

BOARD OF TRUSTEES • JUNE 9, 2026

Communications, Marketing & Community Engagement

A Year in Review • Highlights, Initiatives & What's Ahead

Presented by the Communications, Marketing & Community Engagement Team



DENTON INDEPENDENT SCHOOL DISTRICT

Established 1882

MEET THE TEAM

The Team Behind the Work

The people behind every story, every campaign, and every connection.



Nick Petito

Chief Communications & Marketing Officer



Dr. Tommie Smith

Director of Communications & Marketing



Colby Cervantes

Multimedia Coordinator



Ray Cortez

Videographer



Courtney Dunning

Web Services Coordinator



Chris Ice

Community Engagement Coordinator



Kaycee Key

Administrative Assistant

ALIGNED TO THE DISTRICT'S STRATEGIC DIRECTION

Anchored to Our True North

Every initiative in our department points to our Compass Points.



OUR PRIMARY COMPASS POINT

Reciprocal Family & Community Partnerships

This is the heading our department is built around. Communications, marketing, and community engagement exist to make this real every day — connecting the district with the families and community we serve.

ONE DISTRICT • ONE PURPOSE

Customer Service. Inside and Out.

Trust is built one interaction at a time — with the families we serve, the staff we support, and the community that believes in our schools.



EXTERNAL

Families & Community

- Respond with clarity, accuracy, warmth, and speed.
- Make information easy to find and easy to trust.
- Listen first — every campaign starts with a real need.



INTERNAL

Staff & Campuses

- Treat every campus and department as a valued partner.
- Give staff the tools, information, and responsiveness they need.
- Show up consistently — no surprises, no silos.

EVERY INTERACTION IS AN OPPORTUNITY TO BUILD TRUST.

AGENDA

Six Areas We'll Walk Through Today

Each area is a different way we live out our True North

01



Board Recap Videos

Transparency after every Board meeting.

ALIGNS TO · All Compass Points

02



Denton ISD Connect

A newsletter that engages, informs, and connects.

ALIGNS TO · All Compass Points

03



Marketing & Multimedia

Promoting our programs, schools, and people.

ALIGNS TO · Family & Community Partnerships
· Student Outcomes · Workplace Environment

04



Volunteers & Celebrations

Honoring the people who make us shine.

ALIGNS TO · All Compass Points

05



Denton ISD Mobile App

Streamlined communication for every family.

ALIGNS TO · Family & Community Partnerships

06



New Programs

Gold Card & Ambassador Program.

ALIGNS TO · Reciprocal Family & Community Partnerships

A short, on-camera recap of every Board meeting — published the next day.



May Board Meeting — What you need to know

Public business, made public.

15

TOTAL VIDEOS

146,567

TOTAL VIEWS

WHY IT MATTERS

Bringing the boardroom to the community.



Accessible in minutes

Most people don't have time to watch the full meeting. A video recap is an engaging summary that captures highlights, workshops, and takeaways so the public stays informed.



Builds trust

When trustees and staff speak directly, families see the people — not just the policy.



Travels well on social

Short-form video performs across platforms and gets shared by parents, staff, and partners.

Launching Denton ISD Connect

A new monthly newsletter built to bring the heartbeat of our district directly to families, staff, and community members — in one place, on a predictable cadence.



One trusted source

Curated district news, campus stories, student & staff highlights, family resources, and ways to connect directly with the district.



Reaches every audience

Designed for parents, staff, and the broader Denton community — written with each in mind.



Built to measure

Open and engagement rates inform what we cover next, so the content keeps getting sharper.

DENTON ISD

Connect

FEATURED STORIES

Spotlight on student & staff success across our campuses

EVENTS

Upcoming family nights & board meetings

PROGRAMS

New initiatives launching this semester

CELEBRATIONS

Staff & student achievements

Connect by the Numbers

How families are engaging with the newsletter, January through April 2026.

