GEORGETOWN ISD

AMBASSADORS

May 6, 2025

GISD Strategic Direction

[Adopted March 2023]

4 Strategic Priority Areas:



Student Learning, Growth, and Progress



Student and Staff Well-Being



Staff Recruitment and Retention



Community and Connectivity

The purpose of the GISD Ambassador Program is to **inform, engage and collaborate** with a group of Georgetown ISD community members to **provide valuable district-wide information and foster a well-informed school community**.

Today's Agenda

- Welcome + Logistics
- MES Student-Led Tours of Campus
- Student Leadership Panel
- Mitchell Color Guard Performance
- Mentorship at Mitchell ES
- GISD Departmental Focus: Communications + Community Engagement
- Hot Topics/Q+A with Dr. Padavil

Housekeeping

- Restrooms
- Need to step out?
- Parking Lot
- WiFi

GISD Strategic Direction

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Community and Connectivity

Quick Table Connections

- What's your name?
- What are your connections/affiliations to Georgetown ISD, if any?

- A Good Thing

  -or-

  What's your garden of choice: vegetable, herb, or Flower? Or maybe Olive Garden?

Welcome to Mitchell Elementary School!

Hollee Braun, Principal

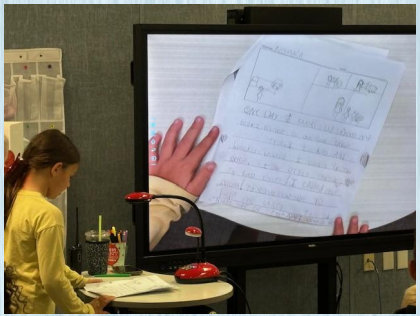












MITCHELL MAVERICKS

Serving grades PK - 5

706
Students

87
Teachers + Staff

46%
F/R Lunch

See your packet for the latest district-wide enrollment report

Mitchell Elementary

ESTABLISHED 2008

Mitchell Student Leadership



- Expanded in 2022
- Grades 3–5
- 65 students
- 22 students active 2 or more years

Student-Led Tours

Ari Felix
Lizzie Richey
Sumehra Ledalla
Christian Dore
Santana DeLeon
Mary Taylor

- Pre Kindergarten Classrooms
- Design Lab
- The Spot
- Mitchell Garden
- Specials Classrooms (PE, Art, Music)

BREAK

Student Leadership Panel







- Elena Satterwhite, 5th grade
- Liam Norcross, 4th grade
- Ayda Faglie, 5th grade
- EJ Compean, 5th grade

- Facilitator: Allison Pivetz

Mitchell Color Guard



Led by Kristi Bruton

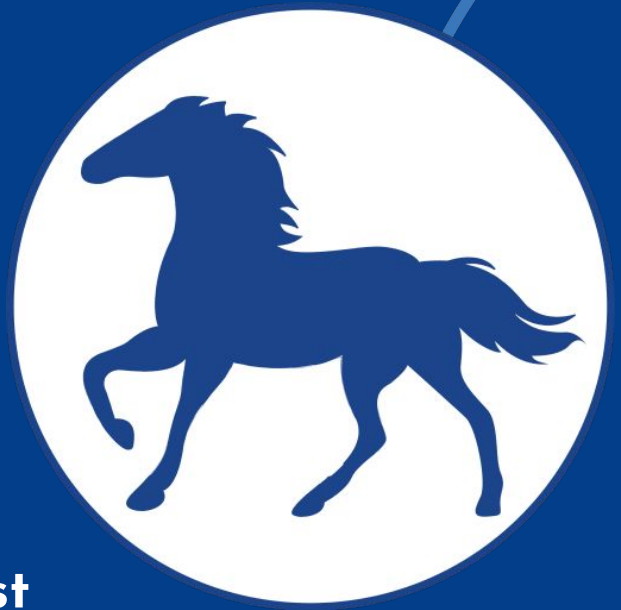
- Est 2022
- 47 students
- Grades 3-5

Past Performances

Christmas Stroll Parade, Poppy Festival Parade, End of the year Family and Friends performances, State of the District, and Mitchell's End of the Year Celebration

Mentorship at Mitchell:

Supporting The Whole Child



Presenters:
Cynthia Lively, Counselor
Katelyn Ray, School Based Therapist

How We Got Here...

“Putting your students’ emotional needs first is important because without feeling safe and understood, no instructional strategy will be effective.”

Framework & Rationale

The development of social and emotional skills is essential in cultivating the "whole child." Teaching regulation skills and creating a positive relationship with an adult at school improves academic outcomes.

