



NORTHWEST ISD **COMMUNICATIONS**

District Effectiveness Report – May 18, 2026

MEET OUR TEAM



Anthony Tosie

Executive Director of
Communications



Kandle Pierce

Coordinator of
Community Relations



Stephanie Sanchez

Coordinator of
Communications



Hannah Case

Graphic Design Specialist



Matt Mays

Communications Specialist



Israel Perez

Multimedia Specialist



Patricia Nichols

Community Relations Specialist



Melissa Shawn

Website Specialist



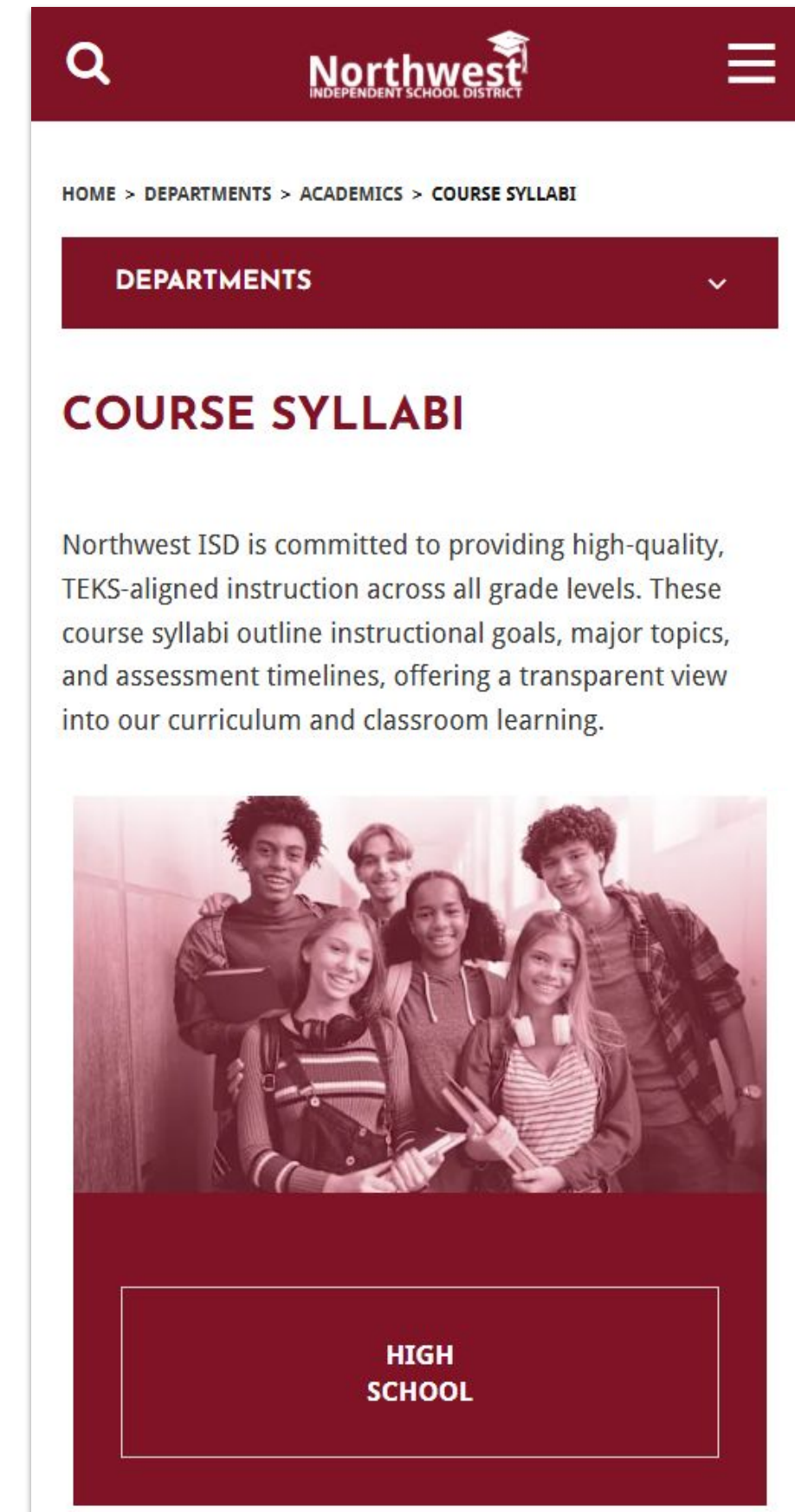
Cindy Metting

Administrative Assistant



NEW STATE MANDATES

- **Online Course Syllabi:** All courses must have syllabi posted in an online repository. Project completed before the start of school.
- **Emergency Communications Plan:** Must be in line with state-created template. Project completed a year ahead of requirement.
- **Phone Standards:** Communication of phone ban at schools. Project completed before the start of school.
- **Consent Forms:** Parent consent of nursing and counseling forms. Technology created forms, which were consistently communicated to families.

