



NORTHWEST ISD **COMMUNICATIONS**

District Effectiveness Report - May 6, 2024

MEET OUR TEAM



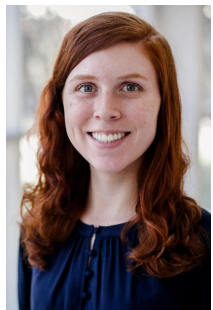
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TELLING OUR STORY

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 & MEDIA



Our News: Northwest ISD publishes its own news via our website, newsletters and other avenues to serve as the primary outlet of district updates. We strive for transparency and thoroughness while giving families a glimpse inside modern learning experiences.



Media Partners: We work with media outlets to ensure correct information about the district is published. Some of our common media partners include Community Impact, Fort Worth Report, Fort Worth Star-Telegram and Wise County Messenger.



TELLING OUR STORY | PHOTOS & VIDEOS

Communications staff are on pace to again attend **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 | SOCIAL MEDIA

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.

Increasingly, we have used social media to **monitor community input** on our page as well as group pages. This has helped us correct misinformation.

29,600+



11,200+



16,900+



TELLING OUR STORY | CREATIVE SERVICES

Creative services tasks have seen a significant increase in the past year, with **hundreds of graphics created** for departments and schools. Among the new designs are **select campus logos** for outdated or low-quality graphics.



CAMPUS SUPPORT | PARENTSQUARE

Interactions	2023-2024	2022-2023	Difference
Post Interactions	15,321 / 34,735 (44%)	8,969 / 34,243 (26%)	+18%
Comments on Posts	5,122	1,980	+61%
Appreciations on Posts	10,076	7,586	+25%
RSVPs	973	267	+73%
Volunteers	6,871	1,109	+84%
Classroom Item Sign-Ups	2,792	572	+80%
Forms	5,204	541	+90%
Polls	252	69	+265%



CAMPUS SUPPORT | LETTERS & TOOLKIT

- **Letter Support:** Communications staff have supported campuses with **more than 90 letters** for emergency or important situations this school year. This represents a more than 50% increase from the 2022-2023 school year.
- **Campus Communication Toolkit:** Campus principals and office managers receive a weekly email with **consistent communication** they can use in newsletters, social media and more. We are also increasing resources such as graphics, letter templates and more.

EVENTS | SUPPORTING STUDENTS



Angel Tree

This year's Angel Tree was the largest ever, supporting more than 1,600 students in need across Northwest ISD.



Back-to-School Fair

The annual Back-to-School Fair similarly set services records, also helping 1,600 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 | GROWTH & PLANNING



Northwest ISD held **five dedication ceremonies** during the 2023-2024 school year, the most during a single year in district history. We are currently preparing for **four groundbreaking or topping out ceremonies**. We hosted 25 scripted events this year, the most ever for Northwest ISD.

EVENTS | SUPPORTING EDUCATION

Our team annually hosts two large events to support educational initiatives, **Northwest Reads** and the **Inspire Celebration**. We also host **convocation** to energize teachers and staff for the new school year and **support NEF** with all graphical and signage creation for its events, alongside on-site event assistance.



DEPARTMENT SUCCESS



The Northwest ISD Communications Department earned **11 awards** at the **Texas School Public Relations Association** annual conference awards, with each eligible staff member earning a gold ranking or equivalent in at least one category.

New Initiatives

Projects new for the 2023-2024 school year



NEW PROGRAMS | LISTENING SESSIONS

Compensation

- Veteran Teacher
Payscale
- Stipend Review
- Paraprofessional
Compensation
- Salary Transparency

Value

- PD Flexibility: Options,
Localization
- Prioritize Planning Time
- Increase Feedback
Opportunities
- More Staff Recognition

Wellbeing

- Disciplinary Support,
Support for Behaviors
- Analyze Workload
- SPED Challenges
- Add Mental Health
Supports

Northwest ISD began its first **Staff Listening Sessions** program during the 2023-2024 school year, with data gathered to continuously improve district effectiveness.

