



# Communications & Community Relations

2022 Department Effectiveness Report

# 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

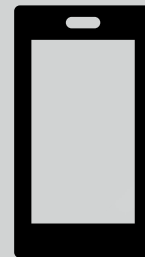
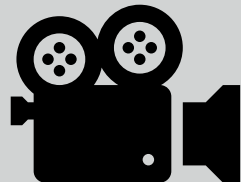


**Cindy Metting**  
Administrative Assistant



# Department Vision

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



# Telling the Stories of Our Schools



# The Social Media Effect



22,800+



7,500+



16,400+

- 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
- Interactivity is key

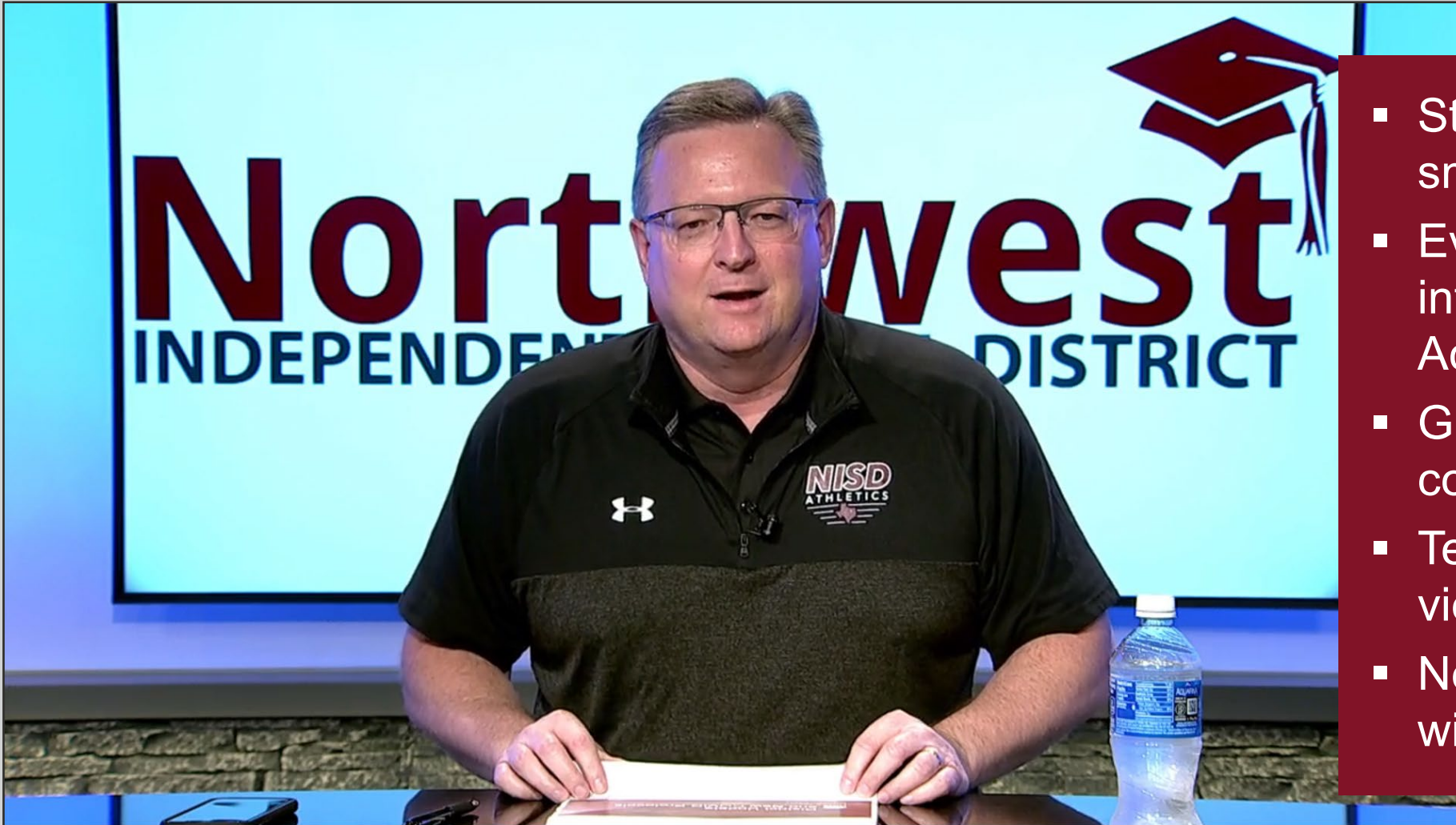
# The Results

|                        | 2020-2021 | 2021-2022 |
|------------------------|-----------|-----------|
| Post Likes             | 42,321    | 66,990    |
| Average Likes Per Post | 124       | 168       |
| Page Likes             | 20,262    | 22,800    |

*Comparing Facebook, the district's most-used social media platform by families, from 2021-2022 to the same time span in 2020-2021.*



# Social Media – Facebook Live



- Started in 2017 on a smartphone or tablet
- Eventually moved into the CMP Academy studio
- Great for two-way communication
- Tens of thousands of viewers total
- New ideas for format with Dr. Hicks

# New Website Launched

- Website redesign led by **Melissa** focused on easy navigation.
- All essential pages moved; nearly 5,500 pages created to date.
- More accessible from ADA compliance, with improved translation.
- Easier for campus webmasters to edit and update.

Northwest ISD

## JOHNNIE R. DANIEL ELEMENTARY SCHOOL GROUNDBREAKING CEREMONY

NORTHWEST ISD BOND 2021

Future Daniel Dogs help break ground for Northwest ISD's Johnnie R. Daniel Elementary School, the district's 21st elementary school, which is scheduled to open in August of 2023.

VIEW PICTURES

ENROLL COVID PORTAL CONNECT

### Welcome to Northwest ISD

Northwest ISD is home to learners and leaders who receive exemplary educational support and extracurricular offerings as they prepare for their long-term future. Our district believes students should be prepared for wherever their personal paths take them, including college, a career, the military and life in general. With our 234 square miles, Northwest ISD serves more than 27,000 students in 14 cities, towns and communities across three counties. No matter how much our enrollment grows, our 30 schools are always guided by the belief that kids come first.

LEARN MORE