38,406

Average reads per month

since January 2026

7.5

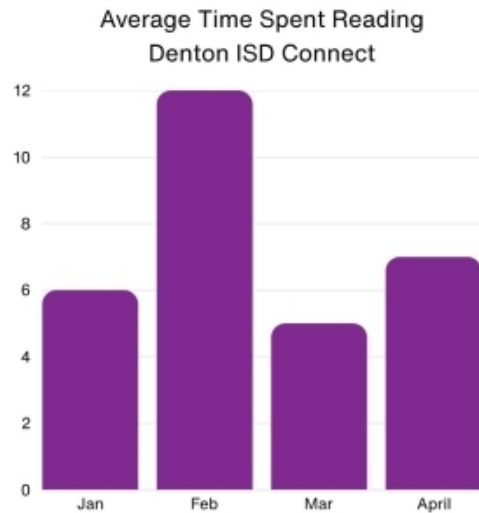
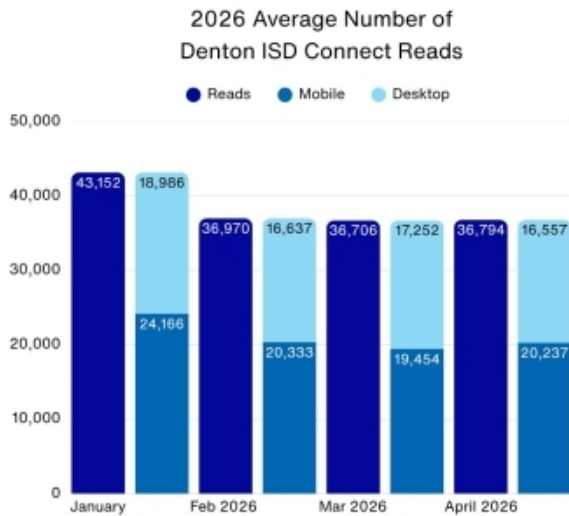
Minutes average reading time

per issue

5

Months of consistent engagement

Jan – May 2026



WHAT THE DATA TELLS US

Strong consistent reach

Over 36,000 reads every month with a notable spike at launch in January.

Mobile is winning

Mobile reads outpace desktop in every month — proof families read on the go.


Time on content is growing

Average reading time climbed in February and April — content is landing.

Average Overall Reads since January 2026: 38,406
Average Overall Reading Time Since January 2026: 7.5 minutes

Enhanced Marketing & Multimedia

Promoting the district, its programs, and our enrollment, retention, and recruitment efforts.




FAMILIES

Enrollment

Telling the story of every program we offer — from Early Childhood to CTE and beyond.

Helping families see why Denton ISD is the right choice from day one.




STAFF

Retention

Celebrating the people, places, and moments that make families want to stay.

Consistent, on-brand storytelling across every campus.



TALENT

Recruitment

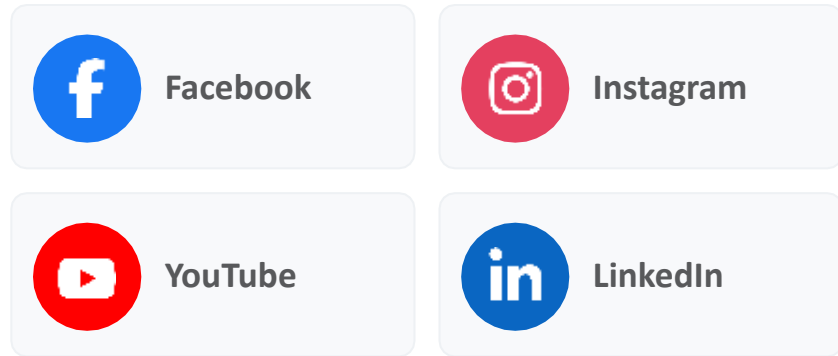
Showcasing what it means to teach and work in Denton ISD.

Attracting top educators and staff to show how Denton ISD as *An Exceptional Workplace Environment*.

Social Media

Meeting our community where they already are — with stories worth following.

WHERE WE SHOW UP



Four platforms. One coordinated voice.

HOW WE USE IT

Storytelling at the speed of social.



Celebrate students and staff

Daily moments from across the district — classrooms, athletics, fine arts, and community wins.



