Communications

District Effectiveness Report and Board Orientation

February 25, 2019
Department Vision Statement

To inform and engage community members in the NISD culture through trusted, adaptable communications.

Department Mission Statement

The NISD Communications Department will inform and promote accurate news in a timely manner, while embracing adaptable communications, engaging the community, and showcasing NISD’s premier education opportunities.
Department Responsibilities

Communications

• Internal Communications
• External Communications
  – Social media, video productions, multimedia, print/online publications, website and campus support
• Media Relations
• Crisis Communications
• Trainings
• Special Events – dedications, community, employee recognitions
• Facility Naming
• Community Outreach – Leadership, Ambassador, Superintendent Roundtable programs

Community Relations

• Partners in Education Program
  – PTA/PTSA
  – Mentors
  – Volunteers
  – Adopt-a-School
• NISD Education Foundation
• Advertising
Areas of Focus 2018-2019

1. Reconvene a branding committee to review NISD brand and guidelines.
2. Update guidelines for teacher and campus web pages.
3. Conduct a parent survey.
4. Train DLT on crisis communication plan.
5. Implement advertising on buses.
6. Integrate Northwest Reads at secondary level.
7. Increase partners for Wise County schools.
8. Establish an NEF advisory committee.
9. Conduct needs assessment for future staffing for NEF.
10. Create polices for NEF to ensure compliance.
Branding is the entire experience someone has with you/your business.

brand
(noun)
a brand is a person’s gut feeling about a product, service, or organization.

- Marty Neumeier
Measuring NISD’s Brand

Every student Future Ready

www.nisdtx.org
Highlights

• Parent Survey was available November 26 – December 14
• NEW – Mobile-friendly component
• NEW – Revised, updated survey questions to meet areas of focus for the school district
  – Average response time – 7 minutes
• NEW – NISD saved approximately $8,000 by the communications team and technology team conducting the survey and reports
• More than 2,700 responses.
• Full presentation on March 18 school board meeting.
Crisis Communication

- Feedback from district administrators.
- Collaboration with safety and security team.
- Mandatory training this summer with all district leaders.
Marketing & Advertising
Marketing & Advertising

We’re on your team!
ECCU is teaming up with Eaton High School to help you save more money. And support your school. It’s easy! Here’s how it works.
1. Visit eecu.org/Eagles or stop by a local ECCU financial center.

SCHOOL PRIDE & SO MUCH MORE

Open your Eaton Eagle checking account

Northwest
INDEPENDENT SCHOOL DISTRICT

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www.nisdtx.org
Advertising Dollars

- 26 Advertising Partners for 2018-2019
- Revenue to date - $61,304.00
  - Facilities – 77% - pays for video board system
  - Communications – 15% - covers costs of sign creation, installation, maintenance, promotions
  - Athletics – 4% - revenue from gym signage, digital score table ads, JV field signage
  - Campuses – 4% - e-newsletter banner ads, campus web ads (goes back to campus)
- **Total value of multi-year agreements $400,000.00**
- Texas Health Resources – Platinum Partner
- EECU, Pepsi Co, Marriott – Anchor Partners
- Jolley Ortho, Best Value Rhome, FBC Justin, Lily Moore Realty, Chick-Fil-A, Trophy Club Ortho
- Implemented bus banner ads – FBC Justin, use for district advertising for CTE programs, PreK and more...

*Every student Future Ready*
Partners in Education

Creates mutually beneficial partnerships for businesses and community organizations with schools

• Adopt-a-School total – 22
  • 8 this school year
• 83,104 volunteer hours; 10,754 volunteers
• Angel Tree – 966 served; PTA Partnership
• Served hundreds in Back to School Fair; Shears of Steele provided record haircuts!
# Wise County Partnerships

<table>
<thead>
<tr>
<th>Partners</th>
<th>Campus</th>
<th>Initiative</th>
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<tbody>
<tr>
<td>Bells Book Nest</td>
<td>Prairie View Elementary</td>
<td>Donated $1,000 in books for library/author visits for campus</td>
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<tr>
<td>Horace Mann Insurance</td>
<td>Prairie View Elementary Chisholm Trail Middle School</td>
<td>Teacher appreciation meals</td>
</tr>
<tr>
<td>Little Black Bag House Calls</td>
<td>Seven Hills Elementary Chisholm Trail Middle School</td>
<td>Volunteer and monetary support</td>
</tr>
<tr>
<td>Modern Woodmen Fraternal Financial</td>
<td>Chisholm Trail Middle School</td>
<td>Volunteer and sponsor for meals</td>
</tr>
<tr>
<td>Superior Fiber</td>
<td>Seven Hills Elementary School</td>
<td>Donated $7,500 for Leader in Me program</td>
</tr>
<tr>
<td>Care Direct Texas</td>
<td>Seven Hills Elementary School</td>
<td>Volunteer</td>
</tr>
<tr>
<td>Lustig &amp; Young Orthodontics</td>
<td>Chisholm Trail Middle School</td>
<td>Assisting with campus projects, judges for contests at campus</td>
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- Joined Wise County Chamber; Dr. Warren Board Member
- Wise County Chamber Networking Event – CTMS Sept. 2019
Northwest Reads

Save the Date

Northwest Reads

Friday, April 26
9-10 a.m.

Every student Future Ready
NEF Strategic Goals

1. To create an infrastructure that allows NEF to fulfill its mission and vision.
2. Secure, safeguard and manage the funds to ensure the financial prosperity of NEF.
3. Engage the community by providing effective communications through marketing, public relations and outreach.
4. Encourage future-ready students through high impact opportunities to increase academic excellence.
5. Establish trust with NISD educators to empower them to seek opportunities with NEF.
NEF News

• Advisory Board
  – 15 members
  – Provide insight and advice to the NEF board
• Approval of policies to establish compliance
  – record retention, whistleblower and conflict of interest
  – Updated guidelines for grants, scholarships, etc.
• Planned for future staffing
  – As the district grows, so does NEF.
  – Hiring a secretary for 19-20 school year.
Future Planning

- School Finance Education
- Groundbreakings
- Dedications
- Staff recognition events
- Scholarship presentations
- NEF Gala
- Convocation
Questions