they are apart of

Each school needs to have a Facebook page that is updated regularly for parents with children in that school. Also there really isn't a reason for residents to need to know what is going on with WCS if they don't have children in them. That is just allowing strangers to have access to our children and what's happening at the schools when they have no business knowing.

Each schools website

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Email & Social Media
Email / WCS App / WCS Website
Email and text
Email and text message
email blast
email for sure
Email if possible, otherwise Social Media.
Email list or they can follow social media
email newsletter
Email newsletter once a week or month
Email newsletter.
email or call
Email or facebook
Email or Facebook pages
Email or Instagram
Email or Mailer
E-mail or phone
Email or print publication
Email or social media

Email or social media
Email or social media
email or text
Email or text
Email or text
Email or text
Email or text
Email other schools maybe once a month.
Email, social media
email, text, app
Email, text, phone system
Email/mail
Email/phone call
Email/text
email/text
Email/text message
email; postal mail
Emails
emails and texts
Emails are a good communication method.
Emails, and app
Employees that don't have students in the schools would like to get information on everything a parent receives.
Evening News Announcement/Ad/Interview
Events
Face Book
Facebook
Facebook
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Facebook
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Facebook-
Facebook ?
Facebook and Instagram
Facebook and Instagram - They can choose if they want to be "in the know."
Facebook and news outlets
Facebook and Nextdoor. A lot of new families reach out to people on their community Facebook pages.
Facebook and print media
Facebook and twitter
Facebook and Twitter
Facebook and Twitter
Facebook and twitter
Facebook and Twitter
Facebook and Twitter are the best
facebook and wcs website
Facebook and WCS website
facebook and website
Facebook community news pages
Facebook everybody uses facebook
Facebook groups about other Franklin/WCS happenings
Facebook I guess
Facebook is easily accessible and used by many, WCS website, Twitter, local newspapers.

Facebook or email
Facebook or HOAs
Facebook or Instagram
Facebook or Instagram
Facebook or Next Door
Facebook or NextDoor
Facebook or Twitter
Facebook or Twitter
Facebook or Website
Facebook or website
Facebook page
Facebook page, Twitter, Instagram, local radio and tv news, print materials in county public buildings such as libraries, recreation centers, senior centers, administrative complex (where car tags, marriage licenses, etc. are purchased), etc. Might utilize other local news outlets for those who do not use social media.
Facebook postings!
Facebook, community centers,
Facebook, district website
Facebook, email
Facebook, email and text.
FACEBOOK, INSTAGRAM
Facebook, Instagram
Facebook, Instagram
facebook, instagram with newsletter sign ups
Facebook, Instagram and Twitter
Facebook, Instagram, Next Door app
Facebook, Instagram, Twitter and TikTok (for younger generation)
Facebook, Local Media Outlets & Online Newspapers
Facebook, local news
Facebook, mailings
Facebook, news channels

Facebook, News Media
Facebook, news,
Facebook, print advertising
Facebook, radio, ?
Facebook, social media
facebook, social media
Facebook, Social Media
Facebook, TV news
Facebook, TV news (when applicable). Perhaps "Nextdoor" but that is losing some credibility (turning chaotic on there)
Facebook, Twitter
Facebook, Twitter
Facebook, Twitter and Instagram
Facebook, Twitter, and local online newspapers
Facebook, Twitter, Instagram
Facebook, Twitter, Instagram, Mobile App, social media advertisement
Facebook, Twitter, WCS website
Facebook, twitter, Williamson Herald
Facebook/Instagram
facebook/instagram
Facebook/twittee
facebook/twitter
Facebook/twitter
Facebook?
Facebook? But why would you need to? If someone doesn't have children, they might not want to be contacted. And if they do have children that are not in WCS and they are residents here, then they have already done their research and made a decision based on that research and probably don't want to be contacted on a regular basis about WCS.
Facebook? Instagram?
Facebook-Williamson Source
Fair
FB

FB
FB page and WCS website
FB, radio, or social media
FB, Twitter, news media
First, make sure parents can access and update their phone numbers at any time 24/7, not rely on 1-2 people to manually update this. If they can log into their account, you should add verification to update the new mobile number. You put many parents at risk of not being contacted based on manual only. You also need to allow users to view all subscriptions available that apply for the school enrolled and allow for opt-in/opt-out.
Fliers
Fliers in mailboxes, posts on school marquees
Flyer
Flyers in mailboxes
flyers, newspaper
Fliers/newsletters at day care facilities encouraging folks to sign up for email and to visit your website.
For residents without K-12 students, social media, local news, and wcs website should be sufficient to communicate WCS information.
For upcoming public events, billboard in yard? Or flyers bulk mail?
For what purpose would you need to reach those who do not have children in the schools?
For what purpose? I am assuming if it is truly newsworthy, it will show up in newspaper articles and on the local news.
Franklin home page and williamson source
Free newspapers, continue existing methods
free social media
from comments it appears they are already following your facebook page
From the WCS Facebook page or other social media platforms. I know the Williamson Homepage regularly posts WCS news. I do think we need to seriously address the current situation with groups such as Moms for Liberty. WCS should not be making decisions or changes that affect students by listening to an organization like Moms for Liberty where the person in charge of the group or the organization's financial backers do not have students in WCS schools. I've had enough of the absolutely shocking behavior at board meetings by people who don't have students at WCS. I understand that Williamson County citizens pay taxes and should have input on some school related issues, but issues such as teaching history topics, books in a specific grade's curriculum, or mask wearing should only have actual students, parents, and faculty involved in the discussion.
Give each high school's media program an instagram. This would reach more folks.
Good



Good question-news releases?
Google, social media, newspaper, library, email
Guess I don't know reason to reach that group? maybe people that will have kids in WCS in the future?
hard copy mails
Hard copy report magazine as they are a taxpayer and need to know how their money is spent
have a school showcase to show off schools and invite public to attend
Have a signup on the homepage.
Have a spot in the local newspaper or somehow be on the local news. Have booths at the festivals and events downtown.
Highly suggest it
HOAs, Nextdoor
Hold fundraising events and link to other Williamson County FB sites with events.
Home mailer
Home page emails
Homepage
homepage news, call out
Homepage Newsletters
How do you suggest WCS reaches Williamson County residents who do not have children in our schools?
I am not qualified to answer on their behalf.
I am not sure
I am not sure I understand why those without students are priority in receiving communications from WCS.
I am not sure why they would want to
I believe email would work.
I believe it depends on the communication. Just speaking for myself if I don't have a child in school I would not need to receive these communications.
I believe the best resource is the wcs website. As a school employee, I always refer people to the site for updated information. We can many inquiries about dates, mostly.
i do not have a suggestion
I do not have any social media, so it frustrates me when organizations communicate only through social medial (such as Facebook). I prefer texts to calls, and I don't love the calls that tell me to check my email. Texts are the easiest and fastest way to communicate with most people.
I do not know why residents with no children in WCS would want communications.

