

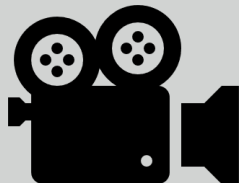
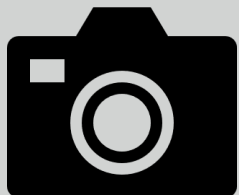


Communications Department

Leadership NISD – October 12, 2022

Department Vision

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



Meet Our Team



Anthony Tosie
Executive Director of
Communications



Hailee Fojtasek
Coordinator of
Community Relations



Jennifer Becan
Communications
Specialist



Jess Croshaw
Communications
Specialist



TBD
Multimedia Specialist



Melissa Shawn
Communications and
Web Specialist



Cindy Metting
Administrative Assistant



What Our Families Prefer

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



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 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



Department Responsibilities

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

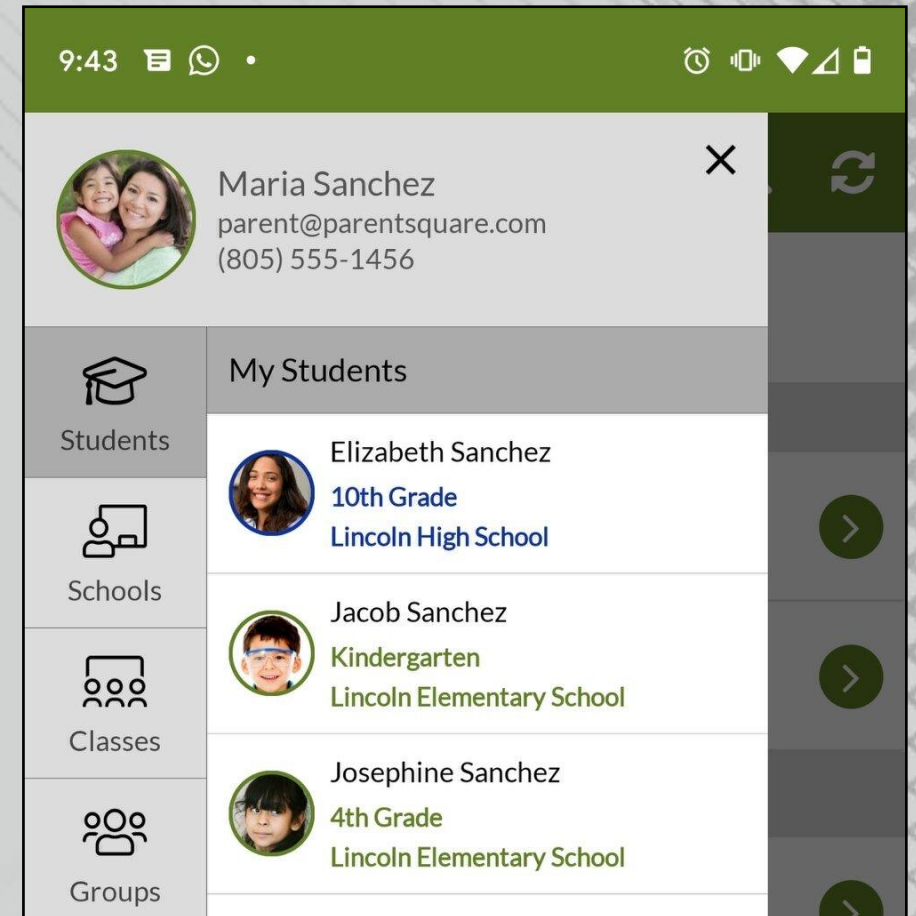
- Web, ParentSquare, Branding, Social Media, Customer Service, etc.



A New Communication Tool

ParentSquare

- Sends text messages, emails and phone calls
- Also serves as a messaging platform (like Remind)
- Has an app both staff and parents can use
- Aggregates communication
- Students are automatically rostered (imported by class)