Share what families need to know

Bell schedules, weather updates, event reminders, and breaking news — clearly and quickly.



Build a two-way conversation

Replies, comments, and DMs handled like customer service — not just an inbox.

ALIGNS TO • FAMILY & COMMUNITY PARTNERSHIPS

Social Media by the Numbers

How our community is finding, watching, and engaging with our stories.

+47%

growth in Facebook views

5.1M → 7.5M views, Jan – May YoY

+85%

growth in Instagram views

5.5M → 10.2M views

+142%

growth in Video views

115.7K → 280K, Jan – May YoY

PLATFORM-BY-PLATFORM, JAN – MAY YEAR-OVER-YEAR

Facebook

Metric	'24-25	'25-26	CHANGE
Total Views	5.1M	7.5M	+47%
Interactions	72.4K	80.5K	+11%
New Followers	2,759	2,385	-14%

Instagram

Metric	'25-26	'25-26	CHANGE
Total Views	5.5M	10.2M	+85%
Interactions	66.9K	152.1K	+127%
New Followers	1,442	3,495	+142%

Compared to Aug – Dec 2025

Video

Metric	'24-25	'25-26	CHANGE
Total Views (all)	115.7K	280K	+142%
Social/Reels	86.9K	245.3K	+182%
YouTube Views	28.8K	34.7K	+20%

Media Coverage & Earned Stories

How Denton ISD shows up in local, regional, and national press.

+23.5%

growth in media mentions

898 mentions

Up from 727 in 2024–25

+107%

growth in estimated views

546K estimated views

Up from 263K in 2024–25

+36.1%

growth in social shares

1,539 social shares

Up from 1,090 in 2024–25

WHAT'S DRIVING THE COVERAGE

Top Outlets Covering Denton ISD

1. Morningstar
2. Yahoo! News
3. Yahoo! Finance

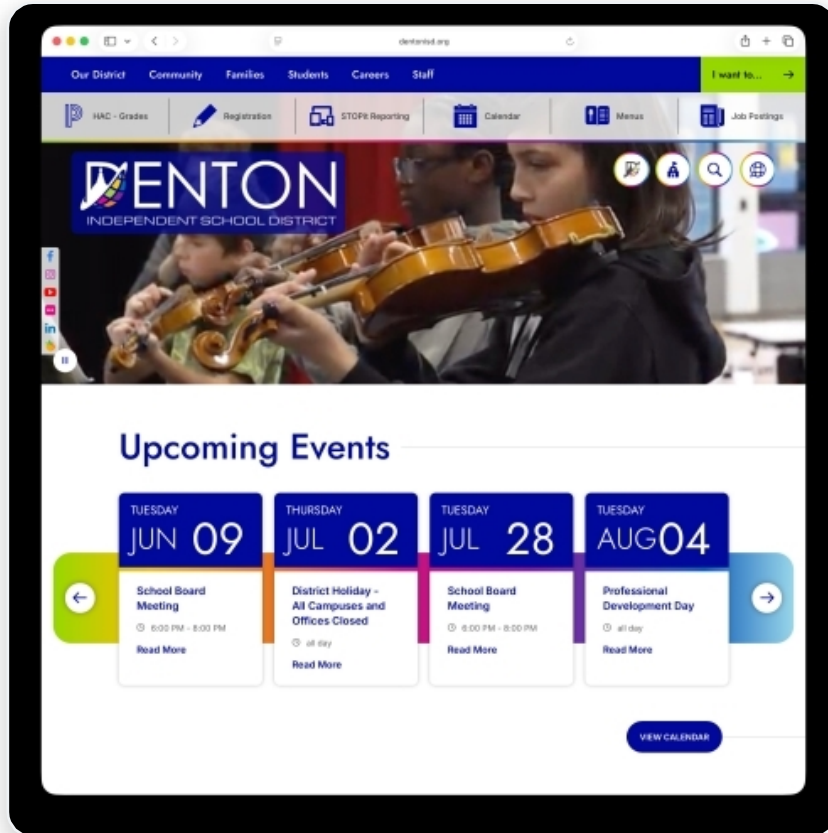
What the Stories Are About

- Teacher pay raises and financial stewardship
- Educational innovation and district programs
- Community partnerships and family engagement

Source: External media monitoring, Aug 1, 2024 – May 31, 2025 vs. Aug 1, 2025 – May 31, 2026. Excludes high school athletics, social media, and broadcast mentions.