I do not know.
I do not prefer the infocus newsletter. I never read it.
I do not think you need to.
I don't believe their input has any weight when it comes to the children in WCS.
I don't have an answer
I don't have an answer
I don't have any ideas.
I don't know
I don't know
I don't know why that is necessary
I don't know.
I don't see a reason to reach out to Williamson County residents that do not have children in WCS.
I don't think I understand why WCS would need to reach residents who don't have children
I don't think reaching these people should be a priority. If a person doesn't have a child in a WCS school they shouldn't have a say or a requirement to stay up to date on WCS happenings.
I don't think residents who don't have kids in our schools need special consideration about communication. Everyone knows how to look up things on the internet/social media. If a family needs to know something, they can use the same resources anyone would trying to learn more an area of interest.
I don't think that is possible to reach all people in he county without a direct phone call, advertisements TV/Radio or mailers. Most people don't even know the difference in city vs county.
I don't think there's a need to communicate with WilCo residents that don't have students.
I don't think they should reach out to families who do not have kids in the district. News stories can be read in the Williamson Herald.
I don't think you need to do you? Make it clear on your website with a CTA for new WCS county residents as right now it's foggy.
I don't understand why they would need the communication if they don't have students in WCS
I don't use much media, so I am not going to be much help in this area.
I doubt people with no children in school care about WCS.
I guess Facebook?
I have no idea
I have no idea.
I have no idea. Newspaper? Brentwood home page?

I no longer have a child in WCS. The InFocus E newsletter is very helpful. My husband is a teacher and coach at Independence, but I only receive from him information on sports. I think WCS does a great job with their communication.

I suggest that, by and large, WilCo residents who don't have connections to the schools don't want to receive communications from WCS.

I suggest you don't.

I suggest you provide the same information on multiple platforms.

I suppose social media,â€Twitter, the things you mentioned

I tell them since I am employee

I think if people want WCS info that don't have kids in the schools, they should check Twitter or be able to subscribe to InFocus

I think if they really care they can subscribe to the website. The information is public and easy to find. The only reason people who don't send their children to WCS yet complain about the schools is because of political reasons. Honestly I do not care what some homeschooling Christian fundamentalist thinks about what my kids are learning. They just want a platform to rail against invisible boogeymen and whatnot that Tucker Carlson or Mike Huckabee complained about last night.

I think it's up to the parents to find out, but if the information is on the website, that should be good enough. I know it was an issue for me to find Kindergarten information when enrolling my first child. There wasn't posted information that was easy to find.

I think residents can access information at the school/county website.

I think social media - Facebook, Instagram & Twitter are probably the best options.

I think social media is a good outlet for these stakeholders.

I think social media is a strong channel to use

I think the sources above make sense, social media, newsletter subscription.

I think there are already adequate ways to find this information for non-parents, if they wish to.

I think WCS is doing well communicating with parents. There are so many ways to reach families and it appears you are using all of them. Thank You!

I think WCS should reach out to local reliable radio news programs.

I think we need more community involvement. Partnering with local businesses for mystery readers, guest speakers, etc. Bring the community to the schools in a variety of ways. Students need leadership and community involvement opportunities. Partnering with businesses would be a valuable long-term benefit for all parties. As far as reaching residents without children in our schools, what is the purpose for reaching them? What do we want them to know or be involved in? Answering these questions first will help me create ideas for reaching that crowd.

I think y'all are doing a fantastic job! You can never OVER COMMUNICATE! Text, phone calls, app alerts, etc. have all been very useful this year and much appreciated! Keep using news outlets to disseminate information as well - it's nice to see it communicated via news alerts in case the other methods do not work.

I think you are doing a great job!
I think you are doing all you can do!
I think you do a great job of pushing content to multiple sources!
I think you're doing a great job and multiple information outlets are available
I think you're doing it all already!
I want to suggest inviting school events and asking about volunteering school activities.
I would assume if a resident wanted the information they could request the newsletter.
I would say social media..however we don't use social media, but that seems to be the way people get their messages across.
I would suggest television news. I'm not sure why WCS needs to reach those who do not have children in schools or are not WCS employees though.
I would think only parents of children in the WCS school system need to know what's going on in our schools.
I would think that social media works with younger people. I am not sure about older ones.
I would think through Social Media and Williamson Herald.
idk
ldk
ldk
If I didn't have kids in the schools, I wouldn't care to receive anything more than a monthly email newsletter about district need to knows. As a parent, I want texts and emails and phone calls from our direct schools and district about anything that impacts our family or children.
If it is something you plan to send only periodically, you could try a flyer on the mail.
If necessary, a website should suffice.
If needed-- on social media and local print/broadcast. If emergent the phone warnings are helpful (recent lockdown in Brentwood)
If residents are interested, they can join social media accounts.
If someone doesn't have a student in WCS they don't need info in my opinion
If they are interested, they will seek out the information.
If they do not have children in school periodic (monthly or bi-monthly) optional consolidated news may be appropriate to offer them and I am not sure of the method, perhaps some way via appropriate public notice. Those public notices could allow them to "opt in" to additional or more frequent news. However, some content for the safety of the kids should not go to the general public, especially prospectively regarding time and location of trips and similar that could actually endanger students/staff.
If they do not have children in the school system then I don't think it is necessary

If they do not have students within the schools, I don't know/understand what would be relevant to them. If your kids are out of school, I doubt they would need to know what's going on with the school system unless they wanted to inquire with someone/schoolboard that does.
If they don't have children in our schools, they should be able to access information on WCS websites if they need it. I don't believe information should be pushed to them.
If they don't have children in school then they need to get on another site to get the information. If I had no children in school I wouldn't need to be involved with school business!
If they don't have children in school, why do they need info?
If they dont have children in school, why would you need to reach them?
If they're interested, you're easy to find. Use resources on the kids and teachers. You're an education system not a marketing firm
If you don't have a child, why would you need to rec. it
I'm not sure
I'm not sure since there are many options.
I'm not sure the best way.
I'm not sure why this is necessary, so I don't know how to answer. I guess if they are interested enough then they should follow on Facebook or Twitter.
I'm not sure why WCS needs to communicate with residents who have no students in WCS.
I'm putting this info here: I responded NO to the In Focus for I did sign up for the newsletters long ago and for some reasons I no longer receive them, Do you have to sign up every year? Or did your system change? // In answer to your other question: a quarterly one pager sent mass mailing.
I'm unclear as to why this would be a priority. Depends on what kinds of things would be communicated.
Impact News, Next Door, Williamson Herald, etc
Impact or WC emails.
In Focus
In Focus
In Focus E newsletter
In Focus Emails
In the case of Educators without children, their educator email addresses. Unsure why others outside of WCS would need access unless it's in the case of events and performances in the county.. so pairing with a local news site like Brentwood HomePage or Franklin, etc.
Include a signup for anyone wanting to get district notifications on the district website.
Individual mailings or articles on your website
Info in the herald and such

