



NORTHWEST ISD COMMUNICATIONS

District Effectiveness Report - May 8, 2023

MEET OUR TEAM



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TELLING OUR STORY

Our department vision is to **inform** and **engage** community members in the Northwest ISD culture through trusted, adaptable communication.

One way we accomplish this vision is by **telling our story** to community members so they learn what happens in our schools, trust us and become involved.



TELLING OUR STORY | WRITING



Newsletters: Northwest ISD's three newsletters – Northwest News, Board Notes and Source – reach more than 35,000 people, including roughly 3,500 staff members. Open rates are about 60%.

Stories: Our team captures unique feature stories to showcase exemplary education or individuals within our schools.

News Releases: We regularly send news releases to local media outlets about principal announcements, new schools, noteworthy accomplishments and more.

TELLING OUR STORY | SOCIAL MEDIA

Social media serves as **one of the most interactive platforms** available for communication and has **established itself as a bellwether** for how our families feel about the district.

Northwest ISD uses social media as a tool to regularly show families **what's happening in our schools**. We want families informed about the learning that takes place in our school district.

24,800+



9,500+



16,800+



TELLING OUR STORY | PHOTOS & VIDEOS

Communications staff have attended **more than 300 events or activities** across the school district this year for photos and videos! This content showcases learning and extracurricular activities in our school district.



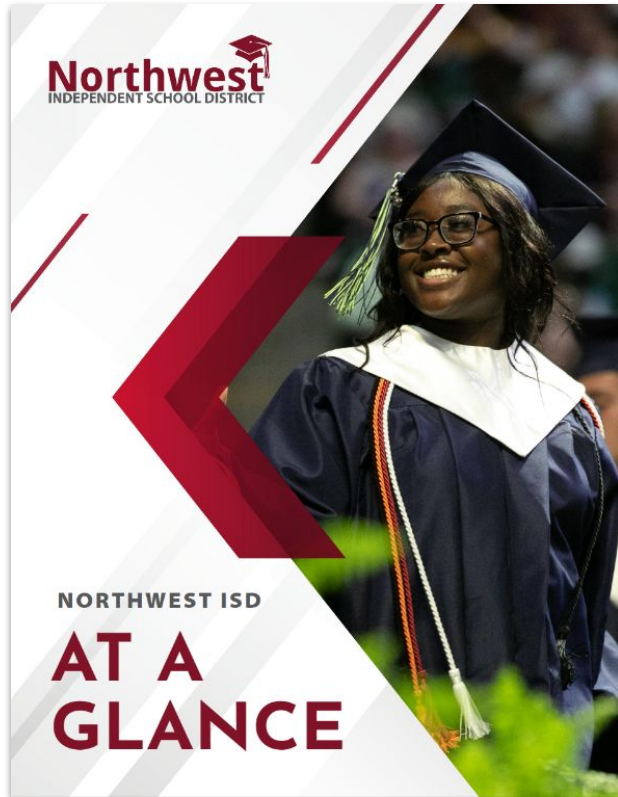
TELLING OUR STORY | GRAPHIC DESIGN

The communications department has taken on a significant amount of graphic design work to support campuses and departments with **consistent imagery**.

We have partnered with departments and schools to create logos, flyers, posters, social media graphics and much more.



TELLING OUR STORY | NISD AT A GLANCE



Among the promotional materials the communications team has created to represent the district is **Northwest ISD At A Glance**. This document serves as an up-to-the-moment annual report to showcase the district and our schools.

Our goal was to make most content timeless to represent the highlights of our district, such as our focus on reading or CTE. Northwest ISD At A Glance can be viewed online at www.nisdtx.org/ataglance.



