

MCKINNEY ISD

Communications & Public Relations Update 2024-25



DISTRICT OBJECTIVE

5. Provide transparent and consistent communication to all stakeholders while being cognizant of the diverse community.





STRATEGY

5.1 Create a framework for internal and external communication systems that is accessible to all stakeholders.

SPECIFIC RESULTS

5.1.1 Ensure internal communication is professional, transparent, and consistent throughout the district.

5.1.2 Ensure external communication is professional, transparent, consistent, and easily accessible by all stakeholders.

COMMUNICATIONS RESPONSIBILITIES

01

**EXTERNAL & INTERNAL
COMMUNICATIONS**

02

**MEDIA
RELATIONS**

03

**BRAND
MANAGEMENT**

04

**CAMPUS COMMUNICATIONS
SUPPORT**

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**PRINT &
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**VIDEO
PRODUCTION**

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& SUPPORT**

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**WEBSITE
MAINTENANCE**

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**SURVEYS & DATA
ANALYSIS**

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**THRILLSHARE
SUPPORT**



COMMUNICATIONS & PUBLIC RELATIONS

01

INTERNAL & EXTERNAL COMMUNICATIONS

Our department utilizes a wide variety of communication channels to support the district's goal of ensuring internal and external communication is consistent, accurate, and timely. This includes: websites, newsletters, phone calls, email alerts, SMS alerts, social media, presentations, print materials, and local media.

02

MEDIA RELATIONS

By prioritizing and nurturing our connections with local media outlets, our team not only ensures accurate reporting but also contributes to a well-informed and engaged community.

FEATURED

McKinney North Marching Band makes historic run in UIL 5A State Championship Finals

Nov 7, 2024



DALLAS - FORT WORTH / MCKINNEY / EDUCATION

McKinney ISD to invest \$2M in campus science, technology programs

By Hannah Johnson | 1:48 PM Apr 4, 2024 CDT
Updated 1:48 PM Apr 4, 2024 CDT



STEAM education will be developed through an ongoing collaboration with district and campus leaders, teachers, career and technical education courses, and performing and visual arts programs. (Courtesy Adobe Stock)

McKinney ISD is looking to repurpose \$2 million set aside in bond funds to invest in science, technology and art programs in the district.

McKinney ISD to invest over \$20M in two campus renovations

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SchoolMessenger... First Amendment... All Bookmarks

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DALLAS - FORT WORTH / MCKINNEY / EDUCATION

McKinney ISD to invest over \$20M in two campus renovations



By Hannah Johnson | 1:00 PM Jul 23, 2024 CDT



Additions to the performing arts wing of McKinney Boyd High School will be completed as part of the 2021 bond program. (Shelbie Hamilton/Community Impact)

As part of McKinney ISD's 2021 bond program, additions and renovations for two campuses—Johnson Middle School and McKinney Boyd High School— will be completed following school

McKinney ISD receives 2 awards for excellence in financial operations

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DALLAS - FORT WORTH / MCKINNEY / EDUCATION

McKinney ISD receives 2 awards for excellence in financial operations



By Hannah Johnson | 12:25 PM Jan 12, 2024 CST
Updated 12:25 PM Jan 12, 2024 CST



McKinney ISD officials have been recognized for excellence in financial operations in the district. (Shelbie Hamilton/Community Impact)

McKinney ISD officials have been recognized for excellence in financial operations in the district.

The 2023-24 Meritorious Budget Award, given by the Association of School Business Officials

03

BRAND MANAGEMENT

Every communication piece we work on aligns with the established brand guidelines. By upholding these standards, we, as a department, play a pivotal role in maintaining the district's brand image, ensuring that our messaging remains clear, impactful, and consistently aligned with the values and mission of our district, contributing to a positive and enduring impression among stakeholders.



1



2



3

ALTERNATE LOGO USAGE

- 1 Primary Logo
- 2 Simplified Logo
- 3 Badge
- 4 Primary Logo - Inverse
- 5 Simplified Logo - Inverse
- 6 Badge - Inverse
- 7 Wordmark
- 8 Wordmark - Inverse



4



5



6

McKINNEY ISD
EVERY STUDENT, EVERY DAY!

7

McKINNEY ISD
EVERY STUDENT, EVERY DAY!

8

04

CAMPUS COMMUNICATIONS SUPPORT

We collaborate closely with campus leaders to develop and implement communication strategies, leveraging various platforms and technologies to disseminate vital information swiftly to staff, students, and parents.

