



CASE STUDY

# Streamlining District Communications at Gates Chili

## with Smore for Teams

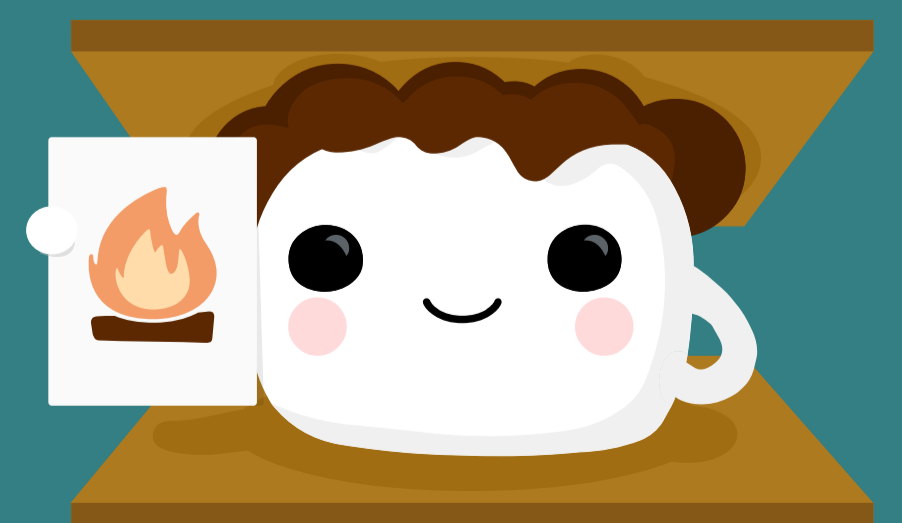


**Gates Chili Central School District**

Size: 4,000

Products Used: Smore for Teams

Location: Rochester, New York





# Introduction

In today's fast-changing world of school communications, finding a tool that's both effective and easy to use can be tricky. For Gates Chili Central School District, that's where Smore for Teams comes in. Gates Chili recognized the need for a regular, established channel of communication and with Smore for Teams, the district has made big strides in communication with the school community and staff, while increasing parent engagement.



## The Challenge

### Communication Gaps

Iva Petrosino, the Communications Director at Gates Chili, realized that the school district had been overly communicative during the COVID-19 pandemic, but when school returned to in-person **there was no longer an established rhythm or process to how the district communicated to the community.** "We had these weekly videos that we were putting out for my superintendent where everybody felt really in the know and after that, the requirement sort of fell off," Ms. Petrosino shared.

To solve this, Gates Chili needed a solution that could re-establish best practices and provide effective communication channels for the whole community.



**Smore is just a really easy tool that makes you look good, really simply. There's not a lot of clutter. It's a really clean platform.**



IVA PETROSINO, APR, COMMUNICATIONS DIRECTOR  
GATES CHILI CENTRAL SCHOOL DISTRICT

## The Solution

### Implementing Smore for Teams

Gates Chili chose Smore for Teams as their school newsletter builder based on its ease of use and robust accessibility features, including translation capabilities. The district recognized that with approximately 12% of their population being English language learners, having multilingual communication options was crucial.

Gates Chili immediately started using Smore for Teams at the district level to provide updates about board meetings and job openings, and at the school level for principals to share important information and events with school families. Ms. Petrosino said the Smore content planner has been especially important, because it helps her organize information by month. “We have the main topic of our newsletter—what is our superintendent's letter or message going to say? And then what are the other stories that we know we want to incorporate in that given month? And that gives us the opportunity to see the year at a glance.”



**From a content management perspective, you can't get any simpler than Smore. It is plug and play.**



IVA PETROSINO, APR, COMMUNICATIONS DIRECTOR  
GATES CHILI CENTRAL SCHOOL DISTRICT

# Key Benefits



## Ease of Use

Smore for Teams provides a smooth experience with its straightforward interface. It's built to be simple, letting users create attractive newsletters without dealing with complex software.



## Content Planning

Easily save drafts to plan out messages, themes, and updates ahead of time, so that newsletters are quick to finalize and send when the time comes.



## Accessibility Features

The platform stands out with options like translation services and adjustable text settings, which enable everyone in the school community to interact with content in the way that works for them.



## Enhanced Engagement Reporting

Gates Chili has seen a boost in newsletter views and parent involvement since they started using Smore for Teams with their communications platform.



# Conclusion

The implementation of Smore for Teams has provided Gates Chili School District with a robust, user-friendly platform to maintain consistent communication with their community. Despite the challenges of the post-pandemic transition, Smore for Teams has enabled the district to establish a regular, accessible channel for sharing important information, events, and achievements. It is more than just a tool; it's a game-changer for school communications.



**It's become a really positive force for good in our district.**



IVA PETROSINO, APR, COMMUNICATIONS DIRECTOR  
GATES CHILI CENTRAL SCHOOL DISTRICT

By offering simplicity, accessibility, and better engagement, Smore for Teams helps schools collaborate and connect with their communities more effectively than ever. Whether you're looking to streamline your communication efforts or boost parental involvement, Smore for Teams is the school newsletter solution you've been looking for.

If your school district is facing similar communication challenges, discover how Smore for Teams can transform your approach to family and staff engagement. With a proven track record of enabling meaningful, accessible communication for over a million users across the U.S., Smore for Teams can help you build a more connected educational community.

See how **Smore for Teams** can enhance your district's communication strategy. [Schedule a demo](#) today!

