



Media Relations

- Media Inquiries
- Press Releases
- Media Advisories



Social Media

Facebook
Instagram
X
Vimeo



Strategic
Communications
Plans, Social Media
Campaigns, Digital
Magazine



Newsletters



Design

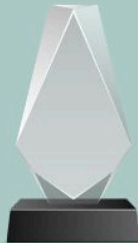
- Marketing Collateral
- Brochures & Mailers
- Video Packages
- Social Media Graphics
- Photography
- Presentations
- Signage



Manages 10
District
Websites



Staff Training, & Internal
Communications



1 National Golden Achievement Award
6 State Awards of Excellence
7 State Awards of Merit
Manages Staff Recognition Programs
Coordinates Staff Retirement Event



Crisis
Communications
and Parent
Messaging



Renee Balderas
Chief Communications
Officer



Michelle Pontes
Communications Technician

About Us

The Dry Creek Joint Elementary School District's (DCJESD) Department of Communications is committed to providing urgent and resourceful information to staff, parents/guardians, students, and community members. The goal is to increase awareness and communicate major announcements, policy changes, district, student, and staff achievements, and essential DCJESD activities.

The Communications Department is vital in managing all internal and external communications, ensuring clear and compelling messaging across various platforms. This includes fostering connections with community partners to enhance collaboration and engagement. The team is responsible for videography and community relations, promoting positive interactions, and showcasing district initiatives. Additionally, the department oversees media relations, managing press inquiries and crafting media responses, including press releases. The department also manages 10 district websites and the district's social media accounts, leveraging these tools for marketing and community outreach. In times of crisis, the communications department is crucial in developing timely responses to inform and reassure staff, parents/guardians, students, and community members.