



Communications & Community Relations

Leadership NISD – October 13, 2021

What is Leadership NISD?

A way for community members to receive a behind-the-scenes look at Northwest ISD. This yearlong program was designed to provide you with an overview to help you better understand **how our school district operates** and how you can **be involved**.



What Does This Mean For Me?



Ambassadors – those who graduated from Leadership NISD – serve as a **resource for community involvement and input** to help guide our district. Previous members of Leadership NISD have gone on to serve on the school board, become employed by the district, serve as a PTA official and much more.

Discuss At Your Table...



Where do you want to
receive your news and
information from?



What Our Families Said in 2018-19...

Media	Percentage
Text Messages	64%
Phone Calls	43%
Emails (Newsletters)	36%
Website	32%
Social Media (Facebook)	27%
Mobile Apps	15%
Mailed News	14%





Communications

Meet Our Team



Anthony Tosie
Executive Director of
Communications



Jennifer Becan
Communications
Specialist



Jess Croshaw
Communications
Specialist



Hailee Fojtasek
Community Engagement
& Marketing Specialist



Rhett Schwartzkopf
Communications and
Multimedia Specialist



Melissa Shawn
Communications and
Web Specialist



Cindy Metting
Administrative Assistant



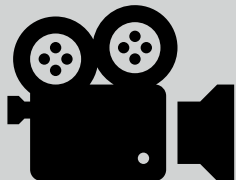
Some Communications Objectives

1. Keep families **informed**
2. Let people know **what's happening in our schools**
3. Provide **support** to campuses and departments
4. Be **responsive** and **easy to work with**



Department Vision

To **inform** and **engage** community members in the Northwest ISD culture through trusted, adaptable communications.



Department Responsibilities

Communications

- **Internal & External Communications**
Social Media, Website and Campus Support, Media Relations, Crisis Communications
- **Media Creation**
Photography, Video, Design Creation, Print/Electronic Publications
- **Special Initiatives & Events**
Facility Naming, Dedications, Awards Ceremonies, Employee Recognitions

Community Relations

- **Community Outreach**
Leadership NISD, Community Ambassadors, Superintendent's Roundtable, Gold Card, community and civic organizations
- **Partnerships**
PTA and PTSA, Mentors, Volunteers, Adopt-A-School
- **Marketing and Advertising**

Combined Support

Training – Web, SchoolMessenger, Branding, Social Media, Customer Service, etc.

Lots of Writing



Running the show

ACADEMY STUDENTS MANAGE OPERATIONS AT FOOTBALL GAMES

By Anthony Tosie
anthony.tosie@nisdtx.org

During home football games at Northwest ISD Stadium, it's easy to see the effort put in by the players and fine arts participants. What isn't as easy to see is the effort put in by the students running major parts of the event itself, though their work is evident.

Students from Northwest ISD's Creative Media Production Academy, housed at Northwest High School, operate the videoboard and all related aspects of home games at Northwest ISD Stadium, including the cameras, sound equipment, game-day production and much, much more. Such operation



requires specialized skills, which they develop in their broadcast classes.

Jeremy Rawe, academy facilitator, said his students learn skills used by media professionals across the country by working operations at football games. The experience is both fun and provides real-world skills, he said.

"We use a company called Daktronics [for our video board system] that is in over 70 percent of professional stadiums," he explained. "We're obviously a much smaller scale at the high school level, but the system we use

here is the same kind of system our students would use if they were to be working out in the industry."

Each home football game, a crew of about a dozen students scurry around the field or in the press box, providing audiences with real-time game information and footage. A few students man cameras on the field, while a few more operate cameras from the press box area. While those students take video, several more sit at stations to provide graphics with game stats – such as scores, ball positions and more – and provide sound ranging from the leveling of an announcer's voice to referee communication and more.

If spectators don't notice anything but the flow of the game, that's the point. The operations crew has to operate at lightning-fast speeds to ensure audio and visual updates are nearly instantaneous, to the extent that they don't even consider there are people working hard to provide the information.

Jenny Santoscoy, a senior who operates audio at football games, said working games for the first time last year started as a challenge but quickly became exciting.