Why Live Here Why Go To School Here Why Work Here

### What's Happening at NISD

View the latest news and information from Northwest ISD in the section below. Families will receive most district news in **Northwest News**, a twice-monthly email newsletter. Those who do not have children enrolled in our district can [sign up to receive Northwest News](#).

VIEW ALL NEWS VIEW UPCOMING EVENTS






# The Results

|              | 2020-2021 | 2021-2022 |
|--------------|-----------|-----------|
| Page Views   | 404,916   | 446,602   |
| Unique Views | 326,947   | 374,557   |

*Comparing pageviews from January to May of the indicated school years. Northwest ISD's new website launched in January 2022.*



# Newsletter Schedules


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

April 28, 2020

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**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](#).

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**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

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**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

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**Watch recording of Facebook Live from Wednesday**

34,000+


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

April 17, 2020

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**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.

3,200+

Newsletters moved to a standardized release schedule to decrease the total amount of emails families receive from the district.

# The Results

|                          | 2020-2021 | 2021-2022 |
|--------------------------|-----------|-----------|
| Northwest News Open Rate | 34%       | 63%       |
| Source Open Rate         | 50%       | 49%       |
| Board Notes Open Rate    | 35%       | 57%       |

*Comparing open rates for the final newsletter in each of the three indicated categories during April 2022 to April 2021.*



# Standardized Headshots

- New standardized headshot format created by **Jess** for Northwest ISD administrators
- Photos done in the NHS PAC
- Working on campus photos (PAC or home campus)
- Working on administrator directory



# More Graphic Design



- Adding **Jennifer** to the team has increased graphic design output.
- More schools and departments have received graphic design support.
- Examples include flyers, posters and logos.

