



NORTHWEST ISD COMMUNICATIONS & NEF

Leadership NISD - October 11, 2023

MEET OUR TEAM



**Anthony
Tosie**

Executive Director
of
Communications



**Hailee
Fojtasek**

Coordinator of
Community
Relations



**Jennifer
Becan**

Communications
Specialist



**Seth
Denton**

Multimedia
Specialist



**Matt
Mays**

Communications
Specialist



**Patricia
Nichols**

Community
Relations
Specialist



**Melissa
Shawn**

Website
Specialist



**Cindy
Metting**

Administrative
Assistant



KEY COMMUNICATION OBJECTIVES

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

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+

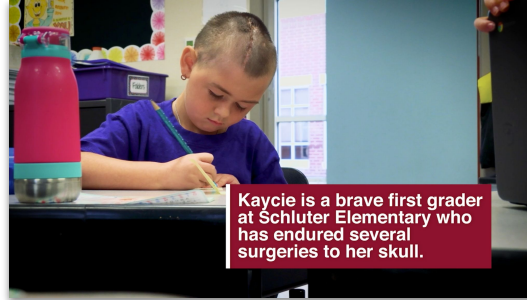


TELLING OUR STORY | PHOTOGRAPHY

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



TELLING OUR STORY | GREAT VIDEOS



There are three elements to great visual storytelling. **Seth Denton** works with teachers and staff to tell visual stories that have:

1. Great Video
2. Capture Emotion
3. Are Informative

GRAPHIC DESIGN | OUR BRAND LOOK



The communications department leads the district's 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.

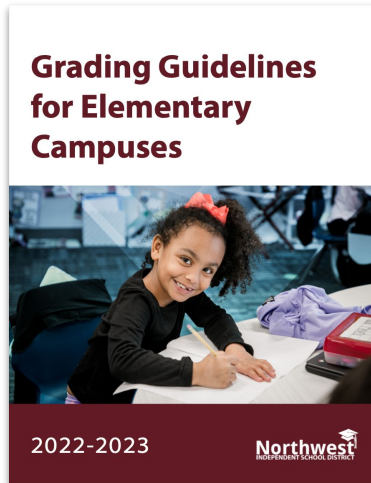


GRAPHIC DESIGN | HELPING SCHOOLS

Jennifer Becan supports schools and departments by creating designs that are often applicable districtwide or to multiple schools.



