



BRADDOMITROVICH
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COMMUNICATIONS & MARKETING REVIEW

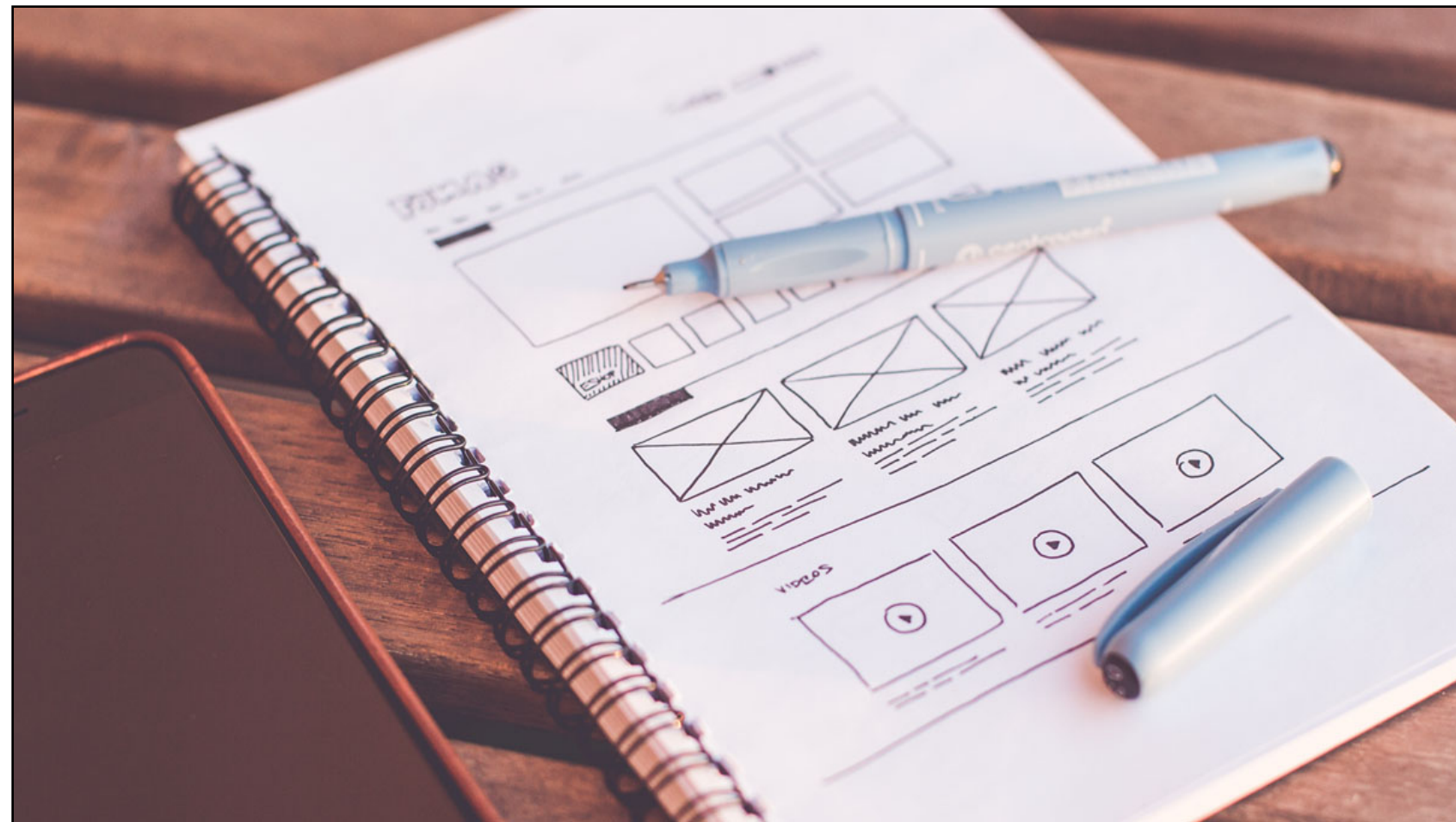
BEEVILLE ISD - NOVEMBER 16, 2017

GOAL



To promote Beeville ISD as a destination district with dynamic leadership, instruction, and education.

