LA VERNIA INDEPENDENT SCHOOL DISTRICT

MEET YOUR COMMUNICATIONS TEAM

Telling the LVISD Story. Connecting Our Community.



Valerie Frazier

Director of Public Relations / Communications

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WHAT I DO

District Communications
Share timely, clear, and consistent information with families and staff.

Storytelling & Recognition
Highlight and celebrate our students, staff, programs, and achievements.

Community Engagement
Build relationships and support partnerships that strengthen LVISD.

Social Media & Branding
Manage district social media, the website, and district branding and marketing.

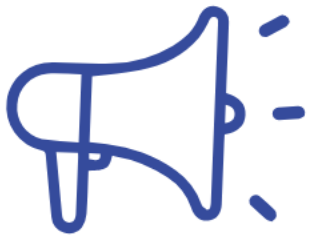
Safety & Public Information
Coordinate important safety messages, procedures, and public information requests.

Campus & Department Support
Provide communication and event support for all four campuses and district departments.

One-Person Team. Districtwide Impact.

Connecting, Informing & Celebrating

Our Mission: To strengthen relationships between La Vernia ISD and our community through clear, consistent, timely, and meaningful communication.



Inform



Connect



Celebrate



Build Trust

OUR STORY SO FAR

Communications Accomplishments | August–October 2026

Sharing information. Celebrating people. Strengthening connections.

DISTRICT COMMUNICATION

Monthly newsletters • Parent and staff notifications • Website updates • Attendance messaging • District app and Rooms support

COMMUNITY ENGAGEMENT

Community Leadership Academy launch • Parent and staff surveys • Student Leadership Academy recruitment and promotion

STORYTELLING & RECOGNITION

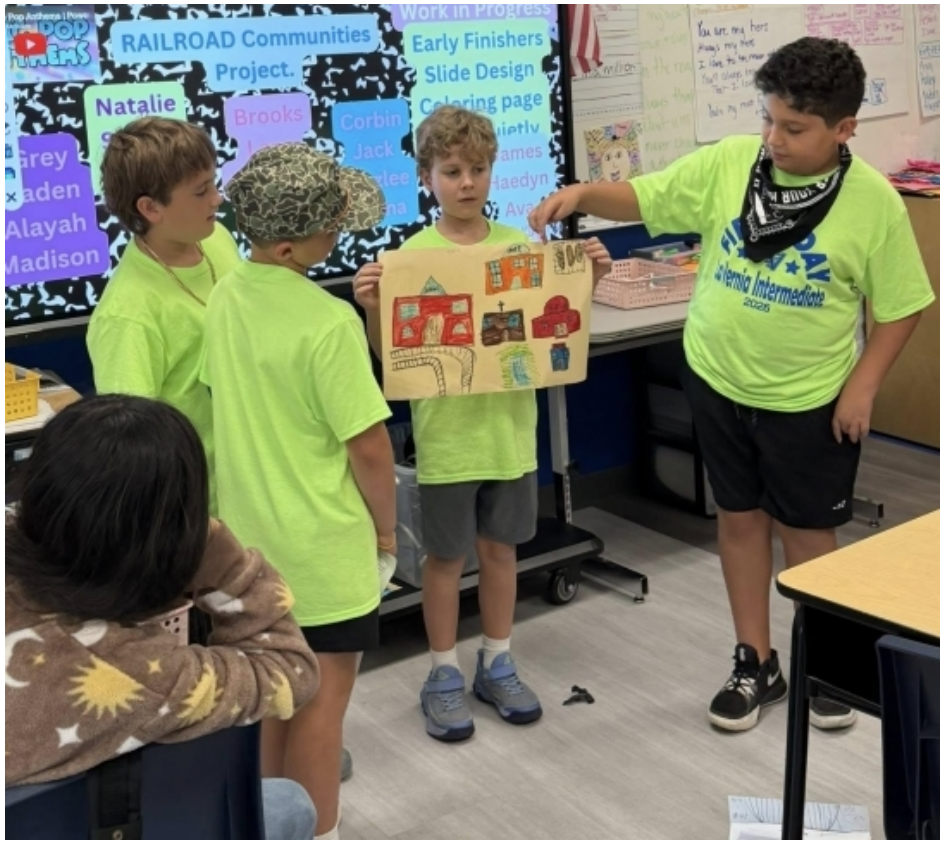
Student and staff spotlights • Teacher appreciation • Athletics and fine arts recognition • Be a Teacher Day video campaign