Infocus
InFocus - place a permanent line at the top of the newsletter suggesting that the recipient share the information along with a link to subscribe.
InFocus and district website
InFocus E-Newsletter
InFocus is a good source for anyone, I used it before having kids in school
InFocus is always so informative and I appreciate receiving it in my inbox
InFocus newsletter
InFocus newsletter email.
In-Focus or Facebook
Information highlights annually by mail like the county updates we receive.
Information on the website
Informative school websites that are easily navigable (for instance, it is challenging to find school hours on the websites). School and district emails sent to parents also posted on the website on an "emails" or "memos" page.
Instagram
Instagram
Instagram
Instagram
Instagram and Facebook
Instagram or announcements at local golf clubs and / or HOAs
Instagram, TikTok, Snapchat
Instagram,facebook,YouTube, special app for WCS non student families only, Infocus e newsletter
Interesting question
Internet
internet
Internet-Google, news sources, social media
Is there a subject verb agreement error in this question? Doesn't WCS stand for Williamson County Schools? (Williamson County Schools reach...)
Local residents without children typically would get information from local news outlets (print or broadcast). They also have access to information on the district website. If there was something of great importance that all residents need to made aware, a mailer could be sent.

It is not necessary to reach residents who do not have children in the schools.
It is really frustrating not having a student in WCS but being an employee when school cancellation calls come out and we do not receive them but subs and parents find out before we do. This happened multiple times last year with school closures due to covid, weather, etc.
It's not hard to get info from WCS. If people want it, they can get it. I am not sure WCS can do more than have newsletters and keep websites updated.
Join community/subdivision Facebook groups. I would imagine admins would approve WCS
Large electronic tv sign in front of school facing the road
Letters
Letters
Leverage parents with kids in your schools to talk about the schools/teachers/kids.
Link on Website
Link on website for public
Local broadcast media
Local broadcast media
local broadcast media/social media
Local Broadcast, Social Media, and WCS Website
Local community facebook pages (i.e. Nolensville 411 page)
Local Facebook groups
Local Facebook pages ie: I heart Spring Hill
Local groups on FB
Local groups on social media, Facebook, etc.
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Local media
Local Media or letters.
Local media or NextDoor app
Local media stories
Local media, Parent clubs
Local media, social media
Local media/news channels/news sites
local media/webpage
Local municipality elected official's newsletters, emails, etc... that they send to their communities.
Local new outlets including their websites
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Local news - ex Brentwood Homepage
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local news and news print
local news and printed mailings
Local news and webs
Local News apps
Local news broadcasting stations
Local News channel
local news channel, twitter



Local news channels
Local news channels
local news channels, print media
Local news channels, social media and website
Local news company like Williamson Source
Local news media
local news media
Local news media (Harold and Homepage); carrier pigeons would be fun
Local news media/ papers
Local News online of offline should be a good start
Local news or social media
Local news organization and continued public access to website.
local news outlet / partnership with their social media pages
Local news outlets
Local news outlets
Local news outlets
Local news outlets and social media
Local news outlets like Williamson Source.
Local news outlets, social media
Local news sites, papers
Local news sources
Local news sources - Franklin Patch, Williamson Herald, etc.
Local news sources - like Williamson Source and similar.
local news sources - radio, TV and Brentwood/Nolensville/Franklin Journal distributed to email. maybe Next Door but personally I don't use as it's too "junky" now
Local News sources i.e. local newspapers or local news channels
Local news sources, social media
local news sources, website, social media
Local News Stations
Local news stations

Local news stories
Local news websites
Local news websites and papers.
Local news websites such as the HomePage sites, Williamson Source, Williamson Herald
Local news, asking local city/town officials to send out notices, mail if really important
local news, local papers, local radio
Local News, mail, organizations and churches
Local News, News Paper(s), or a Radio Station. A WCS Radio Station would be awesome!!
local news, newspapers
local news, social media
Local news, social media
Local news, social media
Local News; HomePage
Local news?
Local newspaper
Local newspaper
Local Newspaper
Local newspaper
local newspaper (digital or hard copy), local news channel, connect to newsfeed on phones
Local newspaper or magazines, local used public platforms, business groups, churches
Local Newspaper possibly
Local Newspaper; Twitter and Instagram
local newspapers
Local newspapers (not sure if there are any out there anymore) for those who don't do the social media thing. Not sure if this is a thing, or could become a thing, but if Williamson County had a group on Nextdoor (for example) that was a hub for all things WillCo, then WCS could be a part of it and share news that way.
Local newspapers are always willing to run interesting stories. Reaching out to those in each city would connect with the community. Also, each community has a FB page so posting important information there would be helpful to those not connected to schools via kids. Thinking about where the individuals you want to reach frequent - ex. Rec centers and partnering with those places to have a presence.
Local newspapers, County TV Channel, You Tube, FB, Twitter, IG

local newspapers, magazines
local newspapers, social media
Local online news - Williamson Source/Herald/Home Page
Local paper
Local paper
Local paper
Local paper and have a website that is easy to access and find information. It is very hard to find info at the school level as the website is so centralized and difficult to search.
Local paper, Facebook and instagram
Local papers via social media such as Williamson Source, Tennessean or Brentwood "paper"
Local Print
Local Print
Local Print
local print
local print
local print / broadcast media
Local print / broadcast media is okay
Local print and broadcast media
Local print and broadcast media, facebook community boards
Local Print and media coverage
local print and social media
Local print and social media
Local print media, broadcast media
Local print media, or broadcast media if urgent. Both of which should reference the mobile app if those individuals need more information.
local print media, WCS website, text, Infocus
Local print or news? Facebook?
Local print sent home
Local print, social media
Local print/ other resources
local print/broadcast media

Local print/broadcast
local print/broadcast media
local print/broadcast media
local print/broadcast media
local print/broadcast media
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Local Print/Broadcast Media
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Local print/Broadcast media
Local print/broadcast media
Local print/broadcast media
Local print/broadcast media
Local print/broadcast media
Local print/broadcast media & WCS district/school websites.
Local print/broadcast media and Social Media
Local print/broadcast media and social media
local print/broadcast media, social media
Local print/broadcast media; social media
Local print/broadcast media; website
Local publications
local publications - I know Nolensville has a new one called Shiny Sheets
Local publications. Quarterly mailing.
local radio and Pbs
Local Radio local newspaper
Local tv news for closings, WCS website, Williamson homepage
Local tv news, newspapers
Local TV, radio, and apps
Local TV, especially WSMV

local websites and social media platforms

Local/social media

Look for ways to post on other social media sites like Nextdoor. Or, see if you can partner with neighborhood management companies to include in their quarterly communications. The other avenue could be through local church email blasts, social media posts, or announcements.