"It's really nerve-racking at first, because the audience hears everything I do – so if I mess up, it's heard everywhere," she said. "Doing the announcer audio is probably the hardest part, because you never know what his reaction is beforehand – if he'll be louder or quieter than normal. You have to pay close attention to what's going on in the game, because if a big play happens, he's more likely to be louder than normal."

Working the football games also reinforced her passion to pursue audio as a career, Jenny added.

"I'm really interested in everything audio – the main thing I'm interested in is audio for music – so the stadium is great training," she said. "I'd like to look into producing music or doing live audio engineering for concerts and things like that."

The hard work of the academy's students has paid off in many ways. Last year, the academy earned a prestigious national honor when NHSTV, Northwest High School's daily show,



was named by Student Television Network as the top student-run live show in the Southwest U.S. for the second consecutive year. Students in the program have also gone on to assist in the management at major colleges, such as the University of Oklahoma, and even professional teams.

One of Mr. Rawe's former students, Emily Erwin, serves as game-day control room support at Heinz Field for the Pittsburgh Steelers and University of Pittsburgh in her job as a control systems specialist intern at Daktronics. Prior to working at Heinz Field, she worked as a big screen production assistant at the University of Oklahoma's football games and other sporting events. She attributes much of her success to learning key lessons at Northwest.

"The Creative Media Production Academy introduces kids to so many different aspects of media production, and students can leave with experience in many different areas," she said. "Working Northwest ISD football games introduced me to sports production, and specifically Daktronics equipment. I'm excited to see everything Mr. Rawe and the academy kids are able to do with the new equipment and see where these students take their talents after high school."

Getting to Ms. Erwin's level of professional accomplishment takes great effort, something the academy's current audiovisual students understand. They spend time during class each day preparing for their game-day duties, and they arrive early at the stadium to ensure equipment is ready.


Despite the hard work, the students agreed the experiences they're gaining are preparing them for life after high school.

"We get as much as we can get done in the classroom, and the rest of the work is done in our free time," said Roy Alonzo, a senior producer of the game-day crew. "Like Mr. Rawe has told us, pretty much every industry is going to need video at some point. Having this role here just puts that pride in me – it's just a lot of fun to root for our school and learn all these technical aspects of production." ■

“
It's just a lot of fun to root for our school and learn all these technical aspects of production.
– Roy Alonzo, student
”

- Newsletters and emails
- News posts to website
- Feature stories
- News releases (major news such as principal naming, new schools, etc.)
- Text for social media
- Campus assistance writing
- Proofreading for other departments, schools

Lots of Writing (continued)

**BOARD NOTES**
Northwest ISD school board meeting recaps

April 28, 2020

April 27 Northwest ISD Board Notes

The Northwest Independent School District Board of Trustees met Monday, April 27, during a regularly scheduled meeting. This is a recap of the major actions and reports from the meeting. To see every item that was discussed or voted on, [click here](#).

Matrice Raven named next principal of Adams Middle School
Trustees unanimously approved Matrice Raven, Ed.D., current principal of Chisholm Trail Middle School, as the next principal of Adams Middle School.

Dr. Raven has served Northwest ISD students in a leadership role since 2014, first as an assistant principal at Chisholm Trail before being named the school's principal. In her time at the school, she has overseen curriculum and instructional development and coordinated numerous committees, departments and tasks.

In 2015, the Texas Association of Secondary School Principals named Dr. Raven a statewide finalist in the Assistant Principal of the Year category following her selection as Region XI Assistant Principal of the Year. Her school leadership and oversight has also led to several campus honors, including the Texas Education Agency's Exemplary Campus distinction, inclusion in the Texas Middle School Association's School to Watch list and more.

Dr. Raven will begin her new position after the conclusion of the 2019-20 school year, and the district expects to name Dr. Raven's successor at Chisholm Trail in the coming weeks.

To read more about Dr. Raven, [click here](#).

New name recommended for next elementary school
Trustees heard a new name recommendation for the district's 20th elementary school, with the naming committee suggesting Berkshire Elementary School.

Following input from a family with relation to the previously planned name, Northwest ISD decided to re-enter the naming process. Berkshire is the **name of the master-planned community where the new elementary school will exist**, near U.S. Highway 287. Though the school will reside in the under-development community, its boundaries are expected to extend into the surrounding areas.