Social Media



Documents



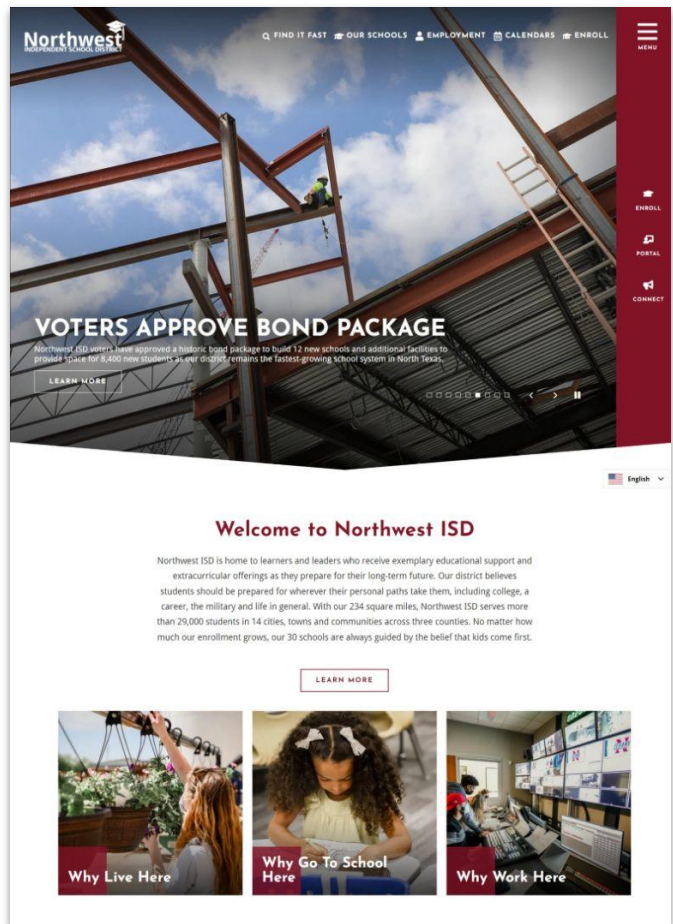
Logos



WEBSITE SERVICES

Northwest ISD uses the **Finalsite** content-management system, adopted in the 2021-2022 school year. **Melissa Shawn** supports campuses with website assistance.

Our website is designed to be **ADA compliant**, using alt text to benefit those with visual impairments.

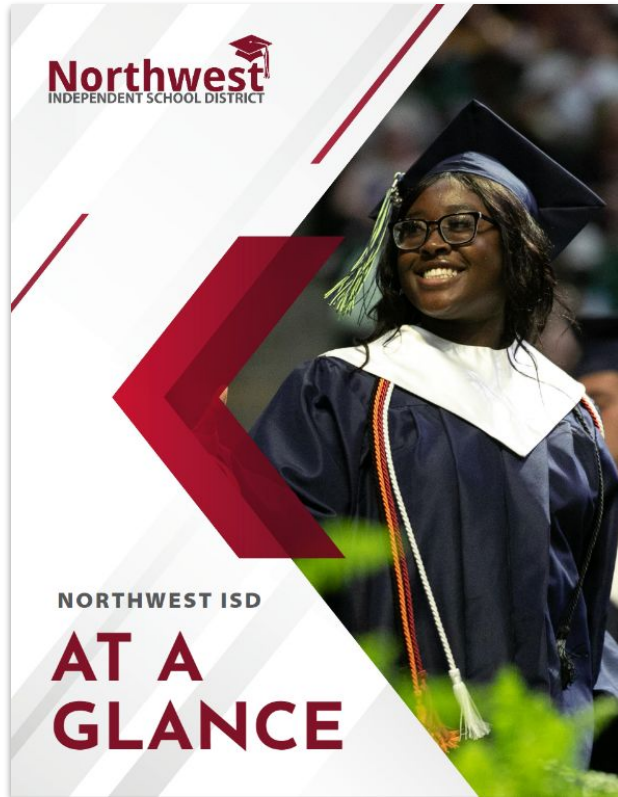


WEBSITE SERVICES | ADA IS THE LAW

Screen reader test

Images with and without
alt attribute

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!

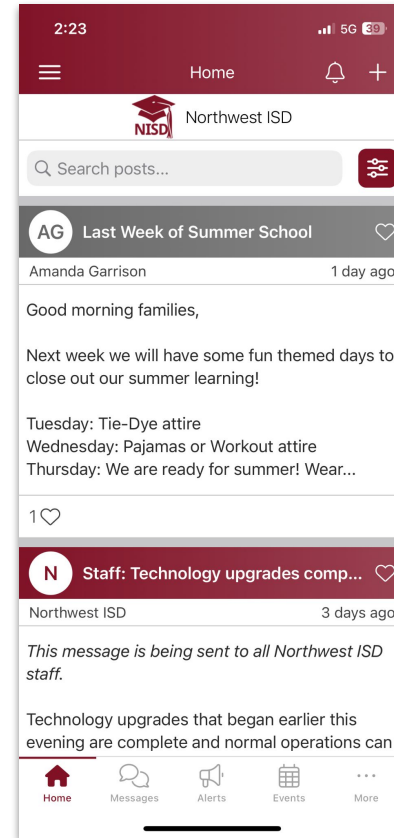


WHAT OUR FAMILIES PREFER

Format	Percentage
Text Messages	29%
ParentSquare	28%
Email Newsletters	19%
Website	8%
Printed Materials	3%
Videos	2%

