



PHARR-SAN JUAN-ALAMO ISD

STRATEGIC COMMUNICATIONS PLAN

COMMUNICATIONS DEPARTMENT | 2024-2027



TABLE OF CONTENTS

PART I: EXECUTIVE SUMMARY & ORGANIZATION

Executive Summary	2-3
About PSJA ISD/Demographics	4-5
Communications Department	6

PART II: STRATEGIC PLAN

Introduction & Purpose of Plan	7
Target Audiences	8
SWOT Analysis	10
Communication Goals & Objectives	12
Communications Channels	18

PART III: STANDARD PROTOCOLS

District Brand Guide	20
Media Management	21
Social Media Guidelines	22
CARE Customer Service Standards	23
Crisis Communication Protocols	24
School PR Representatives	25
District Recognitions (School Board & Signings)	26
District Advertising Guidelines	27
PSJA Education Foundation	28

PART V: CONCLUSION	29
---------------------------	-----------

EXECUTIVE SUMMARY

The Pharr-San Juan-Alamo ISD (PSJA ISD) Communications Department is comprised of 16 staff members responsible for managing all internal and external communications for over 30,000 students and nearly 5,000 employees. Under the leadership of the Executive Director for Communications & Marketing, the department, reporting directly to the Superintendent of Schools, ensures precise, timely and transparent communication, especially in conveying PSJA ISD's vision and goals and managing crises.

The Executive Director for Communications & Marketing oversees all public relations, marketing, and advertising efforts, ensuring cohesive and effective communication across the district. This includes managing the district and campus websites, social media platforms, digital billboards, scoreboards, and school marquees. Additionally, the Communications Department supports the PSJA Education Foundation with fundraising events and marketing initiatives.

The department is structured into three specialized branches, each led by a designated Team Lead to ensure efficient, timely, and productive work:

- **Communications/PR Branch** - Led by the Communications Coordinator, who oversees the Events & Community Outreach Specialist and Marketing & Social Media Specialist. This branch provides support with Media Relations, Storytelling, Campaigns, Event Coordination, Social Media Management, Advertising, and Sponsorships. The Communications Coordinator also serves as second-in-command.
- **Multimedia Branch** - Led by the Multimedia Coordinator, who oversees the Multimedia Specialist, Graphic Designer, and Website Designer. This branch focuses on Brand Identity, Website Management, Graphic Design, User Interface, Motion Graphics, Logos, and Photography.
- **Video Production Branch** - Led by the Video Production Lead, who oversees the Senior Videographer Editor, Videographer/Editors (2), Multimedia Journalist, and Producer/Reporter. This branch specializes in Videography, Multi-Cam Productions, and Audio & Video Production.

This strategic organizational structure supports all 44 schools and departments by dividing tasks into two key coverage beats: Marketing & Daily Beat. The Marketing Beat focuses on comprehensive, in-depth projects such as commercials, features, and spotlights for recruitment, advertising, or special events. Conversely, the Daily Beat emphasizes public relations, highlighting and promoting positive events and news occurring daily districtwide. This strategic approach ensures that the district's marketing, advertising, and public relations needs are effectively met and tailored to specific objectives.

Additionally, the Secretary and Clerk assist during the regular school year and summer months, providing extra administrative and logistical support during major districtwide events throughout the year.

The department's primary duty is to communicate important district updates as well as student and campus achievements to the broader community through media releases, publications, website updates, social media posts, and video features. Through these strategic efforts, the department aims to shape public attitudes and garner internal and external support for PSJA ISD's programs and activities.

This three-year Strategic Plan aims to advance our mission by educating stakeholders about PSJA ISD's academic opportunities, increasing student recruitment and retention, enhancing customer service practices, and implementing new protocols and guidelines districtwide.

ABOUT PSJA ISD

Pharr-San Juan-Alamo Independent School District (PSJA ISD) has emerged as a leading force in providing diverse academic opportunities for students, earning recognition at both state and national levels. Serving a student population of over 29,000 across three cities and spanning from pre-kindergarten to 12th grade, PSJA ISD is committed to graduating students who are ready to succeed in today's global landscape.

Renowned for its effective dropout prevention strategies and commitment to college readiness, PSJA ISD boasts an impressive high school completion rate exceeding 97 percent. With all high schools designated as Early College, PSJA ISD has the only wall-to-wall Early College Program in the state and nation.

With an equity-focused approach, the Early College Program's success is rooted in a holistic approach, offering rigorous academics alongside unwavering support from dedicated teachers, counselors, and mentors. Each semester, over 3,000 high school students are enrolled in college-level courses through dual and concurrent enrollment initiatives through partnerships with South Texas College and other higher education institutions.

PSJA ISD's success stories include innovative programs like the Dual Language Enrichment Program, Early College, and Dropout Recovery Program, all of which have significantly narrowed the pathway to post-secondary education for students. At PSJA ISD, students can earn college credits, become bilingual and biliterate graduates, participate in top-notch athletic programs, and engage in renowned fine arts programs, ensuring a well-rounded and enriched educational experience.

PSJA ISD Mission

As educational leaders, the PSJA team is engaged and empowered to connect all students with innovative instruction, outstanding facilities, technology, skills, and social-emotional support while prioritizing health and safety for all – from early childhood through their chosen career.

