



Communications

ANNUAL REPORT

What is our purpose?

- ▶ To **promote** the vision and mission of the district in ways that continuously reach our community
- ▶ To **support** each campus and department in creating an environment that fosters excellence for students and staff
- ▶ To build and **nurture** relationships with local businesses and organizations in an effort for them to see the value in supporting public education
- ▶ To **develop** and achieve effective methods of internal and external communication, ensuring that our families and community remain engaged with our students and staff

Who are we?

“A basketball team is like the five fingers on your hand. If you can get them all together, you have a fist... and a fist has more of an impact than a single finger.”

- Mike Krzyzewski, Duke basketball coach

How do we do it?

- ▶ Get the most of our tools
- ▶ Get innovative
- ▶ Get outside help
- ▶ Get busy multitasking



Innovation & User Experience

- ▶ Social Media (July 2014 to July 2015)
 - **developed** a fun but informative presence by tailoring our message to each individual audience
 - nearly doubled our followers:
 - Twitter = **7,500 to 14,300** (high school, college age)
 - Facebook = **4,600 to 7,500** (parents, grandparents)
 - Instagram = **650 to 1,350** (middle school, high school)
 - increased our presence on YouTube, Flickr & Tumblr by sharing photos taken by communications team and student-produced videos
- ▶ Traditional media (July 2014 to July 2015)
 - 645 stories and/or briefs in news outlets across the country
 - consistent weekly presence in local newspapers, magazines
 - had two stories "go viral" and attract national attention
 - Crocs = 645,000+ impressions
 - STAAR Test Funk = 715,000+ views
- ▶ Student media (2014-15 school year)
 - **nurtured** relationship with AV Pro class on the production of weekly newscasts and movie theatre advertisements
- ▶ Website redesign (Spring of 2015)
 - completed research to **develop** a redesign of dentonisd.org to make it more user friendly under a responsive design
 - rolled out redesigned website and offered training/**support** to campuses on updates changes prior to and after rollout
 - saw an increase of total web traffic with more than 6.7 million page views during the 2014-15 school year



Innovation & User Experience...

Future Goals



- ▶ **Support** our social media channels with fresh content and ideas while encouraging more campus/departmental involvement – ongoing
- ▶ Continue to work with local media outlets to keep our district community informed with a consistent news presence - ongoing
- ▶ Work with campus staff to **support** a better understanding of the communications dept.'s everyday role – 2015-16 school year
- ▶ Pilot a campus-based marketing campaign to **promote** better family/school engagement and awareness – 2015-16 school year
- ▶ Continue to **develop** student media (HS & college) partnerships in audio/video, journalism, graphic design and photography to further utilize our resources – TBA

Culture & Communication



▶ Adopt-A-School

- over 200 businesses/organizations **supported** district or campus-based initiatives
- hosted multiple events to **promote** district projects or programs to families, businesses and Realtors
- KDB and CDSSP awarded schools more than \$2,000 in grants for community-based projects
- **supported** UNT and TWU in joint initiatives to provide continued opportunities for Denton ISD students like National Women and Girls in Sports Day and My Day at UNT Basketball Game

▶ Volunteers/Grandparents in Public Schools

- partnered with HR to **develop** a more user friendly electronic application process
- volunteers accounted for more than 434,000 hours of services across the district
- strengthened mentor programs at two elementary campuses with more than 80 "grandparents"
- **nurtured** the relationships between schools and volunteers through regular meetings and special events like Grandparents Gridiron, Volunteer Movie Brunch and Sippin' with the Supe'

▶ Internal/External Communications

- **developed** an increased presence at each campus and with outside partners like Chambers of Commerce, United Way, Interfaith Ministries and PTAs
- released website guidelines for individual staff webpages as well as staff social media usage
- **supported** DPSF in marketing efforts of events, recruitment of donors and improved processing of applications for scholarships and grants