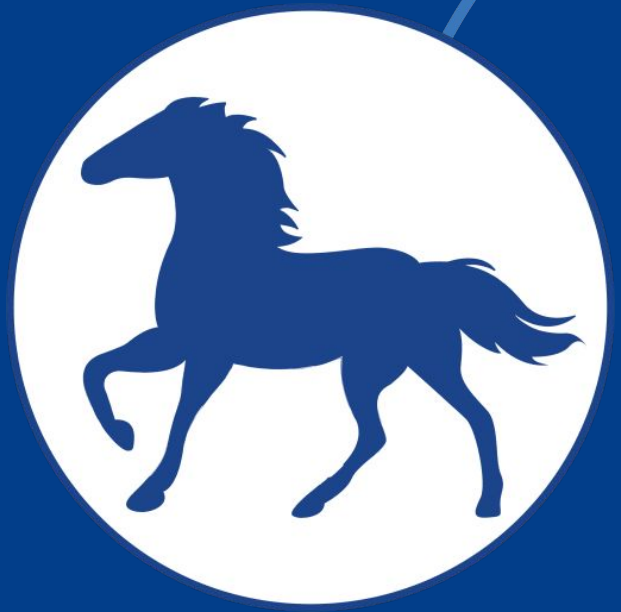
GISD Learner Profile



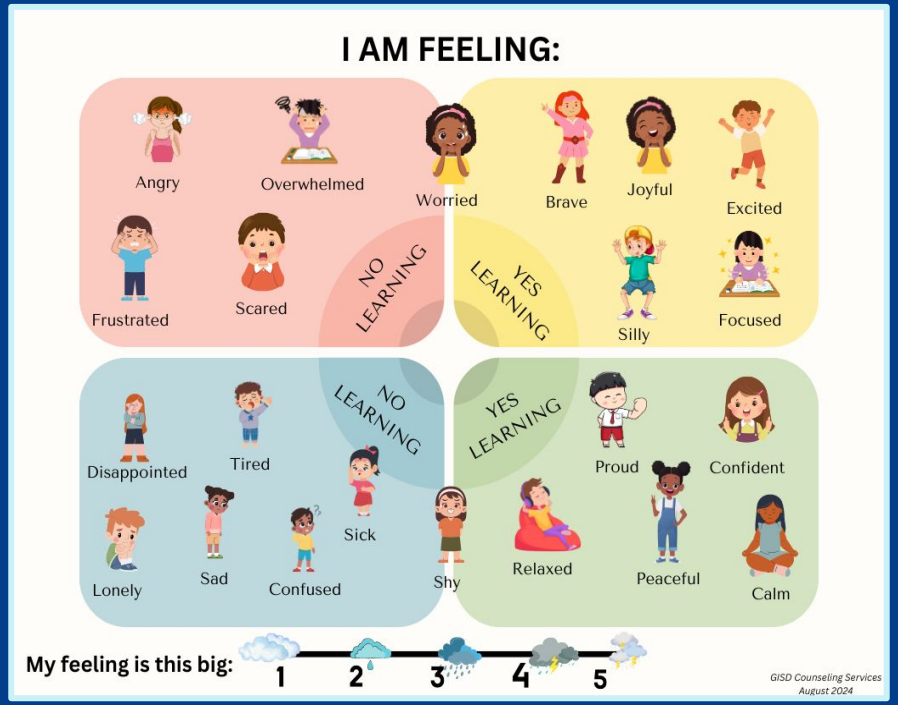
Identifying Student Needs

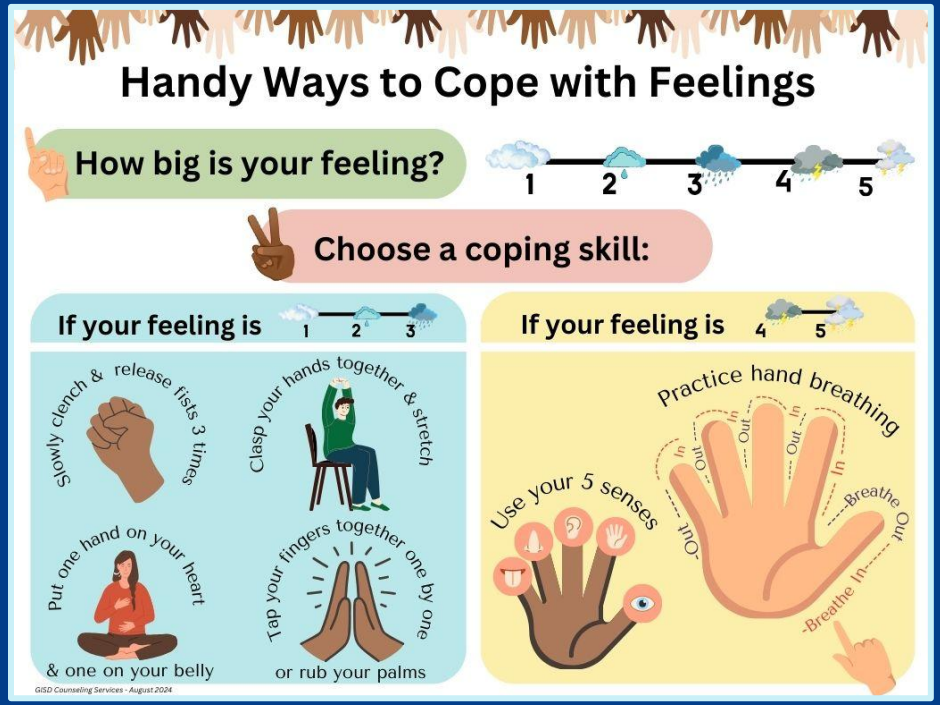
- Observation & Connection with Students
- Counseling & Discipline Referrals
- Teacher Referrals