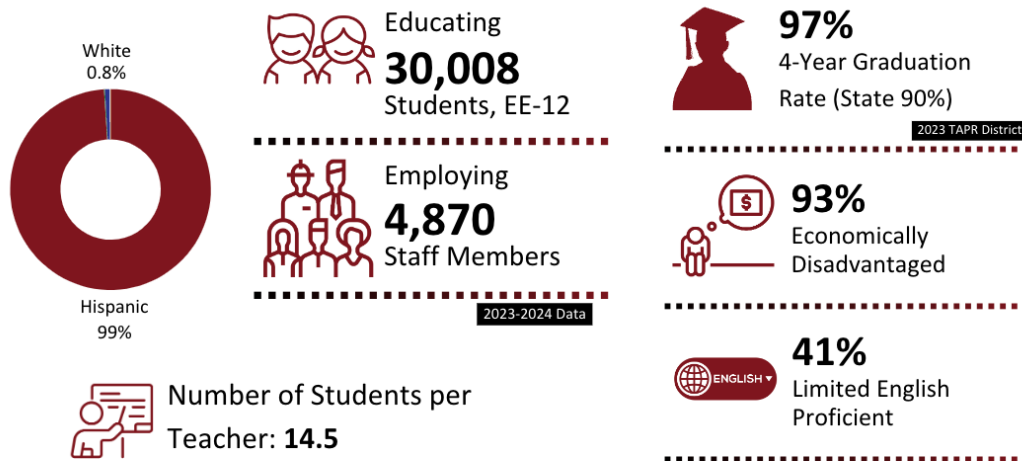
PSJA ISD Vision

Every PSJA student is prepared to participate, compete, and excel in a global society to foster multi-generational prosperity.

Problem/Opportunity

With private and charter schools establishing within its boundaries, Pharr-San Juan-Alamo ISD needs to continue strategic marketing efforts to maintain student enrollment. As a result, the goal of this plan is to maintain/increase student enrollment and brand awareness in Pharr-San Juan Alamo-ISD by conducting outreach through various channels to promote opportunities for students and parents and improve internal communication among employees.

DISTRICT DEMOGRAPHICS



44 Schools

Serve Our Students

- 28 Elementary Schools
 - 25 elementary campuses
 - 3 Early Childhood Schools
 - PSJA Early Start
 - PSJA Sonia M. Sotomayor Building Blocks Academy
 - PSJA Alamo Building Blocks Academy
- 8 Middle Schools
- 8 High Schools
 - 4 comprehensive high schools
 - 3 special purpose campuses
 - 1 DAEP

***Programs:**

- PSJA Early Head Start Program
- PSJA College, Career & Technology Academy

[Source: PSJA ISD Strategic Plan 2024-2028](#)

COMMUNICATIONS DEPARTMENT

The PSJA Communications Department is responsible for managing all districtwide branding, marketing, and advertising, as well as overseeing all official communication between PSJA ISD, internal and external stakeholders, and the community to increase transparency and confidence in PSJA ISD.

Through ongoing public relations efforts, the PSJA Communications Department plays an integral role in coordinating districtwide communications, developing strategic partnerships, and initiating story ideas for coverage from across all 44 schools and district departments, as well as facilitating ongoing requests for news coverage from media outlets.

The Communications Department, led by the Communications & Marketing Director, reports directly to the Superintendent of Schools. This reporting structure ensures precise and transparent communication, especially during critical situations, allowing us to effectively communicate in a timely and efficient manner.



MEET OUR TEAM PSJA COMMUNICATIONS

★ **MARKETING/RECRUITMENT BEAT** - Advanced, high-quality, in-depth projects that require strategic planning and longer deadlines.

⦿ **DAILY NEWS BEAT** - Projects assigned like a news station with expectations to be recorded and completed with a quick turnaround, within 1-21 days

🚨 **CRISIS TEAM** - Trained to provide support during crises through messaging, media coordination, and reunification assistance, as needed.



PART II: STRATEGIC PLANNING

PURPOSE

Through this 3-year Strategic Communications Plan, the PSJA Communications Department plans to target three major goals:

1. Increase brand awareness and brand loyalty of PSJA ISD by instilling school/district pride through internal/external communications and consistent branding.
2. Improve customer service to increase student retention and recruitment.
3. Position PSJA ISD as a state and national leader in providing rigorous academic opportunities for all students.

The PSJA Communications Department plays a key role in ensuring the success of PSJA ISD. By providing a clear understanding of the district's mission and goals to all internal and external stakeholders, the department guarantees consistent and transparent communication. Whether through press releases to the media, updates on the district website or social media pages, enforcing the PSA ISD Brand Guide, or assisting with the development of numerous publications, the Communications Department ensures the district's message is always coherent and unified. Serving as a vital public information center, the department addresses questions and complaints from stakeholders, assisting parents, students, and staff with inquiries about programs, initiatives, or events.

Though not present in classrooms, the Communications Department significantly influences the district's culture and expectations for students. They celebrate accomplishments and ensure communication during crises, covering a wide range of responsibilities to support the district's primary objective: educating students and guiding them towards achieving their post-secondary education and life goals.

Storytelling is central to the department's mission, highlighting achievements in a variety of mediums to instill pride and unity within the tri-community. By sharing success stories and news, the Communications Department fosters a sense of collective accomplishment and reinforces the district's values in all internal and external communications.

With the implementation of a three-year plan, the department's productivity will enhance and remain consistent, emphasizing the importance of meticulous planning given the numerous projects they handle.

The PSJA Communications Department's strategic efforts are essential to the district's overall success.