ParentSquare Ease of Use

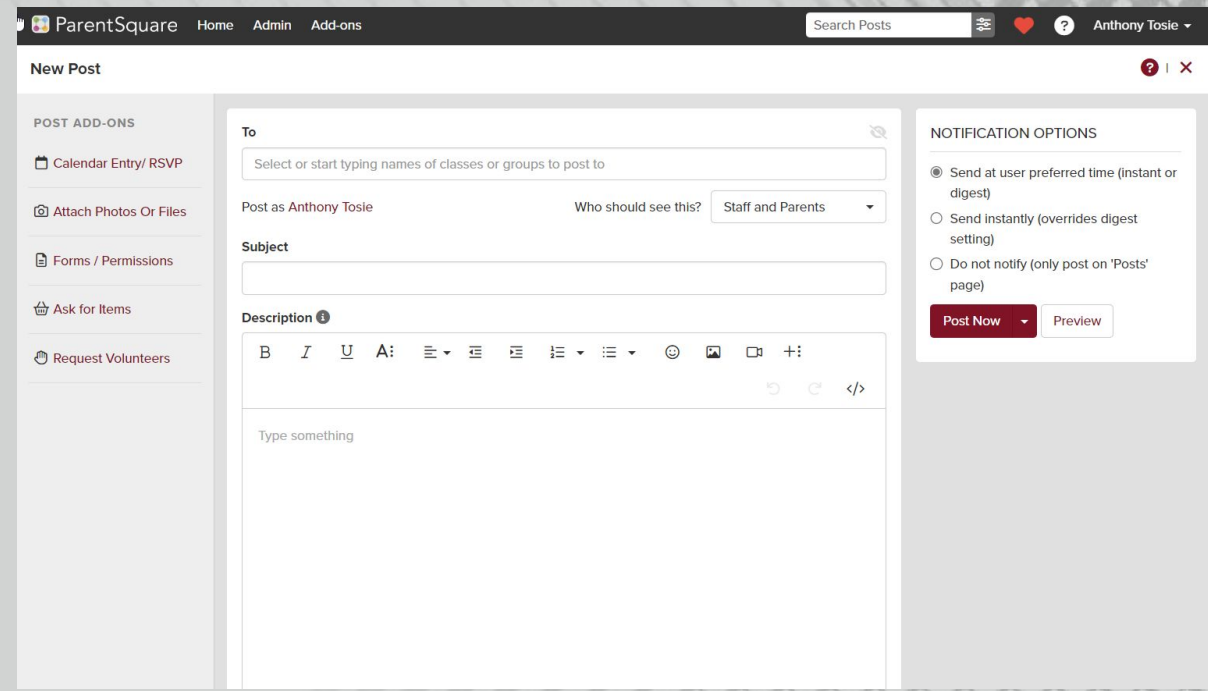
Easy for Staff & Families

■ Staff:

- Find all previous communication without issue
- Don't have to worry about what type of message is sent

■ Families:

- Switch between students easily
- Digest feature cuts down on messages (still working out!)



The screenshot shows the 'New Post' interface in the ParentSquare application. The top navigation bar includes 'ParentSquare', 'Home', 'Admin', and 'Add-ons', along with a search bar and user profile 'Anthony Tosie'. The left sidebar lists 'POST ADD-ONS' such as 'Calendar Entry/ RSVP', 'Attach Photos Or Files', 'Forms / Permissions', 'Ask for Items', and 'Request Volunteers'. The main form area includes a 'To' field with a search icon, a 'Post as' field set to 'Anthony Tosie', a 'Who should see this?' dropdown set to 'Staff and Parents', a 'Subject' field, and a 'Description' field with a rich text editor toolbar. The right sidebar shows 'NOTIFICATION OPTIONS' with three radio buttons: 'Send at user preferred time (instant or digest)' (selected), 'Send instantly (overrides digest setting)', and 'Do not notify (only post on "Posts" page)'. At the bottom right are 'Post Now' and 'Preview' buttons.

Sharing Our Story

THE ARTS

News in fine arts education



▲ Adult students in Northwest ISD design and create items for sale through the SunRISE Creations program.

Empowering future learners

by Jess Croshaw

“Welcome into SunRISE Creations! How can we help you today?”

When I walked through the doors of the SunRISE Creations classroom, custom shirts, crafts, notebooks and earrings filled the shelves and lined the display cases of the room's storefront. Adult transitional students in Northwest ISD's RISE carefully selected, designed, manufactured and displayed each item.

"I like to make the shirts for all the different schools and to see the teachers so excited," said Jaheim, a third-year student in the program. "It makes me feel good!"

The RISE program (Reaching Independence through Supported

Education) is a school-based transition service offered by Northwest ISD. The program serves as an instructional arrangement for adult students — ages 18 through 21 — who have completed the academic graduation requirements and are working within the continuum of transition services in order to complete implementation of their individual interests, strengths and choices.

