Public Abstract

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This research analyzed the interactive media platforms and surveyed communications professionals in six Colorado public school districts to identify the mechanisms used to effectively foster a sense of community and engagement among their constituents. Ultimately, the researcher gained an understanding of the specific process by which individuals connect in a meaningful way through digital communication with educational organizations. Through the application of engagement theory, this study examined how interactive technologies are employed to build support of a public education system and identified multi-faceted communication, empowerment, transparency, actionable information and culture of participation as the key strategic recommendations to educational entities from which to build community engagement strategies that work.