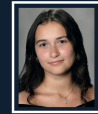
05

PRINT & DIGITAL MEDIA

Print and digital work plays a crucial role in enhancing the clarity of the district's communications, serving as an integral component for conveying district messages while fostering continued engagement with our parents, students, and community members.



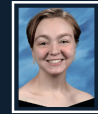
Social Studies Honors



Mariana Villalón - McKinney Boyd High School
Activities and Achievements
 Varsity Cheer (3 Year), Competer for Beer with Special Needs, DALS (2 Year), Volunteer Trep-Ministry, Over 100 Volunteer Hours, Award of All Teams, Volunteer with Young Kids (5 Year), Book Homes for the Homeless (Summer 2023)
College Plans
 Incoming freshman year, I will be living in Santiago, Chile, where I will be studying, working and growing a deeper connection with my family.
Inspirational Teacher: Randy Blyden—AP & US Government
 To me, my best teacher Mr. Blyden. You see, he has passion for teaching every time he speaks to his class. I know Mr. Blyden was a great teacher when I was his student, but I never truly understood the spirit he puts into teaching until I became an A&S in his class. I never to overlook all the behind the scenes work that goes into the everyday classroom. Being taught by Mr. Blyden, and being in his classroom has enabled me to appreciate the work that all teachers do, and for that, I am truly grateful.



Zainabai Blair-Rehels - McKinney High School
Activities and Achievements
 Youth Group, Song, National Co-President, Collin County History Museum Volunteer, Rikobanz'Yeh Award Intern, Congressional Youth Advisory Council, Texas Youth and Government, Distinguished Employee, Jack Kent Cooke Foundation College Scholar, National Merit Scholar Finalist, National Science Language Initiative for Youth - Arabic
College Plans
 New York University - International Relations & Mathematics
Inspirational Teacher: Mark Bayes—AP Human Geography & AP Art History
 Mr. Bayes has transformed the way that I view social studies and school in general. Through his class, I learned not only how to become more and more successful, but also the importance of seeing people for more than the sum of their actions. Mr. Bayes was pivotal in me, despite my insecure, jaded and introverted, and I am incredibly fortunate to have been instructed by him.



Olivia Zeltwack - McKinney North High School
Activities and Achievements
 Volunteer Chairman Assistant at Collin County History Museum, SPARK for German Volunteer Teacher, AP Scholar (NHS) in German Club President (Junior Year), awarded Texas State Achievement Merit Scholarship, National Honor Society
College Plans
 Texas Tech University - History & German
Inspirational Teacher: Cynthia Povichke—German
 Frau Povichke has fostered the most warm, welcoming and safe environment I've ever seen in any high school classroom. It always felt safe to be myself with her and she's consistently supported and inspired by me and my best. My classmates and I are always encouraged to explore and learn more, and I feel extremely lucky to have gotten to know her over the years.

Distinguished Student Awards Dinner

Tonight's Distinguished Student Awards presentation is a celebration of everything that McKinney ISD represents. We are here tonight to honor McKinney ISD seniors who have earned the highest level of recognition at the end of their elementary and secondary school years. We would like to thank the parents, teachers, and administrators that have helped influence these students along the way.
 The McKinney ISD community is proud to honor the success of McKinney ISD's finest.



Mathematics Honors



Hayley Chapman - McKinney Boyd High School
Activities and Achievements
 Top Female in Class, AP Scholar with Distinction, Student Council Senior Treasurer, National Merit Commended, Academic Excellence throughout High School, Developed a Fully Functioning Code Project, Proficient in Coding Languages
College Plans
 Texas A&M University - Computer Science
Inspirational Teacher: Stefanie McCarthy—Humanities 3 & English 4
 Not only did Mrs. McCarthy's classes teach information in a fun and digestible way, but she herself would go out of the way to help and support her students. Last year, I had several struggles with friendships and lost a loved one, and Mrs. McCarthy helped me through many of my struggles. Even more without her as a teacher, she can attest to the extent of my own resilience when struggling or just need someone to talk to.