PARENTSQUARE | EASY COMMUNICATION

- Posts can be sent as emails, texts and app notifications
- Separately send text messages, emails or phone calls
- Also serves as a messaging platform (like Remind)
- App can be used by staff and parents
- Aggregates communication
- Students are being rostered (including classes) for the school year



PARENTSQUARE | STRONG USAGE



ParentSquare

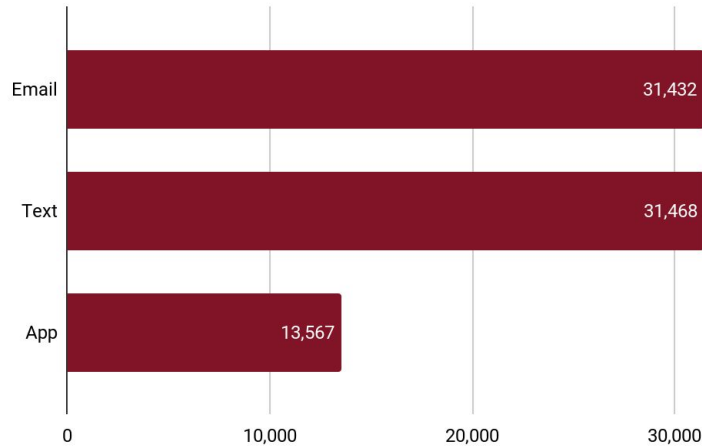
30,264

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

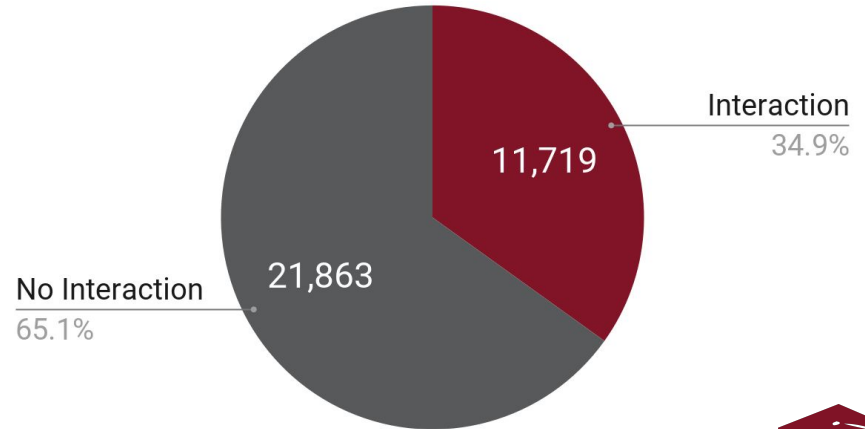
PARENTSQUARE | AN INSTANT IMPACT

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

Parents/Guardians Reached



Interactions



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.

CAMPUS COMMUNICATION TOOLKIT

- Hosted on Google Drive
- Shared with principals and office managers
- Includes newsletter content, graphics, letters, etc.
- Updates are sent each week
- If you'd like to be included,
email Anthony

Campus Communications Toolkit
2022-2023



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 19, 2023, Updates

News & Information

- **Last week of school includes early release on May 26**
 - [16x9 Graphic](#) (Twitter, Facebook), [Square Graphic](#) (Instagram, Twitter)
 - Alt Text: A photo of students running outside a school with text saying Early Release, Friday, May 26
 - [Early-Release Schedule](#)
 - The end of the 2022-2023 school year is almost here! The last day of classes at all Northwest ISD schools is Friday, May 26, which is an early-release school day. To see early release times by campus level, [view this webpage](#). We look forward to ending the school year with excellence!
- **Enjoy summer break (Post After School on May 26)**
 - [District Calendars](#)
 - [Social Media Graphic](#)
 - Alt Text: A photo of chairs on a beach with the NISD logo and text saying Summer Break, 2023-2024 begins August 16
 - Have a great summer break! Returning Northwest ISD are off until Wednesday, August 16, which will mark the first day of the 2023-2024 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!