Trustees will formally vote on the name at an upcoming board meeting.

Medical premiums for 2020-21 approved
Trustees approved the district's medical premiums for the 2020-21 school year, with increases in health care costs correlating to increases in plan costs.

The district offers three medical plan options – high-deductible, core and basic – with 69 percent of staff members enrolled in the high-deductible option for the 2019-20 plan year. In the new medical premiums, the district will continue to offer a \$350 per month contribution, one of the largest contribution amounts among school districts in North Texas, while overall premiums will increase to keep pace with increasing health care costs.

These premium increases range from \$25 for an employee-only high-deductible plan to \$342 for a family plan, the most expensive plan offering.

34,000+

**NORTHWEST NEWS**
Northwest ISD's newsletter for families and the community

April 16, 2020



Advertisement

Northwest ISD named top music education community for 12th straight year




Northwest ISD has been named to the Best Communities for Music Education list for the 12th consecutive year! Just 87 Texas school districts were named to the list, and just 754 school districts nationwide were selected. Great work by our students, teachers and families!

[Read More](#)


Watch recording of Facebook Live from Wednesday



34,000+

**THE SOURCE**
Northwest ISD's staff newsletter


April 17, 2020



Advertisement

Announcements & Reminders

Technology reminders during closure



Zoom
Zoom is a powerful learning tool and it's important to take precautionary steps when using it. As a reminder, please [use our district recommendations](#), which includes the following practices:

- Don't post the link publicly
- Require a password when setting up conferences
- Use the waiting room
- Change the settings that require permission to share screens

All of these settings, among others, are ones controlled by the meeting host. Additionally, please stay current with Zoom updates. When you close out of a Zoom meeting, if you get prompted to update and that prompt comes from Zoom, please update.

Cybersecurity Tip
Please make sure you do not use your Northwest ISD password for any other accounts. Using the same password across multiple accounts is unsafe. For example, if you use your NISD password on your Hulu account and Hulu's data becomes compromised, cyber thieves are known to cross reference on other systems.

Helpdesk

3,200+

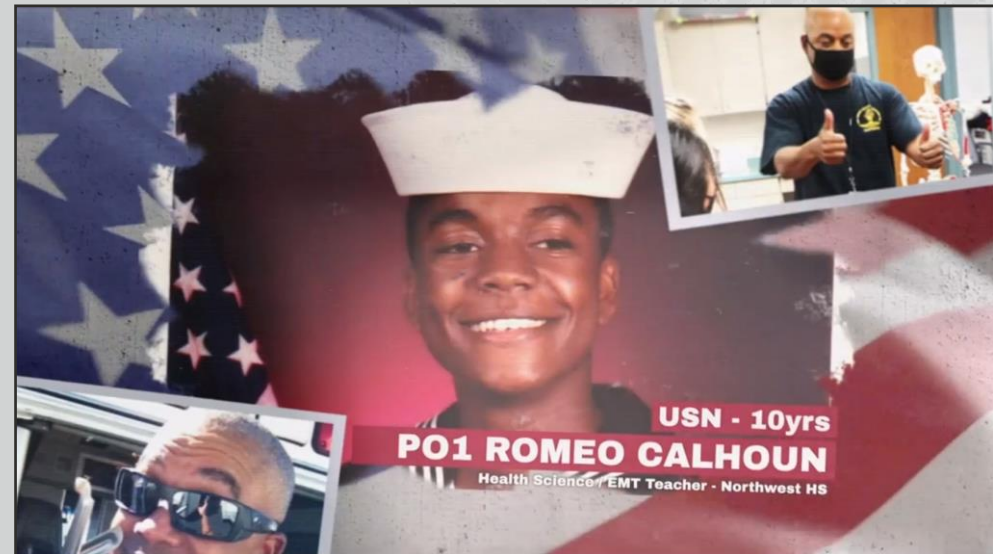
EMAILS INCLUDING...