FAMILY SURVEY RESULTS

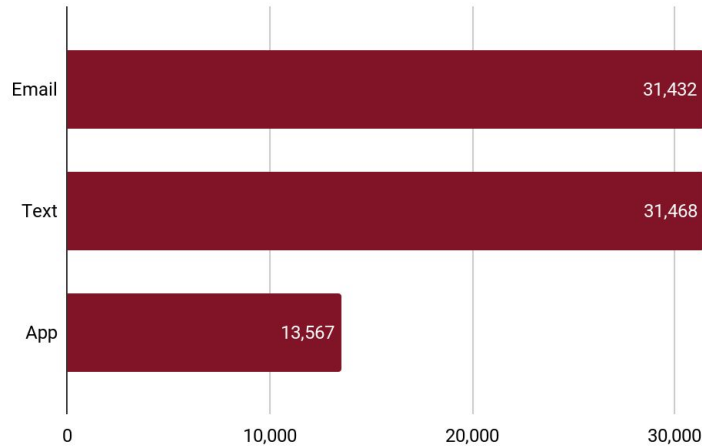
District communication was among the top-rated categories in the recent Family Survey, with more than **84%** of Northwest ISD families expressing satisfaction and only **5%** expressing dissatisfaction!



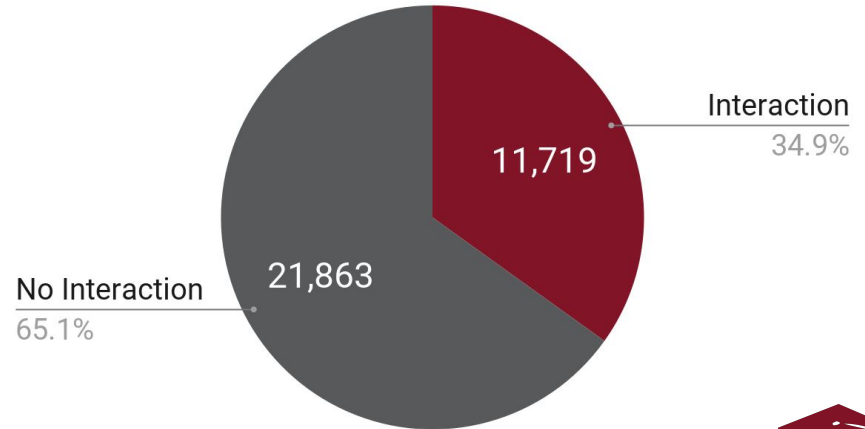
PARENTSQUARE | AN INSTANT IMPACT

Since launching in August 2022, **ParentSquare** has instantly increased the two-way communication with families throughout Northwest ISD.

Parents/Guardians Reached



Interactions



PARENTSQUARE | STRONG USAGE



ParentSquare

30,264

Posts made by
teachers, schools
or the district since
launching
ParentSquare in
August 2022!

CAMPUS SUPPORT



COMMUNICATION TOOLKIT

School leaders receive a weekly update and Google Drive with standardized communication as well as support files they can use for newsletters and more.



LETTER WRITING

More than 60 campus-specific letters have been written this year in response to specific topics while school leaders dealt with situations directly.



MULTIMEDIA CREATION

Communications personnel regularly assist campuses with photos and graphic design to assist with their events or promotions.

EVENTS | GROWTH & PREPARATIONS



The 2023-2024 school year marked the return of **convocation**, moving the event to the University of North Texas Coliseum, where it will remain next year. With several campuses under development, Northwest ISD hosted four **groundbreaking ceremonies** and a **dedication ceremony**. We are currently planning five dedication ceremonies for 2023-2024.

EVENTS | SUPPORTING STUDENTS



Angel Tree

This year's Angel Tree was the largest ever, supporting more than 1,500 students in need across Northwest ISD.



Back-to-School Fair

The annual Back-to-School Fair similarly set services records, also helping 1,500 students prepare for school.



Trustee Awards of Excellence

This year's Trustee Awards of Excellence will recognize roughly 1,000 students for their accomplishments.

EVENTS | SUPPORTING EDUCATION

Two districtwide events provided support for educational initiatives:

Northwest Reads and the **Inspire Celebration**.

This year's Northwest Reads saw several hundred volunteers reading to elementary students. Inspire returned to its traditional format to recognize top teachers and staff.