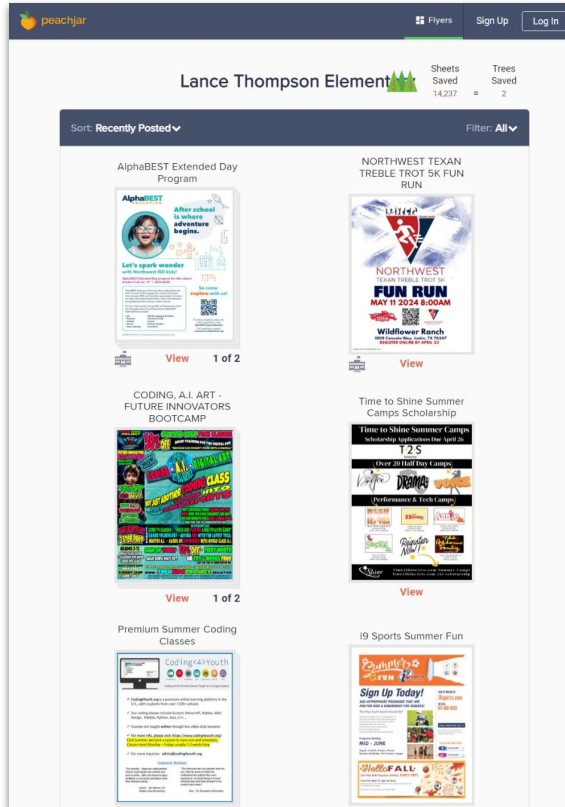


WATCH D.O.G.S. RESTART

Elementary and middle schools across the district **restarted the Watch D.O.G.S. program** to involve parents in the safety of their schools. The program has been very successful at the elementary level this year.



NEW PROGRAMS | PEACHJAR



Northwest ISD adopted the industry-standard **Peachjar** online flyer distribution service to allow schools and **approved community entities** to send flyers to school-specific families.