- Newsletters
- School Notes to media weekly
- Standalone announcements
- Crisis letters for principals
- Facebook Live reminder emails

Photography



Videography



Social Media



21,400+



6,600+



16,100+

- Social media growth exploded last decade
- More and more people getting news from social media
- Lots of parent/family inquiries arrive on social media instead of phone or email
- Best overall method for two-way engagement
- Media content always performs best

Social Media – Facebook Live



- Started in 2017 on a smartphone or tablet
- Eventually moved into the CMP Academy studio
- Great for two-way communication
- Hundreds of comments per Live
- Tens of thousands of viewers total

Working with the Media



We work with print, radio and TV media on a consistent basis

Work includes both story pitches and responses to inquiries



Special Initiatives & Events



Such as...

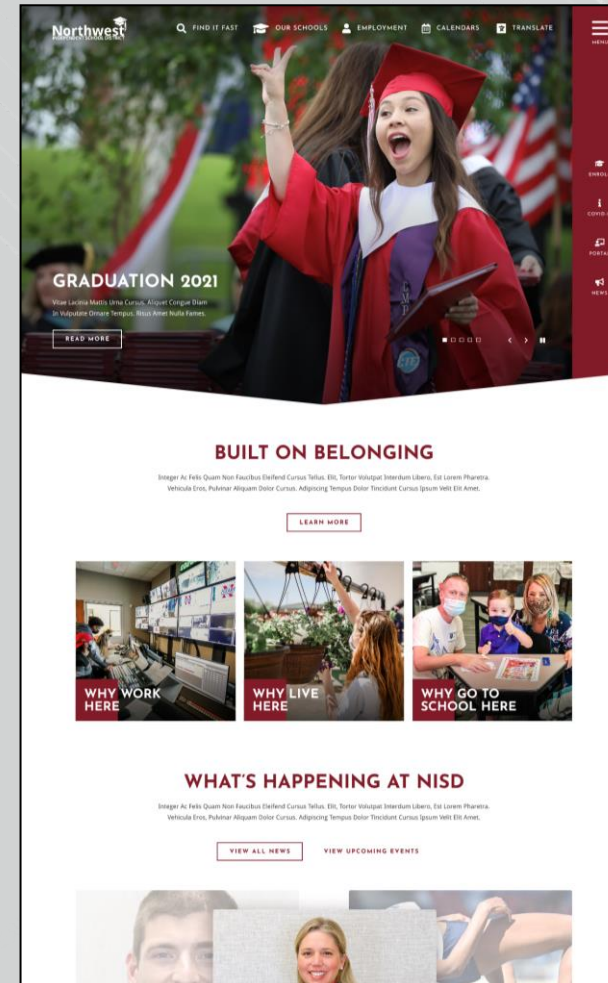
- Facility Naming
- Groundbreaking Ceremonies
- Dedication Ceremonies
- School Board Recognitions
- Board of Trustee Awards
- Convocation

New Website Next Year

Website Redesign

(work in progress)

- Planned launch in spring semester
- Focused on easy navigation
- More accessible from ADA compliance and better translation services



Crisis Communication

What to Know for Campuses

- Your campus admin team handles the crisis itself – let us handle the communication!
- Submit any crisis information through ReadyOp
- If the issue is serious, someone on the campus admin team should reach out to communications to draft a letter for families
- Contact Anthony Tosie at **817-215-0169**
- Your campus can send the letter when needed or we can send it for you



What Are Our Challenges?

What We Can Control

- ADA compliance for those with disabilities
- Always listening to parent and community feedback
- Reaching out to campuses
- Balancing the amount of information we send

Outside of Our Control

- Rumors on social media (primarily Facebook)
- A crisis when it occurs – we only control our response
- How the news media presents our story
- What the news media decides to cover



Community Relations

Discussion Topics

- Strategic Partnerships
 - Mission
 - Pillars of a partner
 - Events
 - Building Partnerships
 - Administration
- Advertising



Mission

To create and sustain **mutually beneficial** relationships between Northwest ISD and the community.



What is a partner?