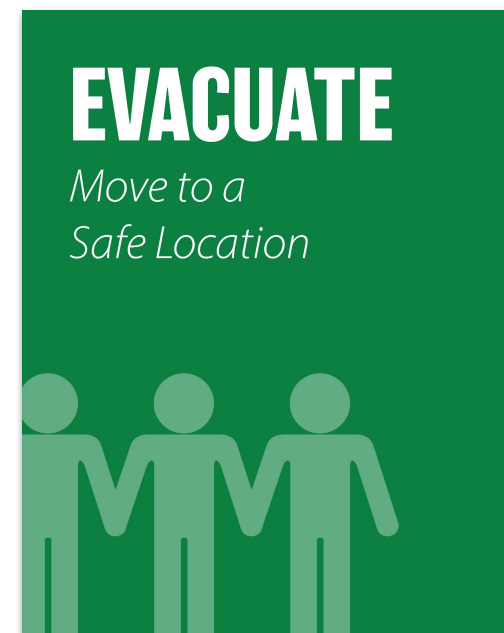
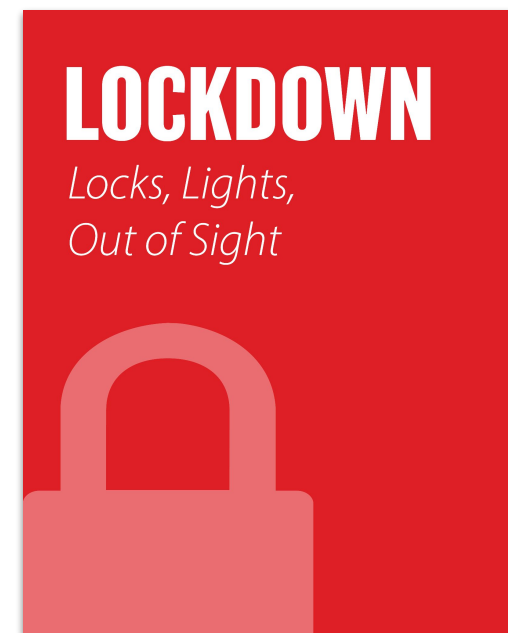


EMERGENCY COMMUNICATIONS



We partnered with Safety & Security to **explain our SRPs** to the community and are working on videos for 2026-2027.

Feedback from the campaign will be used to **improve safety plans and communication.**





SUPPORTING OUR SCHOOLS

- Increased Writing Support
- Social Media Engagement Support
- Classroom & Library Support

TELLING OUR STORY



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

LIMITED OPEN ENROLLMENT

LIMITED OPEN ENROLLMENT

FOR STUDENTS OUTSIDE OF NISD



APPLICATIONS OPEN NOW
THROUGH MARCH 1, 2026
[NISDTX.ORG/OPENENROLL](https://nisdtx.org/openenroll)

Beginning in the 2026-2027 school year, families who live outside the district's boundaries will have the opportunity to apply for enrollment at designated Northwest ISD schools with available capacities.

The open enrollment application window takes place
February 1 to March 1, 2026



We launched our Limited Open Enrollment program with advance messaging, announcements, social media advertising and online search advertising. Prior to launch, we worked with departments to create standards. We are carefully implementing the program to provide long-term sustainability.

WHY NISD?

Northwest ISD has earned **national recognition** for its academic and extracurricular programs, and we foster a community atmosphere that encourages family involvement.



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LEARN MORE:

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EVENT LOCATIONS & CHANGES

- More Events at District Facilities
- Increased Start-Up Logistical & Planning Requirements
- Angel Tree Improvements



COMMUNITY ENGAGEMENT & EVENTS



Angel Tree



Back-to-School Fair



Connection Luncheon



Convocation



Dedication Ceremonies



Gold Card



Groundbreaking Ceremonies



Inspire Celebration



Leadership NISD



Northwest Reads



Trustee Awards of Excellence



Watch D.O.G.S.



OPERATIONS FUNDING ELECTION

Direct Communication

- Mailers
- Door Hangers
- ParentSquare Posts
- Text Messages
- Block Walkers
- Car Line Conversations
- Presentations
- Event Tables
- Social Media & Email Responses

General Communication

- Social Media Posts
- Online Ads

- Videos
- Website
- Event-Specific Slides

Physical Materials

- Campus Banners & Signs
- Polling Signs
- Flyers
- Foam Core Boards

Additional Tasks

- Educator Groups
- Media Interviews
- Media & Social Media Monitoring
- Voter Turnout Tracking



 **PROP A**
OPERATIONS FUNDING

FUNDING FOR SMALLER CLASS SIZES

If approved by voters, two-thirds of funding would be used to decrease class sizes across all campus levels by hiring more teachers. At the high school level, each campus has several classes with more than 37 students.

LEARN MORE



nisdtx.org/election



ELECTION RESULTS:
APPROVED



PROP A
OPERATIONS FUNDING



OUR INTERN: CHLOE

Chloe interned throughout the 2025-2026 school year and actively participated in Northwest ISD communications with published material.

- Social Media Videos
- Graphic Design
- Writing
- Photography
- Correspondence





THANK YOU!

Questions?