With recent expansion of product offerings and significant program success, SunRISE Creations recently moved into a new building. Their new, larger space — located in the district's recently remodeled Special Programs Center in Haslet — features a storefront that allows community access to experience SunRISE items in person and to work with students to further develop their customer service skills.

"Our values consistently align with our main goal," said RISE teacher Elyse Pennington. "We strive for all students to have a seamless transition from the RISE program to independent living to include paid employment for those capable, be connected to their communities, and have a plan for the future without public education."

More than 10 years ago, with a need to foster independence to the fullest extent possible, the SunRISE Creations program was designed as a break-off learning option from RISE to offer specialized business and industry experiences to students who may present with autism or similar conditions. These experiences help students develop lessened anxiety, improved social skills, more self-awareness, and executive functioning. When I visited the SunRISE Creations classroom, it was obvious teaching exceptional customer service skills was a high priority. Eager students were led by professional faculty members who walked their students through a variety of business and entrepreneurship practices.

"This program allows us to grow upon our underlying principles to foster independence to the fullest extent possible, to promote self-advocacy, to prepare our students for transition into the adult world, and to obtain competitive employment and employment opportunities," Pennington said.

Each school year, the adult students in RISE elect board officers and conduct regular business meetings. The elected officers decide what business items to create for sale, determine pricing and budget, and review revenue and expenditures under faculty supervision each month. Minutes are recorded at each meeting and are shared with the campus staff, special education department, and finance department.



▲ A SunRISE Creation student works on a craft to be sold through the program's store.



▲ Students in the SunRISE Creations program learn employment-related skills through hands-on lessons.

"This program, it helps me understand perfect job opportunities, proper dress codes, and the etiquettes of different jobs and how to do different jobs," said Nathaniel, a first-year RISE student who often helps make and sell creations in the program.

SunRISE Creations' student performance is monitored closely by maintaining effective communication with program teachers, specialists, and families. Individualized supports for a successful transition to adult life are provided in the areas of employment, independent living, and recreational activities. Each young adult's daily schedule is based upon his or her post-secondary goals.

"We wanted to create a program that would provide delivery of employment-related transition services to include activities that take place in the classroom, home, neighborhood, and community," said Pennington. "And once our district and community caught on, it's been a successful endeavor ever since."

For the SunRISE program, the COVID-19 pandemic presented the largest obstacle for facilitators to overcome. With many businesses shutting down, directors and teachers quickly found themselves with limited options available for their students to get out into the community to work on their vocational training skills. The SunRISE team strategized ways to simulate the work environment and bring it to life within the classroom. SunRISE has always been a portion of the RISE program, but now it needed to be the foundation to build and maintain students' skills.

To help increase their presence and to further build interactions within the community, SunRISE started hosting live sales and recently posted a poll for community input on their next endeavor that generated 222 likes, 159 comments and 1,800 engagements. The success of the program's \$10 Tuesdays campaign receives more online orders than any other campaign offered. Teachers, department heads, and community members alike reach out daily for T-shirt design assistance, earring orders, or any additional requests they feel SunRISE students will be able to tackle.

"Our largest hurdle and obstacle has quickly become one of our most recent successes," said Pennington. "The best part, hands down, is to see our students become active participants within the community they live in and to give back. We are now able to reach beyond our four walls of our school community and help our students be fully immersed into our local community as a whole."


My exceptional customer experience proves just that — the familial and caring atmosphere within the SunRISE Creations program prepares students to thrive within the community.

"Our largest success is always when a student obtains paid employment and graduates from RISE with a solid plan for their future," Pennington said. "Empowering future learners. That is our program's greatest accomplishment."

JESS CROSHAW is Communications Specialist in Northwest ISD.

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

Sharing Our Story (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).