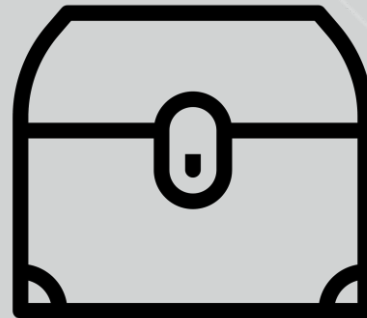
Any business, organization or community member who can offer their time, talent or treasure to enhance the overall experience for any NISD student or staff member.



TIME



TALENT



TREASURE



Time

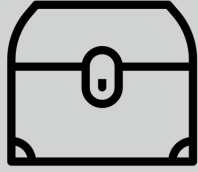
- Campus Volunteers
- Watch DOGS
- Snack Packs
- Mentors
- PTA



Talent★



Treasure



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Campus Celebrations!



Back-to-School Fair

The Northwest ISD Back-to-School Fair is an annual event that aims to ensure every child is equipped with what they need to be successful on their first day of school. At the fair, each child in-need will receive a backpack and set of district-approved school supplies. Each student will also have the opportunity to take advantage of free resources such as; dental screenings, vision screenings, haircuts, hearing screenings, immunizations, physicals, access to community health information and the opportunity to get to know local resource providers.



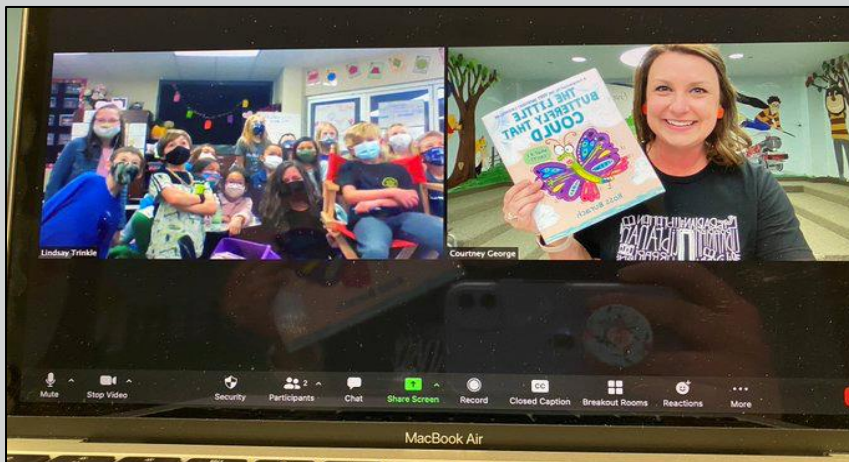
Angel Tree

Northwest ISD believes that kids come first! To best help the students we serve, we offer anonymous support to families in our district who have demonstrated they are in-need of extra assistance over the holiday season.



Northwest Reads

Participants choose from a variety of books to read to pre-k through fifth-grade students at one of the district's 20 elementary schools. This annual event provides community members with an opportunity to inspire young NISD students to become lifelong readers.



iNvest2Serve

During the COVID-19 pandemic and the challenging times that followed, Northwest ISD knew our community would need extra support. Because of the overwhelming desire from our community to serve, our district team developed opportunities for community members to support our students, staff and their families whenever times get tough. These opportunities focus on providing our students in need with **food, clothes, school supplies, hygiene items and reading books.**



Building Partnerships

Network, Network, Network...

Memberships:

- Metroport Chamber of Commerce
- Fort Worth Chamber of Commerce
- Wise County Chamber of Commerce
- Champions Rotary Club