TARGET AUDIENCES

Students

Students are the primary target audience. They range from pre-kindergarten through 12th grade and face various challenges at home and school. About 85.37% are disadvantaged, and 41.35% have limited English proficiency, with many speaking Spanish at home. Most students have working parents, making effective communication crucial for their academic success. Since they spend most of their time in the district, they care about policies that affect them and need to know about available resources. They get information through PSJA's website, press releases, and social media. Parents, teachers, and principals help reach and support these students personally.

Parents

Parents are a top priority for PSJA ISD. Given the high poverty rates in the district and the prevalence of limited English proficiency among some parents, effective communication is essential. Most parents work outside the home and have varying family sizes. They are crucial for maintaining enrollment numbers, especially with competition from charter and private schools. Parents care deeply about the district as it educates their children, and keeping them informed and involved is vital. Information is shared through the district's website, local news, press releases, Facebook, Instagram, and Snapchat. The Board of Education members also significantly influence how parents perceive the district. Local news stations help disseminate information to a broad audience and shape opinions.

Employees

Employees are a top priority audience for PSJA ISD communications. They balance concerns at home and school, and are committed to student success. Teachers, who are college-educated and state-certified, along with other staff with varying education and income levels, are essential to the district's operations. Effective communication from the board, district members, principals, and colleagues is crucial. Employees care about PSJA ISD both as their workplace and for the students' education. It is important to keep them informed about programs and support them through various communication channels, including the district's website, intranet, press releases, Facebook, an internal newsletter, email, and meetings. Principals play a key role in maintaining open communication and implementing policies.

Alumni

PSJA ISD Alumni are important stakeholders for PSJA ISD because they provide robust support and advocacy, enhancing our district's reputation and attracting new resources. Through mentorship, networking, and potential financial contributions to the PSJA Education Foundation, alumni can offer invaluable assistance to current students.

They help preserve the district's traditions and history, fostering pride and continuity. Alumni also provide career opportunities, valuable feedback for improvement, and serve as powerful testimonials for the district's quality of education, contributing significantly to PR and marketing efforts. Their achievements can be showcased to enhance PSJA ISD's public image, attract new families and students, and garner community support, making them lifelong ambassadors whose contributions are crucial to the district's success and sustainability.

Community Members

Community members are crucial to a public school district because they provide essential support and resources, including financial contributions and volunteer time. Their active participation in school events and decision-making ensures that the district's policies reflect the community's needs and values. They advocate for the district at various levels, influence policies, and secure funding. Partnerships with local businesses and organizations offer students unique learning opportunities.

Community involvement contributes to student safety, holds the district accountable, and brings diverse cultural perspectives, enriching the educational environment. Furthermore, a strong school district supported by the community attracts families and businesses, boosting the local economy and ensuring long-term sustainability. Engaged community members help build a positive reputation for the district, making it more attractive to prospective families and staff.

SWOT ANALYSIS

STRENGTHS

- PSJA ISD has a 100-year legacy and is well established in the community
- PSJA ISD has numerous nationally recognized academic and extracurricular programs such as the PSJA Early College Program, PSJA Dual Language Enrichment Program, and PSJA Early Childhood Program
- PSJA ISD has a strong social media presence with official district social media pages on Facebook, Twitter, Instagram, Snapchat, LinkedIn and an official Facebook presence for all 43 schools
- According to 2023 TAPR Report Data, PSJA ISD leads the region and state in graduating students with college certificates and associate degrees; graduation rates; and College, Career & Military Readiness

WEAKNESSES

- PSJA ISD is a large public school district with nearly 5,000 employees and more than 30,000 students at 43 schools
- Improvement of continuity and fidelity when implementing initiatives
- Many community members and alumni are not aware of the district's positive transformation over the last decade.

OPPORTUNITIES

- PSJA ISD is placing a strong emphasis on early childhood education with its new PSJA Building Blocks Academy locations in Pharr and Alamo
- PSJA ISD has growing programs and initiatives to highlight such as the Dr. Daniel P. King PSJA College & University Center which houses its PSJA Collegiate High School Program and PSJA Academies
- Expansion of CTE opportunities through new PSJA Academies
- Expansion of Dual Language coursework to include CTE courses allowing more students to earn a Seal of Biliteracy while pursuing College Certificates or Associate Degrees
- Implementation of sustainability curriculum from Pre-K 3 through 12th grade allowing for more hands-on project-based learning
- Knowledgeable staff members at every level
- As an open enrollment school district, PSJA ISD can recruit students living anywhere in the Rio Grande Valley

THREATS

- Parents can take their children to nearby private and charter school like IDEA or Vanguard Academy.
- Most neighboring school districts have adopted open-enrollment policies, which means students can attend their school districts as well.

- Neighboring districts are beginning to offer similar opportunities and programs to PSJA ISD, similar marketing messaging is beginning to be seen in their campaigns
- Customer service issues that may impact brand image
- Decrease in state funding and potential passing of school vouchers for private schools

SWOT Grid

STRENGTHS • 100-year legacy • Nationally recognized programs • Strong social media presence • CTE & Dual Language expansion • PSJA ISD leads in state and region in numerous aspects	WEAKNESSES • Large school district • Lack of school communication • Many community members are not aware of the district's transformation over the last decade
OPPORTUNITIES • New programs and initiatives to highlight • Strong social media presence to promote district's efforts • Open enrollment school district	THREATS • Private and charter schools • Neighboring school districts now have open enrollment • Customer service issues that may impact brand and image

COMMUNICATION GOALS & OBJECTIVES

Overall Communication Goal

To keep all internal and external stakeholders informed and engaged about the opportunities available at PSJA ISD.