TOOLS A



SOCIAL MEDIA

✓ Facebook

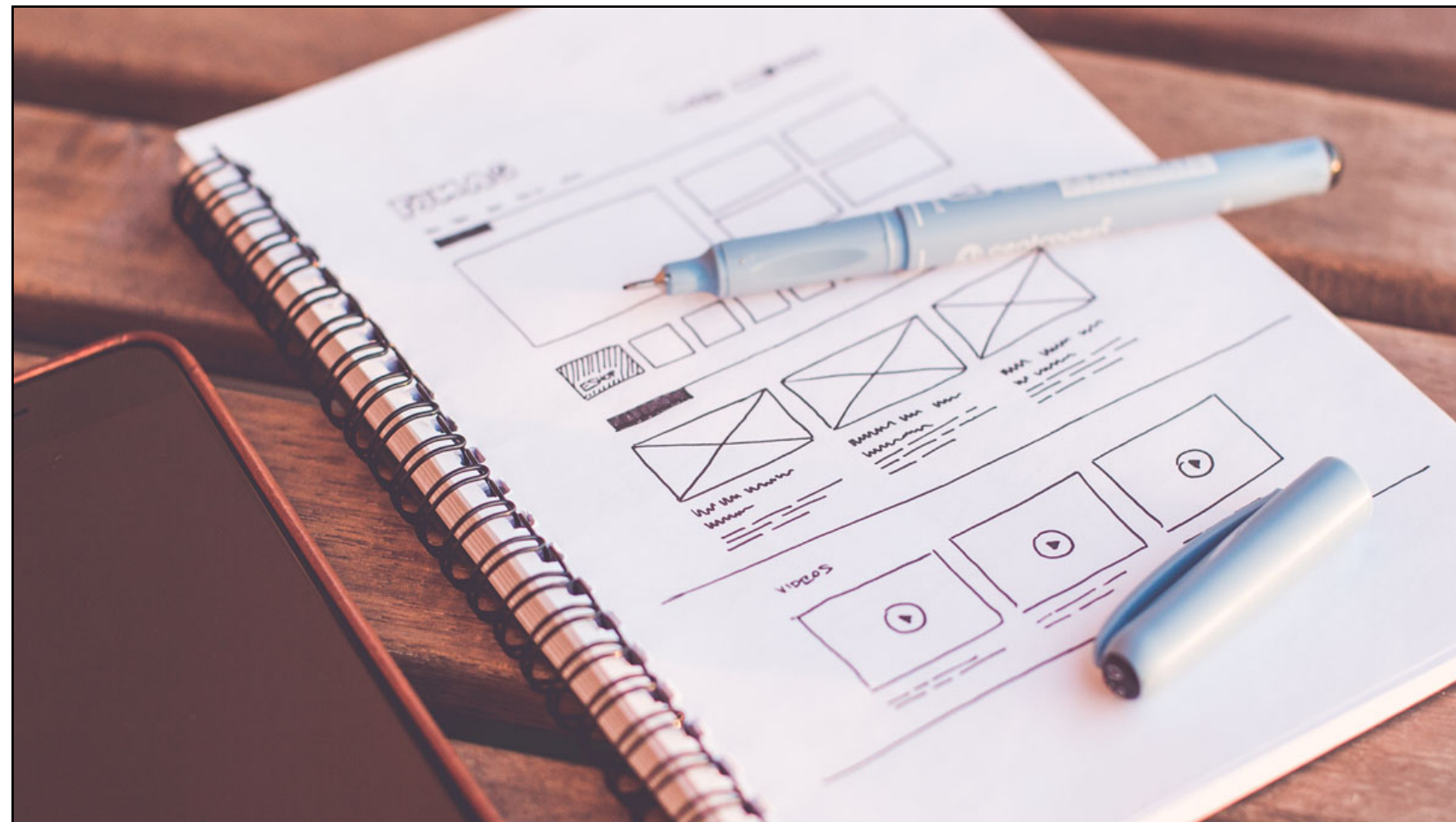
✓ Twitter

SUMMARY

✓ Continued postings

✓ Good statistics

TOOLS B



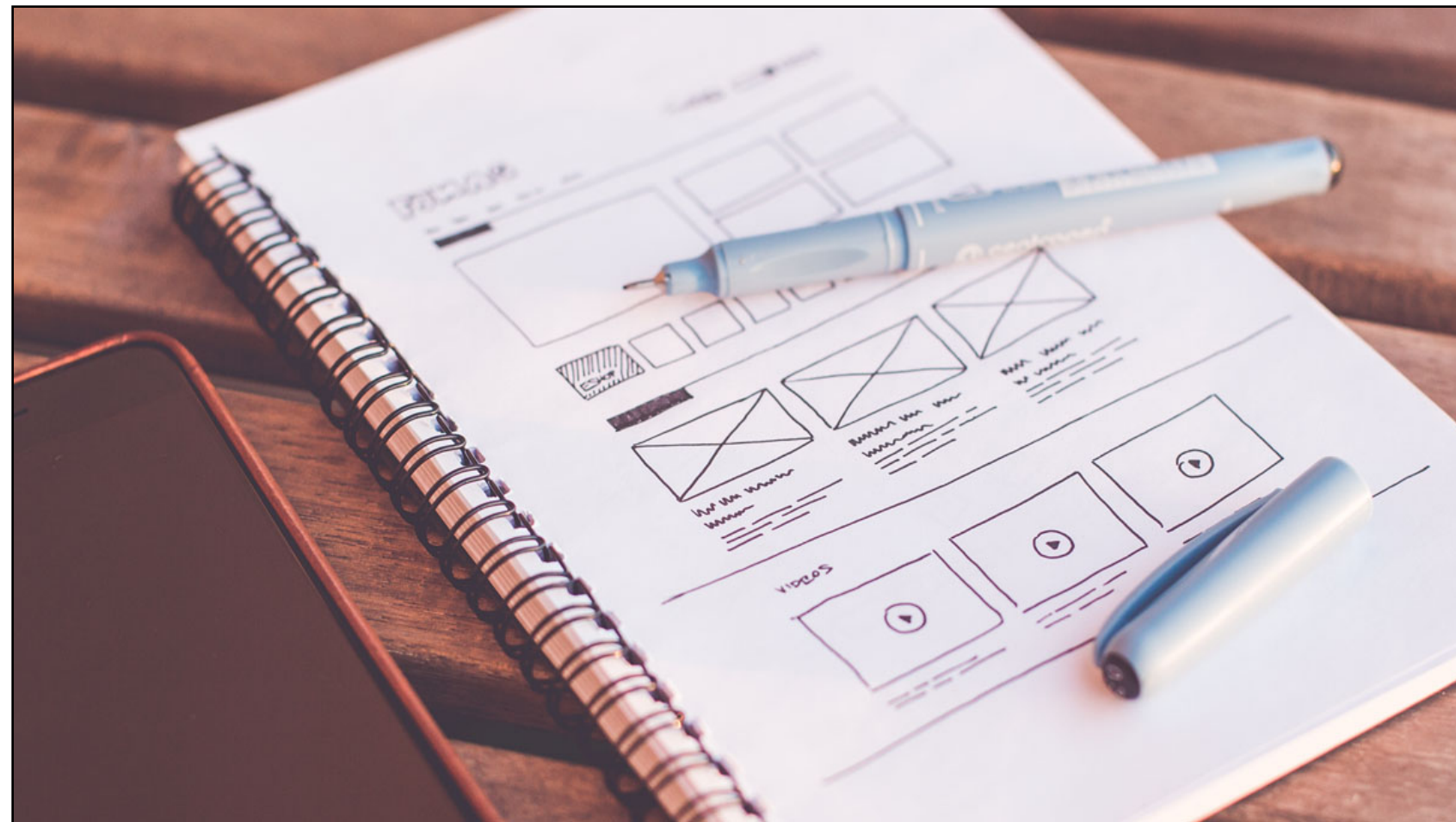
WEBSITE

- ✓ District Calendar
- ✓ Teacher Web Pages

SUMMARY

- ✓ Continued progress

TOOLS C



NEWS RELEASES

- ✓ Highlighting successes and general interest news.