Administration

Active Volunteers

4
Currently Signed In

0
Total Hours For The Week

794
Total Hours For The Month

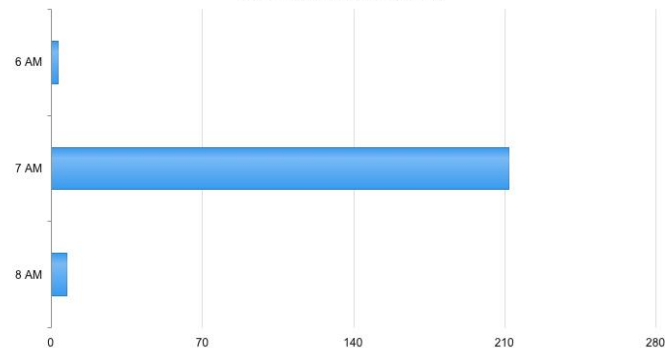
Volunteer Applications

23
New / Renewing This Week

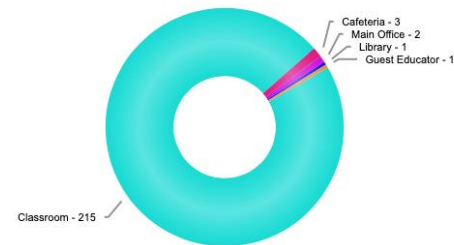
19
Pending Approval

31
Approved This Week

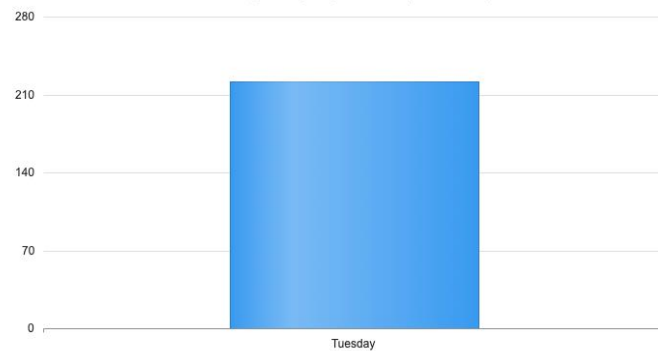
Visitor Sign In By Hour (Today)



Visitor Sign In By Destination (This Week)



Visitor Sign In By Day Of Week (This Week)



Student Sign Out By Destination (This Week)



Advertising



Exists to provide unique opportunities for community businesses and organizations to bring visibility to their brand while supporting the district.





Northwest ISD Education Foundation

Meet Our Team



Jennifer Burton
Executive Director



Alyssa Edstrom
Director of
Communications and
Public Relations



Rachel Keable
Business
Operations
Manager



Our Mission

The mission of the Northwest ISD Education Foundation is to provide financial support to **empower** NISD educators, **engage** the community and **encourage** future-ready students.

Our Vision

To be the recognized leader in providing financial support to teachers and students in the region that Northwest ISD serves.

NEF Programs



**Teaching
Grants**



**Student
Scholarships**



**District Initiative
Fund**

Teacher Resource Store & Library



NEF Teacher Resource Store

- Teachers shop for FREE
- Items available include supplies for teachers and students in the classroom
 - Notebooks, Pencils, folders, binders
 - Headphones, treasure chest items, playdoh, snack packs, hygiene kits

NEF Free Library

- Teachers shop for FREE
- Books are available for classroom libraries and for students to take home

Teaching Grants

Awarded \$1.8 million in grants since 1999!

2020-21 School Year

- \$61,487 awarded
- 28 grants
- 17 campuses
- Surprise \$45,000 all campus grant



Grants in Action



Don't Stop
Beleafing in our
Smarty Plants



Diverse Classroom
Libraries



We Heart Science

Student Scholarships

Awarded \$554,000 since 1999!

Class of 2021

- \$55,700
- 40 scholarships
- All graduating seniors are eligible
- College, university, trade/technical school

Class of 2022 Applications open in January



NEF wants YOU!



How can you support NEF?

Get Involved!

- Events
 - Volunteer and Sponsorships
- Resource Store and Library
- Grants
- Scholarships
- Community Committee
- Join the Board!

NEF Legends Golf Tournament
October 6, 2021
\$145,540 Raised!