GOAL 1 - Increase brand awareness and brand loyalty of PSJA ISD by instilling school/district pride through internal/external communications and consistent branding.

Objective: Implement a strategic feeder pattern realignment plan for PSJA ISD that increases brand recognition and loyalty by ensuring that 100% of schools are properly aligned.

YEAR 1: Develop PSJA ISD Brand Guide & begin feeder pattern alignment
2024-2025 School Year

YEAR 2: Develop PSJA ISD Campus Brand Guide
2025-2026 School Year

YEAR 3: Continue providing support and training to schools and departments
2026-2027 School Year

Strategy 1: Strengthen the PSJA ISD brand through the development and rollout of the PSJA ISD Brand Guide and strategic feeder pattern realignment.

Tactics	Audience	Implementation Measures
PSJA ISD Brand Guide +Developed to include clear guidelines and expectations on district colors, voice/tone, logo usage, branding.	Employees	Obtain approval and buy-in from District Cabinet & Leadership Team - Training of Principals & Directors - Spring 2024 - Brand Loyalty & Customer Service Workshops – Summer 2024 - Monitor implementation of plan for Year 1 & 2
Academic Crests & Catalogue Options +Catalogue of Options (Crests, Colors, Icons, Mascots) developed with feedback and support from Leadership to ensure consistency	Employees	Options presented to Principals/Directors Spring of 2024 - Year 1 – High school campuses currently have academic crests. - Year 2 – All middle schools and elementary schools will have original Academic Crests and Mascot Logos that properly align to their feeder pattern - Year 3 – All schools should be properly aligned to their feeder pattern
PSJA ISD Campus Brand Guide +Developed to ensure consistency of campus logos and colors even through administrative changes	Campus Administrators/Staff	Develop and make available to ensure Campus Administrators have the right resources to ensure consistency - Year 1 – Begin ensuring all schools have an Academic Crest & Mascot Logo

- Year 2 – PSJA ISD Campus Brand Guide
- Year 3 – Continue training and support

Strategy 2: Continue to utilize one-way & two-way structured channels of communications to share accolades, achievements and perks of being part of the PSJA Family.

YEAR 1: Transition to new
Finalsite Website
Management System
2024-2025 School Year

YEAR 2: Improve the
strategic use of MyPSJA
Employee Portal
2025-2026 School Year

YEAR 3: Determine if
tactics should remain or
change based on
evaluations & move to new
channels to expand
2026-2027 School Year

Tactics	Audience	Implementation Measures
MyPSJA Family Newsletter & Intranet +Surveys +Usage of exclusive offers (PSJA Employee Perks) +District News +Continuing Ed Opportunities +Personnel Announcements +Alumni/Staff/Student Accolades Shout-Outs	All Employees	- Completion of Surveys - Usage of special perks - Shared links, usage of hashtags provided - E-Newsletter service analytics (open rate, clicks, shares) - Sharepoint analytics of most page views, usage
Social Media Outlets +Daily posting of district/school accolades, events through Facebook, Twitter, Instagram, YouTube, Vimeo +Use of district hashtags such as #PSJAProud #PSJAFamily #OnlyAtPSJA	Parents Employees Students Alumni Community	- Analytics by outlet - Sentiment of posts - Number of shares, likes & reach
District Billboard/School Marquees +Posting of house ads featuring district events, programs, student achievements and recognitions	Parents Employees Students Alumni Community	Include call to action on all spots, whether phone number, email or website for follow up
Finalsite Mass Communication System +One-way communication about new opportunities, meeting/events	Parents/Staff	Software analytics measuring number of received messages, responses, questions - Provide annual training to Campus Administrators on using the system

District Website +One-way communication about new opportunities, meeting/events	Parents Students Employees	-Accessibility compliant -Use site analytics to determine most visited pages -Create polls/surveys clickable notifications -Customer Service outreach for improvements
Project Request Form +Form aimed to provide support to schools and departments with communication and design needs	Employees	Continue making form available to Campus Administrations and Departments to ensure consistency in branding and communication - Provide training to PR Reps and Schools on Canva and other tools - Offer Canva Templates
Coverage Request Form	Employees	Continue making form available to Campus Administrations and Departments to ensure consistency in branding and communication - Open form to Alumni & Community for story pitches (Year 2 & 3)
Niche.com +Ensure PSJA ISD's organic presence on major search engines is current, updated, and properly branded	Parents Employees Students Alumni Community	Ensure all school profiles have high-quality images and the information is as correct as possible

Strategy 3: Showcase and feature individuals who exemplify #PSJAProud and the Opportunities for ALL available. Highlight the district's legacy, traditions, and academic excellence by emphasizing messages of continuing tradition, legacy, and pride among students, staff, and alumni.

YEAR 1: Execute tactics with clear measurements
2024-2025 School Year

YEAR 2: Analyze results and repurpose content as needed
2025-2026 School Year

YEAR 3: Determine if tactics should remain or change based on evaluations & move to new channels to expand
2026-2027 School Year

Tactics	Audience	Implementation Measures
Student, Staff & Alumni spotlights highlighting Accolades/Achievements +Student, Staff & Alumni PSA's highlighting Accolades/Achievements	All Employees	- Social media analytics - Usage of hashtags - Overall sentiment of campaign through surveys and polls - Media coverage

+Local media outlets, publications using press releases		
+PSJA Success Stories		
+Recent ECHS Alums Graduating Early		
Discover Our Team	Parents	- Social media analytics
+ Position PSJA ISD as great place to work to increase employee retention by highlighting the hardworking individuals behind-the-scenes	Employees	- Usage of hashtags
	Students	

Strategy 4: Strengthen the PSJA ISD brand through the strengthening of partnerships and community outreach.