THEMED NARRATIVES

- ✓ More in-depth features and story lines.

For Immediate Release

School Bus Changes for the 2017-2018 Academic Year

August 15, 2017 • Beeville, Texas

Beeville ISD has modified bell times at all campuses for the upcoming year. Changes will be made in the way students are transported by bus in the morning and afternoon.

For returning students, the District will **not use the bus exchange at the High School Stadium parking lot** as it has done in the past. This year, a total of 17 buses will pick up students at morning stops and take them directly to their appropriate campus. In the afternoon, students will be dropped off at the same location as they were picked up in the morning.

Buses will run at approximately the same time as last school year during the morning hours. Bus schedules are posted on-line and available at each campus. Students are required to be at their morning bus stop 5-10 minutes prior to their scheduled pick-up time.

In the afternoon, school buses will probably be running later than usual for the first couple of weeks as students acclimate to the new process and correct bus. The District asks for everyone's patience during the learning process.

All students who ride a bus will need to know their home address and bus number. All young students and NEW student bus riders should have their address, parent contact information, bus information, and school they attend available in their back packs. Pre-K, Kinder, and First Grade students should always wear their bus tags!

Each school has a designated bus zone where students are dropped off and picked up in order to keep students safe and traffic flow moving. Parents and visitors will be asked not to block or park in these areas. Parents who are driving their children to school will have a separate drop-off and pick-up area at each campus. Campus maps with locations are available on the Beeville ISD website (www.BeevilleISD.net).

Questions regarding the new bus routes may be directed to the Transportation Department at **(361) 362-6090**. Office hours are 6:00 AM to 5:30 PM.

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For additional information, please contact:

- Brad Domitrovich, PR Strategist
PR Zealot Public Relations
(830) 688-9912
brad@przealot.com

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Beeville ISD - Beeville, Texas
SECTION A, PAGE 7
FRIDAY,
AUG. 18, 2017

EDUCATION

BERCLAIR STUDENTS BLESSED



BERCLAIR — Beeville ISD has notified all families at all campuses for the upcoming year. Changes will be made in the way students are transported by bus in the morning and afternoon.

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BISD announces new school bus changes

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S-T teacher Garcia recognized for commitment to agriculture education

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LONE STAR DEGREE



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JHS Class of '77 planning 40th reunion

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NOTICE OF PUBLIC MEETING TO DISCUSS BUDGET AND PROPOSED TAX RATE

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SCHOOL SHORTS

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For Immediate Release

Beeville's RA Hall helps senior citizens recovering from Harvey

September 18, 2017 • Beeville, Texas

The National Elementary Honor Society at RA Hall Elementary School in Beeville, wrapped up an amazing collection drive for nursing home residents evacuated by Hurricane Harvey. Beeville's Woodridge Nursing Home and Rehabilitation Center, is currently housing 20 residents who had to escape the hardships created as a result of Harvey in Aransas County, Texas.

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For Immediate Release

Beeville students and staff inspire others with presentation on STEM education at state-wide conference

October 10, 2017 • Georgetown, Texas

Students and staff members from Beeville ISD, presented *STEM and Computer Science for All!*, a concurrent session to participants at the TASA/TASB Annual Convention in Dallas this past Friday. Beeville ISD is one of the first school districts in the country to incorporate a kindergarten through 12th grade computer coding curriculum. The Beeville team recapped their bold initiative to prepare all students for the 21st century with a STEM education which includes coding, computer science, and engineering processes. Over 100 school administrators and board members from around the State attended this informative session.