The District Website

Our digital front door — built to be useful, modern, and easy for every family to navigate.



WHAT WE'RE BUILDING

A website that works for families.



Mobile-first design

Most families visit on a phone. The site is rebuilt to feel right on every screen.



Easier to find what you need

Cleaner navigation, smarter search, and faster paths to enrollment, calendars, and contacts.



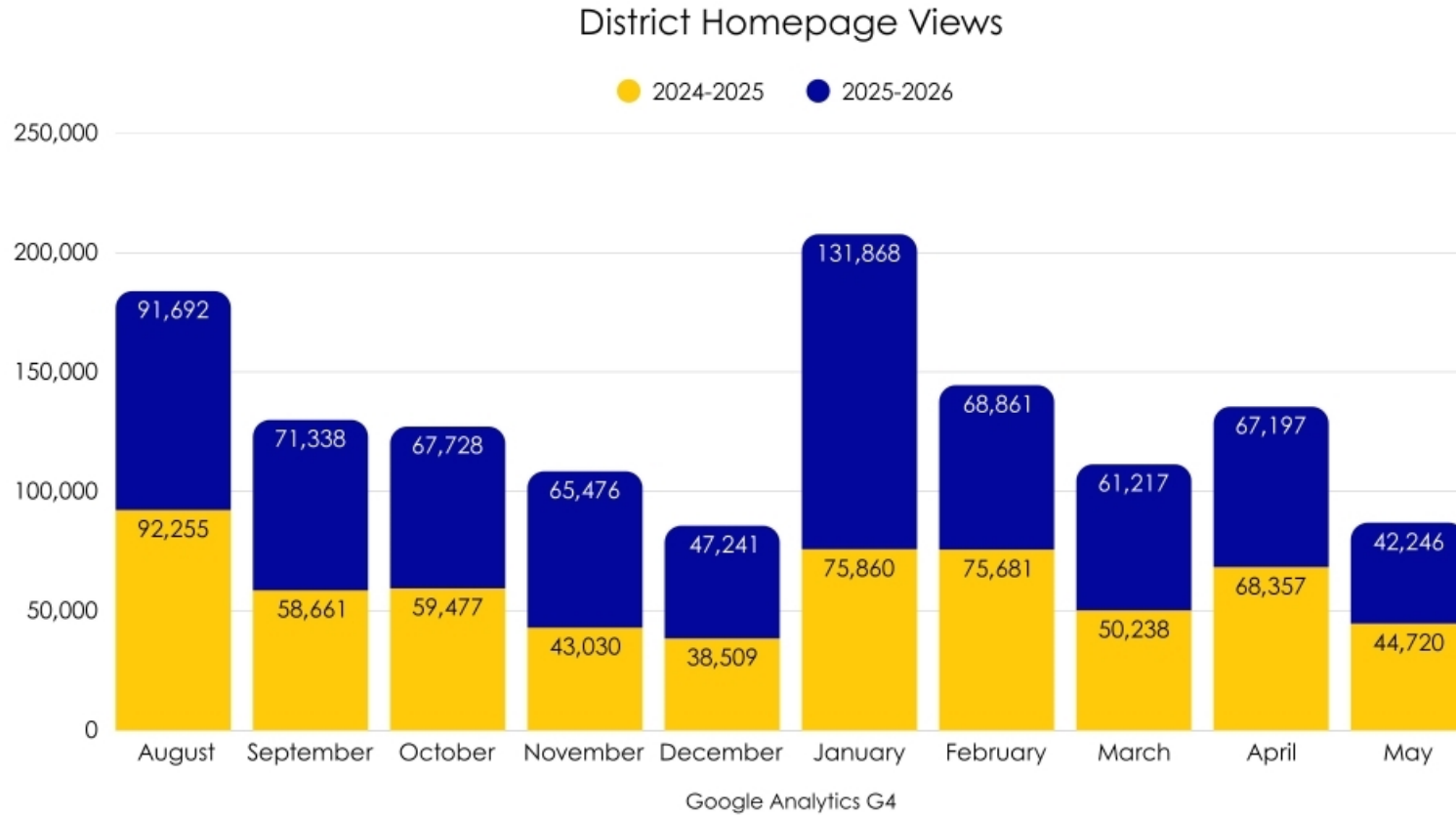
Accessible to every family

Designed to meet accessibility standards so the site works for everyone, in every language we serve.

ALIGNS TO • FAMILY & COMMUNITY PARTNERSHIPS • STUDENT OUTCOMES

District Homepage Engagement

Year-over-year traffic to dentonisd.org — our digital front door.



YEAR-OVER-YEAR GROWTH

+17.8%

more total homepage traffic year-over-year

Press releases driving traffic

More press releases this year — each shared on social — route families back to district news on the homepage.

Strong year-over-year growth

2025-26 outperformed the prior year in 6 of 10 months tracked.