36,200+


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



36,200+


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

3,700+

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

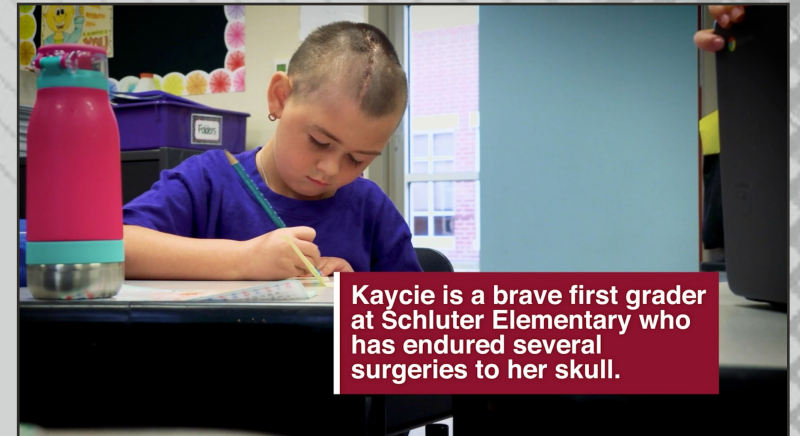
Photography



Videography

Three elements make great visual storytelling:

- Strong video
- Capturing emotion
- Being informative



Kaycie is a brave first grader at Schluter Elementary who has endured several surgeries to her skull.



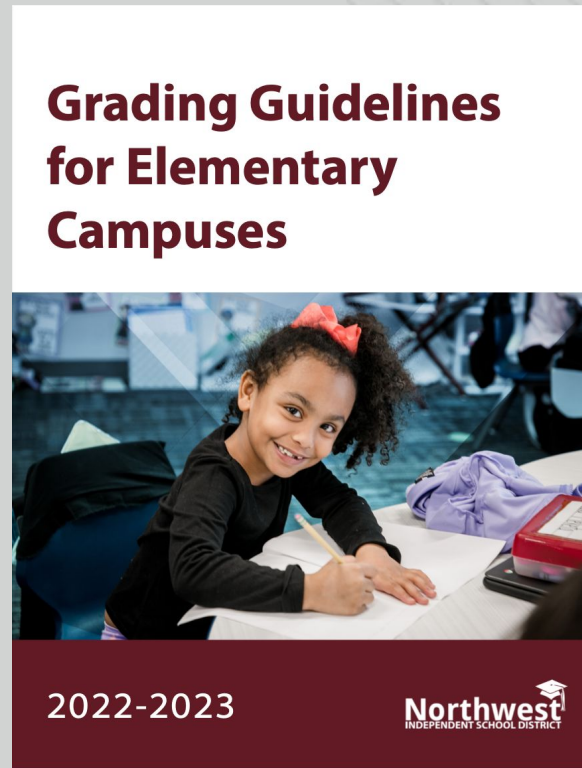
AUBREY DICKINSON
Junior, Steele Early College High School

Graphic Design

- What images would be helpful for your campus to have on-hand for newsletters, social media, etc?