“The students and staff presented wonderful vignettes on how to engage students through hands-on, computers science project-based learning experiences for even the youngest students” boasted Superintendent Dr. Marc A. Puig. “Hopefully other school districts will be inspired to cultivate the computer scientist and innovator mindset necessary to drive student curiosity, collaboration, and critical thinking.”

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SECTION A, PAGE 10
WEDNESDAY,
OCT. 11, 2017

EDUCATION

High school to host another FAFSA night

DEWILLE — The Joe Dardari Scholarship Program will again sponsor “FAFSA Night” on Monday, Oct. 16, from 5-7 p.m. at the A.C. Jones High School Library.

The FAFSA, Free Application for Federal Student Aid, must be filed out by anyone seeking financial aid for post-secondary education, whether or not a student or independent.

All A.C. Jones seniors and their parents are invited to attend.

Everyone is asked to bring the following documents to FAFSA night:

- Social Security number
- Photo registration number for those who are not a U.S. citizen
- 2016 federal income tax returns, W-2s, and other records of income earned. Note: You may be able to transfer your federal tax return information into your FAFSA using the IRS Data Retrieval Tool.
- An FSA ID to sign electronically.

Both student and a parent must create an FSA ID. Go to www.fsaids.gov to create your FSA ID. Anyone with questions regarding FAFSA night can call Brenda DeWitte at 409-336-3413.

BISD students, staff inspire others with presentation on STEM education

DEWILLE — Beeville and staff members from Beeville ISD presented STEM and Computer Science for All! to participants at the TASA/TASB Annual Convention in Dallas last Friday.

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Beeville ISD presented a vignette of how to engage students through hands-on, computer science project-based learning experiences for even the youngest students.

Executive Director for Learning and Instruction Dr. Renato Sauer, Board President Dr. Kevin Beyer and other students served as the facilitators.

More than 100 school board members, superintendents and other educational leaders attended the conference which featured an agenda to meet the growing challenges facing public school districts.

Applications are available at the Personnel Office and may be submitted anytime during the school year. The information brochure provides the application and the purpose of determining eligibility.

Any knowledge that students or families should contact: Cheryl Hickey at 361-436-2336 or chickey@przealot.com.

1ST PLACE AT TOURNAMENT OF BANDS

The Beeville High School Band won 1st place at the 2017-2018 Texas State Band and Percussion Competition. The band was led by Director and Coach Mr. Dan Strickland.

SCHOLARSHIPS

Live Oak Livestock Auction

INNO LINE
361-208-8078

St. Francis Xavier Mission
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Oct. 13th (Fri) 4pm-8pm
Oct. 14th (Sat) 10am-8pm
Oct. 15th (Sun) 11am-6pm

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- * Photo Ops * Drinks * Candy
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REQUEST FOR PUBLICITY

Beeville F-M-C students to deliver school supplies to Refugio Elementary

October 13, 2017 • Beeville, Texas

On Wednesday, October 18th, a bus load of National Elementary Honor Society students from Faden-McKowen-Chambliss Elementary School in Beeville, will depart to deliver backpacks and school supplies they collected for students effected by the hurricane at Refugio Elementary.

The F-M-C students put together a service project called "Kids Helping Kids! because they were saddened to hear about the damage Hurricane Harvey caused to the school and community in Refugio. They collected backpacks, notebook paper, pocket folders, pencils, crayons, markers, glue, spirals, scissors and any other school supplies elementary students need. The collection period ended on October 12th.

A Beeville ISD school bus filled with students and supplies will depart the F-M-C campus on Wednesday, **October 18th at 9:00 AM** for the 30 mile excursion to Refugio. Reporters and journalists are invited to participate. F-M-C Elementary is located at 100 TJ Pfeil in Beeville.

