THE “WHY” OF OUR VISION:

Providing more school news, information and intelligent issues analysis is critically important to the future of public education. This is the purpose of School News Network.

an initiative of Kent ISD
THE “WHAT” OF OUR VISION:

This news site offers a window into our schools – a behind-the-scenes look at the myriad ways the investment in public education is helping the community’s children grow, learn and achieve.
A Nation-leading Initiative for Public Education

SNN is unique:

- Advocacy journalism exploring the issues of education
- Professional reporters and editors
- Collaboration with area Superintendents
- Reflective, not reactive
- View from inside the classroom
- Featuring the voices and stories of students, educators
- Funded by Kent ISD, local districts and sponsors
Making SNN Happen

- We cover 20 school districts, Kent ISD and now – GRCC

- 9 Journalists, 1 Photographer  
  1 Videographer
  - All part time but 1
  - Seek own stories
  - Get district story ideas too
  - Work with district “point person”
  - Only professional editors review/publish
SNN Google Analytics
(Helped by new mobile-friendly site launched Feb. 2018)

So far this school year:
- Readers 143,000
- Pageviews 278,000 +
- More than 3,000 articles on SNN
- About 15,000 total pages on site
- Readers spend 1-10 minutes on average; next largest group 10-30 minutes
Reader Profile

- 64% Read on mobile, 36% desktop
- 69% Female, 31% Male
- Readers are primarily age 25-55
- Readers reach SNN equally from:
  - Emailed **Weekly Headlines** (30,000 subscribers)
  - Social media posts, boosted posts
  - Directly through our front page and searches
Rising Importance of Social Media
Are You Following/Sharing #RealSchoolNews?

- SNN uses #RealSchoolNews on Facebook, Twitter, Instagram, YouTube
- More than 1/3 of readers now coming from Social
In *Education Everywhere*, West Michigan’s cultural organizations reach out to educators by showcasing cultural opportunities, events, activities, and lessons for students. Content display requires sponsorship, but the calendar is free.
86% of parents and 84% of school staff give an A or B grade to their own district.

Unlike in other parts of the country, more than three-fourths of parents (76%) and school staff (77%) give an A or B grade to West Michigan public school education.
A Positive Influence on Public Schools

- “I love how it celebrates the positive. It also inspires me to be a better teacher, gives me a deeper perspective about my students, and reminds me to think outside the box.”
- “It brings programs and people, and what schools are accomplishing, much more to the forefront than any other source of information.”
- 71 percent of parents and 73 percent of school staff say School News Network has favorably influenced their view of their district.
- 74 percent of parents, and 79 percent of school staff say School News Network has favorably influenced their view of public education in West Michigan.
Sponsors Play a Key Role

Current Cultural/Community Sponsors:
- Grand Rapids Public Library
- Gerald R. Ford Presidential Museum & Foundation
- John Ball Zoo
- ArtPrize
- E.S.C.A.P.E. Inc.
- Grand Rapids Children’s Museum
- Grand Rapids Public Museum
- Frederik Meijer Gardens

New:
- Eidex
- SET-SEG

Media Partners: Maranda, WGVU, GR Kids
“School News Network highlights both positive and timely stories relative to public K-12 schools in our area. The SNN writers delve deep into topics that are not typically covered in mainstream media ... We have found SNN to be an excellent communication tool to keep staff, parents and community members informed about what is happening in our schools.”

Dr. Michael Shibler, Superintendent
Rockford Public Schools
“SNN intentionally seeks out stories that show the power of our local schools and the impact they have on students and communities. SNN also provides an outlet for a district to tell their story for difficult topics as well. SNN provides an outlet for a proactive communications approach that keeps the community informed on the issue in a professional and balanced manner.”

Kevin Polston, Superintendent
Godfrey-Lee Public Schools
Please subscribe to our Weekly Headlines and become one of our readers!

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