CRISIS COMMUNICATIONS

- Your campus admin team handles the crisis itself – **let us handle the communication!**
- Submit any crisis information through ReadyOp
- If the issue is serious or you want to inform your community, 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

MEDIA CORRESPONDENCE



When the media reaches out, **refer them to us!** We'll work with you and coordinate appropriate media coverage and avoid pitfalls.

MAJOR PROJECTS | BONDS & REZONING



During bond referendums and rezoning, the communications department coordinates with the facilities department to **inform the public of the proposals**. This includes graphics, printed materials (mailers), videos, public meetings, etc.

When bond referendums or rezoning takes place, **please reach out to our department when you hear questions or concerns**. In addition to district communication, we support campuses during these events.

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)

Community Relations



PARTNERS IN EDUCATION

Building Connections Creating Opportunities

The Northwest ISD Partners in Education program exists to engage businesses, organizations, and communities with classrooms at each campus and all grade levels through a variety of avenues that enhance the overall experience for students and staff.

Mission

To enhance the overall experience for NISD students and staff, Partners in Education will create and sustain mutually beneficial relationships between Northwest ISD and the community.



WHAT IS A PARTNER?

Anyone who can offer their...

Time- NISD constantly strives to develop and maintain a culture that promotes volunteerism within our district and campuses. This year we have nearly 10,000 registered volunteers helping within the walls of our schools.

Talent- NISD students are encouraged to find and follow their passions at school, where they receive instruction to prepare them for wherever life takes them after they graduate. We partner with community businesses and organizations to provide real world experiences for our students.

Treasure- Schools often utilize outsourced funding to celebrate staff, enrich student activities, and continuously evolve their programs. Partners can donate directly to a campus or program that they are interested in supporting.



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 service 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 provide 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.



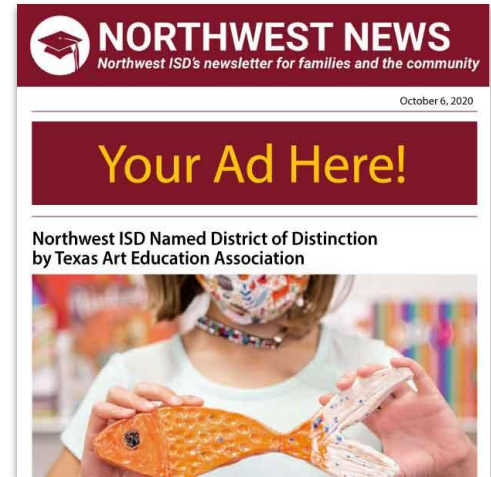
CREATING PARTNERSHIPS | NETWORKING

- Chambers of Commerce
- Rotary Groups
- Lions Clubs
- Women's Clubs
- PTA
- Leadership Groups
- Training and Certification Programs
- Meet and Greet Events
- City/County/State Events
- Fundraising Events



ADVERTISING

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



VISITOR 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

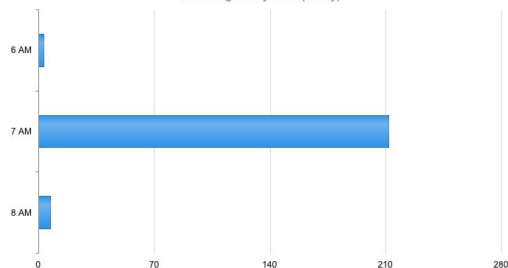
19

Pending Approval

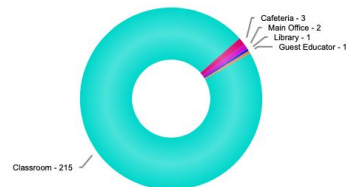
31

Approved This Week

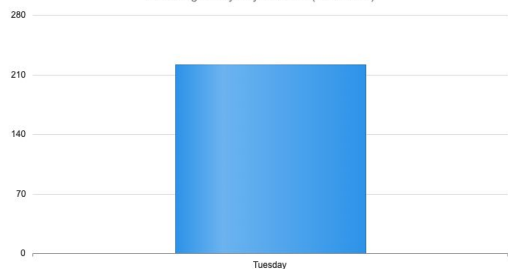
Visitor Sign In By Hour (Today)