Mail

Mail

Mail

Mail

Mail

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Mail
Mail
Mail
Mail
Mail
Mail Flyers, posting information in local restaurants/stores, website
Mail or social media
Mail to tax addresses registered
Mail, include info with monthly electric or water bills. and community newspaper
Mail, social Media
mail/tv/radio
Mail?
Mail?
Mail? NextDoor?
Mail??
mailbox fliers
mailed newsletter or WCS Facebook page
Mailed newsletters
Mailer
Mailer
Mailer
Mailer- sent with info on how to connect with WCS
Mailers
Mailers
mailers
Mailers
Mailers and community involvement
Mailers, community bulletins/boards (library, rec center), Williamson county publications
Mailings
make is ez

Make the information accessible from the district webpage
Mass mailing
May need to use other platforms like Williamson Source, communicate through county government platforms, and traditional mail.
Maybe a utility bill "insert"? I can't think of anything more commonly received.
Maybe an email group that only gets Email for weather and registration updates??
Maybe community/neighborhood message boards and partnering with local churches and community organizations
Maybe place ads as to why they should care and include the current communication outlets
Maybe the hyper-local email newsletters like the Homepage and Williamson Source?
maybe the Patch publications?
Maybe they don't to be reached. If they wanted the information they would seek it out. I have lived in Wilco for 10 years, but this is my first year with a child in WCS Schools. I sought out the information from the website as I wanted it.
Maybe through the Tennessean Wednesday edition of Williamson County.
Maybe thru the HOAs
Media
media
Media
Media
Media
media
Media
Media
Media
media outlets
Media outlets: newspaper, parent magazine, social media
Media Releases
Media- TV
Mefia
Messages
Mobile

More detailed information on website, especially camps and athletic try-outs on school specific websites. When we moved here this summer trying to locate this information was very difficult. I ended up asking questions on Next door and I heart Spring Hill, and we missed all the tryouts for athletic teams.

More information on your website

More interaction with local papers and media

Morning news on TV

My first question would be why? What is the goal? I would imagine that different desired outcomes would require different methods. Just a thought. •

N/a

N/A

N/A

N/A

n/a

N/A

N/a

n/a

N/A

n/a

n/a

N/A

N/a

N/A?

NA

NA

Na

na

Na

NA

Nc

need to work with county government and tap into their outreach to solicit community members to opt in to WCS communication of their choice. Also invite them in more to meetings, and programming from sports to arts to music to clubs. Their heightened engagement will turn into prideful ownership.



Neighborhood circular (like Berry Farms magazine)
Neighborhood communications
Neighborhood emails
Neighborhood Facebook Page - Spring Hill Fresh
Neighborhood group apps; radio
Never thought about it. Why does an adult without kids need this info?
New to neighborhood mailings
News
news
news
News
News
News
News
news
news
News
News
news
news
news
news
News
News and social media
News and social media
News articles - paper and online
News articles/TV segments on local media.
news channel
News channel
News Channel

News channels
News channels
News channels
news channels
News Channels
News media
News Media
News media
News media
news media and social media.
News media, Area (city) social media pages, and newspapers
News media, newspaper
News media: local TV, newspaper, online local news
News network
News or podcast
News outlet
News outlet,
News outlets
News outlets
News outlets
News outlets
News outlets and social media (facebook and instagram)
News outlets- Homepage, Williamson Source, etc.
News outlets, mailings
News outlets, papers online websites
News Outlets, Social Media
News Outlets, YouTube & Facebook
news outlets/media
News Outlets/Newspaper
News paper

News paper/news station
News release/social media
news reports
news reports
news sources
News station
News station
news stations, emails
News stations, My Williamson magazine and the local newspaper
News stories and Twitter.
News updates in free community publications
news, app, FB or another social media platform
News, Nextdoor
news, social media
News, social media
News, social media
News, social media
News, social media
News/ Social Media/ Mailouts
news/tv
News? Newspaper?
Newsletter
Newsletter
Newsletter
Newsletter
Newsletter
Newsletter
Newsletter
Newsletter
Newsletter
Newsletter in the mail
Newsletter mailed

Newsletter on website.
Newsletter or social media
Newsletter that they request or a sign up for text messaging
newsletter, facebook, local newspaper
newsletters
Newsletters
Newspaper
Newspaper
Newspaper
Newspaper
Newspaper
Newspaper
Newspaper
Newspaper
Newspaper & Social Media
Newspaper (physical/online), social media
Newspaper and Homepage electronic newsletter, like Brentword
newspaper online
newspaper- online resources
Newspaper or local news
Newspaper social media
Newspaper, local news
Newspaper, television news and social media
Newspaper, Twitter, Facebook, mailed quarterly newsletter
Newspaper, Facebook, mailings from voter lists maybe, PTO
newspapers, e-newspapers (Brentwood Home Page, Williamson Herald, etc.)
Newspapers, social media, signs at businesses
Newspapers? radio?
Next Door
Next Door
Next Door App

Next door app
Next door app
Next Door App, Williamson County New daily email
Nextdoor
NextDoor
Nextdoor
NextDoor
Nextdoor (Community app) maybe there is a broader net than neighborhoods and just does county wide. So if the neighborhood falls within Willco then they could see news on their Nextdoor app.
NextDoor app
Nextdoor App
Nextdoor App
Nextdoor app
Nextdoor app; Facebook pages for specific cities
NextDoor app?
Nextdoor or facebook
Nextdoor would be good for awareness of events and things open to the community- such as letting them know Page High is competing in the state championship football game.
Nextdoor, local news sources
Nextdoor, Patch, Media, Print
Nextdoor, social medial, HOA email lists
Nextdoor. Maybe the County could have its own version of infocus for county stuff (like changes to zoning or taxes or smog rules, or info on elections and election results) and infocus could be appended to this broader purpose electronic communication?
Nextdoor.com
Nextdoor; Brentwood Homepage online newspaper
Nightly news
No
No
No
no
No