Tactics	Audience	Implementation Measures
District Events	All	- Event execution - Attendees
+Build positive relationships with stakeholders through ongoing annual community events such as the Staff Convocation, Trunk or Treat, Tradiciones Mexicanas, PSJA Family Posada, Graduation		
Sponsors	All	- Number of sponsors - Available spots
+Generate revenue to the district to support student initiatives by increasing Digital Billboard & Stadium Sponsors		

GOAL 2 - Improve customer service to increase student retention and recruitment

Objective: Increase customer service practices to improve student retention and student recruitment efforts.

YEAR 1: Develop standards for customer service. <i>2024-2025 School Year</i>	YEAR 2: Ensure training and emphasis on customer service continues <i>2025-2026 School Year</i>	YEAR 3: Continue providing support and training to schools and departments <i>2026-2027 School Year</i>
--	---	---

Strategy 1: Create a comprehensive program consisting of training, evaluations, audits and

recognitions for top rated schools/departments/staff members.

Tactics	Audience	Implementation Measures
Training of all Staff, especially front office personnel, support +PSJA CARE Customer Service Standards +Best Practices	Employees	- Random, parent/staff surveys - Parent/Student/Peer surveys - Comments left by customers - Number of complaints received - Principals alerted of findings, improvement required items - Trainings and reminders at: - o Principals Meetings - o Convocation
PSJA ISD Excellence in Customer Service Awards +Build pride +Train and remind staff of district expectations of stellar customer service +Top performers acknowledged by the Superintendent and Board of Trustees, featured +Surveys through QR Codes	Employees	- Ratings by parents and students, peers - Comments, shares
Customer Service Spotlights +Highlight top performers acknowledged to inspire other schools to offer great service	Parents Employees Students Alumni Community	- Highlight through district's numerous outlets
Niche.com & Google +Encourage schools to request reviews on Niche & Google	Parents Employees Students	- Improve presence on these platforms by encouraging reviews

GOAL 3 – Position PSJA ISD as a state and national leader in providing rigorous academic opportunities for all students.

Objective: Improve student retention and increase student enrollment to at least 31,000 by 2027 by marketing and advertising PSJA ISD as a top choice for families in the Rio Grande Valley.

YEAR 1: Strengthen the PSJA ISD Brand
2024-2025 School Year

YEAR 2: Continue targeted campaigns highlighting district accolades
2025-2026 School Year

YEAR 3: Continue strategic marketing & advertising efforts
2026-2027 School Year

Strategy 1: Implement a robust strategic targeted campaign leveraging traditional, digital, and

content marketing strategies to produce high-quality content to share across multiple platforms.

Tactics	Audience	Implementation Measures
<i>Opportunities for ALL Campaign</i> +Showcase the equity and opportunities available for all students	Parents Employees Students Alumni Community	- Social media analytics - Usage of hashtags - Overall sentiment of campaign through surveys and polls o Media coverage
<i>PSJA College for ALL Conference</i> +Highlight the unique opportunities available at PSJA ISD that draw hundreds of educators from across the state and nation to learn about PSJA ISD	Parents Employees Students Alumni Community	- Social media analytics - Usage of hashtags - Overall sentiment of campaign through surveys and polls - Media coverage - Increase attendees from 300 in year 1 of relaunch to at least 450 by year 3.
<i>Inspiring Global Thinkers</i> +Raise awareness about the districtwide sustainability initiative + Educate families about the sustainability curriculum aimed to provide students hands-on, project-based learning experiences	Parents Employees Students Alumni Community	- Outro tag in all videos - Emblem implemented in district collaterals
<i>Opportunities for ALL from CRADLE to COLLEGE</i> +Inform stakeholders about PSJA ISD's ongoing collaborations with child care centers, Hidalgo County Early Head Start, and full-day Pre-K 3 and 4 at all elementary schools aimed at providing students with a solid foundation for lifelong learning.	Parents Employees Students	- Hashtag usage - Media coverage - Pre-K 3 & 4 enrollment
<i>PSJA Student Profiles</i> +Highlight the attributes of high-achieving seniors showcasing the attributes of an ideal PSJA ISD graduate *Nominations in Fall Recognitions each Spring	Parents Employees Students Alumni Community	- Social media analytics - Usage of hashtags
<i>PSJA Middle School Rising Stars</i> +Market the opportunities available to students in all PSJA ISD middle schools by featuring top performing students in each school who meet the district criteria *Every Spring	Parents Employees Students Alumni Community	- Social media analytics - Usage of hashtags

COMMUNICATION CHANNELS

The following outlets are used to feature PSJA ISD news and events.

PSJA ISD Website (www.psjaisd.us) – Serves as a resource for our stakeholders. It hosts additional information on district programs, initiatives and opportunities. It also serves as an archiving and transparency tool hosting board-meeting minutes, budget operations and calendars.

- **MyPSJA** (employee intranet) – Serves as an internal site accessible only to district staff members through a password protected system. It hosts opportunities for staff such as continuing education, policies to follow, archived tools and webinars to assist them on their day-to-day functions.

Press Releases – Through the weekly dissemination of press releases to local media (1-3 a week), district/campus news is featured at no cost on various news outlets such as local newspapers including online publications and television and radio stations.