Images for social media



Documents



Logos

Social Media



23,700+



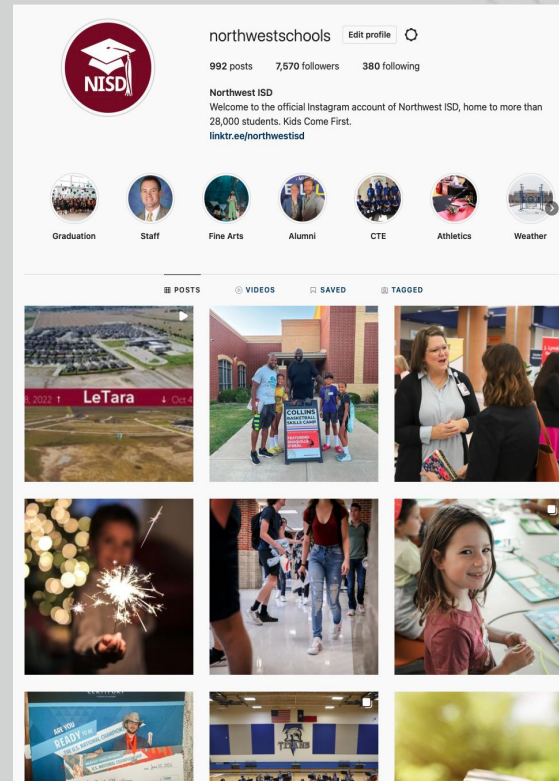
8,100+



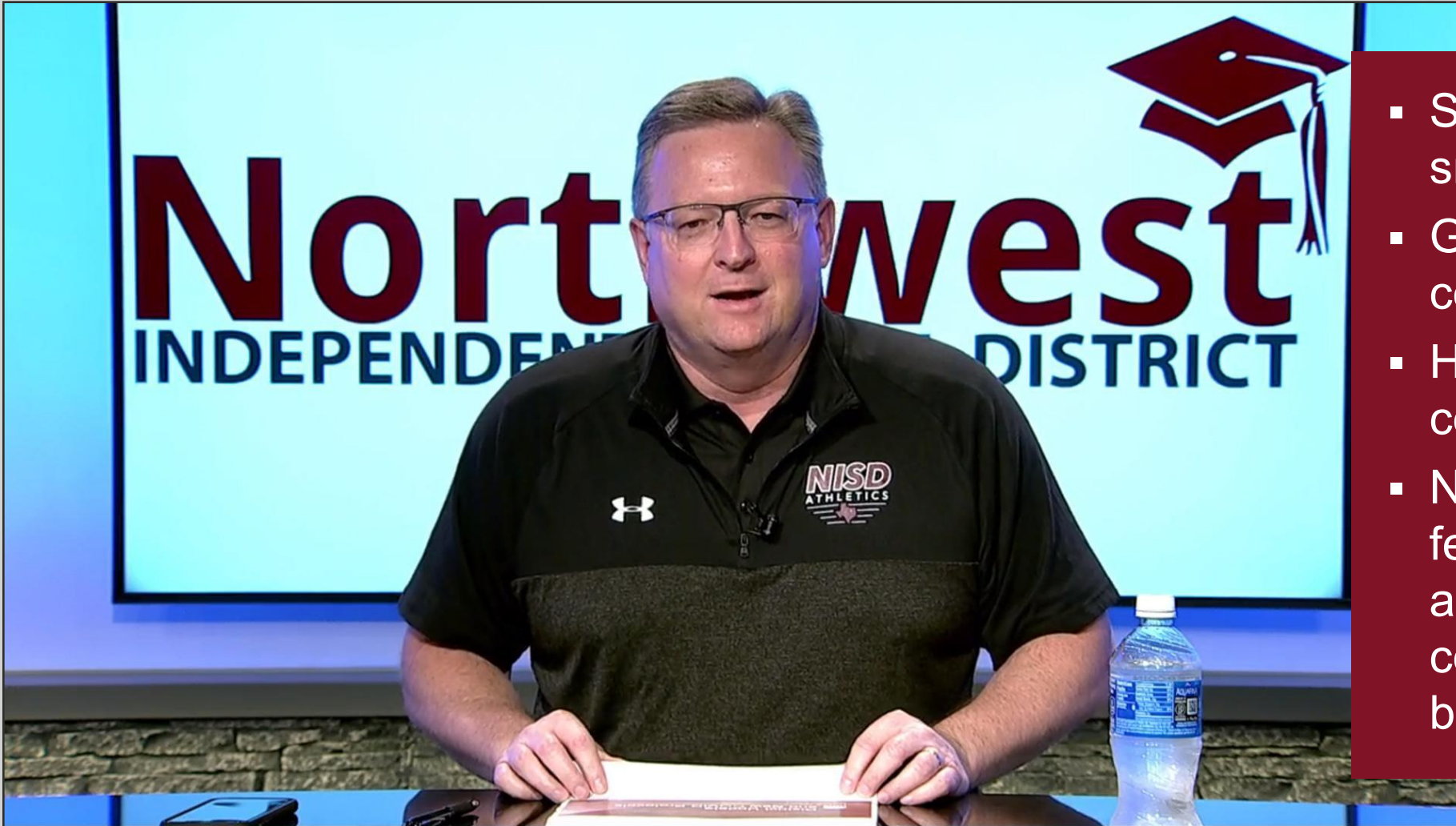
16,700+

- 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 *(continued)*



Facebook Live Broadcasts



- Started in 2017 on a smartphone or tablet
- Great for two-way communication
- Hundreds of comments per Live
- New format will feature more video and photographic content and make better use of set