- Data: Learner Profile Survey & Universal Behavior Screener
- Parent Referral
- Student Self-Referrals (3rd-5th)
- MTSS Behavior Process

School-Wide Supports

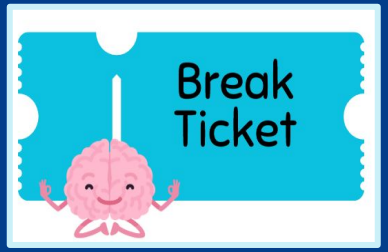


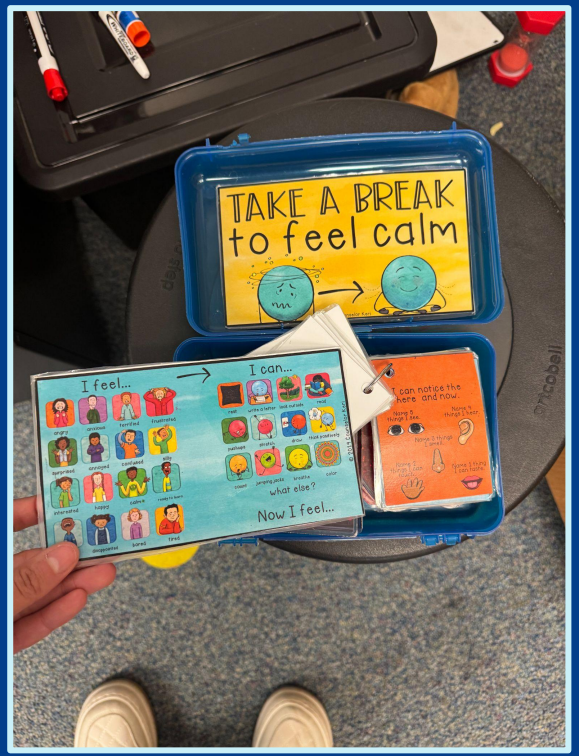
Emotion Regulation:
A Whole School Approach





