

# District-Wide Communications Plan

Internal, External, and Stakeholder Communications

Board of Managers | September 2026

**Dr. Peter Licata**  
*Superintendent*

**Dr. Louis Kushner**  
*Chief of Staff*

**Evan Anderson**  
*Senior Executive Director*  
**Communications**

# Overview of District-Wide Communications Support

**Parent Square/  
Student Square**

**Social Media**

**Crisis  
Communications**

**Board  
Communications**

**District-Wide  
Events**

**FWISD  
Forward**

**Superintendent  
Spotlight**

**Branding and  
Marketing**

**Media Relations**

**Community  
Partnerships**

**FWISD  
Foundation**



## Parent Square/Student Square

### What does ParentSquare do?



District-wide communication platform



Messages, alerts & notifications



Events, forms & documents



Multi-language translation



Emergency communications

**\*Complete Website Migration July 1, 2027**

# Parent Square/Student Square

## How Families Receive Information

- Posts in ParentSquare
- Email, text & phone notifications
- Instant or digest delivery options
- Account activation recommended, not required
- Staff Groups
- Receive district communications
- Board members included

## Parent Square/Student Square

### Student Square- Grades 6 through 12

- Athletic Communications
- Clubs or Other Extra Curricular Activities
- Protected Communication
- Staff Oversight of Student Communication

### Templates

- Readily available to all staff
- Customize to meet the needs of individual campuses

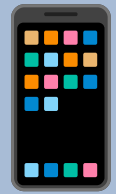
## Crisis Communications

### Communications Team Support- Safety:

*In coordination with the Executive Director of School Operations (EDSO) in each region:*



Parent Message Drafted and Distributed



Messages, alerts & notifications



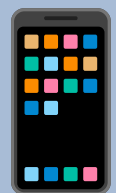
On-going Updates Shared



On-site Support Provided as needed



Media Response/News Relations Coordination

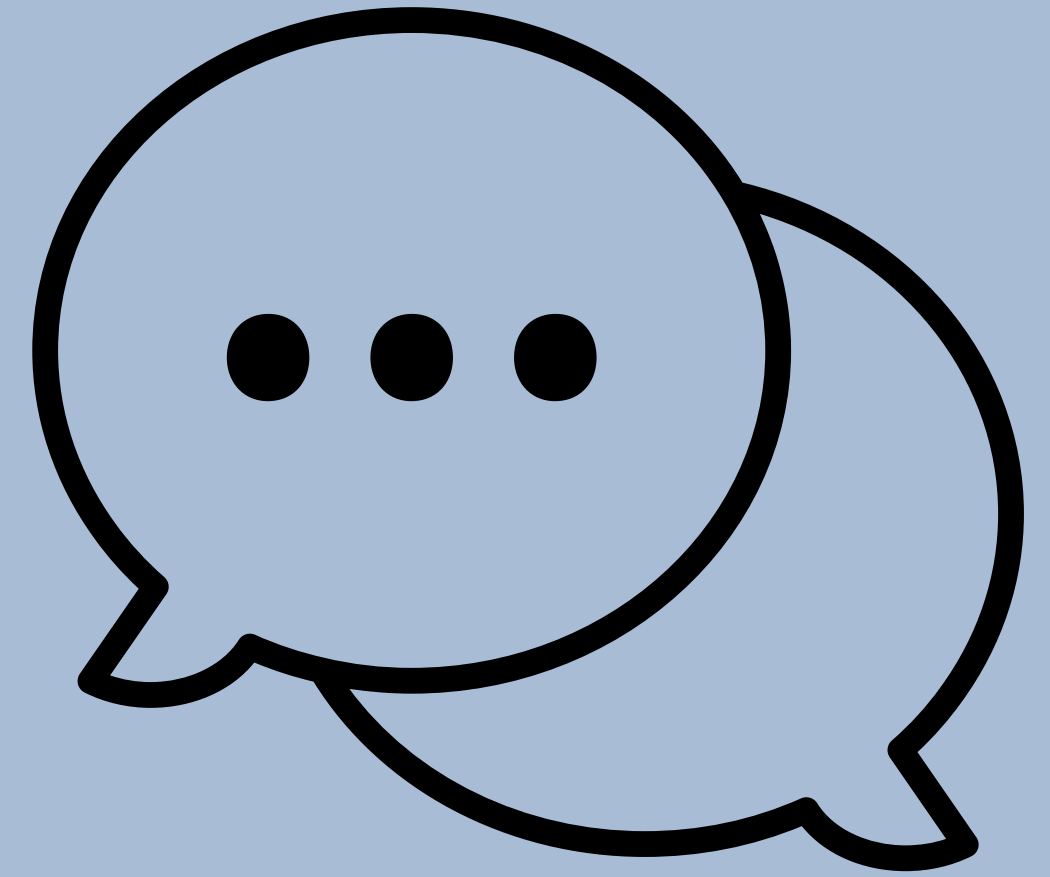


Superintendent Safety Chat

## Media Relations

### Communications Team Support: News

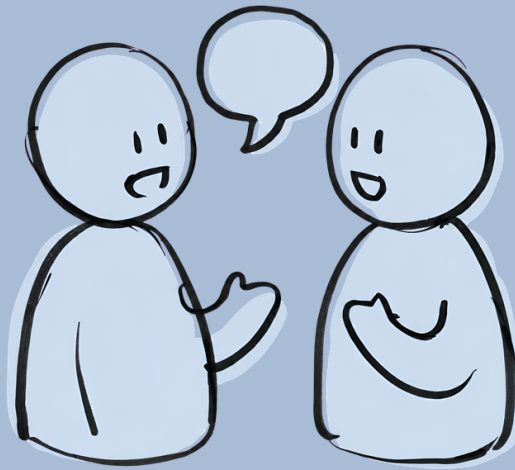
- News Releases & Media Advisories
  - District Updates
  - Campus/Student Achievements
- Interviews
  - Coordinate
  - Serve as spokesperson
- Collaborate with departments to create statements and respond to media requests
- Press Conferences



## Media Relations

### Communications Team Support: News/Social Media FWISD Forward

- Launched August 2026
- News style platform sharing timely district information with community via Fort Worth ISD YouTube Channel (@FWISDnews)
- 3-4 minute original district-produced content by Communications digital and social team
- FWISD Forward is helping tell the district's story by increasing transparency, sharing district progress, creating a consistent communication touch point for families, and giving students a voice



## Media Relations

### Communications Team Support: News/Social Media FWISD Forward- ALL ACCESS Edition

- Focused on positive stories and airs on Fridays
- Student spotlights
- District community events
- Athletics, STEM and VPA and other extra curricular activities
- Resources for students and families
- Scholarships



### Social Media- @FortWorthISD

- Posts periodically throughout the week
- Exclusive FWISD Pages
- Informative and Celebratory
- New Social Media Coordinator

## Media Relations

### Communications Team Support: News/Social Media Superintendent's Spotlight

- Friday newsletter sent to all staff and parents via *ParentSquare*
- Personalized letter from Dr. Licata summarizing his week
- 2-3 stories from his campus visits
- Student Success Stories
- Important Community Updates



# **Board Member Direct Communications**

## **Communications Team Support: Board Members**

### **Board Member Weekly**

- Weekly message sent to all Board Members
- Includes district updates from Dr. Licata
- Includes department updates needing to be shared with Board Members from Cabinet



### **Board Member Safety Alerts**

- Communications regarding campus safety incidents

### **Board Member Agenda Question Process- NEW\***

- Questions compiled on Google Docs
- Shared with ALL Board Members prior to the meeting
- Shared with the Public on Board Page Prior to the Meeting Starting

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