F-M-C Contacts for this project:

- Martina Villarreal, Principal (361) 362-6050
- Leti Escamilla, Instructional Consultant

Beeville ISD Contact:

- Dr. Bonnie Bomar, Executive Director for Learning & Innovation (361) 358-7111

To **confirm your participation** covering this exciting student service project, please e-mail Brad Domitrovich, PR Strategist at brad@przealot.com.

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For Immediate Release

Clean schools reduce absenteeism, a top goal for Beeville ISD custodians

October 11, 2017 • Georgetown, Texas

At Beeville ISD, the primary goal for the Maintenance and Custodial Department is a clean campus. Sounds like a pretty easy goal doesn't it? How about if that task included over 560,000 square feet of indoor space to maintain? That's exactly what 30 district custodial staff members are charged with every day.

According to Joseph Perales, Maintenance Director for Beeville ISD, an assessment study provided by the Texas Association of School Boards strengthened guidelines in place for the custodial program. "Utilizing the International Sanitary Supply Association (ISSA) cleaning time standards, we were able to define areas, cleaning times, and manpower required to perform tasks which get our campuses to a desired level of cleanliness" explained Perales. The ISSA Clean Standard for K-12 Schools establishes a framework to help schools objectively assess the effectiveness of the cleaning process, thereby contributing to the quality of the indoor environment for the benefit of students and staff.

Abel Guajardo is the custodial supervisor for Beeville ISD. He has been with the district for over 18 years and recently received the Custodial Management Association of Texas certification training. Guajardo leads and monitors the custodial department with an upbeat per-

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Beeville News-Dispatch
SECTION A, PAGE 14
FRIDAY,
OCT. 13, 2017

EDUCATION

Lions Club members instruct BISD nurses on how to use new iScreen vision testing device

Clean schools reduce absenteeism, top goal for Beeville ISD custodians

THE TRICK TO GETTING THE BEST SMILE IS TO TREAT YOURSELF TO INVISALIGN.

BEE COUNTY WESTERN WEEK October 19-22

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Friday Metal Shop

Saturday Spazomatics

Yumbie Dry Low Tony Rodriguez Captain Legendary Band

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For Immediate Release

State Troopers join forces to keep Beeville kids safe

October 24, 2017 • Beeville, Texas

Riding a school bus is one of the safest transportation methods for children. At Beeville ISD, student safety, as well as the safety of the community, is the highest priority for their Transportation Department. According to statistics, illegal passing of school buses is a national problem. Surveys have shown that there is a widespread disregard for the law. When a school bus stops to pick up or drop off children, the driver switches on red flashing lights and makes a stop sign extend out from the side of the bus.

"If a school bus has its stop sign extended and its red lights flashing, then traffic in both directions must stop" explained Transportation Director Al Alvarado. *"It is imperative for everyone to be aware of school bus safety rules and to follow those rules"* he added.

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Beaville News-Examiner
SECTION A, PAGE 12
WEDNESDAY,
OCT. 25, 2017

EDUCATION

FMC students help Refugio students with school supplies

Students gather Monday morning to help pack backpacks for students in Refugio. These FMC elementary youth are taking all backpacks filled with school supplies to Refugio students. Although we're not in a hurry, we're doing it with love and kindness.

State troopers join forces to keep kids safe

State troopers joined forces with Beeville ISD to ensure the safety of children on school buses. The troopers are patrolling the roads around Beeville to ensure that school buses are stopped when they have their stop signs extended and red lights flashing.

Public Auction

Starting Oct. 25, 2017, starting at 9:00 a.m. at the Beeville Public Auction. Items include: furniture, electronics, tools, and more.