Emotion Regulation: Calming Corners



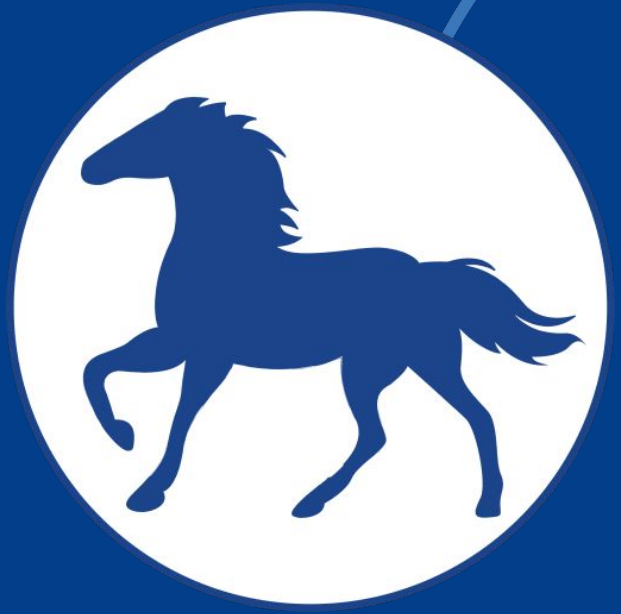








Group & Individualized Supports



Programs & Interventions



The Spot

Check In & Check Out

Social Skills Groups

Breaks

Mentors & Pals

East View High School

Southwestern University

Watch Dogs



Pet Partners

Williamson County

Community Partnership



Connections Camp

Learning & Mentorship

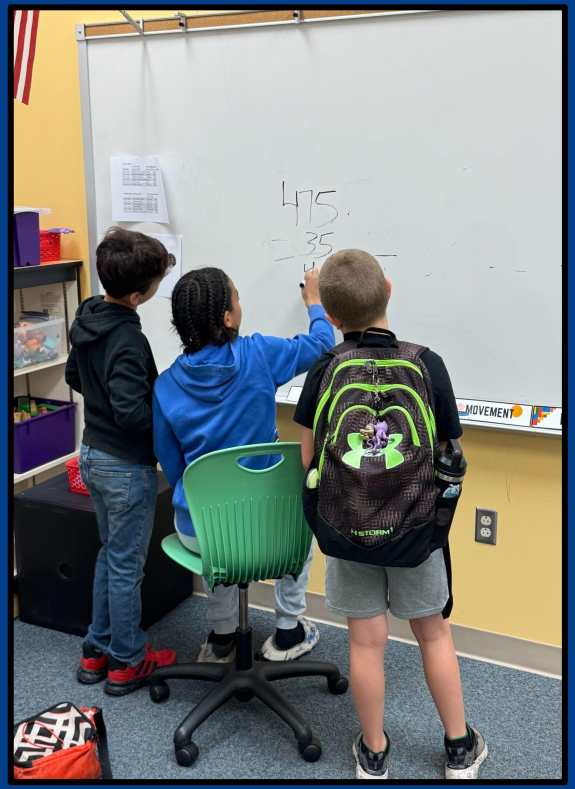
over the Summer

The Data

Program/Intervention	2024-2025 Total # of Student Served	2024-2025 Total # of Sessions Run
Eastview High School PALS	15	Weekly for 30 minutes per student for 30 weeks
"The Spot" Check In & Out	10	360
"The Spot" Social Skills	8	87
Southwestern University Mentors	25 Students, 12 Mentors	Weekly for 30 minutes per student
Pet Partners	26	Weekly for 20 minutes per student
Watch Dogs	29 Watch Dogs	N/A
Summer Connections Camp	15	6
Counseling Lunch Groups	62 (38 SC, 24 SBT)	147
STAAR Mentors	232	3-5 weekly connections leading up to STAAR testing

The Spot


Breakfast
First
ARRIVAL
CHECK-IN
FREE CENTERS
LESSON
DISMISSAL
I AM IN CONTROL OF MY EMOTIONS
Controller Codes