NEW PROGRAMS | BRANDING GUIDE

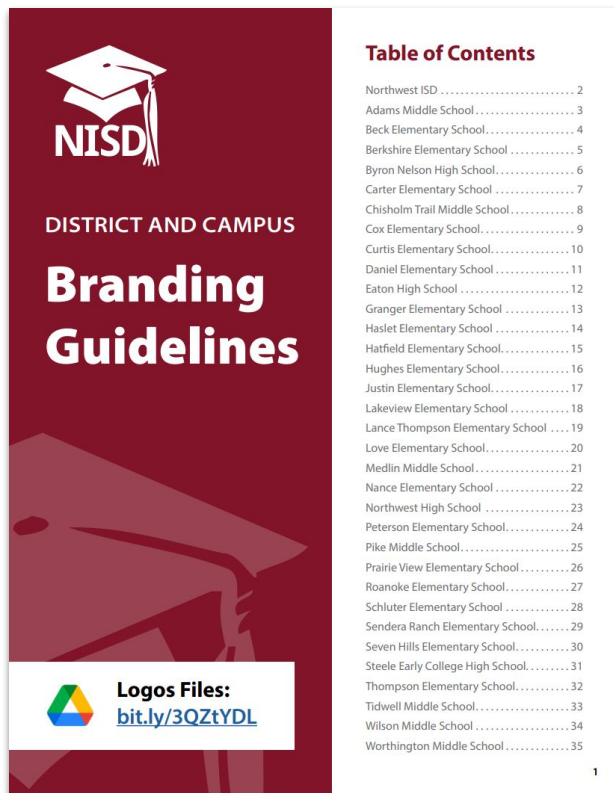


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Cox Elementary School

LOGO INFORMATION



COLOR INFORMATION

PANTONE		C	M	Y	K	R	G	B	HEX
	PANTONE 137 C	0%	38%	99%	0%	243	168	31	F3A81F
	BLACK	75%	68%	67%	90%	0	0	0	000000

FONT INFORMATION

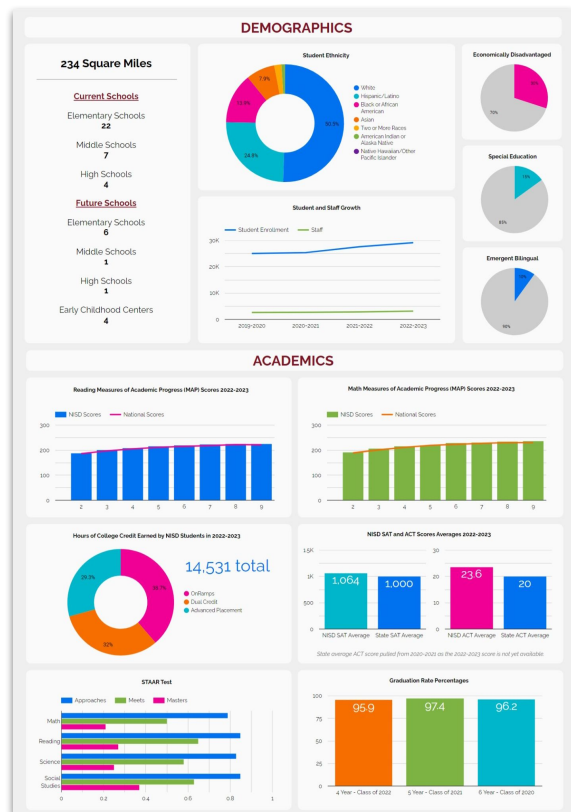
NONE

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A new branding guide includes **logos and color information**, including pantones, for every school in Northwest ISD.



NEW PROGRAMS | COMMUNITY DASHBOARD



Northwest ISD launched the **first iteration of the Community Dashboard** at the start of the 2023-2024 school year, with plans to increase its output with more data and categories based on community input in the coming school years.




Future Initiatives

Projects for the 2024-2025 school year and beyond



LOOKING AHEAD | SPECIFIC MAILERS



NORTHWEST ISD VISION

KEEPING YOU CONNECTED TO NORTHWEST ISD January 2023


You're never too young to learn in Northwest ISD

Children learn as soon as they're born, and it's never too early to get started on education! At Northwest ISD, we believe early childhood education sets a strong foundation for school.

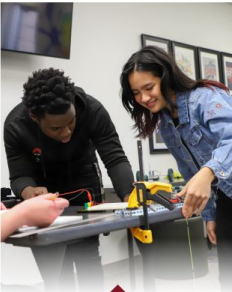
For families of children not yet old enough for school, we offer the free Parents as Teachers program to support parents and guardians with children prenatally through 5

years of age. The program offers home visits, group connections, developmental screenings and more!

Families with children at least 4 years of age can consider pre-kindergarten options to begin the classroom environment early. Students get a head start on building relationships, vocabulary, problem solving and more!



Learn more about early childhood opportunities at www.nisdtx.org/ec.



Students prepare for careers with academy system

At Northwest ISD, students not only strive for academic success, they learn tools they can use as they begin their careers after high school or college.

Through the district's academy system, students have the opportunity to learn specific trade skills – such as aviation, creative media or culinary arts – in one of seven academies. These skills provide our students with a competitive advantage over their peers when taking college courses or applying for jobs.

For students not in academies, academic pathways provide unique courses of study, such as healthcare diagnostics, financial services, programming and teaching. Through both academies and courses of study, students have the opportunity to earn industry certifications that showcase their skills. Our students have earned more than 4,500 certifications per year, proving they have immersed themselves in their fields of interest.

Learn more about academies and other programs of study at www.nisdtx.org/cte.

Going forward, our mailer budget will be used for **specific communication** each year instead of a standard template used for the Northwest Vision. This year, we will send a mailer thanking residents for the approval of bond packages with an **update on construction and planning**.

Ideas for future years include specific mailers for CTE programs, early childhood and family involvement, and more. This improves our ability to **explain each program**.



LOOKING AHEAD | STRATEGIC PLAN

Northwest ISD will implement the 2024-2028 Strategic Communications Plan in August, aligning with the district's Strategic Framework to meet the communications needs of our families and schools.

- **Staff Listening Sessions:** Create a public webpage that tracks all responses to feedback received in listening sessions for transparency and accountability.
- **Staff Retention & Recruitment:** Coordinate with HR and other departments for increased resources for staff as well as communication to recruit and retain.
- **New Family Information:** Provide an online resource for families new to Northwest ISD to learn about standard programs, information and procedures.
- **Campaigns:** Work with facilities, CTE and NEF leaders to promote key district advantages such as school construction, academies and the resource store via communications campaigns.
- **Standardization:** Provide schools with additional content – document templates, alert messages and more – for consistency across Northwest ISD.
- **Crisis Communication:** Coordinate with district safety and security leaders to integrate communications responses in plan and implement additional training for campus leaders.





THANK YOU!

Questions?