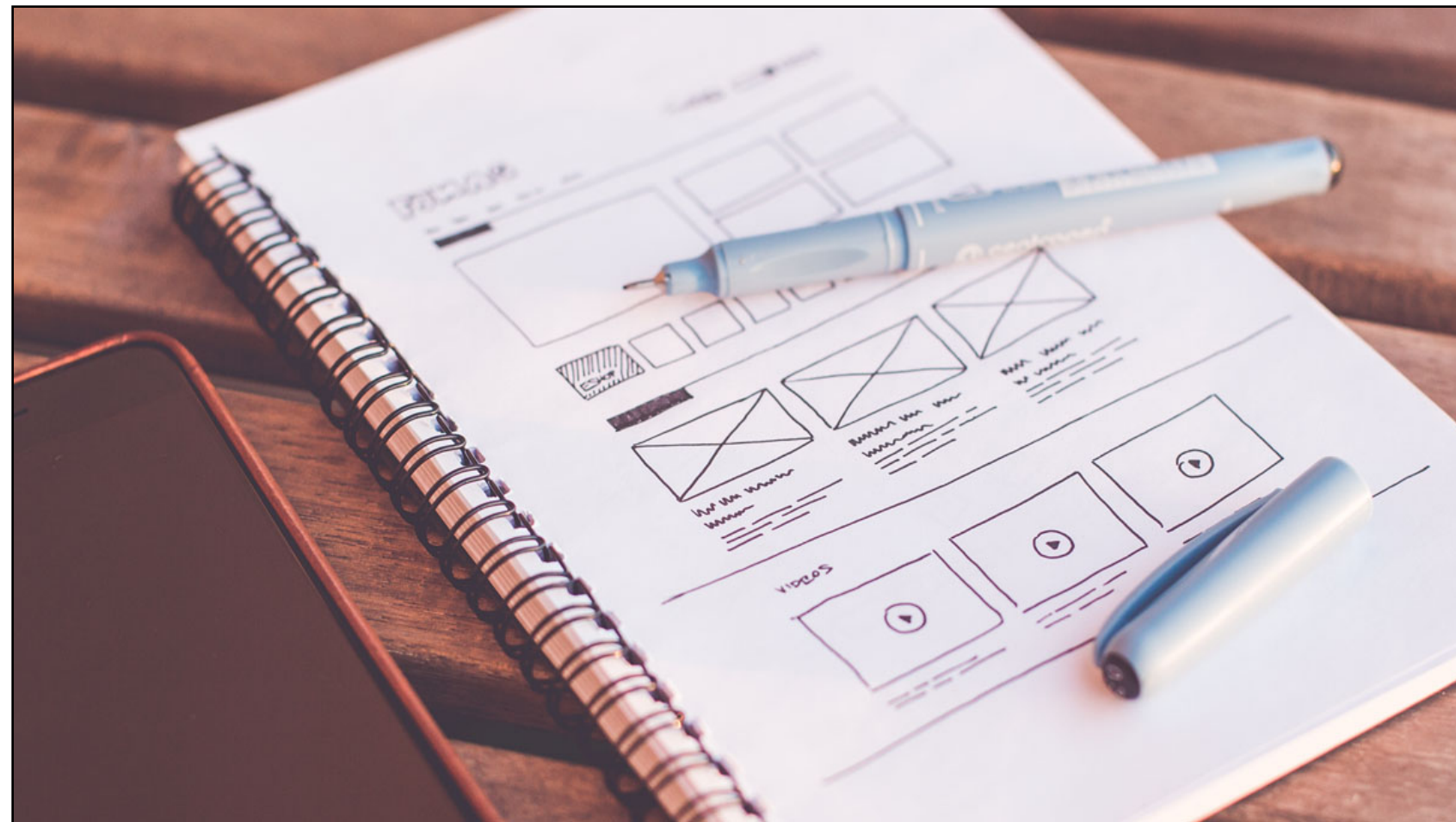
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TOOLS D