TRANSPARENCY & PUBLIC INFORMATION

Safety communications • Public information requests • District procedures and announcements • Construction and facility updates

Telling Our Story





Celebrating Our People

Highlighting Student Opportunities

Telling Our Story





Engaging Our Community

Building Trust Through Transparency

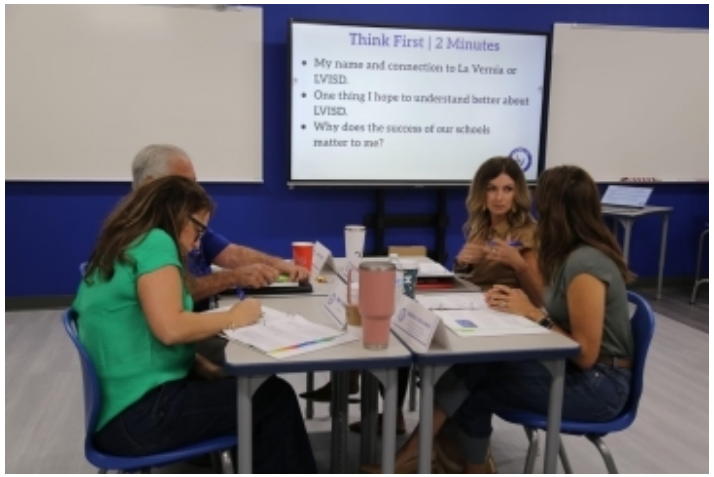
Bear Country Community Leadership Academy

Purpose: Build community understanding of district operations, academics, finance, governance, and student opportunities.

Impact: Strengthening connections between LVISD and community members through meaningful engagement and greater transparency.







Student Voice & Leadership

Highlights: Created recruitment materials, parent communications, an application process, and a framework for students from Junior High and High School to provide input and develop leadership skills. We had 52 applicants and will have 24 members.

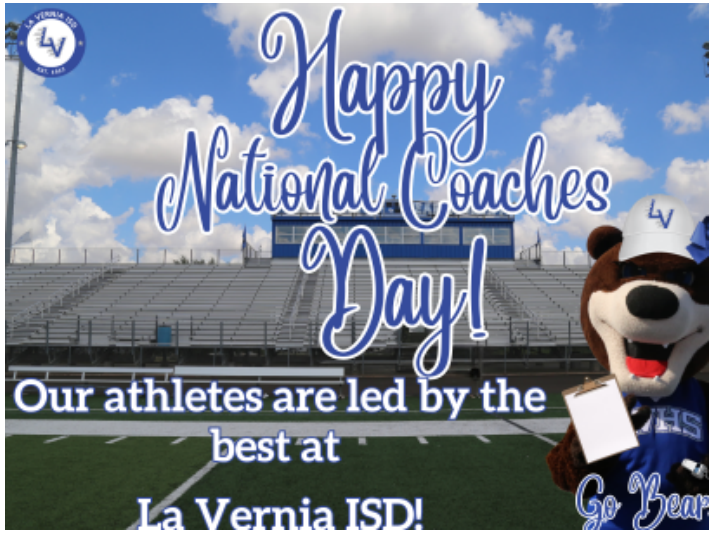
Impact: Expanding opportunities for student voice and meaningful involvement in the district.



