School district earns top-ten honors in Digital School Districts Survey

Carrollton, KY — April 9, 2015 — The Carroll County School District has once again earned top-ten honors in the small-district category of the Center for Digital Education and National School Boards Association’s Digital School Districts Survey. The survey is open to all school districts in the United States.

According to a press release from the Center for Digital Education, “The survey recognizes exemplary school boards’ and districts’ use of technology to govern their district, communicate with students, parents and community and improve the learning environment and district operations.”

This makes the fourth year that the district has placed in the top ten.

“We use the Digital School Districts Survey to continually challenge ourselves to improve in the areas of technology and communication,” said Cindy Johann, District Technology Coordinator for the district. “Keeping up with changing communication and technology trends is an ongoing process, and the survey gives us a way to gauge our progress.”

Much of the survey focuses on the ways in which a school district delivers information to its community. Traditional print media, such as newspapers, are a key piece of communication efforts; however, reading trends have changed and continue to change. In order to ensure that all stakeholders stay informed, a school district must use multiple communication channels.

“The Digital Schools Survey puts a premium on transparency in communication,” Johann said. “On that note, one area in which we excel is our school district website. By giving the community an easy way to access school records, such as school board minutes, we are increasing the flow of information from us to the community.”

The Carroll County School District’s website can be accessed online at Carroll.KySchools.Us.

Social media is another area that the survey emphasizes. The Carroll County School District maintains active social media accounts on Twitter (@CarrollSchoolsK) and Facebook (facebook.com/CarrollSchoolsK).

“Our social media activity puts us ahead of many other districts,” Johann said. “However, I think that our new communications app really put us another step ahead this year.”

The district’s free communications app is available for download for both Apple and Android devices at CCSchoolsApp.com. One of the main goals of the app is to give students, parents and community members a direct line of communication to everyone in the school district. School board members and Superintendent Bill Hogan have communication links on the app’s main page; additionally, employees in the district can be reached through a “Contacts” tool that organizes employees by building and allows users to search by name and/or job description.

All of the communication and technology efforts of the school district rest on an underlying infrastructure that is run by Johann and her staff.

According to the press release, the National School Boards Association is an advocate for public education and a supporter of equity and excellence in public schools. The Center for Digital Education is a research and advisory institute that focuses on education and technology trends and policy.
The Carroll County School District is a public school system that operates within the geographic boundaries of Carroll County, Ky. The district serves around 1,900 students K-12.

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