Isabel Nerlon - McKinney High School
Activities and Achievements
 Philosophy Club President, Computer Science Club Vice President, Debate Team Speech Captain, 1st Place in Informative Speaking at Princeton TFA, 2nd Place in Informative Speaking at Midway Spring Academic Spring, S&M 2 Student studying Data Science, Intern Summer Institute, 1st A&I Summer Program
College Plans
 New York University - Technology - Computer Science
Inspirational Teacher: Theresa Horvath—AP Calculus BC and Computer Science
 The five classes I've had with Mrs. Horvath are the main source of my enthusiasm for math and computer science. She has provided me many opportunities to expand my computer science knowledge by taking the Computer Science Club to competitions where she made sure we were more than being successful, something, whether it was or not. Her encouragement and concrete positivity inspire me to always keep pushing toward my goals, and I'll never forget the impact she had on my learning and success at MHS.



Joshua Orlis - McKinney North High School
Activities and Achievements
 3x All Area National Merit Commended Scholar, Principal Temporary Paper, 4.9214 Weighted GPA, NHS, Honor Band (3 years), 3x All Region Band, 2x All Region Solo Band
College Plans
 Texas A&M University - Honors Engineering Program
Inspirational Teacher: Gary Williams, Band
 Mr. Williams has been instrumental for a seven-year straight and created an environment that changed my life. He showed me the importance of having a balance in my life, so as to know how to get the most out of me as a player while still making band fun. I always knew that for at least one period a day, I would be in a place where I could do something I loved.

DISTINGUISHED STUDENT BANQUET PROGRAM by Shane Mauldin



Biffen Decastro
8th Grade
Cockrell Middle School
Katherine Boyd, Art Teacher

Alicia Benton
8th Grade
Scott Johnson Middle School
Stephanie McPetersen, Art Teacher

Lauren Kim
7th Grade
Cockrell Middle School
Katherine Boyd, Art Teacher

MISD Holiday Art Contest
Honorable Mention Awards





Brynn Phibrick
1st Grade
Walker Elementary
Trisha Kincaid, Art Teacher

Noley Carlson
2nd Grade
Walker Elementary
Trisha Kincaid, Art Teacher

Cecilia McQuarrie
3rd Grade
Valley Cook Elementary
Karin Ok, Art Teacher

MISD Holiday Art Contest Honorable Mention Awards





Blair Zappa
8th Grade
McKinnon Point High School
Shannon Korte, Art Teacher

Patricia Knapik
5th Grade
McKinnon South High School
Shannon Korte, Art Teacher

Jaimeeek Crane
4th Grade
McKinnon Point High School
Shannon Korte, Art Teacher

MISD Holiday Art Contest Honorable Mention Awards




2024 HOLIDAY CARDS by Shane Mauldin

06

VIDEO PRODUCTION

McKinney ISD Media delivers informative and entertaining content that showcases the exceptional work and achievements of our teachers, students, and staff. The district's video content is crafted by the incredibly talented Karla Schumacher and Jordan Thompson. The pages ahead explore a curated selection of video projects completed over the past year.

CONVOCATION – “WE BELONG”



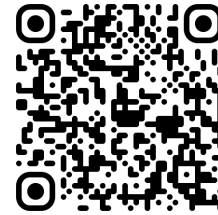
“We Belong” is a video shared at the 2024-2025 McKinney ISD convocation event.

MCKINNEY ISD SCHOOL BOARD SUMMARY



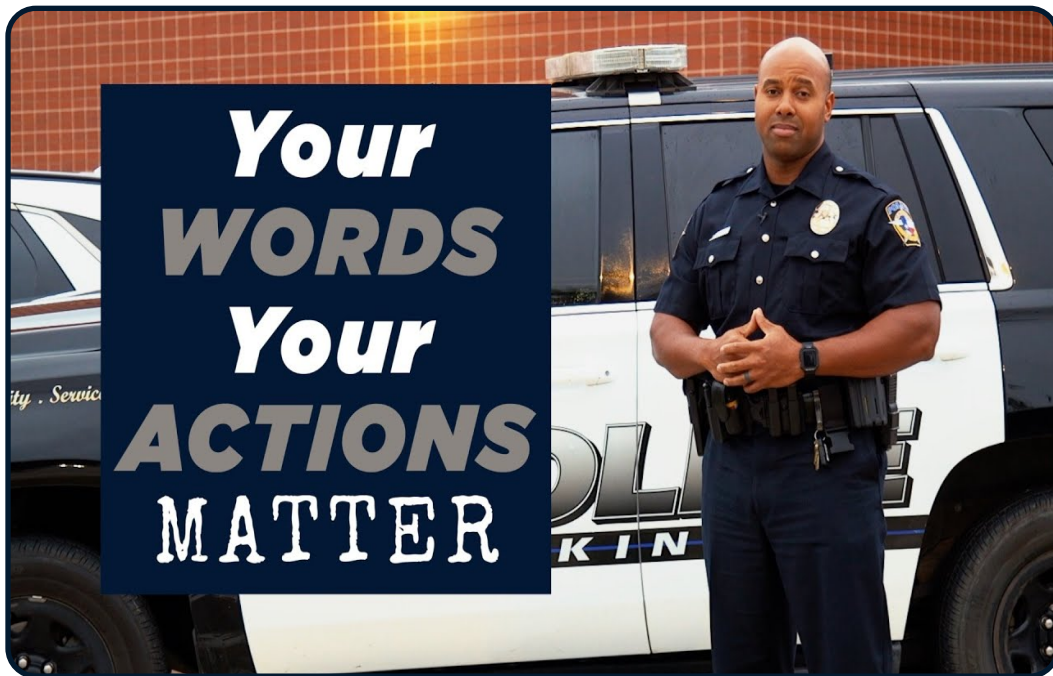
Each month, after our board meeting, we provide our community with a brief summary of events and items covered during the meeting.