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

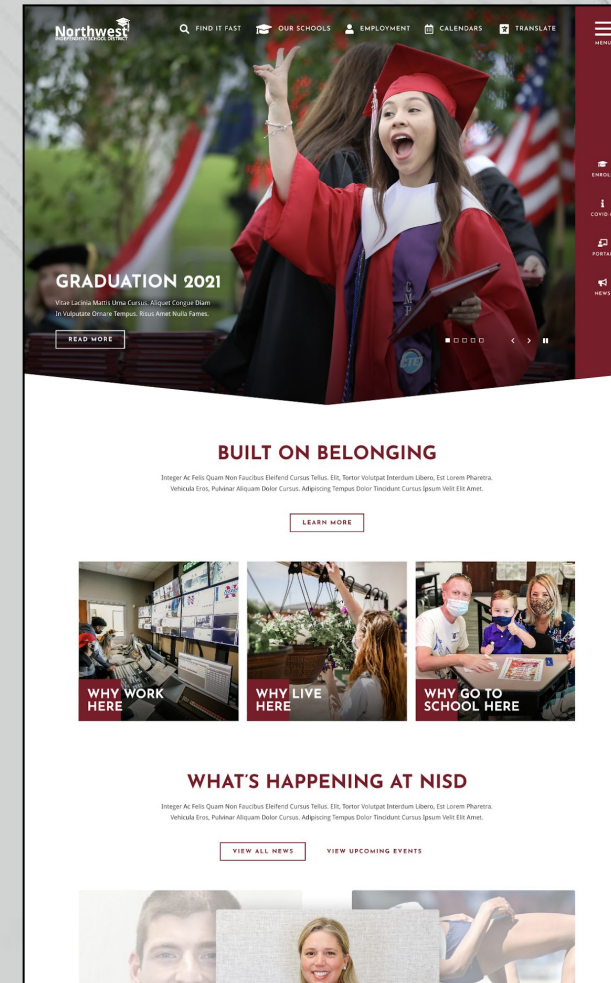


We coordinate...

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

New Website Launched

- Focused on easy navigation
- Flows better between devices (smartphone to computer)
- More mobile-friendly layout
- More accessible from ADA compliance and better translation services



Campus Communication Toolkit

- Hosted on Google Drive
- Shared with principals and office managers
- Includes newsletter content, graphics, letters, etc.
- Updates are sent each week

2021-2022 Campus Communication Toolkit

To view all files in the Campus Communication Toolkit, [click here](#) or go to Google Drive, click on “Shared Drives” and select “Campus Communication Toolkit.” This drive has been shared with all principals and assistant principals. To add further administrative staff, send a sharing request.

May 26, 2022, Updates

Newsletter Content

- **Enjoy summer break**
 - [District Calendars](#)
 - [Social Media Graphic](#)
 - Have a great summer break! Returning Northwest ISD are off until Wednesday, August 17, which will mark the first day of the 2022-2023 school year.

Please be aware that if you need district support, the central office will operate from 7:30 a.m. to 5 p.m. Monday through Thursday in June and July. We wish all families a safe and relaxing summer!

- **Northwest ISD named a Best Community for Music Education**
 - [News Article](#)
 - [Image](#)

...in 14 years, the National Association of Music Merchants

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 via **cell**
- 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
- Balancing the amount of information we send
- Working closely with campuses

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

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.



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 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.



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

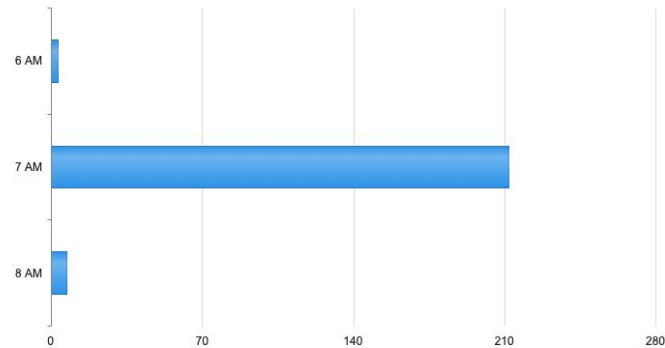
19

Pending Approval

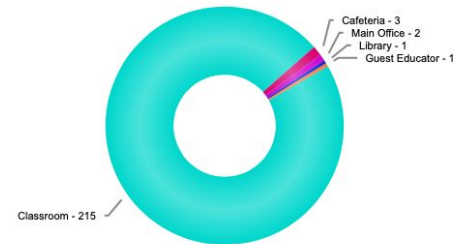
31

Approved This Week

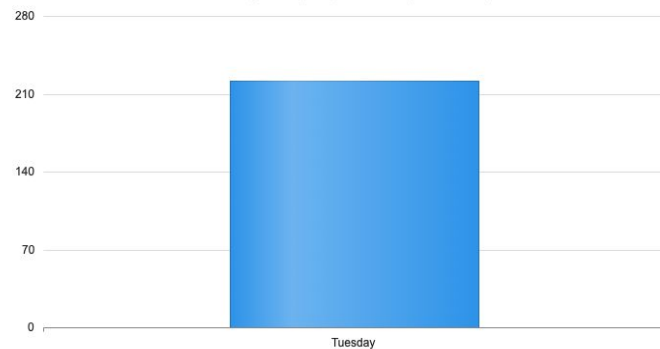
Visitor Sign In By Hour (Today)



