

**Silsbee ISD**  
*Communications Plan*  
**2025-2026**



## Table of Contents

<b>District Leadership</b> .....	<b>3</b>
<b>Mission</b> .....	<b>3</b>
<b>Vision</b> .....	<b>3</b>
<i>Silsbee ISD seeks to be a premier school district of choice committed to excellence, innovation, and empowerment.</i> .....	<b>3</b>
<b>Introduction</b> .....	<b>3</b>
<b>Target Audiences</b> .....	<b>4</b>
<b>Internal Audiences</b> .....	<b>4</b>
<b>External Audiences</b> .....	<b>4</b>
<b>Communication Channels</b> .....	<b>4</b>
<b>Digital &amp; Electronic</b> .....	<b>4</b>
<b>Media Outlets</b> .....	<b>4</b>
<b>Recommended Communication Frequency</b> .....	<b>5</b>
<b>Communication Goals</b> .....	<b>5</b>
<b>Strategies to Meet Communication Goals</b> .....	<b>5</b>
<b>Communications Staff</b> .....	<b>6</b>

## **District Leadership**

- Dr. Gregg Weiss, Superintendent
- Bridget Kirby, Assistant Superintendent
- Karen Ford, Executive Director of Human Resources
- Tricia Brooks, Director of Business and Finance
- Kelsey Johnson, Director of Communications
- Scott Schwartz, Director of Special Programs
- Kenny Davenport, Silsbee ISD Chief of Police
- Kirsten Martin, Director of Health Services
- David Biddle, Director of Operations
- Ryan Morgan, Director of Technology
- Randy Smith, Director of Athletics

## **Mission**

Silsbee ISD actively partners with families and the community to create a premier educational environment that ignites a passion for learning by equipping all students with the skills and mindset to thrive academically, personally, and socially.

## **Vision**

Silsbee ISD seeks to be a premier school district of choice committed to excellence, innovation, and empowerment.

## **Introduction**

Silsbee Independent School District is committed to honest, transparent, and consistent communication with all stakeholders. Strong, two-way communication builds trust, strengthens relationships, and supports student success.

The purpose of the SISD Communications Plan is to provide a clear and unified framework for engaging both internal and external audiences throughout the 2025–2026 school year. This plan prioritizes proactive, timely, and accessible communication that reflects district goals and values while meeting the evolving needs of our community.

Effective communication is a shared responsibility across the district. Every employee plays a role in representing Silsbee ISD and delivering clear, consistent messaging. This plan will be reviewed annually to ensure relevance, effectiveness, and alignment with district priorities.

# Target Audiences

## Internal Audiences

- Certified Staff
- Campus and District Administrators
- Board of Trustees
- Support Staff
- Professional Support Personnel

## External Audiences

- Students
- Parents and Guardians
- Parent-Teacher Organizations
- Prospective Employees
- Prospective Residents
- Neighborhood and Community Groups
- Business and Industry Partners
- Civic Organizations
- Elected Officials
- Faith-Based Organizations
- Local and Regional Media

# Communication Channels

## Digital & Electronic

- District and Campus Websites
- Newsroom / District Blog
- Mass Notification System
- Email Communications
- Social Media Platforms
  - Facebook
  - Instagram
  - X (formerly Twitter)
  - LinkedIn

## Media Outlets

- Silsbee Bee
- Beaumont Enterprise
- Local Television Stations
- Local and Regional Radio Stations
- Press Releases and Media Advisories

## **Recommended Communication Frequency**

- **Daily:** Facebook, Instagram, X
- **Weekly:** District Website Updates, Media Outreach, Superintendent Communications
- **Monthly:** Staff Newsletter, Campus Highlights

## **Communication Goals**

1. Establish an effective communication plan to improve engagement and communication with both internal and external audiences. Strategies
2. Conduct annual communication survey to evaluate strategic communication efforts.
3. Organize a strategic media contact group with representatives from each campus.
4. Create a protocol for media representatives to utilize when reporting upcoming events and possible stories for the media. Communication Goal
5. Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for the Silsbee Independent School District. Strategies
6. Establish key communicator network and facilitate connections among community stakeholder groups.
7. Maintain a high level of visibility through participation of key staff in various professional and community activities.
8. Build and maintain partnerships with business and community leaders.
9. Establish a clear brand identity for the district to build our image and reputation.

## **Strategies to Meet Communication Goals**

1. Provide ongoing training and technical assistance to staff members in public relations, social media, and other communication skills.
2. Create key messages and talking points about SISD to establish unity throughout all communication channels.
3. Supply district administrators with fact sheets and other easy-to-use communications tools as needed when issues arise

## **Communications Staff**

### **Director of Communications: Kelsey Johnson**

- Oversees district communication strategy, branding, media relations, crisis communication, and community engagement.
- Coordinates messaging across campuses and departments.
- Serves as primary media contact and advisor to district leadership.

*This Communications Plan is designed to be a living document and will be reviewed and updated annually to reflect district priorities, community needs, and best practices.*