not sure
Not sure
Not sure
Not sure
Not sure
Not sure
Not sure I understand why you would need to communicate with those who have no kids in our district. If they need information, they most likely would contact WCS air look at the website.
Not sure this is necessary.
Not sure this is needed. Is there any benefit in WCS reaching out to residents that don't have kids?
not sure why it matters. but I guess i would say FB and Twitter.
Not sure why they need that information
not sure why they would need to be reached by school when their children are not in school
Not sure why WCS would need to reach out?
not sure why you need to reach residents without children in the schools - so, no idea
Not sure why you would need to but I would put information on the website
Not sure why you would need to so not sure.
Not sure.
Not sure.
Nothing if they went the private school route they did so for a reason.
NPR, local news media (i.e., local city social media outlets, newspapers, IMPACT info magazine)
occasional emails to former students and parents
On our city pages like Nolensville 411
on your website
Once my child graduates next year I don't care about receiving WCS information anymore.
One page in the Nolensville shiny sheet (maybe limited to Nolensville schools)
Online
Online
Online News such as Brentwood HomePage
Online publications like Williamson Source and community FB pages
Online, mail

Only those with children in school should be made aware of school activities.
Open the schools up to community events [i.e. allow local theater troupes to rent out high school theaters, or boy scout troops to use WCS facilities for their meetings, etc.] - this creates a symbiotic relationship between the community and their cluster schools, which creates increased interest.
Opt-in communication
Opt-in email
Opt-in email distribution, community social media
Optional info robocall
Other county FB groups
Other Social Media Outlets: Such as Next Door or the City's HomePage or newsletter.
Other than basic information available on social media, I am not sure WC residents without children in our schools need to receive detailed information regarding our schools. I realize that everyone has an opinion, but residents without students in our schools shouldn't have a say in anything happening inside our buildings. Their only concern should be traffic patterns, country and school growth affecting their daily lives, etc.
Our grandparents read/watch the news.
our website, approved social media such as facebook or twitter
Owl post
Paid/sponsored media, direct mail or local news PR releases
Paper and local magazines and social media
Paper mail
Paper, email, social
Parents / Social media
Partner with local media
Partner with other county agencies to make a unified county newsletter with opt-ins for the areas of interest
partner with the county's main FB page
Partner with the DMV and tax office. Most all residents who reside in the county have to visit one of those two offices annually. How about a take home flyer with WCS' social media info? Or WCS signage in the lobby for people to read? Or a hyperlink on their WilCo website that directs them to WCS?
Partnering with local media
Partnerships with MDO, preschools and day cares that feed into the schools - inviting them to pass info to parents
perhaps through a local news outlet that might have a section dedicated to WCS updates



Perhaps through the Facebook, Instagram, or website of the various towns - Spring Hill, Thompson's Station, Franklin, etc
Phone
Phone
Phone
Phone / e-mail
Phone and email
Phone call
Phone or snail mail
Phone text or email
Phone, email and text
Phone, mail
phone, text, email
Phone,or email
Phone/email
phone/text
phone/text message system
Physical mail
physical mailing
Podcasts, live interviews, social media
Possibly on NextDoor Email
Post a link to news updates or have section on the district website of news blasts...just an ongoing post. List it so the latest post is at the top... list it by date then when the month changes, all the posts for that month could move to a monthly folder or archive section (or be removed). Just trying to think of an organization for it as it could be overwhelming to find new posts.
Post info on the district website
post info on WCS website
Post on FB but in the local town sites such as Nolensville 411
Post on school specific websites that you can subscribe. I really don't need to know what's going on at a lot of other schools that do not affect Summit H.S.
Post on social media site

Post on the board in the major supermarkets
Post on the city groups on Facebook
Post to Nextdoor and Facebook neighborhood pages
Posting information on local newspaper
Posting on/in the Rec Center and Library
Posting relevant information on social media - but it should be limited to positive social events or snow days.
Posts info on social media for them to seek the info as they need it
Preschool handouts
Press releases to local outlets
Press releases with local papers like Williamson HomePage
press releases, Williamson Herald, Williamson Homepage
Press releases? Not sure you even need to reach residents with no children in WCS.
Print media
Print newsletter mailings
Print newspaper. It's up to them to seek out info so I suppose web site.
Print posted in public spaces and meetings publicized in more advanced notice on social media .
Print/ Broadcast Media
Print/broadcast media and social media
Print/broadcast media or social media
Printed information from schools directly
Printed materials
Probably advertise the InFocus for people to subscribe to.
Probably facebook, I guess
Prominently posted on the webpage.
promote subscribing to InFocus as the primary, authoritative comms vehicle of the district
Promote the website and have a community information page
PTO boards put on neighborhood social media, City of Franklin, Brentwood, etc city social media pages
PTO Instagram
Public broadcasting

Public radio or direct mail.
Public social media posts
Publish in Main Street Paper
Put info on the wcs website
Put information on the Williamson County (government) website
Put it on the website.
Quarterly newsletter
Quarterly or annual letter mailed. Or can email if have email addresses
Radio
radio and tv news
radio commercials / Twitter /
radio commercials? ads at grocery stores? Announcements during games?
Radio or local papers
radio, tv, newspaper
Radip
Reach out through the paper
Reaches them for what purpose? Social media can be used for informational or marketing purposes.
reaching out to HOA's to include information in newsletters that can be shareable; I also think the communication needs to be able to be easily translatable
Regular mail
regular mail
residents can check the WCS website for any information they need
residents can choose to follow WCS on social media
Robocall & Local News
School website
School Website and Twitter
School website or socials
School websites that contain all current events and information by school in an easy to find site
School/district website, Youtube channel
Seems irrelevant.

