



NORTHWEST ISD

COMMUNICATIONS

District Effectiveness Report - May 5, 2025

MEET OUR TEAM



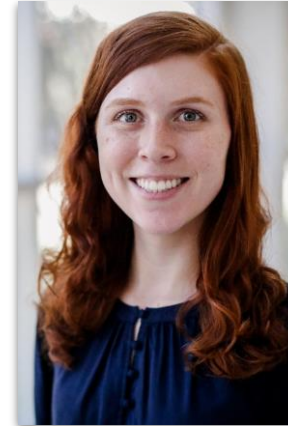
Anthony Tosie
Executive Director of
Communications



Kandle Pierce
Coordinator of
Community Relations



Stephanie Sanchez
Coordinator of
Communications



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



COMMUNICATIONS FLOW

School Board & Staff

Example: School Closures & Emergencies

Inform school board and district staff first so they are aware of any important news before families become aware. (*Exception: Ongoing crisis.*)

Families

Example: General District News

General district news will be posted directly by Northwest ISD, not third parties, to keep families aware of important dates and information.

Media

Example: “Negative” News

We typically receive more media inquiries for “negative” news. Our obligation is always to inform our families first, then we are happy to share that same information with the media.



TELLING OUR STORY | LONG-TERM PLAN

Our department adopted a **2024-2028 Strategic Communications Plan** to prioritize initiatives over the next several years and plan for improved two-way communication.

- Communications Campaigns
- Two-Way Communications & Feedback
- Campus & Staff Support



Objective 2: Crisis Communication

Upgrade crisis communication tools and supportive measures for districtwide consistency to increase safety score by 5% from 2023 levels in the 2027 Family Survey.

Strategy 1: Integrate Crisis Communications Plan into district standard operating procedures manual.

Tactics:

- Coordinate with district safety and security leaders to review existing Crisis Communications Plan.
- Update existing Crisis Communication Plan for adherence to district standard operating procedures.
- Create annual crisis response training for campus administrators prior to the start of each school year.

Alignment: Strategic Goals 3.1, 3.2

Measurement: Task Completion

Timeline: December 2025 - May 2026

Staff Oversight: Executive Director of Communications, Executive Director of Safety and Security

Strategy 2: Increase resources available to campus leaders for crisis situations.

Tactics:

- Expand Campus Communication Toolkit to include additional template letters.
- Create standard crisis communications talking points.
- Create standard ParentSquare emergency alert templates to align with alert practices in standard operating procedures.
- Create regular crisis communication timeline for administrators; cross-train communications staff on timeline for crisis situations.

Alignment: Strategic Goals 2.3, 3.1

Measurement: Task Completion

Timeline: November 2025 - August 2026

Staff Oversight: Executive Director of Communications, Executive Director of Safety and Security, Coordinator of Communications

TELLING OUR STORY | NEWS & INQUIRIES



Our News: Our priority as a department is providing families with news and information directly from Northwest ISD to build trust for our transparency. Our department has attended **more than 300 campus events** this year to take photos, video and write stories.



Media Partners: We work with media outlets to provide accuracy. Some media partners include Community Impact, Fort Worth Report, Fort Worth Star-Telegram and Wise County Messenger. We have responded to **more than 220 media inquiries** this year.



TELLING OUR STORY | TEACHER PROFILES



Northwest ISD began the **Inside the Classroom** article series of teacher profiles this year to showcase outstanding educators. Every campus will be featured during the 2025-2026 school year.



FAMILY SURVEY RESULTS

District communication was among the top-rated categories in the recent Family Survey, with more than **83%** of Northwest ISD families expressing satisfaction and only **4%** expressing dissatisfaction!



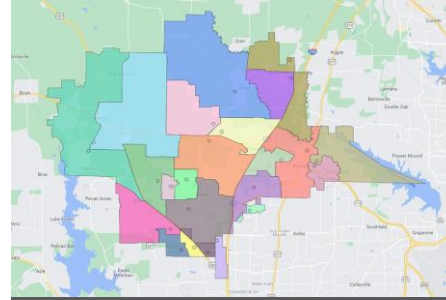
EVENTS | STUDENTS, STAFF & COMMUNITY



Angel Tree



Back-to-School Fair



Connection Luncheon



Convocation



Dedication Ceremonies



Inspire Celebration



Gold Card Luncheons



Groundbreaking Ceremonies



Northwest Reads



Trustee Awards of Excellence

NEW PROGRAMS | RECOGNITION



SHINE Award




Librarian Awards

Northwest ISD began the **SHINE Award** and **Librarian Awards** during the 2024-2025 school year, recognizing outstanding educators nominated by students and campus leaders.

PROJECTS

- Campaigns: **Texas School Funding Crisis, VATRE, Watch D.O.G.S.**
- Feedback: **Family Survey, Staff Listening Sessions**
- Mailer: **Bond Projects Update**
- News & Information: **JETI Announcement, New to NISD Webpage & Message**



Texas has the 8th largest economy in the world yet ranks **42nd in per-student funding** in the United States.