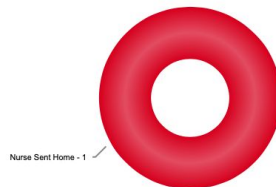
Visitor Sign In By Destination (This Week)



Visitor Sign In By Day Of Week (This Week)



Student Sign Out By Destination (This Week)



VOLUNTEER PROCEDURES



STEP 1

FILL OUT VOLUNTEER
APPLICATION



STEP 2

COMPLETE VOLUNTEER
101 ORIENTATION



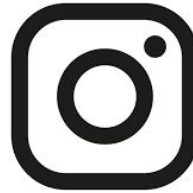
STEP 3

SIGN UP TO VOLUNTEER AT
A CAMPUS

KEEP CONNECTED



@northwestpie



@northwestpie



@northwestpie

CONTACT US

General Questions & Emergencies



Anthony Tosie



817-215-0169



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Community & Volunteer Support



Hailee Fojtasek



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Trish Nichols



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Reception



Cindy Metting



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General News



Jennifer Becan (Elementary)



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Matt Mays (Secondary)



817-215-0056



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Website



Melissa Shawn



817-215-0135



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Videos



Seth Denton



817-698-1093



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Northwest ISD Education Foundation

NEF Dream Team



Jennifer Burton

Executive Director



Alyssa Pry

Director of
Communications and
Public Relations



Rachel Keable

Business Operations
Manager



Rhiannon Chaffee

Store and Library
Coordinator

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 Strategic Goals



Strategic Goal 1: To create an infrastructure that allows NEF to fulfill its mission and vision



Strategic Goal 2: Secure, safeguard and manage the funds to ensure the financial prosperity of NEF



Strategic Goal 3: Engage the community by providing effective communications through marketing, public relations and outreach



Strategic Goal 4: Encourage future-ready students through high impact opportunities to increase academic excellence



Strategic Goal 5: Establish trust with NISD educators to empower them to seek opportunities with NEF



Our Programs



Teaching Grants



Student Scholarships



District Initiative Fund

Teaching Grants

\$1.8 million awarded since 1999



Awarded
\$73,000



28 Teaching
Grants

17 NISD
Campuses

Student Scholarships

\$710,000 awarded since 1999

Class of 2023

- \$155,000
- 91 Scholarships
- All graduating seniors are eligible
- College, university, trade/technical school

***Class of 2024 Applications
open in January***



District Initiative Fund



NISD Partnerships:
RISE & CTE interns



Summer Snack
Pack Program



Monthly Food
Pantry with NISD

District Initiative Fund

NEF Resource Store and Library

- Every NISD campus utilized the resource store
- 1,065 online orders fulfilled
- 1,613 in-person shoppers
- Continuing to improve the program with the support of NISD Technology and Follett

Snack Packs

- More than 5,000 packed for 2023 summer learners

TAFB and NEF Mobile Food Pantry

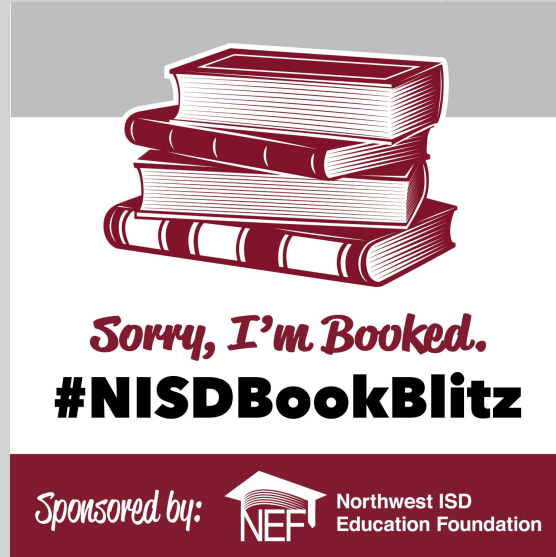
- Served 1,427 households and 6,940 individuals
- More than 1,500 volunteer hours