Seems you are doing all the right things. Only suggestion is to keep widening outreach of InFocus and YouTube channels.
Select at least one teacher or coach per school cluster to be a community liaison. This person would receive a stipend to actively engage with community stakeholders and clubs (i.e. HOA's, community organizations, service organizations, etc.) by inviting them to local school events (arts/academic/sports).
Shareable FB posts
Sign up for email and infocus
Signage at local grocery stores and shops: nail/hair salons, pet stores, sporting goods, etc. Children's consignment sales, county office buildings, malls, outlets, recreation facilities
Similar to the Brentwood alert system allow Williamson County residents to subscribe to alerts.
Snail Mail
Snail Mail
Snail mail is the only way to be sure to reach all.
Snail mail or social media
Social
Social
social
Social
Social and Print Media
Social media
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Social Media
Social media
Social Media
Social media
Social media
social media - Facebook
social media - maybe through a city page
social media - most people use it
Social media & media outlet
social media (already doing) and mainstream media
Social media (Facebook, NextDoor, etc)
Social Media (Instagram, tiktok, twitter)
Social Media (Not WCS) and news outlets
Social media (partner with city and county govts to be included on their communication, especially libraries.
Social media ads
social media advertising
Social Media and In Focus
Social media and in local newspapers
Social Media and local magazine
Social media and local news outlets
Social Media and local news sites
Social Media and Local Print
Social media and local print/broadcast media
Social media and local print/broadcast media
social media and local print/broadcast media
Social media and mailings
social media and news outlets
Social media and news outlets
Social Media and news paper
social media and newsletter

Social media and regular media
Social media and television
Social media and television broadcats
Social media and the WCS website and if you're trying to provide updates to older willCo residents then a scroll on the news or weather channel to alert to updates further explained on the website - then they can plug in to be 'in the know' when they want
Social media and then WCS parents need to share on neighborhood sites.
Social media and wcs website
Social Media and Website
social media and website
Social media and website
Social media and website are likely where there is the most traffic.
social media and Williamson County Homepage
Social Media and Williamson Source
Social media and/or distribution list via e-mail
Social Media and/or Newsletter subscription
Social media apps
Social Media Apps
social media but for parents and students we needs texts and emails and phone messages to remain. social media is too iffy as its algorithms don't ensure you see a new post
social media channels
Social media community partners and perhaps the library system?
Social media county news sources with a direct link to the WCS website to outline further information
Social media for little things, local media for bigger things
Social Media for non WCS families !
Social Media for younger people & Local print/broadcast media for older folks
Social media forums
Social media- Franklin homepage
social media i guess
Social media if preferred.
Social media is probably a good idea. Before this survey, I did not realize that WCS has a presence on Facebook or Twitter. I will check those out in the future.

Social Media is the best option.
Social media is the best. Those interested will seek out information.
Social Media like Facebook.
Social Media of some sort
Social media or direct mail
Social media or email subscribers
Social media or letter
Social media or local news
social media or local news outlets
Social Media or local papers.
Social media or local print/broadcast media
Social media or local publications such as Williamson news
social media or news
Social media or news
social media or news outlet
Social Media or Newsletter
Social Media or Newsletter (Mailed)
Social media or newspaper
Social Media or other media
Social Media or Snail mail
Social media outlets
Social Media outlets
Social media outlets
Social media outlets should be enough for that group.
Social media outlets. This allows WCS families to share the information to those who do not have children in our schools.
Social Media Platforms
Social Media Platforms
Social media platforms
Social Media Platforms
social media platforms

Social media platforms
Social media platforms
Social media platforms
social media probably best
social media seems best!
social media seems to be the best platform if you can target their location
Social Media seems to be the most common way to reach the masses! I think WCS does a great job in getting information out to the county. We appreciate all that you do!
social media seems to be the most likely way to reach residents who don't have children in the school system
Social media seems to work best
Social media sources
Social Media- Twitter, Instagram, FB, WCS website- places that pop up on an engine or keyword search
Social media unfortunately
Social Media via Nextdoor App
social media via other civic organization
Social media websites
Social media would be best
Social media, allowing people outside of students/parents to sign up for text specific messages to the whole community
Social media, business outreach
Social media, but why?
Social media, email list
Social Media, HOA Flyers
Social media, local broadcast media, Chamber of Commerce groups
Social media, local media
Social media, local media/paid media, print
Social media, local news
Social media, local news
Social media, local news outlets
Social Media, Local News Outlets



Social media, local news, Williamson AM
Social media, local newspapers
Social media, local print and broadcast media
Social media, local print media (magazines) & news channels
Social media, Local print/broadcast media
social media, local print/broadcast media
Social media, local print/broadcast media (Even though you can't trust the media to speak truth.)
Social Media, Local print/broadcast media, Local online media Create a texting and push info system for non-school residents who sign up. Roll older parent, employee accounts to that system automatically
Social media, mail
Social Media, mailings
Social media, mailings
Social media, maybe flyers with QR codes or just basic info about the website or InFocus could be put in libraries and restaurant flyer boards
Social media, media
social media, news outlets
Social media, news outlets
Social media, newspaper, cities/town websites
social media, newspapers, and tv
Social Media, or parents that would be willing to share information in their businesses or business social media accounts
Social media, paid email, traditional and non-traditional marketing efforts
Social Media, particularly Facebook
social media, print, broadcast media
Social Media, Public media like local tv
Social media, text, neighborhood community pages
Social media, TV news
Social media, twitter
social media, website
Social Media, Williamson Source, and local newspapers
Social media.

Social Media/ Local Print/ media
Social media/ tv
Social Media/Local Media
Social media/local news
Social Media/Neighborhood HOA/Word of mouth
Social Media/Texts
Social Media; no need to make a special effort to reach someone who may or may not be interested.
Social medial and website
Social networks
Social Sites
Socials, optional email newsletter
Some type of partnership with other Williamson County social media sources
Sorry, no suggestion
Special Media and WCS website
State the best schools in TN
Stick to posting on the WCS website
subdivision facebook accounts; news channel coverage with interviews
Take a page in the Williamson Herald to share a weekly update to share and celebrate WCS.
talk
Teachers and staff should be on the call lists, just like parents. I'm not sure how to reach others besides social media.
Technically that question is not applicable. If residents don't have children in the schools, then there's no need to communicate with them...it's a perfect "non sequitor".
Television News
Television or Newspapers
Television??
Tennessean Newspaper
Tennessean
Tennessean or suburb Facebook pages.
Tertiary via informative means (primary: teachers/staff, secondary: student families)
Text

Text
Text
Text
Text
Text
Text
text
text
text
Text
Text
text
text
Text /FB /IG
Text and by phone
Text and email
Text and Email
Text and social media
Text message
Text Message
text message notifications similar to the traffic alerts sent out
Text messages
Text messages
Text messages.
Text or email
Text or voicemail
Text/email
Text/email is the best
Text/email those who give their info(phone#/email) freely so they want stay in the know.
Text/Phone Calls

Texts
That would be their preference
That's a hard question to answer. I think it depends on the information you want to share and why residents would be interested in this information.
The App
The district/school websites will probably be the best places for the local public to look into up to date information
The Facebook and Twitter account seems to be a great resource for residents that do not have children in the schools.
The local news
The mobile app is very effective.
The news
The news
the news
The news
The news and Social Media
The news outlets or social media
The news outlets, online sources
The news papers/word of mouth/ internet/ school events.
The news!
The news, social media
The Nextdoor App
The same as it is today
The Tennessean
The tool should solve the problem. For what purpose does WCS need to reach Willco residents with no children in "our" schools? The purpose should reveal an appropriate message delivery method.
The WCS website and social media, as well as tv.
The Williamson County email that goes out multiple times a week.
The Williamson County Impact paper, local Next Door emails
Their website
There is a newspaper that I receive in the mail for free...can't think of the name but that would be a suggestion.
There is no need if they do not have kids in school.

