



School Communicators Day Resolution

WHEREAS, transparent and effective communication about San Elizario Independent School District programs, services, plans, decisions and priorities to students, families, staff and community stakeholders are critically important; and

WHEREAS, school communicators work tirelessly to ensure meaningful parental and community involvement through communication to build support for schools and the children they serve; and

WHEREAS, school communicators commit to practicing communications/public relations in an ethical and comprehensive way that meets the needs and desires of all internal and external publics; and

WHEREAS, school communicators serve as a strategic partner to school boards and to district and school leaders to develop communication plans that support their missions and goals; and

WHEREAS, school communicators serve the critical function of an information liaison between a school district and its community, representing the district in various community organizations; and

WHEREAS, school communicators work to amplify the branding and key messages of a school district to new and existing audiences;

NOW, THEREFORE, BE IT RESOLVED that the San Elizario Independent School District Board of Trustees proclaims the second Friday in May (May 10, 2024) to be School Communicators Day; and

BE IT FURTHER RESOLVED that the San Elizario Independent School District Board of Trustees strongly encourages all members of our community to join in this observance, recognizing the dedication and hard work of school communicators.

APPROVED by the San Elizario Independent School District Board of Trustees this 8th day of May 2024

Eduardo Chavez, Board President

Dr. Jeannie Meza-Chavez, Superintendent