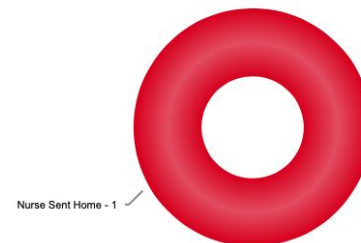
Visitor Sign In By Destination (This Week)



Visitor Sign In By Day Of Week (This Week)



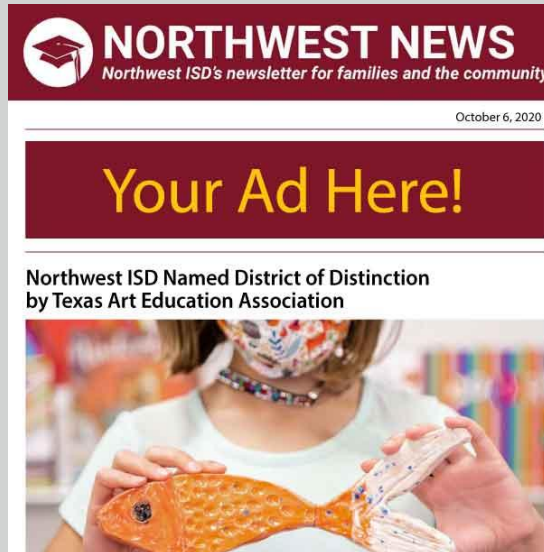
Student Sign Out By Destination (This Week)



Advertising



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



**General
Questions
and
Emergencies**



Anthony Tosie



817-215-0169



anthony.tosie@nisdtx.org

**Community
and
Volunteer
Support**



Hailee Fojtasek



817-215-0172



hailee.fojtasek@nisdtx.org

Reception



Cindy Metting



817-215-0171



cmetting@nisdtx.org

**General
News**



Jennifer Becan - Elementary



817-215-0181



jennifer.becan@nisdtx.org



Jess Croshaw - Secondary



817-215-0056



jessica.croshaw@nisdtx.org

Website



Melissa Shawn



817-215-0135



mshawn@nisdtx.org

Videos



TBD



817-698-1093



Email TBD

Contact Us



Northwest ISD Education Foundation

Meet Our Team



Jennifer Burton
Executive Director



Alyssa Pry
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**

District Initiative Fund



Resource Store
and Library



Snack Packs



Monthly Food
Pantry

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

Resource Store & Library

Summer Shopping Data

- Total orders: 945
- 87 shoppers in June and July
- Shopping Details for 2022-23
- Shop through the online form or in-person
- Regular Store Hours
- Tuesdays and Thursdays: 2 to 5 p.m.
- Wednesdays: 2 to 6:30 p.m.
- Third Saturday of each month by appointment

- Impact as of 5/23
- Every NISD campus utilized the resource
- 658 online orders
- 200 in-person shoppers
- 1,539 books distributed
- Pike – 61
- Love – 61
- Wilson – 56
- Schluter – 52
- JCT – 51
- Berkshire – 51

Teaching Grants



Awarded
\$61,979



27 Grants
Total



15 NISD
Campuses

Student Scholarships

Awarded \$554,000 since 1999!

Class of 2022

- \$117,000
- 74 Scholarships

- All graduating seniors are eligible
- College, university, trade/technical school

Class of 2023 Applications open in January



NEF Legends Golf Tournament
October 6, 2021
\$203,570



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!