There's a monthly publication sent to residents of Brentwood and Franklin that would reach all residents
They can access in focus or other public social media platforms.
They can access WCS information from the district website
They can go to the physical building
they can go to WCS website
They can go to your website to find out information.
They don't need to
They look on Facebook
think it is called nixle- same way they advise of road closures
This is a GREAT question. I get information from local newspapers (Williamson Herald, Community Impact, Tennessean), Local news stations, and my Google Alerts, which are set to key topics.
This is too broad a question. What info are you trying to relay to them? That would indicate the mode to get that info out. For example if you want residents to slow down in school zones, you could post on the County Sheriff's page or Police department pages on general internet, Facebook, Twitter and NextDoor, If you want to relay a funding issue then posting in local newspapers both in print and online would be recommended. If you are wanting to share curriculum news then parenting groups would be beneficial. There is no one size fits all anymore.
Those residents should subscribe to the newsletter. There is plenty of info available for those willing to look into what they are interested in.
through a singularly unified distribution system
Through churches and rec centers
through community newsletters and websites, local library and local government websites
Through emails if possible or on social media.
Through local online news options
Through mobile app, and social media
Through news media
Through popular social media outlets and up-to-date websites for the county.
Through posting on town websites/Facebook pages. To be honest we just moved here and are new to the district this year. I didn't know about the Infocus sign up until another parent told me about it on an FB page. maybe have the principals have district communication spots be a standard on their weekly emails to parents.
Through televised news, social media
Through text/call/email

Through the city website. Maybe offer an option/tab to click on or subscribe to like we do for the library, police, etc
Through the Community IMPACT brochure.
Through the individual school websites- I check the TSES webpage when I needed to register my kindergartener; granted, the information was never updated, but I would've used it if it were!
Through the mail
through the Social Media sites listed, maybe a post card or pamphlet to those in the county who are not children in our schools..like from the health department
Through the town newsletter and other media that does not have added cost to taxpayers.
Through the website or the app.
Through Twitter or Facebook I would guess.
through utilities
Through Williamson Source, Community Newspaper, and HOAs.
Throw email
Thru the city emergency text system but only in emergency situations. Otherwise, social media
To use local broadcast media
Traditional Media
traditional media outreach, social media
traditional news outlets.
Try social media
Tv
Tv
TV & Social Media
TV and news
TV news
TV news stations
TV newsfeed
Tv or news
tv stories
TV, Radio, retail in-store notifications, business partners, presentations at clubs such as Kiwanis, Chamber of Commerce, Rotary, student public performances in retail shopping areas, real-estate meetings, church gatherings and their newsletters, county fair, public transportation,

TV? Radio? Newspaper?
Twitter
Twitter
Twitter
twitter
twitter
Twitter
Twitter
Twitter
Twitter
twitter
Twitter
Twitter
Twitter
Twitter and Facebook
Twitter and Facebook
Twitter and Facebook Account that is called Williamson County Residents (brought to you by WCS)
Twitter and FB, Instagram, etc.
Twitter Facebook News
Twitter or Facebook
twitter or facebook
Twitter or local online newspaper
Twitter- via City of Brentwood account for example , they could "retweet", more sharing of WCS content from municipal social media accounts where relevant
twitter, facebook
Twitter, Facebook, City of Franklin webpages
Twitter, facebook, local news outlets
Twitter, Instagram, Facebook
Twitter, news on television
twitter, news outlets

Twitter, Nextdoor.com
twitter.
Twitter?
unknown
Unsure
unsure
Unsure
Unsure
Unsure.....but not mail due to cost
Update school websites
US Mail
Use a Marketing firm; use social media; use news channels
Use Facebook, local newspapers, and local magazines
Use NextDoor app or work with neighborhood HOAs
Use parents to reach out to community members in their school zones. Host community events for all families.
Use social Media Sources like Spring Hill Fresh!
Using local news organizations and their social media accounts
USPS
USPS mail
Via internet
Via Social Media as well as the district website.
Via Text Message... even if it is web links. Everyone still checks text messages.
via williamsonsource.com or sites like Brentwood Home Page
Via your website and Facebook page
WCS could open school libraries in summer on a limited basis.
WCS district website
WCS district website
WCS District Website
WCS district/school websites



WCS district/school websites
WCS district/school websites
WCS Facebook page
WCS Facebook page
WCS facebook page
WCS Facebook Page or Williamson County newspaper (Williamsonsource.com)
WCS Instagram
<p>WCS is the gem of Williamson County, trying to think of things that won't get dinged for "costing taxpayers":</p> <ul style="list-style-type: none"> <li>- maybe increase visibility - 43,000 students! A big campaign of We Heart our Public Schools with the WCS logo and the neighborhood school logo on yard signs, shirts, hoodies for families with students. It seems like FHS has been really good with yard signs for kids activities/teams in the last year or two, whether that is a fundraiser or not, it increases visibility in our neighborhood. Pawprints/icons painted on the road leading up to the school driveway (like FvHS), talking to retailers who can put on the bottom of their receipts "We support Williamson County Schools" whether their support is financial or not.</li> <li>- We lived in Plano/Frisco a while back. The Frisco Education Foundation was pretty active in the community, had a board, awarded grants, etc. Maybe something like that.....in place of efforts toward United Way????</li> <li>- Thinking about my neighbors who do not have school age children and their perceptions of WCS (school zones, bus traffic, and paying taxes) and where they get their information...I would be happy to brainstorm with some people who have waaaaay better ideas than me.</li> </ul>
WCS Mobile App
WCS Mobile App
WCS social media sites- Facebook, twitter, instagram
WCS Twitter
WCS web site
WCS website
wcs website
WCS Website
WCS Website
WCS website
WCS website
WCS Website
WCS website