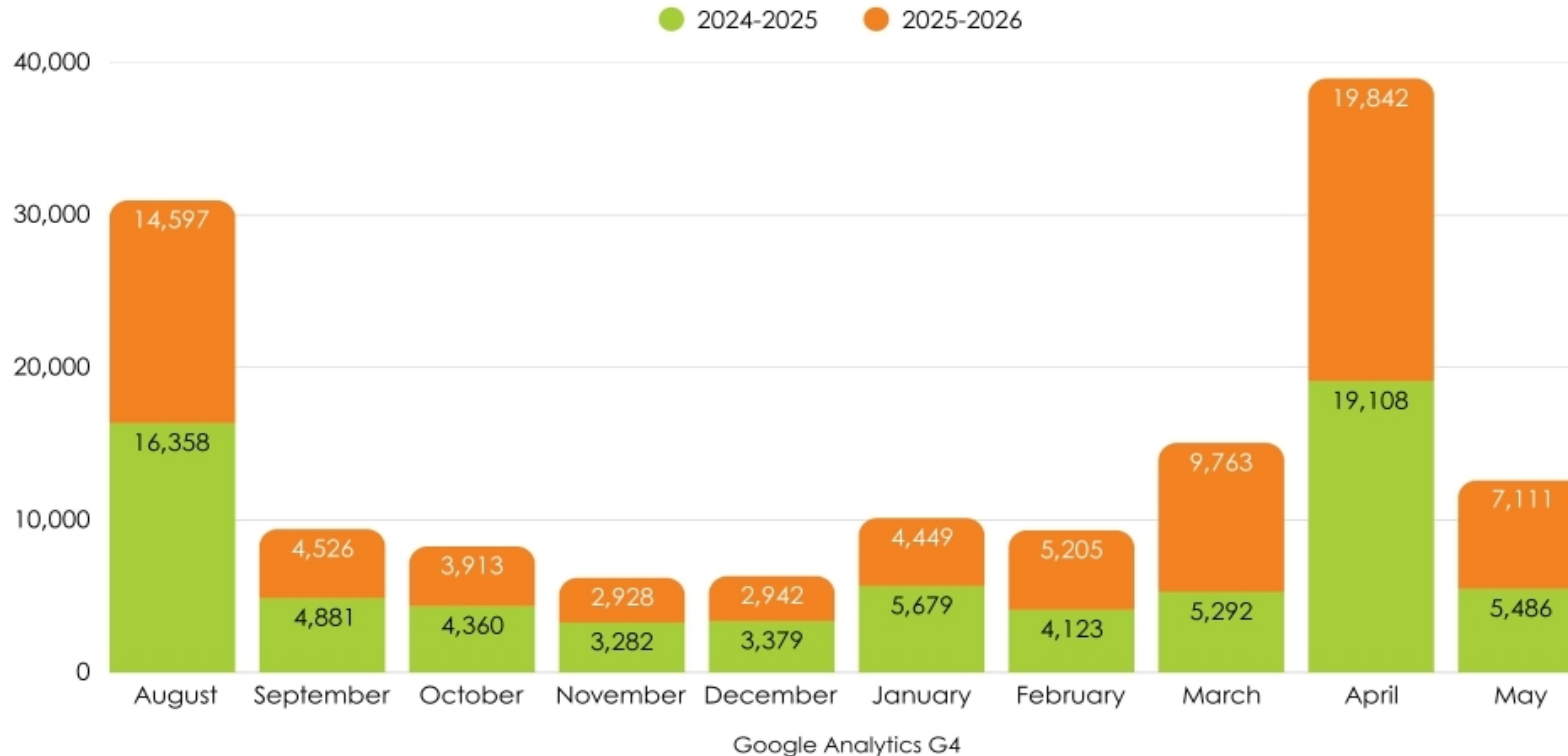
Top entry point

Homepage remains the #1 path families take to find what they need.

Enrollment & Registration Engagement

Where families go when they're choosing — or returning to — Denton ISD.

Enrollment/Registration Webpage Views



SPRING ENROLLMENT SEASON IS WORKING

+23.3%

more enrollment traffic February through May, YoY

March surged +84% YoY

March views nearly doubled (5,292 to 9,763) as spring registration ramped up.

April hit an all-time high

19,842 views in April — the most enrollment-page traffic in any single month.

February and May also climbed

February rose 26% and May rose 30% year over year — the spring push is reaching families across every month.

Employment Page Engagement

Recruitment storytelling is driving prospective staff to learn about Denton ISD.

Employment Webpage Views



GROWING RECRUITMENT INTEREST

+45%

more employment-page traffic January through May, YoY

April peak: 15,548 views

Our highest single-month employment traffic ever recorded.

Spring hiring is sharper

Every month from January through May outpaced the prior year — by 26% to 72%.

Up 26% in total traffic

2025-26 outpaced 2024-25 in 8 of 10 months — recruitment storytelling is working.

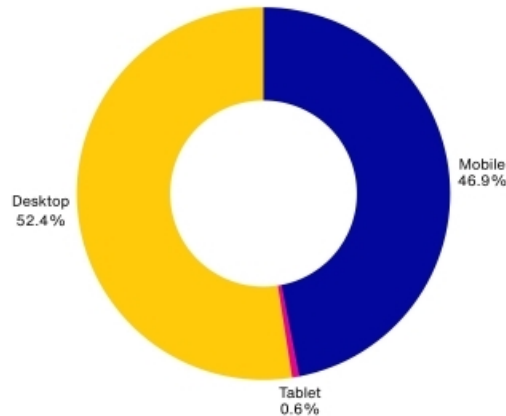
Accessibility & Device Strategy

Families visit our website on every kind of device — so we design for all of them.

Denton ISD Website Sessions by Device Type

Device Breakdown Chart
(Metrics from Google Analytics 4)

Device Type	Engaged Sessions	Percentage
Desktop	489,259	52.76%
Mobile	437,919	47.22%
Tablet	5,661	0.61%
Smart TV	27	0.01%



WHY A MOBILE-FIRST SITE MATTERS

47.2%

of sessions come from mobile devices

Nearly half on mobile

437,919 mobile sessions show families browse on phones — often.

Designed for every device

The site is being rebuilt mobile-first so it works on every screen.

Accessibility built in

Every page is being designed to meet accessibility standards for all families.

Volunteers & Celebrations

The people who give their time — and the moments worth shouting about.



Volunteer recognition

Year-round programming to honor parent volunteers, partners, and community members who show up for our students.



Staff & student celebrations

Telling the stories of award winners, retirees, and milestone moments across every campus.



Community partnerships

Strengthening connections with local businesses, faith communities, and civic groups who invest in Denton ISD.



Visibility & storytelling

Capturing and sharing celebrations across social media, video, the Denton ISD app, and our newsletter — so the whole community sees them.



Community Engagement by the Numbers

How the district shows up — and how families show up back.