SKYDIVING PRINCIPALS – WEBB & FRAZIER ELEMENTARY



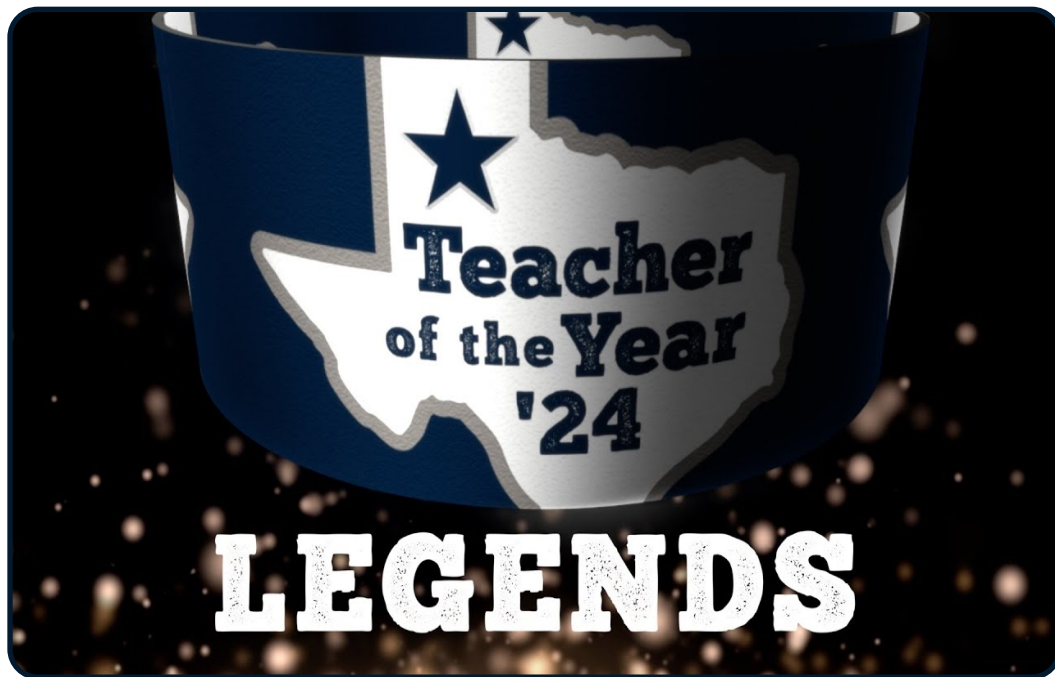
“What are you doing if you’re NOT jumping out of a plane?” Is this a dare? Is this a challenge? Or is this just what Karime Terrazas asks herself every morning?

YOUR WORDS AND ACTIONS MATTER



We want everyone to understand the consequences of saying or making fake threats.

LEGENDS – 2024 TEACHER OF THE YEAR



We appreciate and honor our 2024 teachers of the year in this tribute video.

MCKINNEY ISD PODCAST – MEET SUPERINTENDENT PRATT



Welcome to the McKinney ISD podcast hosted by Dr. Shelly Spaulding, Assistant Superintendent of Public Relations & Communications.

07

EVENT PLANNING & SUPPORT

Our department oversees the seamless planning and support of many popular district events, ensuring each occasion is a resounding success. From meticulous logistical coordination to creative event branding and production, Communications plays a crucial role in orchestrating these events.