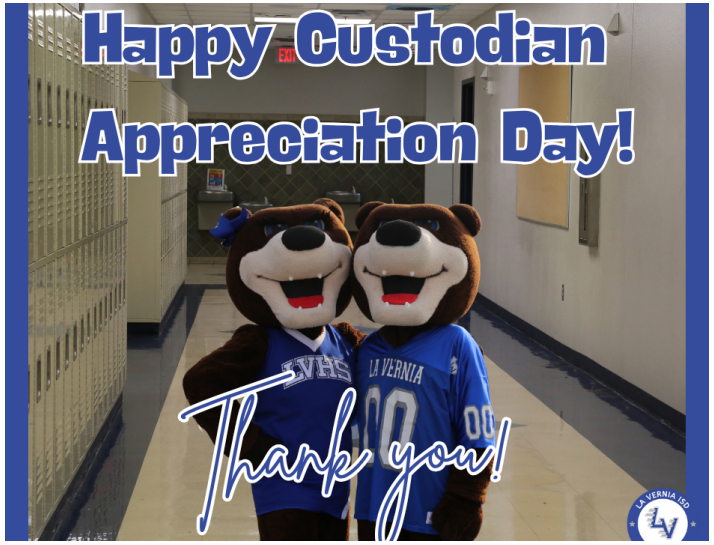




Celebrating Our People

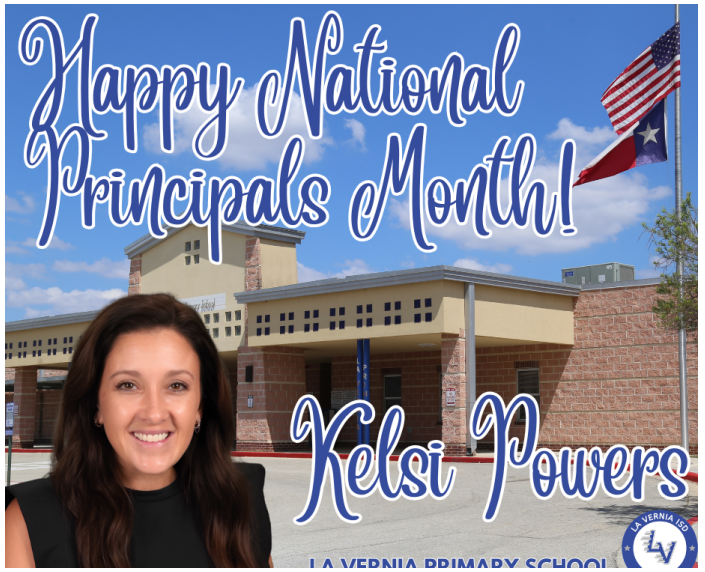












COMMUNICATIONS BY THE NUMBERS

CONNECTING OUR DISTRICT. INFORMING OUR FAMILIES. CELEBRATING OUR BEARS.

247,879

La Vernia ISD Facebook Views

LAST 90 DAYS

98,372

LVISD Website Visits

AUGUST 1ST – OCTOBER 14TH

1,123 | 668 | 568

Smore / Newsletter

JULY | AUGUST | SEPTEMBER

18,289

Staff Messages in Rooms

JULY 2026 – SEPTEMBER 2026

17,808

Guardian Messages in Rooms

JULY 2026 – SEPTEMBER 2026

91%

Students have at least 1 active guardian in Rooms.

LA VERNIA INDEPENDENT SCHOOL DISTRICT

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WHAT'S WORKING & WHAT'S NEXT

Strengthening the way we connect with LVISD families

01 WHAT WE'VE ACCOMPLISHED

Established a consistent monthly district newsletter, maintained multiple communication platforms, and delivered timely updates to families and staff.

02 WHAT WE'RE LEARNING

Newsletter open rates are below the established goal, providing an opportunity to rethink how routine information reaches families.

03 OUR RESPONSE

Explore shorter updates, more targeted messaging, visual communication, and increased use of the district app.

04 OUR GOAL

Make district information easier to find, easier to understand, and more convenient for families to access.

Clear Information. Stronger Connections. Greater Engagement.

Looking Ahead — The Next Chapter



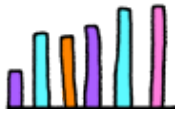
Launch a district storytelling campaign

Feature students, staff, programs, and community partnerships through short videos and engaging stories.



Modernize routine parent communications

Pilot shorter, more targeted updates to improve accessibility and engagement.



Measure what matters

Monitor communication reach, engagement, parent satisfaction, and feedback to guide improvements.



Strengthen community connections

Continue promoting leadership academies, community partnerships, and opportunities for families to engage with LVISD.

Human Resources

LA VERNIA INDEPENDENT SCHOOL DISTRICT