# Videography

- More than 20 videos shot by **Rhett** have consistently been among the most-viewed items on social media.
- Videos have primarily shown unique student news.
- Teamed with Jeremy's CMP team on video convocation.



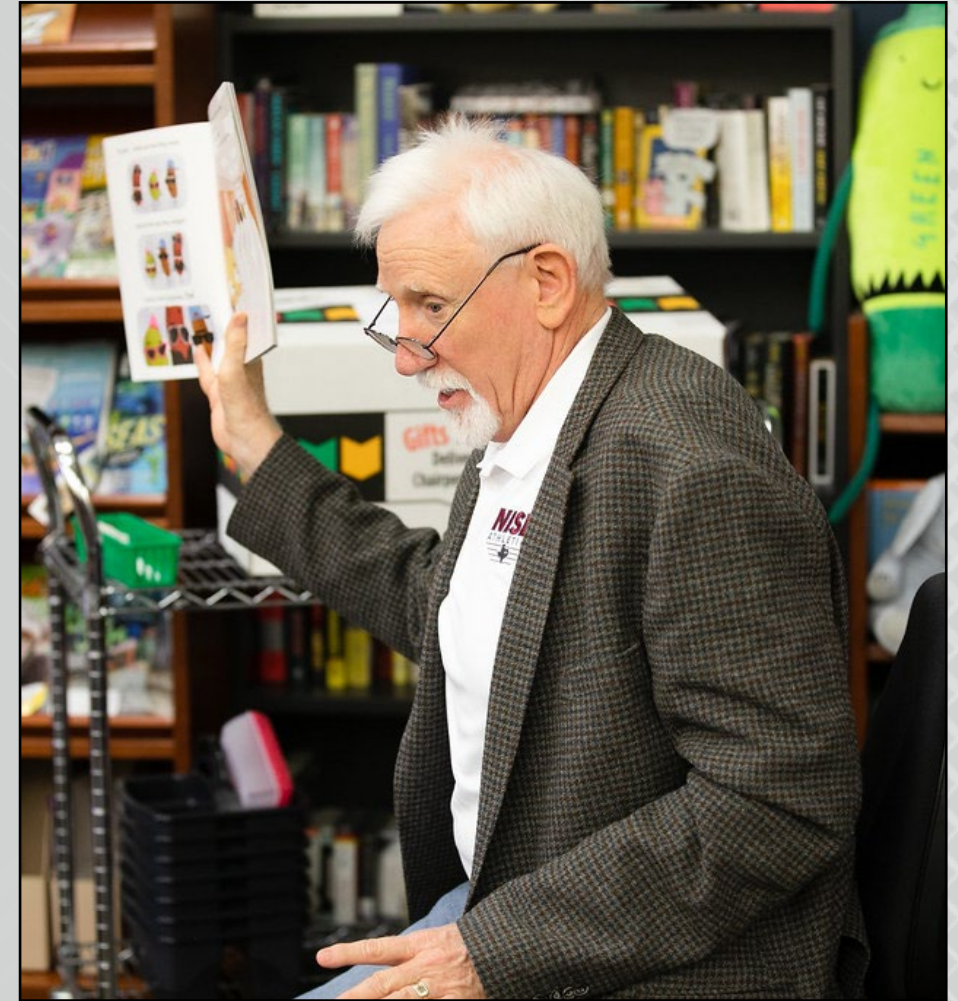
# Video Support

Assisted departments by creating promotional videos, internal messages and training videos.



# Community Events

- Back-to-School Fair and Angel Tree events, led by **Hailee**, have each supported about 1,200 students in need.
- Angel Tree both “adopted” students faster than ever (six days) and organized gifts faster than ever (finished with two days remaining).
- Northwest Reads invited hundreds of volunteers to read to children across elementary campuses, promoting childhood literacy.