WCS Website
WCS website
WCS Website
WCS website
WCS website
WCS website
WCS Website
WCS Website & newspapers
WCS Website and social media
WCS website and twitter
WCS website or local print/broadcast media
WCS website or zoned school
WCS website, facebook/Insta/Twitter
WCS Website, local media & social media.
Wcs website, local news, tv channels
WCS website, press releases
WCS website.
WCS YouTube channel
WCS.edu
wcs.edu web site
<p>WCSD uses all social media platforms, streams it's meetings, and releases statements to local media. It is covered by online newspapers and local papers. I think you all do a great job disseminating information. As a parent consumer and employee, it can actually be a lot of information to keep up with. I like getting emails and texts about the most important things or things related to my children specifically. I wish I could actually pair down some of the information I get. For instance, I have a son in middle school. I don't need to know about the girls soccer tryouts because he does not identify as a girl and this district has not made their stance clear on if students are allowed to play on teams that match their gender identity vs assigned sex at birth. I'd rather not get messages about all of the games that are happening at his school. Perhaps have calendar of events posted each month on the school site or on an attachment from the principal. On the app would be even better. This may already been done but I simply don't know because this is not of interest to my family at this time. The only "out of the box" idea I can offer is to share media statements with HOA's and neighborhood webpages to be sent out that way.</p>
Web site or social media- twitter, FB, instagram
Webpage

webpage, share statistics/performance with area realtors
Website
Website
website
Website
Website
Website
Website
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website
Website
Website
Website
Website
Website
Website
website
Website
Website
Website
Website
website / social media
Website and possibly social media, but such information should be somewhat limited if they do not have children in our schools.
Website and social media
Website and Social Media

website and twitter
Website and Twitter
Website or social media
Website or subscribed email
Website, Social media
Website, social media - Nextdoor, news...depends on the content. Not everything is meant for everyone
Website, social media, etc
Website, social media, media releases
Website, Twitter, Facebook
Website/Instagram/facebook
website?
Website?
websites
What the reason for reaching out to parents who childrens are not in the district.
What would be the purpose to contact them?
What would be your objective in doing so?
what you are doing is good from my end.
Why
Why do they care? They will search out info if interested.
Why do they need info about wcs if they don't have children enrolled in WCS?
Why do they need to be contacted?
Why do they need to be reached?
Why do they need to?
WHy do we need to reach them?
Why do we need to teach them?
Why do we need to? The general local news coverage is all we should worry about for them IMHO.
Why do you need to communicate with residents who don't have children in the school system?
Why do you need to reach that people group?
Why do you need to reach them if they don't have children in our schools?
Why do you need to reach them?

Why do you need to?
Why do you need to?
Why do you think that you need to reach residents who do not have students in our schools?
Why do you want to reach them?
Why does it matter? They don't have children in the school.
Why does the school system need to reach Williamson County residents who don't have children in their school? The online registration was a bit cumbersome.
Why does WCS need to reach residents if they do not have students in the district. Those people should seek out the district for their information. Incoming students and the community at large can reference the district website or call their local school for information on enrollment or how to support.
Why does WCS need to reach Williamson County residents who do not have children in WC Schools?? If WC residents later enroll children in a WC School, they can visit the district webpage, call the school their child is zoned for, or look up WCS on social media platforms.
Why is there a need? To be able to try to recruit students that have left WCS for private or home school coops? I would say truthfully place great advertising about the WCS on TV and Facebook? I'm not sure that WCS is the best school opportunity anymore. My daughter is doing well but I don't really know how challenged she is or really how much she is learning in her courses? Sometimes I wish that I had prioritized or afforded other opportunities for my student. There are some really great private schools that maintain a great discipline and academic system and crank out some stellar graduates.
information specifically targeted to residents with non-school age children. Concert and drama production dates, sports schedules, news. You could have a community spotlight that focuses on those in the community who support the schools but do not have school age kids. Lots of possibilities. You could have links to other sources of information, and a way to contact school or district leadership.
Why reach out to them?
Why would it be necessary for county residents to be reached by WCS? It would not be necessary.
Why would there be a need to?
Why would they need to be reached at all if they don't have children in school on Williamson county?
Why would they need to reach out to people who don't have children in school?
Why would they need to reach them?
why would they need to?
Why would they need to?
Why would they need to?
Why would they need to?
Why would they want to? But possibly Nixel or some Social platform.
Why would WCS contact residents without students?

Why would WCS need to?
Why would we need to contact residents that do not have children in our school systems??
Why would we need to? If they do not have kids in school
Why would you do this at all?
Why would you need to
Why would you need to contact residents who don't have children in the schools? More context is needed to answer this question.
Why would you need to reach residents who do not have children at the schools?
Why would you need to reach residents who do not have children in the school system?
Why would you need to unless they work here.
Why would you need to?
why would you need to?
Why would you need to?
Why would you need to?
Why would you need to?
Why would you need to? Local paper
Why would you reach residents who do not have children in WCS schools?
Why would you want to reach them if they do not have children in the schools?
Why?
Why?
Why?
Why?
Why? Doubt they are interested
WilCo social media (FB, twitter, etc.) and website
WillCo papers and emails
WillCo Source/Herald, other news outlets
Williamson county newsletter
Williamson county home page and maybe an email feed in which someone is required to register
Williamson county news
Williamson county news online

Williamson County News publications - digital or hard copy. In Focus links shared with Real Estate companies.

Williamson County Nixle alerts if related to traffic

williamson county page on FB

Williamson County Parent magazine.

Williamson County publications

Williamson County School Web Page

Williamson county source

Williamson county source--online news paper

Williamson herald

Williamson Herald

Williamson Herald

Williamson herald and Facebook or twitter

Williamson Herald and Local Press

Williamson Herald and Williamson homepage and Nextdoor social media

Williamson Herald, mail

Williamson Herold/Williamson Homepage

Williamson Home Page daily email

Williamson homepage

Williamson online news site

Williamson Source

Williamson Source e-newsletter, Tennessean.com e-newsletter

Williamson Source News email

Williamson Source newsletter

Williamson Source newspaper

Williamson source or impact newsletter

Williamson source or Tennessean

Williamson Source, Brentwood Home Page, Franklin Home Page

Williamson Source, Facebook

Williamson Source.com

williamsonsource.com
With such a proliferation of types - meet them where they are. Ask what apps they like the best and have a system that automatically publishes your info to all those various apps.
Word of mouth
Word of mouth or Internet ads
Word of mouth seems to be the best way to help get the word out for kindergarten students, and/or students who have moved into the area.
Work with other WC/Franklin/City services follow, like, retweet WCS announcements so you can reach their audience too.
WORST COMMUNICATION EVER!!!!!!!!!!!!!! Seeking help from Sarah Lamb
WS website and facebook page
X
xx
Yes
You could possibly reach out through local online new sources, newspaper, news stations, etc.
You don't
You don't
You don't
You don't!
You don't.
You don't.
You have all bases covered
You shouldn't
You shouldn't have to. The individual should be responsible for seeking info as necessary.
You Tube Channel, TV Ad, Mailers, email
You'd have to ask them: I would assume TV/Radio
your website
Your website is the best option
-
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?
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