ADVOCACY/CS TRAINING

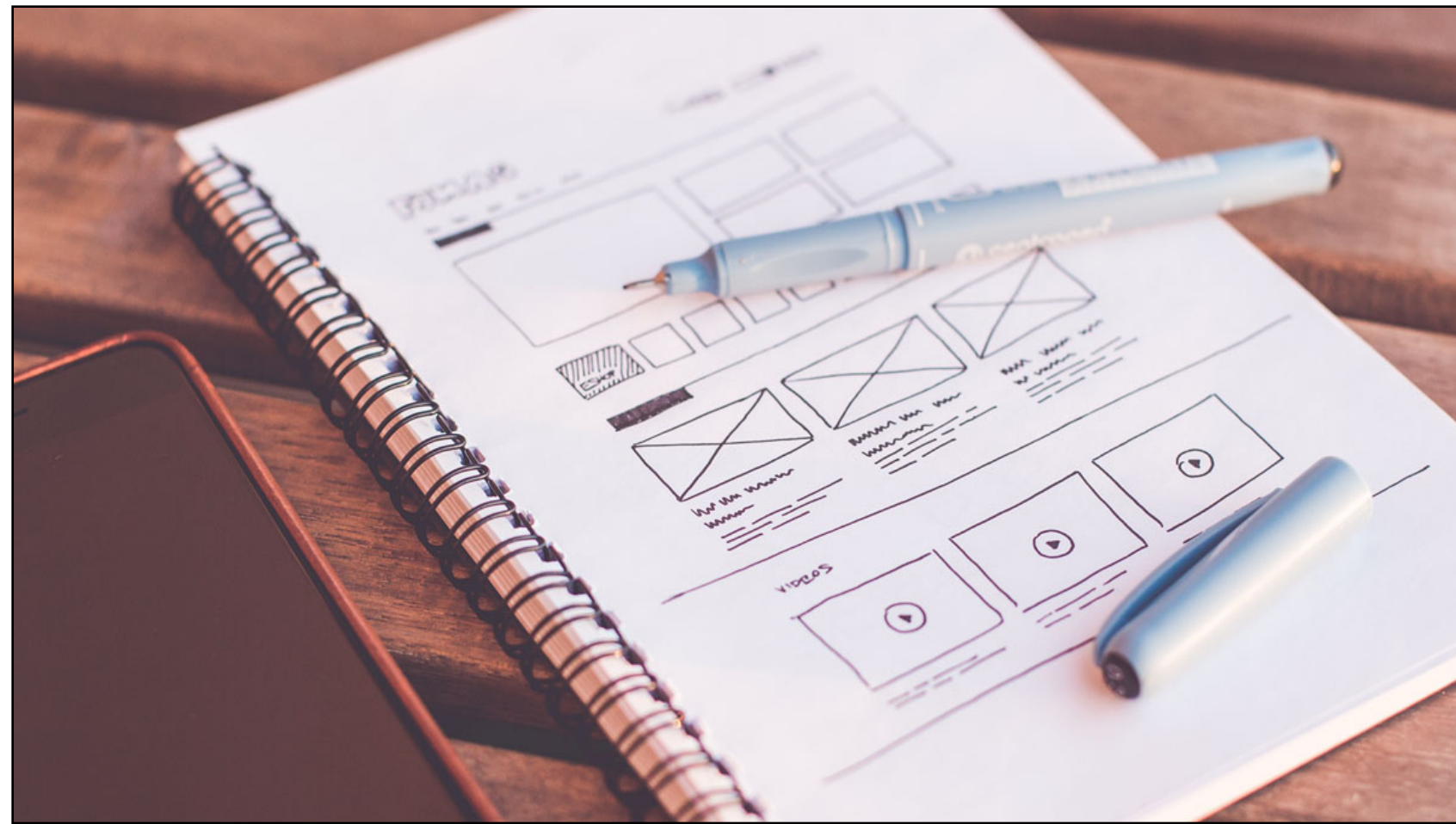
- ✓ District Administration
- ✓ Principals

SUMMARY

- ✓ December



TOOLS E



BILLBOARDS

- ✓ Still determining cost parity and location effectiveness of district owned.
- ✓ New design on existing.



A REMINDER TO THE BOARD OF TRUSTEES

1-2-3 and the Rule of 7 for the Team of 8



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COMMUNICATIONS & MARKETING REVIEW

BEEVILLE ISD - NOVEMBER 16, 2017