District Initiative Fund



NEF Kinder Club



NISD Book Blitz



Strategic Sponsorships

District Initiative Fund

Inspire Awards

- Monetary awards for Teachers of the Year, Finalists and Employees of the Year
- Partnership with Jostens for Teachers of the Year gift

NISD Book Blitz and Bilingual Spelling Bee

- Encourage literacy at every level across the district

Strategic Sponsorships

- \$4,000 commitment to support SAT Prep to increase National Merit Scholars across the district
- Providing all incoming freshman with NEF-branded shirts in partnership with comprehensive high schools
- NISD Robotics Tournament



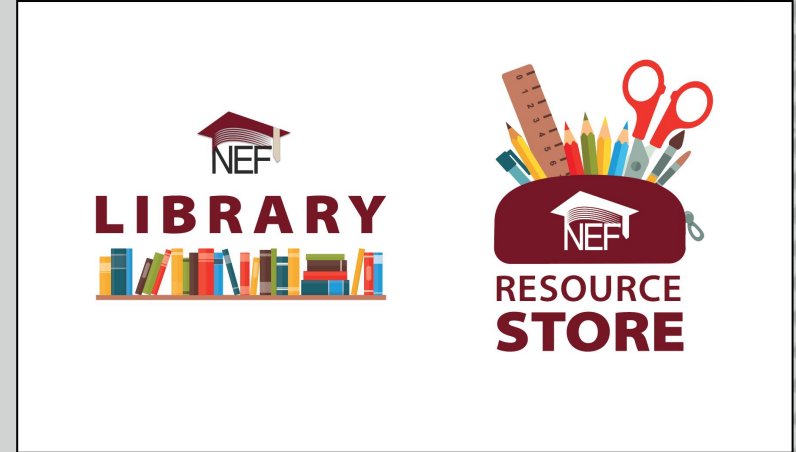
NEF Resource Store & Library

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

Free Library

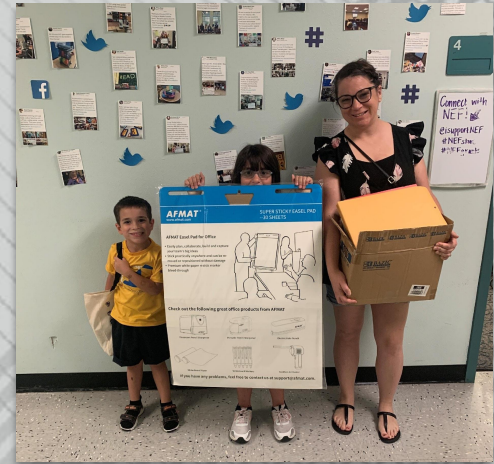
- Teachers shop for FREE
- Books are available for classroom libraries and for students to take home



NEF Resource Store & Library

Impact since August 9, 2023

- **552** total shoppers
 - **421** shoppers in August
- **100,443** items available
- **46,962** items checked out
- **4,669** books checked out



NEF Resource Store & Library

Impact since August 9, 2023

Every NISD Campus, including Administration and Support Services, has utilized the NEF store.

Top 5 Campuses

1. Northwest: 41
2. Admin/Support Services: 38
3. Clara Love: 37
4. Transportation: 35
5. Eaton/PVE: 24



Volunteer

NEF Legends Golf Tournament

October 25, 2023

Sky Creek Ranch Golf Club



NEF wants YOU!



How can you support NEF?

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

Save the Date!

Grant Committee

- Reading and selecting teaching grants now!
- Join us for the Grant Brigade in December

2024 Upcoming Events

- Corn Hole Tournament: February 3
- BigShots Event: March 7
- NEF Annual Gala: April 27





@isupportNEF



@isupportNEF



@isupportNEF



Northwest ISD
Education Foundation

Executive Director



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Contact Us



THANK YOU!

Questions?