+52.7%

growth in volunteer hours

109,703 → 167,516 hours, YoY

7,000

students served at BTS Fair

Up 29.6% from 2024 (5,400)

\$152K

in DPSF teacher grants

154 teachers awarded, Fall 2025

HIGHLIGHTS FROM 2025-26

Copa Familia

GOAL Program's 14th Annual event hosted over 3,000 attendees.

Subaru Loves Learning

5th annual event delivered \$12,500 to district classrooms.

Campus Dedications

Reeves & Hill Elementary, plus the Brenda Buster Salon at LaGrone and the Jeanne Abney Fine Arts Center at Ryan.

Pack the Pit

14 elementary campuses brought 5th graders to UNT's Super Pit for Mean Green basketball.

DPSF Scholarships

227 students awarded \$275,000 in scholarships.

Teacher Recognition

Fifth Annual Teacher of the Year Parade and 8 honored at DATCU Teacher of the Month.

HBCU College Fair

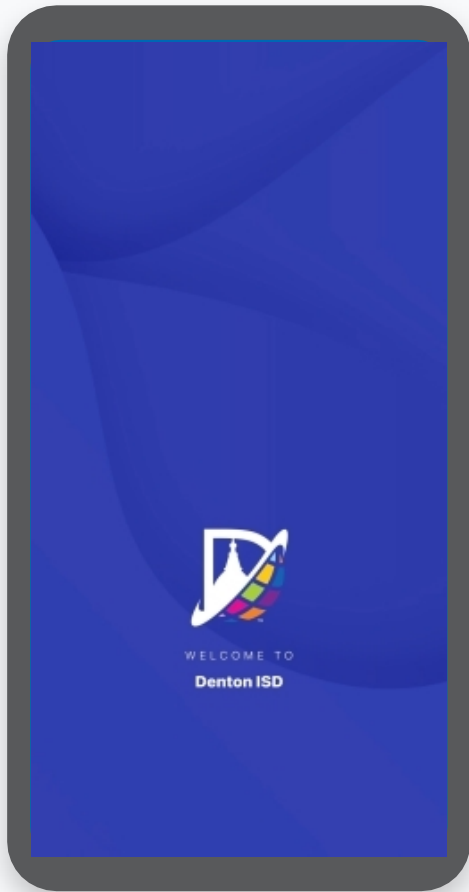
Third Annual event connected students with HBCU pathways.

Arts Partnerships





Annual Denton ISD Adopt-A-School Art & Essay Contest with the Denton Black Film Festival.

The Denton ISD Mobile App

Everything a family needs — in their pocket.



What it does for families

-  **One place for everything**
Lunch menus, bus updates, calendars, news, and campus contacts — all in a single tap-friendly hub.
-  **Faster, clearer notifications**
Push alerts get the right message to the right family — quickly, and without inbox overload.
-  **Personalized by campus**
Families see content for the schools their children attend — not a flood of district-wide noise.
-  **Built for the way parents live**
Designed mobile-first because that's where our families already are — on their phones, on the go.

Two New Ways to Belong

Programs that turn community goodwill into ongoing engagement.



Gold Card Program

Recognizing and rewarding the people who have given to Denton ISD — with perks, access, and appreciation across the district.

Year-round perks

District recognition

Community partnerships



BUILT BY THE COMMUNITY, FOR THE COMMUNITY

Ambassador Program

A network of trained, trusted voices — parents, staff, alumni, and community members — who help share the Denton ISD story authentically.

Trained voices

Authentic storytelling

District-wide network

WHAT'S AHEAD

Looking Forward to 2026–27

Building on this year's momentum.



Grow Denton ISD Connect

Expand reach, refine content, and add fill the gaps of information.



Expand video storytelling

More short-form video, campus features, and program spotlights across every platform.



Deepen mobile app adoption

Onboarding campaigns and feature rollouts to put the app in every family's hand.



Launch Gold Card & Ambassador Programs

Building *Reciprocal Family & Community Partnerships* by establishing a network of supporters that are equipped to advocate for Denton ISD.



Refresh visual identity tools

Updated templates and toolkits so every campus tells the Denton ISD story consistently.

Thank You

Questions & Discussion

