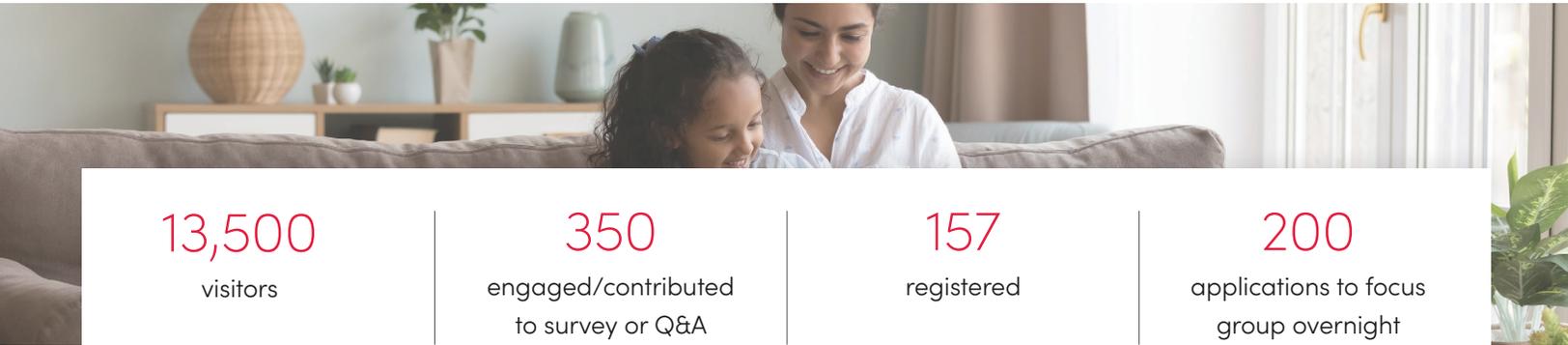


Cabarrus County Schools

How Cabarrus County Schools Expanded Their Digital Engagement Beyond Social Media



OVERVIEW

When Cabarrus County Schools needed to broaden engagement for a long-term realignment plan, they looked to EngagementHQ to create an online hub for information and conversation that avoided the pitfalls of social media.

SITUATION | THE RIGHT CHANNELS FOR THE RIGHT CONVERSATIONS

While many families realize that student success comes through engagement with their schools, the channels for engagement can sometimes present challenges when connecting with families on all the issues that schools and districts face. The benefits of broad social media engagement served to assist Cabarrus school parents in answering basic questions and highlight student life, but it didn't provide an effective way to engage the larger community on district-related issues that went beyond students.

SOLUTION | A DIGITAL HUB FOCUSED ON ENGAGEMENT

Using EngagementHQ, Cabarrus County Schools built [Engagewithccs.com](https://www.engagewithccs.com), an informational hub telling the long-range realignment story with a focused context, with a timeline that is updated as new information becomes available and an easy way to both allow conversation to take place and provide data to Cabarrus staff about who is engaging with the page.

RESULTS | ENGAGING BROADER AUDIENCES

Since posting the new realignment page built in EngagementHQ, Furr said that not only has he seen immediate online engagement, but he's also noticed the page gaining popularity with school board members.

Visitors to the engagement page are increasingly consistent in their participation. With over 13,500 visitors, the page has seen 157 registrations, and 350 members have either engaged with or contributed to a survey or Q&A on the realignment topic.

MUST HAVE SOLUTION

EngagementHQ

“The engagement piece has given us more of a municipal platform where we can reach the community members who aren't necessarily our parents but are more concerned about their tax rates, property values and economic impacts of community schools. That's where it gives us a chance for people to ask questions and for us to answer them in a factual, transparent way.”

Philip Furr, Director of Communications and Public Relations, Cabarrus County Schools, North Carolina