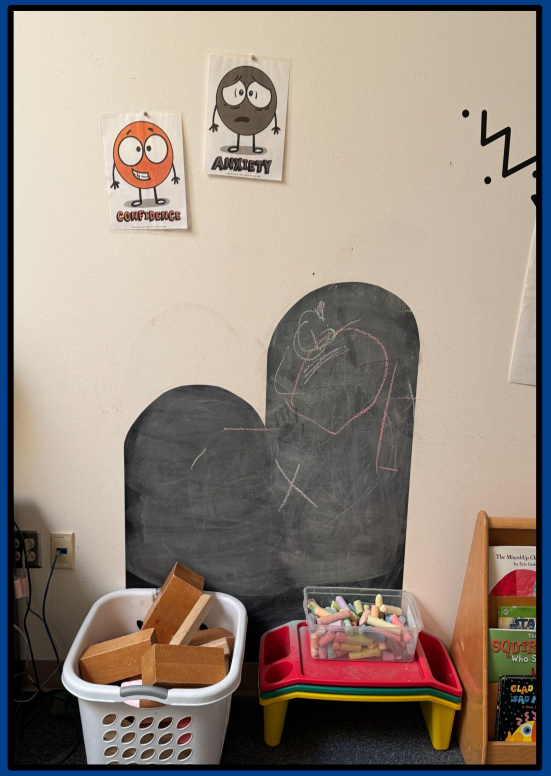

475
-35
MOVEMENT


The SPOT
HALL PASS

The Spot


YOU ARE
smile


FIND SPACE
BREATHE
MEDITATE


CONFIDENCE
ANXIETY

Pet Partners of Williamson County

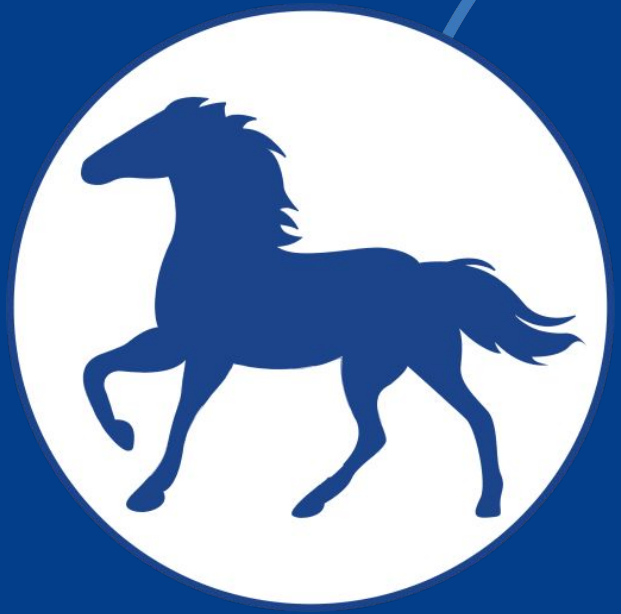


Pet Partners
of Williamson County

- Found to be beneficial for students experiencing anxiety, coping with familial loss, or those not quite yet ready to verbalize their feelings

Thank You!

Questions?



BREAK

COMMUNICATIONS & COMMUNITY ENGAGEMENT

Melinda Brasher
Edgar Arellano
Jo Ann Hernandez
Logan Reuland

GISD COMMUNICATIONS & COMMUNITY ENGAGEMENT

- DISTRICT COMMUNICATIONS
- MEDIA REQUESTS
- PUBLIC RELATIONS
- EVENT COVERAGE & PROMOTION
- MARKETING & ADVERTISING
- DIGITAL MEDIA
- GISD STYLE GUIDE & BRAND
- WEB MANAGEMENT & TRAINING
- SOCIAL MEDIA MANAGEMENT
- DISTRICT NEWSLETTER
- FLYER REQUESTS & APPROVALS
- VOLUNTEER, MENTOR AND PARTNERS

& MUCH MORE...

PARENTSQUARE

Communication platform that allows districts, schools, administrators, and teachers to communicate and engage with families and students effectively. It provides a centralized hub for school-home communication, offering features like mass notifications, classroom communication, appointment sign-ups, and more.

18,068
subscribers

- Launched August 2024
- Two-way capability
- Auto Translates into **100+** languages
- Three options to receive information:
  - Text notifications (**96%**)
  - Email notifications (**84%**)
  - App notifications (**36%**)
  - Phone capability
- **100% contactability**
- **90%** open rate

26,394
Auto msgs

221,388
Direct msgs

12,140
posts

FINALSITE CMS

Content management system (CMS) for website development

www.georgetownisd.org

22
websites

- 6,800+ pages
- Launched summer 2024
- Mostly mobile users
- Peak months for traffic: August, late January - early February and May
- **100+ Web Editors** (GISD Staff)

eNews

NEW HUB

www.georgetownisdnews.org

24,000

visits this school year

- District- crafted news stories
- Earned media coverage
- Video campaigns
- Partner news

Let's Talk!®

A unified service desk platform that allows you to streamline inbound communication, automate workflows, and monitor community sentiment.

1,905

Dialogues this school year



- Response time = **.8** days/average
  Goal = less than 2 days
- **7.9** Average CX Score
- **189** users (GISD Staff)
- Trusted platform by parents, students, staff and community members
  - Launched in 2017: **361** dialogues, average response time = **3.1** days
  - 2023-2024 school year: **2,307** dialogues, average response time = **.7** days
- Anonymous reporting and after-hours safety feature

MVPS

Powered by

Relatrix

Unified online platform for registering, managing and engaging volunteers.

8,704

Registered volunteers

- More than **500** are serving 1:1 with students as mentors, reading buddies, etc.
- **384** are serving as literary partners at elementary campuses
- **532** serve through PTA
- **40** students from Southwestern University serve at 2 campuses
- **261** Watch D.O.G.S (Dads of Great Students)
- New this year: **20** Dedicated campus-based volunteer coordinators are helping to connect volunteers with opportunities at the campus level.































This is a sample representation of partners in our schools.

NEWS

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VISIT

www.georgetownisd.org

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Questions?

We can help. Send us your inquiries.

Submit a Let's Talk Dialogue

FOLLOW @GEORGETOWNISD

Hot Topics and Q+A with Dr. Padavil

What's **one thing** that you'll remember and share from today's experience or learning?

Before We Go

We'll post agendas + slides online

www.georgetownisd.org/community/gisd-ambassadors

Share Your GISD Story

SCAN ME