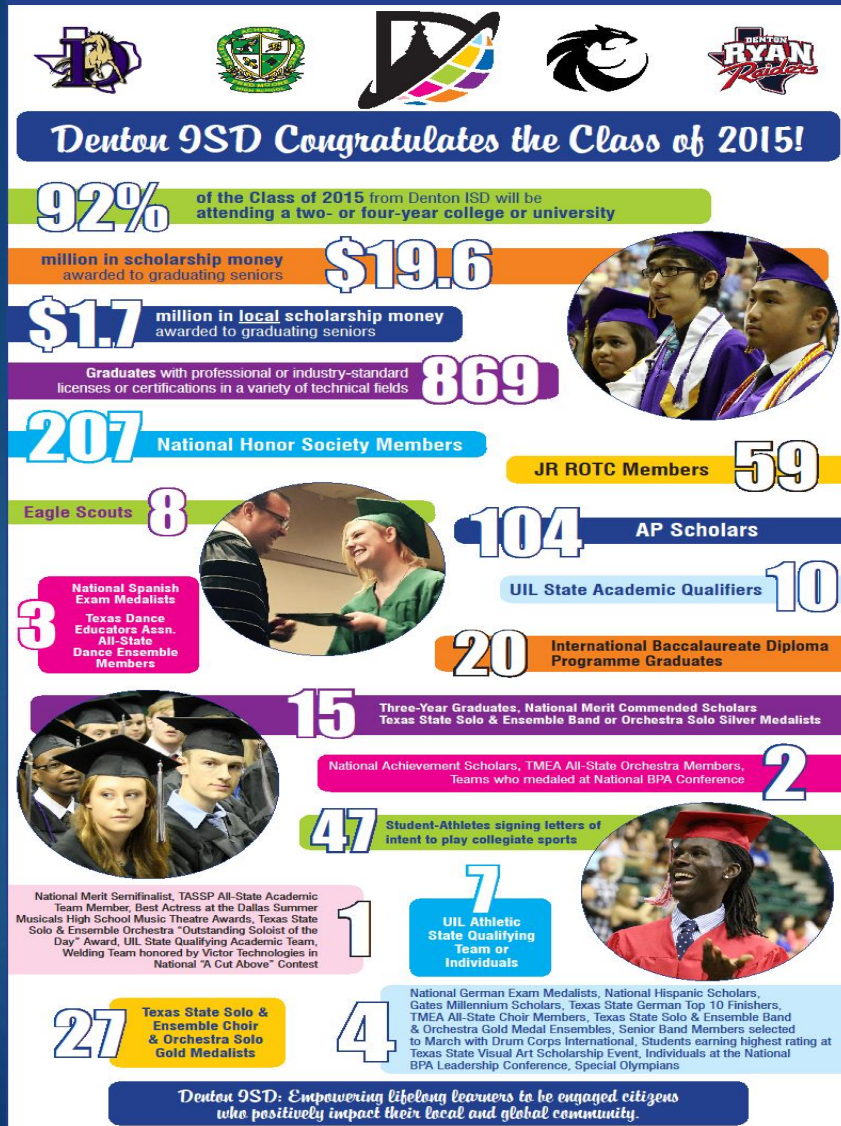
Culture & Communication...

Future Goals

- ▶ **Promote** stronger connections between adopters and their campuses to sustain more meaningful partnerships – ongoing
- ▶ Continue to **support** our volunteers by keeping them welcomed, informed and valued throughout the school year – ongoing
- ▶ **Develop** new ways to reach businesses and organizations within our area and keep them connected to the Denton ISD mission – ongoing
- ▶ Establish a new mentor program at Lee Elementary – 2015-16 school year
- ▶ **Nurture** efforts for a gardening and/or outdoor learning area maintenance program with built-in curriculum with KDB and CDSSP – TBA



Values-Based Marketing



- ▶ Established centralized communications contact information
- ▶ Created a Hwy 380 Communications Task Force to bring local businesses, organizations and families together to learn about Denton ISD programs/projects and **promote** them in the area
- ▶ Continued the popular Educator Spotlight videos and encouraged teachers to nominate their colleagues
- ▶ **Developed** digital advertising spots with student media for local movie theaters and on Town of Little Elm billboards
- ▶ Provided **support** for events that benefitted district families and/or students like Eagle Advantage and Pre-K registration
- ▶ **Nurtured** relationships to **develop** an advertising presence in local media outlets
- ▶ Hosted a building dedication (Adkins) and special groundbreaking ceremony (Braswell) to connect with district families in a unique way
- ▶ Recruited new restaurant partners to **support** employees in Super Supper program

Values-Based Marketing...

Future Goals

- ▶ **Nurture** the connection between Denton ISD and 380 community – ongoing
- ▶ **Promote** the district through new media channels and methods - ongoing
- ▶ **Develop** a district-branded magazine to keep current/future Denton ISD families connected – 2015-16 school year
- ▶ Expand our district marketing efforts through usage of traditional and non-traditional advertising means – 2015-16 school year
- ▶ **Support** families with on-campus training sessions to prepare families with the online registration process – TBA



The image features the Denton Independent School District logo at the top, which includes a stylized 'D' with a colorful globe and the text 'DENTON INDEPENDENT SCHOOL DISTRICT'. Below the logo is a photograph of a teacher and two young students sitting at a table, engaged in a hands-on activity. The teacher is wearing a green shirt and a lanyard, and the students are focused on their work. At the bottom of the image, there is a text overlay that reads 'EXTENDED SCHOOL DAY JOBS MORE THAN \$9 PER HOUR'.

“The secret is out...”

Our team represented the district at:

- ▶ Denton ISD TIA
- ▶ TASA/TASB Convention
- ▶ TSPRA Conference
- ▶ National Youth-At-Risk Conference
- ▶ OKSPRA Conference
- ▶ TASB Business Forum
- ▶ COSBAC Conference

Questions?