# Volunteer Support



- All volunteers are approved through Raptor to take work off campuses.
- This year, total volunteers increased to 7,700, up from 2,928 last year (limited from COVID).
- More than 63,200 volunteer hours logged across all campuses.

# Recognition Events



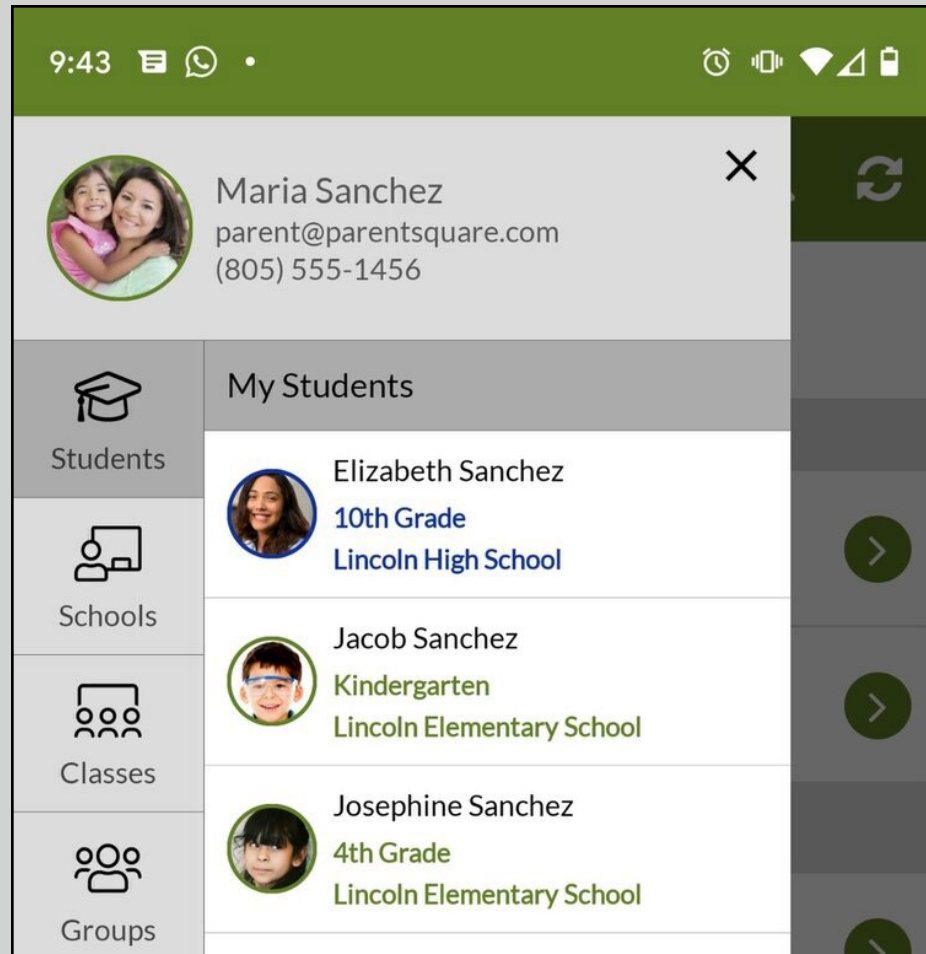
- Roughly 1,200 students recognized at Board of Trustee Awards, organized by **Cindy**.
- More than 100 staff members honored at annual Inspire Celebration, which will move to Marriott in 2023.
- Two namesakes' families honored at groundbreaking ceremonies, topping-out ceremony to come.

# Campus Support

- Campus Communication Toolkit made for quick access to standardized newsletter information and important files
- More than **60 letters** have been written for specific campuses this year
- Communication that affects multiple campuses has almost exclusively been handled at the district level (example: STAAR)



# Looking Ahead: Campus Communication Update



## Transition to ParentSquare

- Schools and teachers have access to the same communications tool
- Streamlines appearance of communication
- Both one-way and two-way communication in service
- Receive communication via the app, email or phone (or any combination)

# 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



**Thank you!**  
Questions?