MyPSJA Family Newsletter – Emailed once a week to all employees, highlighting a weekly feature or story. May feature a member of the PSJA Family (could be a student, staff member or alumni), staff opportunities (continuing education, awards to apply for, grants and scholarships) as well as upcoming events and other district accolades.

Social Media – Five social media outlets are currently used to showcase accolades, sent notices and highlight achievements (@PSJAISD)

- **Facebook** – Mainly used by our parents, staff and other community stakeholders. Almost all content generated throughout the week is uploaded to this outlet such as: video features, photo albums, flier notices, event invitations and shared media stories. The use of Facebook Live is also implemented as part of campaigns when it is seen as an effective tool. The private messaging option is also highly used by parents, students, and other stakeholders for questions, concerns and complaints.
- **YouTube** – Used to archive PSJA ISD's video coverage and for live athletic and academic productions.
- **Twitter** – Mainly used by our students, clubs/school organizations, partner organizations and media outlets. Ideal resource to share news stories, upcoming opportunities, accolades received and to hear directly from students on any questions they may have or complaints.
- **Instagram** – Currently used mainly by young parents, alumni and student body. Features photographs of engaging and active events happening throughout the district.

- **LinkedIn** – A new outlet, showcasing district programs and initiatives. Eventually plan to include HR Vacancies.

Digital Billboard – Used to advertise PSJA ISD for student recruitment and highlight district state and national accolades.

Campus Marquees - To inform stakeholders about district events and news as well as highlight district state and national accolades.

Board Recognitions – Board recognitions are published on the district's School Board website and shared on the PSJA ISD Facebook page.

PART III: STANDARD PROTOCOLS

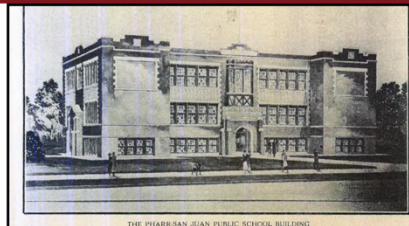
DISTRICT BRAND GUIDE



Over 100 years of history, legacy & traditions!

On March 15, 1919 by a special act of the 36th Texas Legislature, Common School District No. 4 became Pharr-San Juan Independent School District.

In 1959, Alamo was officially included in the school district by the Texas Legislature establishing what is now known as the Pharr-San Juan-Alamo Independent School District (PSJA ISD®).



*Today PSJA ISD has over 40 schools and serves over 30,000 students!
We're focused on providing opportunities for **ALL** students.*

OUR LOGO	VOICE & TONE
The PSJA ISD Logo stands as the most recognizable aspect of our district's brand. It was officially adopted as the district logo during the 2012-2013 school year. As proud pioneers of Early College in the region, the logo embodies PSJA ISD's mission of providing life-changing opportunities for ALL students. The cube's four colors symbolize the unity of the communities we serve as one PSJA Family: Pharr, San Juan, and Alamo. Visually, the PSJA ISD Logo is straightforward, symbolizing our relentless commitment to providing our students with high-quality education to help them be college-ready, connected, and complete, preparing them to succeed in their post-secondary education, careers, and future.	At PSJA ISD, our voice and tone are characterized by education, inspiration, and care for all those we serve. We understand the unique needs and aspirations of our families, and our communication is always welcoming and inclusive. We approach our work with humility, recognizing that we are part of a larger community striving for excellence. Yet, we also take pride in our achievements and the positive impact we make in the lives of our students, staff, and community members. Our voice is a beacon of support, encouragement, and empowerment, guiding everyone toward success and fulfillment.
LOGO VARIATIONS	LOGO MISUSE
Our district's primary logo is known as the PSJA ISD logo. The logo is ready for print and digital applications. For printing purposes, single-color variations can be created only upon request. 	The PSJA ISD logo must never be redrawn, distorted, or altered in any way. Elements of the logo may not be substituted. Here are some examples of what not to do when using the PSJA ISD logo. 

www.psjaisd.us/branding

[Click to download quick PSJA ISD Brand Guide.](#)

For full comprehensive guidelines, visit www.psjaisd.us/branding

MEDIA MANAGEMENT

When dealing with the media, campus administrators and leadership should always refer media calls to the district's Communications & Marketing Director promptly. It's crucial to communicate to reporters that the Communications & Marketing Director will coordinate necessary arrangements for interviews.

Avoid direct contact with the media and refrain from making arrangements or commitments independently. Instead, contact on the PSJA Communications Department for all media inquiries and scheduling, including sharing positive news with news outlets.

This streamlined approach ensures effective communication and proper management of media relations.

****DESIGNATE ONE OR MORE SPOKESPERSONS:***

- Preferably a Principal, Assistant Principal or Counselor. These individuals will be interviewed for overall stories regarding the campus.
- For selective stories on certain projects or events being coordinated, the Communications Director will get advice from the campus Principal on who is the best person to select for the interview. The Communications & Marketing Director will be present at most (not necessarily all) interviews.
- Before each interview, the Communications & Marketing Director will meet with the person being interviewed to recap some of the possible questions or scenarios during the interview.

****IF YOU DON'T KNOW THE ANSWER TO A QUESTION, DON'T ANSWER IT:***

- Most reporters want statements and might sometimes interpret your opinions as such. If they are asking about a matter that was not previously discussed with the Communications & Marketing Director, kindly state that you are not familiar with the issue and direct them back to the Communications Department.
 - A representative of the Communications Department will always be present during media interviews

Parental Consent

An employee of the school district is not required to obtain the consent of a child's parent before the employee may take photographs, video or voice recordings of a child if it is to be used for:

- Safety purposes, including the maintenance of order and discipline in common areas of school and/or buses;
- A purpose related to a co-curricular or extracurricular activity;
- A purpose related to general classroom instruction;
- Media coverage of the school ([Texas Education Code 26.009](#)).