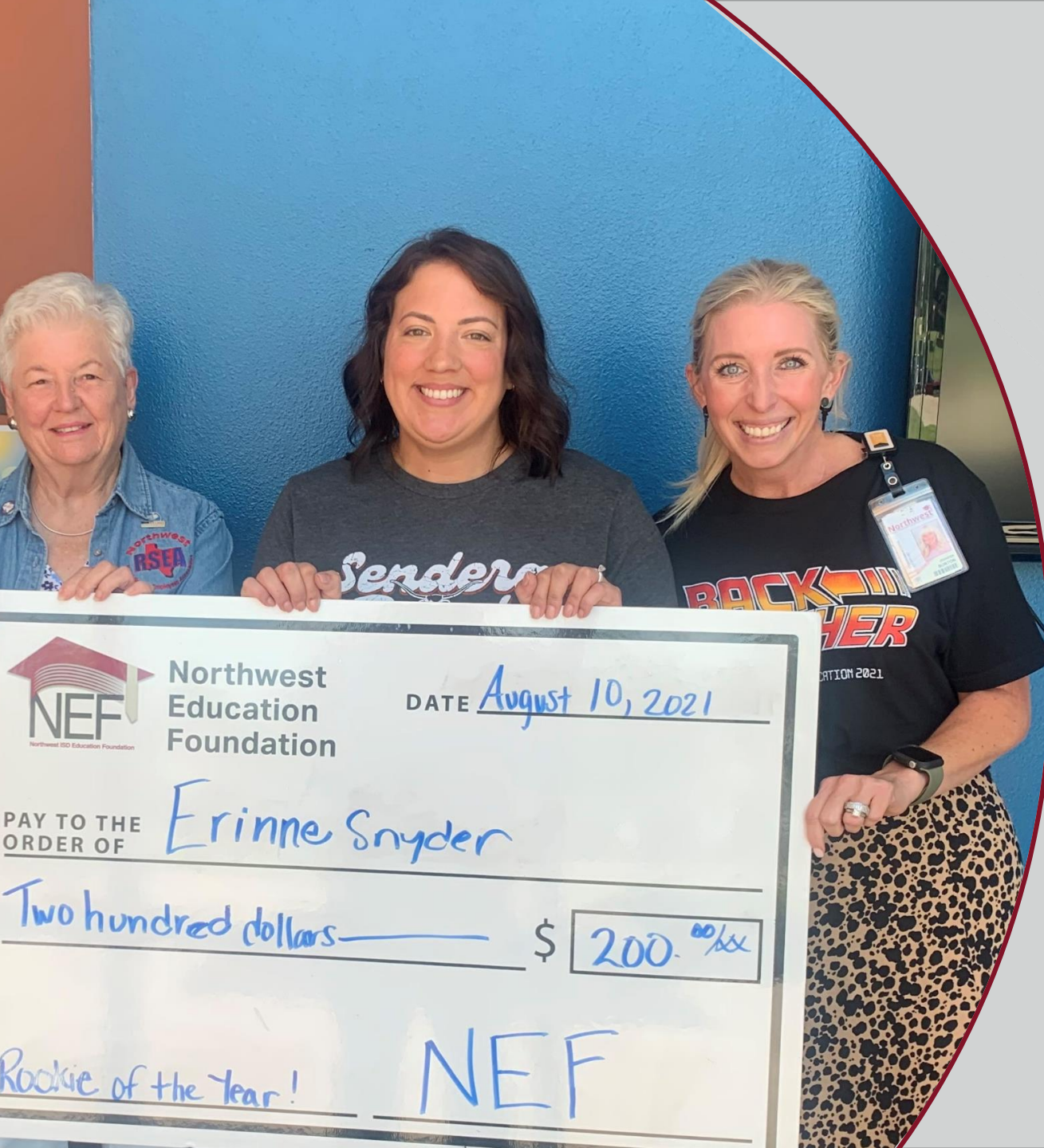
Save the Date!

Grant Committee

- Reading & Selecting Teaching grants awards now!
- Join us for the Grant Brigade in December

November 14: Angel Tree Kick-off at the Mule Barn

- Corn Hole Tournament
- Gift drop
- Adopt an Angel



Save the Date!

March 26: NEF Party with a Purpose Gala

- Lucky Spur Ranch
- Recruitment of committee members for sponsorship and auction

Spring Bigshots Play with a Purpose

- Date TBD
- Sponsorship opportunities will be available

Contact Us



Anthony Tosie



817-215-0169



anthony.tosie@nisdtx.org



Hailee Fojtasek



817-215-0172



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Jennifer Burton



817-215-0084



jennifer.burton@nisdtx.org

Social Media

- **Northwest ISD:** Search for “Northwest ISD”
- **Partnerships:** Search for “northwestpie”
- **NEF:** Search for “isupportNEF”

Thank You!

Questions?





Next Meeting:

Wednesday,
November 10