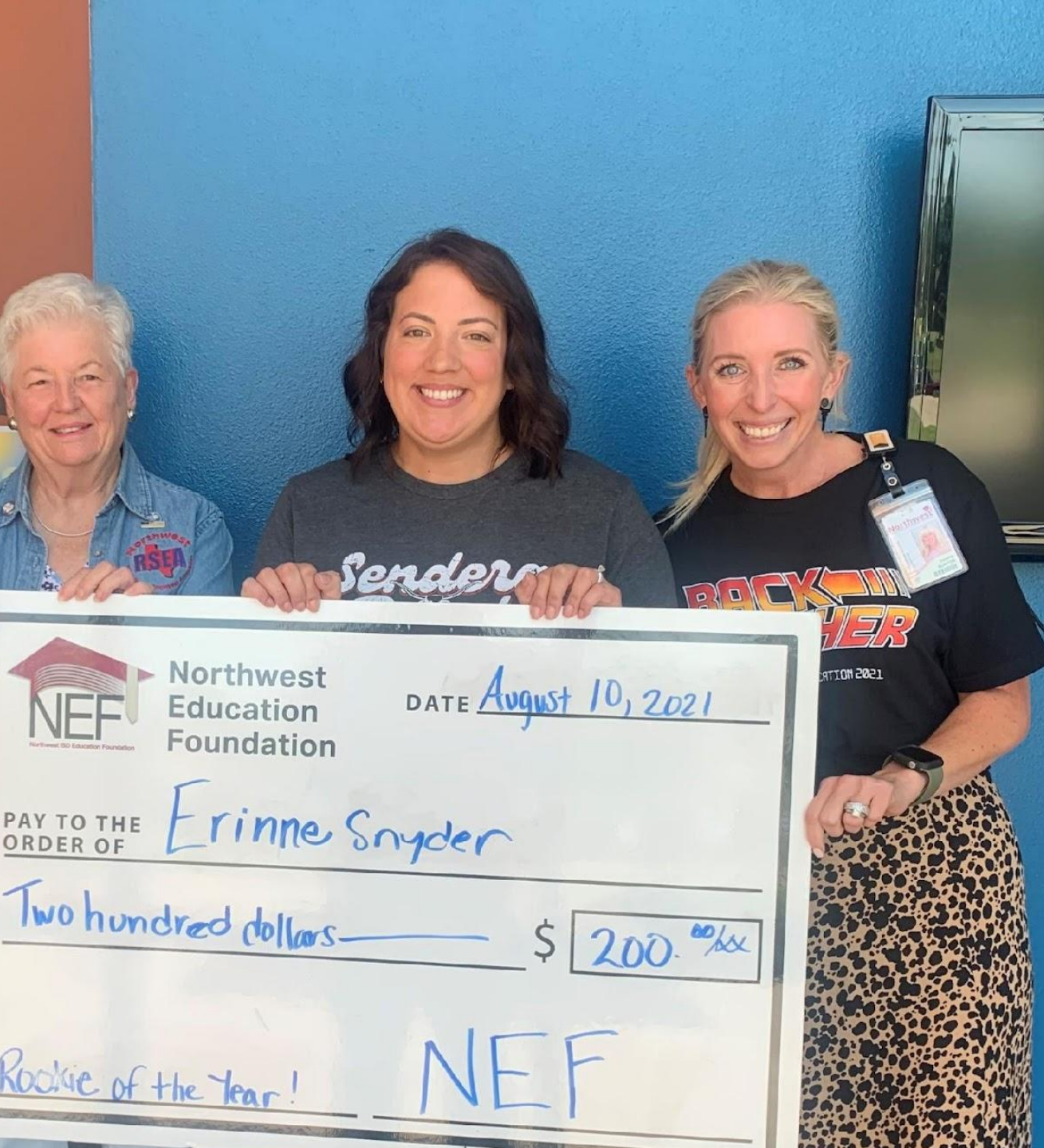
Save the Date!

Grant Committee

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

2023 Corn Hole event

- Mule Barn



Save the Date!

NEF Corn Hole Tournament – TBD

NEF Gala, Party with a Purpose-April 22nd

Kinder Club

BigShots “Party with a Purpose”

- Event – May 2022

Grow Hillwood Alliance Texas endowment

- Dinner for Alliance Texas business partners to encourage support and long-term giving.

And so much more!

Social Media

Search for “isupportNEF” on Facebook, Twitter and Instagram. We are also on LinkedIn as Northwest ISD Education Foundation.

Contact Us

Executive Director



Jennifer Burton



817-215-0084



jennifer.burton@nisdtx.org

Director



Alyssa Pry



817-215-0166



alyssa.pry@nisdtx.org

Business Operations Manager



Rachel Keable



817-215-0084



rachel.keable@nisdtx.org



Thank You!

Questions?



Next Meeting:

Wednesday,
November 9