****Please note, all media visits must be cleared by the PSJA Communications & Marketing Director prior to any campus or department visits. Also, media can only photograph the students from the side or from the back, except for special cases where that student or group of students are the feature of the story. All campuses should have a list of parental consents.*

SOCIAL MEDIA GUIDELINES

Pharr-San Juan-Alamo ISD asks that all employees adhere to the following items when using social media:

- All PSJA ISD employees must remain ethical and integral when posting online.
- Regardless of your privacy status on social networks, assume that everything you write, post or share on a social media site is public.
- Be aware of perceptions when you associate yourself with a certain group or person.
- Unless you are an authorized Social Media Manager or Public Relations Representative, don't let social media affect your job performance.
- Any private information relating to a student, family or colleague should not be shared without consent.
- Photos of students in a non-public setting should not be posted to private accounts unless shared from a district/school official social media account.
- When creating social media accounts for school organizations/teams/clubs, the sponsor/coach must create the account using their PSJA email and must immediately notify the district's Communications Department and follow the district's official social media accounts.

PSJA ISD Social Media Rules of Engagement

The Pharr-San Juan-Alamo ISD Facebook page has been created to share important news and events to the tri-city community and other interested parties. The PSJA Communications Department staff will update this page periodically to keep parents and students informed of student, school and district achievements, as well as any upcoming events.

All postings on this page are at the discretion of the PSJA Communications Department. Please allow us to keep a friendly and positive environment for all by protecting the privacy and rights of PSJA ISD's students and staff. The PSJA Communications Department will review all comments to make sure they are acceptable and refrain from using harsh or abusive language that may be negative to members of our staff and/or student body. Any comments that are intentionally rude or deride the opinions of others will be removed.

Please note, that any political advertisement or promotion of services/products is also prohibited. We encourage your participation on our Facebook page and hope you can forward the positive news happening around our wonderful school district to family and friends. If you have any comments or concerns, please feel free to email claudia.lemus@psjaisd.us

GUIDELINE TO SHARE PARTNER POSTS ON SOCIAL MEDIA

PSJA ISD will only share content from local area partners, including cities and county if it is important information to share with the community, a free event or service. As part of our sponsorship agreements, partner businesses will also be tagged on our social media pages.

CARE CUSTOMER SERVICE STANDARDS



PHARR-SAN JUAN-ALAMO ISD

CARE CUSTOMER SERVICE STANDARDS

Excellent service first. Family always.

All PSJA ISD employees must abide by the following standards in order to help us provide excellent customer service to *ALL* those we serve.



Courteous

- Be kind and greet everyone with a smile
- Treat everyone with respect and dignity
- Listen to understand and help



Attentive

- Communicate in a timely manner
- Stay positive and calm during all conversations
- Treat all concerns and inquiries with professionalism and confidentiality



Responsive

- Be available when customers need you
- Respond to all customer inquiries with a sense of urgency
- Follow up with concerns to ensure customer satisfaction



Exceptional

- Be sympathetic to customers' needs
- Follow the Golden Rule - Treat others as you would like to be treated
- Go above and beyond your call of duty to provide exceptional customer service

psjaisd.us/CareStandards

CRISIS COMMUNICATION PROTOCOLS

The following are general crisis communication protocols for Campus Administration. The PSJA ISD Communications Department has developed an in-depth Crisis Communications Plan outlining response plan for all critical scenarios.

Process to Follow

- Investigate the Incident/Report
- Create a Timeline
- Notify Security Director, Superintendent and Communication Director
- Inform Office staff to send parent calls/visits to particular individuals (Principal, AP and/or Counselor) – these individuals will become your Campus Communication Response Team and will answer calls/visits regarding situation
- Reroute all media calls or visits to Communication Director
- Mass Communication will be sent out as needed based on incident

Crisis Situations

You can never be ready for a crisis to occur as it usually arises when you least expect it, but you can have a plan in place and ensure you do the following:

- Go to the main source of the facility or area where the crisis is happening and get direct information from this source
- Take detailed notes and create a timeline as soon as possible, try to be as specific as you can
- Verify the timeline and situation with at least two other individuals that are aware of the crisis to ensure accuracy and close any time lapse you may have
- Make sure to debrief with your crisis response team and create a schedule of follow-up meetings, ex: every hour or when new information becomes available
 - Crisis Response Team = Principal, Superintendent, Communication Director, Security Director, Chief of Police or Designee, Head Nurse if Applicable

Important First Steps

With technology usage, nowadays and the use of social media increasing daily, chances are unofficial information is already circulating minutes after the crisis started, so make sure you:

- Take care of internal stakeholders first by sending a quick 2-3-line notification letting them know what occurred, the current status and any steps they should take
 - Communication Director assists with this write-up
- Let them know you will be communicating with them as new information becomes available throughout the day
- Communications Director will notify you whether it is best to use mass notification system or other tools, such as sending note home

Best Advice

- Don't take the message from a second or third person. Make sure to go straight to the source that conducted the investigation.
- Important details may be lost or misinformation may be shared.

