



Navarro ISD

Board Report

Communications

June 2025

Priorities

- ☐ **Priority 1:** Recruiting, Hiring, Coaching, and Retaining High Quality Teachers and Staff to Support Student Outcomes.

Goal 1.2 Superintendent will implement a human capital marketing plan by June 2025

Human Capital Marketing Goals:

- Identify key features of Navarro ISD that attract and retain employees and incorporate them in materials.
- Identify opportunities to showcase Navarro ISD online and around the state.
- Update website to highlight employment opportunities, especially during peak hiring season.
- Identify places to raise awareness locally about available support positions.
- Increase visibility on popular social media websites such as LinkedIn, Instagram, TikTok(?).

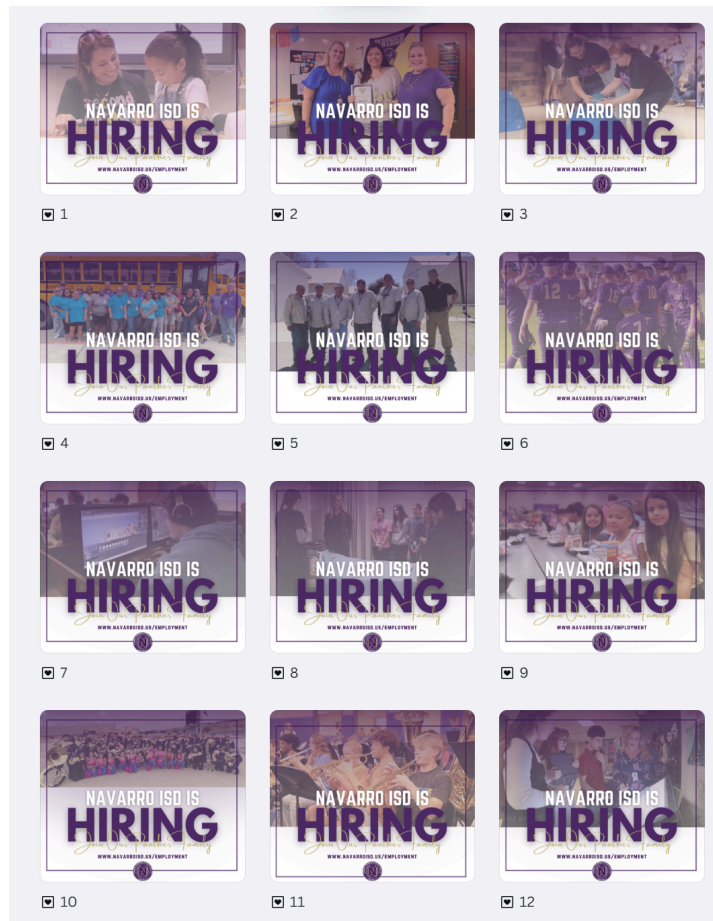
Current actions:

1. Update the "Will You Be My..." video - Complete and posted on social media and website June 4.
 - a. https://fb.watch/A0goyl6S_e/
2. Create hiring ads for social media with customization by department needs
 - a. Share flyers on district, campus and department social media pages - Complete



Navarro ISD

Board Report



- i.
- b. Create website pop-up with flyer, opportunities, and link - Complete and posted on district/campus websites.



Navarro Independent School District
The Heart of Geronimo

Schools ▾ Popular Links ▾

HOME ABOUT US SCHOOL BOARD BOARD AT WORK DEPARTMENTS PARENTS COMMUNITY

We're Hiring!



Come join us in the heart of Geronimo! We'd love you to join our Panther Family!
We're looking for outstanding

i.

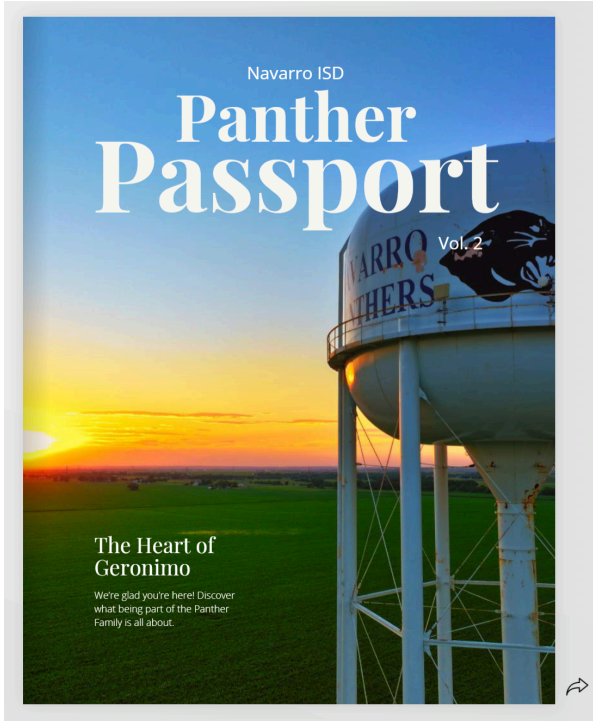
3. Include hiring announcement and webpage link on campus marquees - Complete
4. Update the Panther Passport onboarding guide for new employees - Complete



Navarro ISD

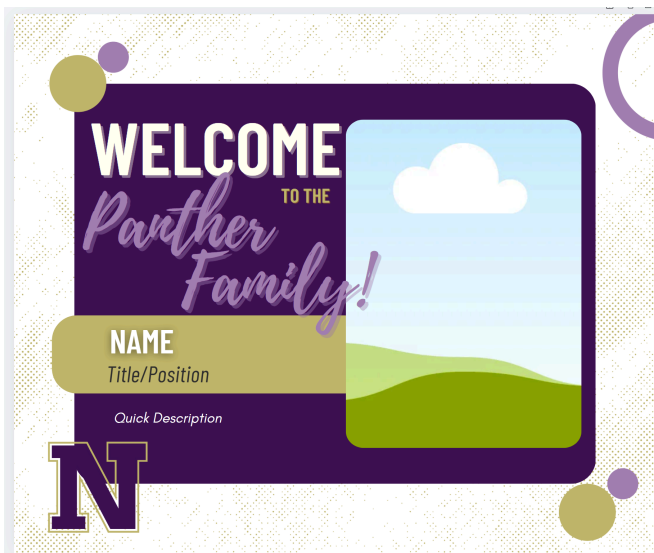
Board Report

- a. <https://heyzine.com/flip-book/83330077c6.html>



- b.

5. Create a template for administrators to quickly and easily feature a welcome post for new hires on social media, email, newsletters to staff/families - Complete



- a.

6. Create Navarro ISD LinkedIn page to promote hiring opportunities - Complete

- a. <https://www.linkedin.com/company/navarro-isd-the-heart-of-geronimo/>

Future Actions:



Navarro ISD

Board Report

July - When the compensation plan and budget is approved by the board, a press release will be issued to market to all stakeholders Navarro ISD's commitment to competitive wages and keeping people as our number one priority.

August - New Employee Orientation and Onboarding, Convocation

Fall - Create a schedule of Job Fairs planning to attend and update visuals and displays for job fairs