2024 CONVOCATION



TEACHER OF THE YEAR



2024 DISTINGUISHED STUDENT AWARD BANQUET



TOP 10 CELEBRATION

08

WEBSITE MAINTENANCE

Collaboration is key to our website's success. We work closely with departments and campuses to ensure website content stays current. By creating strong inter-district partnerships, we guarantee that the information available online remains accurate, relevant, and reflective of the dynamic nature of McKinney ISD. Together, we strive for excellence in communication and information accessibility.

09

SOCIAL MEDIA

Through platforms like Facebook, Twitter, and YouTube, we provide real-time updates, showcase student achievements and district successes, and communicate important district information. By harnessing the power of social media, we amplify our reach, enhance the district's visibility, and build a vibrant, connected school community.

10

SURVEYS & DATA ANALYSIS

As part of our department's role within the district, we specialize in crafting comprehensive surveys designed to gather valuable insights. Leveraging accurate and timely data is crucial for strategic decision making, mitigating risks, and optimizing outcomes, ultimately enhancing efficiency and driving the district, and our students, towards their goals.

11

THRILLSHARE SUPPORT

Our department plays an important role in supporting Thrillshare across the district. We, along with the Technology department, ensure the smooth operation and accessibility of this platform, offering technical assistance and troubleshooting to address any concerns or issues that may arise.



CHILDCARE PROGRAMS



MCKINNEYISD
CHILDCARE PROGRAMS

Director Childcare Programs -
Mike Medlin

MISD Preschool Coordinator -
Jennifer Harris

Club 360 Coordinator -
Maggie Darden

Childcare Programs Secretary -
Nicole Thompson

Finance Specialist -
Lorie Harvey

CHILDCARE PROGRAMS — CLUB 360

Club 360 Enrollment Total: 857



Bennett Elementary	54	McNeil Elementary	34
Caldewell Elementary	56	Minshew Elementary	43
Eddins Elementary	35	Press Elementary	46
Frazier Elementary	88	Slaughter Elementary	42
Glen Oaks Elementary	66	Valley Creek Elementary	60
Johnson Elementary	48	Vega Elementary	24
Malvern Elementary	20	Walker Elementary	54
McClure Elementary	56	Wilmeth Elementary	39
McGowen Elementary	42	Wolford Elementary	50

CHILDCARE PROGRAMS – PRESCHOOL

MISD Preschool Enrollment Total: 213 Children



Lawson Infant/Toddler Preschool	26
McKinney High Preschool	40
McKinney North Preschool	23
McKinney Boyd Preschool	49
Bennett Preschool	50



SPECIAL EVENTS

Father/Daughter Dance

McKinney Boyd High School

December 7, 2024

Attendance: 690



Mother/Son Dance

McKinney High School

February 1, 2025

Attendance: 501





SUMMER PROGRAMS



Club 360 Summer Program

Faubion Middle School

May 28, 2025 - July 25, 2025

*Closed July 3rd & July 4th

Summer Employee Childcare Program

McKinney High School

May 28, 2025 - July 25, 2025*

*Closed July 3rd & July 4th

Summer Childcare Program

Malvern Elementary School

May 28, 2025 - July 25, 2025*

*Closed July 3rd & July 4th



SUMMER ENRICHMENT CAMPS



Registration Opens March 14, 2025

Bennett Elementary School (3 weeks)
June 2, 2025 - June 20, 2025

Minshew Elementary School (2 weeks)
June 23, 2025 - June 27, 2025
July 7, 2025 - July 11, 2025

CHILDCARE PROGRAMS EXPANSION



MISD New Preschool Sites 2025-2026

- Reuben Johnson Elementary
- Eddins Elementary
- Wolford Elementary

McKinney ISD will offer five preschool sites to the public offering care for children 3 to 4 years old.

Thank you for your continued support!



PARTNERS IN EDUCATION



THE LOVE LIFE FOUNDATION

Partnering with non-profits like The Love Life Foundation to pick up filled school supply backpacks for our middle school students. Our office delivers these to the campuses.

Making sure every student has what they need to succeed in school.



INSPIRING GUEST PARTNERS SPEAKING TO STUDENTS

Partners sharing their story and how each student can be successful



SUPPORTING STUDENT PROGRAMS

CTE Partner iFly EFB supports the district's Aviation Program - 2 MISD students working their internship



PARTNERS SUPPORTING LEADERSHIP SUMMIT



FIRST UNION BANK SUPPORTING CONVOCATION