Possible Steps Based on Situation

- Call parents of students involved, or
- Send mass phone notification message to entire student body (general or emergency), and/or
 - Send letter home with students at the end of the day. Communication Director assists with this write-up
- For situations involving the entire district such as weather-related closings all outlets available will be used - phone messaging, social media outlets, website, media, etc.

Constant Reminders

- Remind all students and staff to report all suspicious activity and the consequences of spreading false rumors
- Remind parents to monitor their child's social media outlets
- Educate students that reposting or posting inappropriate content, even if it is meant as a joke, could cause serious legal consequences and maximum school discipline

SCHOOL PR REPRESENTATIVES

To assist with the dissemination of information throughout the district and to stakeholders, the Communications Department has Public Relations Representatives at all district's campuses.

PR/Web Reps help disseminate important information to the campuses, submit campus event requests for coverage, update the campus website and assist with the implementation of new communication tools.

The Communications Department meets with PR Reps meet once a month to discuss and share important information.

Duties/Expectations of PR Reps

The PR/Web Representative serves as the liaison between the campus and the district's Communications Department. PR Reps are selected by Principals who both must sign a contract at the beginning of each school year. PR/Web Reps receive a stipend of \$500 per semester if they fulfill all their duties accordingly, and this stipend can only be given to a professional.

- A professional staff member, preferably not a classroom teacher, especially those in testing grades.
- Ability to move around the campus to take pictures, welcome media visitors, etc.
- Knowledge of web-based systems, such as our current email system.
- Knowledge of Microsoft Word, PowerPoint or similar software.

- Must know how to use a digital camera and transfer photos from the camera to the computer.
- Must meet with Communications Department once a month during PR/WEB Rep. meetings.
- Must attend training seminars for website maintenance, at least a couple full day trainings.

DISTRICT RECOGNITIONS (SCHOOL BOARD & SIGNINGS)

SPECIAL STUDENT SIGNINGS

All signings must be scheduled in the morning at 10:00 am and coaches must notify the Communications Department at least 2 weeks prior to event with the following student information:

- Full name
- Sport Accolades
- Academic Accolades
- School they are signing with
- What they plan to major in
- Number of college hours or Associate/Certificate they graduated with

SUBMISSION FOR BOARD RECOGNITIONS

Board recognitions are submitted to the Superintendent of Schools for approval. The Athletic Office submits sports accolades, and the Fine Arts Office all dance, music and theatre accolades.

All individual or groups presented to the board of trustees for Recognition must have at a minimum advanced to a State or National level recognition.

DISTRICT ADVERTISING GUIDELINES

Paid Advertising and Sponsorships - Schools

The following guidelines apply to organizations wishing to display advertising signs on school district property:

- Relay all businesses to the PSJA Communications Department, who will serve as liaison between the business & school.
- The campus Principal has final approval on all campus advertising
- Paid advertising may only be displayed on: District athletic facilities, stadiums, baseball fields, gymnasiums, auditoriums, perimeter fencing or school publications
- The District requires that all outdoor advertisement displaying the District's logo be approved by the Communications Department before finalizing.

The District welcomes sponsorships and advertising as long as the sponsorship or advertisement is consistent with District policies.

District Advertising Policy

Advertising shall be accepted solely for the purpose of generating revenue for the District. The District shall retain final editorial authority to accept or reject submitted advertisements in a manner consistent with the First Amendment.

The District shall reserve the right to reject advertising that is inconsistent with federal or state law, Board Policy, District of Campus regulations, or curriculum, as well as any content the District determines has a reasonable likelihood of exposing the District to controversy, litigation or disruption.

Acceptance of advertising shall not constitute District approval or endorsement of any product, service, organization or issue referenced in the advertising, nor shall acceptance of advertising from a vendor determine whether the District will purchase goods or services from the vendor through the District's formal procurement process.

Advertising for the following is prohibited:

- Political Advertisements
- Other PK-12th educational agencies or non-accredited institutions of higher education
- Advertising deemed inappropriate for student readers or that advertises products presenting a health hazard, such as alcohol or tobacco products, or sexual content shall not be accepted

Digital Billboard

PSJA ISD'S Electronic Billboard is for paid advertisements and house-ads only. The following house-ads are permissible without fee:

- PSJA ISD publicity of events, initiatives and programs

- Marketing of School District Campaigns
- State and National Level Student, Staff, School or District Recognitions
- Top 10 Students from the district's high schools, including PSJA T-STEM ECHS
- District Level Teachers of the Year
- Student Profiles
- October – Thank you Ad for PSJA Education Foundation Sponsors (1 week) Top 2 Tiers Only

PSJA EDUCATION FOUNDATION

The PSJA Communications Department also assists the PSJA Education Foundation with fundraising events and marketing initiatives. Administrative and logistical support is provided on an ongoing basis through attendance at monthly meetings, the annual fundraiser gala, mini-grants, and scholarships.

Part of the duties of the Events & Community Outreach Specialist includes providing ongoing support to the PSJA Education Foundation as needed.

CONCLUSION

Through the completion of this 3-year Strategic Communications Plan 2024-2027, we will transform the landscape of PSJA ISD by significantly enhancing student retention, recruitment, branding, and customer service. By strategically aligning our communications efforts, we will foster a stronger connection with our community, highlighting the achievements and opportunities that make PSJA ISD a leader in education.

Our commitment to clear, consistent, and engaging communication will not only boost our district's reputation but also ensure that our students, staff, and stakeholders feel valued and supported.

Together, we will build on our legacy of excellence, driving forward with a renewed sense of pride and purpose to create a brighter future for all within our district.