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EXECUTIVE LIMITATIONS MONITORING REPORT

EL – 14 Corporate Identity, Communications, and Public Image

FROM: Troy Oliver, Superintendent

DATE: September 15, 2026

The Corporate Identity, Communications, and Public Image policy protects against harm to the NTPS brand and reputation.

Accordingly, the Superintendent will not:

Policy Criterion 1: Change the organization's name and corporate seal or alter the organization's corporate identity without Board of Director's approval.

Superintendent/CEO Interpretation: The Superintendent may not cause or permit harm to the corporate identity (logo, color, seal) or alter the identity without Board approval.

Superintendent/CEO Evidence Report:

- The Communications team maintains design standards (logo usage, typeface, color palette) to ensure district communication products are consistently high-quality, and reinforce our brand identity as accessible, welcoming, inclusive, and informative.
- Schools' branding identities are reviewed and refreshed on a rotating basis.
- The Communications team is responsible for creating or working with a vendor to create any new program, department, or school logos, to ensure consistency and brand alignment.

Policy Criterion 2: Operate without a high standard for external and internal communications.

Superintendent/CEO Interpretation: The Superintendent will not operate without establishing effective processes and channels for strategic external and internal communications.

Superintendent/CEO Evidence Report:

- The district establishes an annual communications plan to guide strategic communications for the school year, ensuring both information dissemination and opportunities for community engagement.
- The district establishes and maintains relationships with key media outlets to ensure accurate and balanced coverage of district issues and initiatives.
- The district produces a monthly family e-newsletter, and regular school-based family communications.
- Engagement opportunities include:
    - Regular meetings with the Superintendent's student and parent advisory councils, Community Conversations for the Board of Directors, and Community Cafes.
    - Annual presentations to community-based organizations on key NTPS topics.
    - Regular Superintendent and Cabinet member visits to schools and departments.
- The district internal communications program includes a staff intranet, monthly all-staff and educator newsletters, and a staff recognition program tied to the annual district theme.
- We use data from family, student, and staff surveys to continuously improve communications.
- District websites are reviewed on a regular basis to ensure accurate, timely information using plain language principles.

Conclusion:

Based on this evidence, we are in compliance with Executive Limitation Policy 14 – Corporate Identity, Communications, and Public Image.