MAJOR PROJECTS | BOND ELECTION



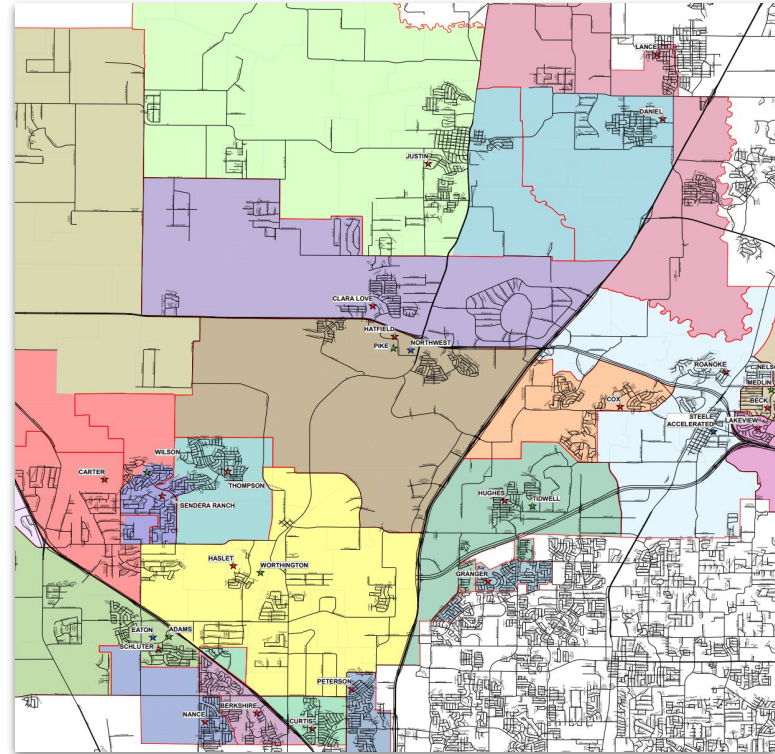
To support knowledge of the bond referendum, the Northwest ISD communications team conducted an informational campaign to increase awareness of the proposal. Communications initiatives conducted included:

- **70+** Community or Staff Presentations
- **55** Social Media Posts
- **12** Types of Printed Mailers
- **31** Sets of Campus Signs, Campus Handouts and Campus Posters
- **15** ParentSquare Posts
- **8** Media Interviews
- **5** Videos
- **2** Facebook Live Streams
- Staff Bond Educators Group

MAJOR PROJECTS | REZONING

This spring, communications partnered with facilities, curriculum and instruction, and data services to talk to families about the 2023-2024 rezoning process. More than **150 messages** were responded to during this process.

Families were directly communicated with before each meeting and with results of changes to planned boundaries based on feedback. Following the process, these families were again directly contacted four times about the request to remain window for students eligible to stay at their current campuses.



DEPARTMENT SUCCESS



The Northwest ISD Communications Department earned **eight awards** at the Texas School Public Relations Association's annual conference awards, with each department staff member earning a gold ranking or equivalent in at least one category.

LOOKING AHEAD

The communications team will work on several major projects beginning in the summer and throughout next school year. Listed below are some of the larger-scale projects planned.

- **Anti-Bullying & Safety Awareness Campaigns:** Inform families of tools to report bullying and encourage bullying prevention; keep our community and staff aware of our safety initiatives.
- **Staff Morale, Teacher Feedback Initiatives:** Keep our staff engaged in the Northwest ISD culture and find ways to solicit more teacher feedback.
- **New Family Information:** Provide an online resource for families new to Northwest ISD to learn about standard programs, information and procedures.
- **Branding Cohesion:** Create more standardization among the Northwest ISD brand, in terms of graphical elements as well as communications norms.
- **Community Relations Campus Support:** Provide district support for standardized programs such as Watch D.O.G.S., Big Brothers Big Sisters, snack packs and more.



OUR CHALLENGES

WHAT WE CONTROL

- **Ourselves:** Being reliable and easy to work with
- **Community:** Always listening to the feedback of our community
- **Schools:** Equitable coverage of all district schools
- **Media:** Providing newsworthy information and honesty
- **Technology:** Making content accessible

WHAT WE CAN'T CONTROL

- **Others:** Not everyone will be happy with all decisions
- **Community:** Rumors on social media
- **Schools:** When a crisis occurs – we only control our response
- **Media:** How a story is presented or whether it's covered
- **Technology:** What service platforms allow (election ads)



THANK YOU!

Questions?