TEXAS *SCHOOL FUNDING CRISIS*

SOURCE: U.S. CENSUS BUREAU



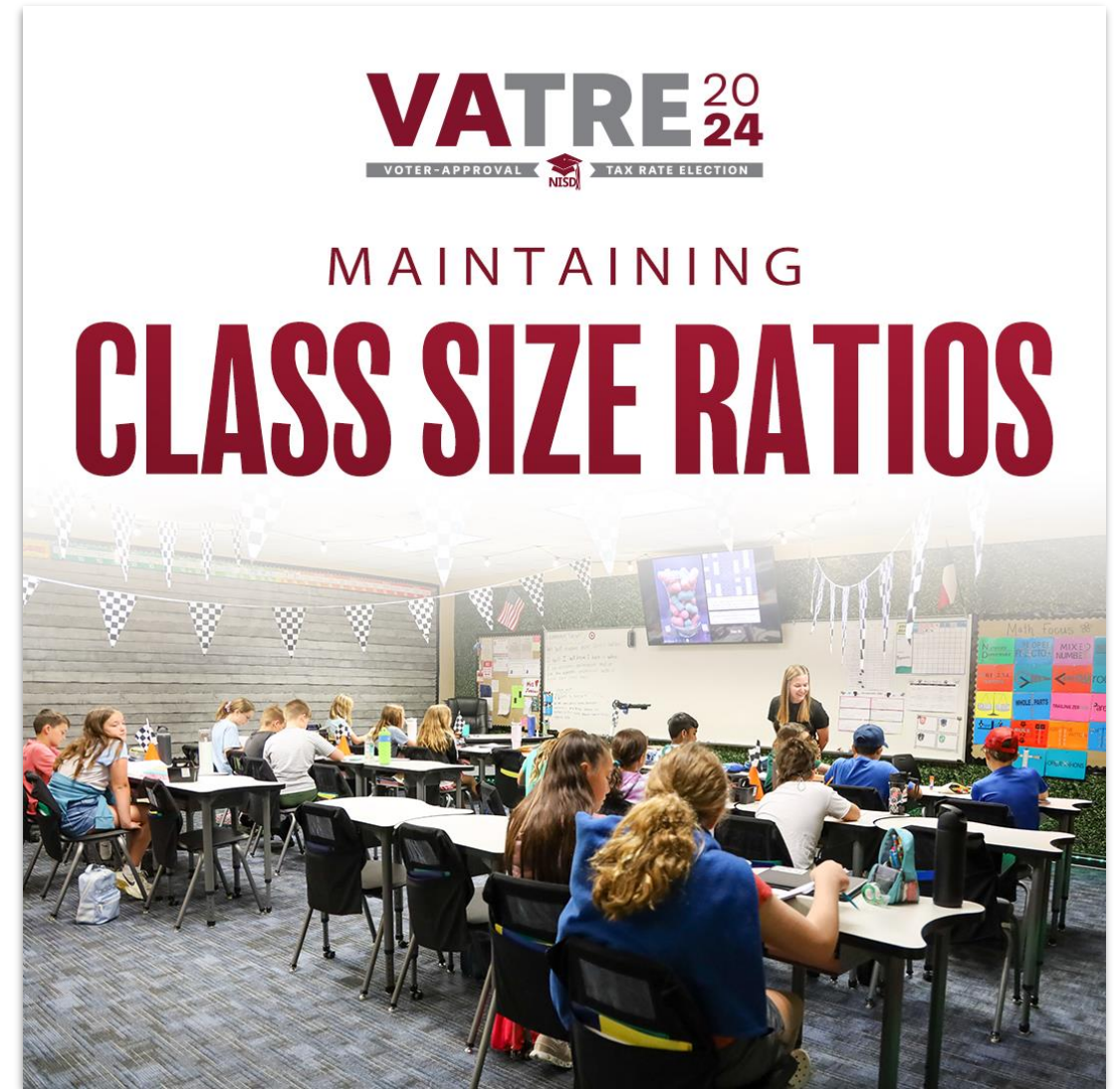
Texas **has withheld** \$4 billion already budgeted for public schools during the most recent legislative session despite a historic \$32 billion surplus.

TEXAS *SCHOOL FUNDING CRISIS*

SOURCE: TEXAS LEGISLATURE

PROJECTS | VATRE

- Mailers
- Presentations
- Social Media Posts
- Social Media Monitoring & Responses
- Advertisements
- Videos
- ParentSquare Messages
- Campus Signs
- Polling Signs
- Event Tables
- Media Interviews
- Voter Turnout Tracking



Some projects, such as a comprehensive communications campaign, take a variety of tasks to accomplish.





THANK YOU!

Questions?