

TPSD Communications and Marketing Update 2014 - 2015

Board of Trustees
June 9, 2015

Community Relations

- Community Presentations

- *CDF Jim Ingram Institute at THS
- *MAE Forum at City Hall
- *MAGT Conference
- *Churches

- Radio Talk Shows

92 JAMZ

TeleSouth Communications



Health Fair


Noon-7 p.m.
Thursday, October 16
Tupelo Furniture Market
Building 5 • 1879 North
Coley Road • Tupelo

To live healthier, take advantage of...
Free flu shots...

Sponsored by Mississippi State Department of Health & North Mississippi Medical Center

- Free screenings & services
 - Bone density
 - Blood pressure
 - Body mass index
 - Depression
 - Heart risk appraisal
 - Medication information
 - Pulse oximeter
 - Sleep apnea
- Free Glaucoma Screenings – Tupelo Eye Center
- \$5 Total Cholesterol & Glucose Screening (includes HDL, LDL & triglycerides)
- \$20 PSA (Prostate Cancer Screening)
- HealthWorks! Activities 4-7 p.m.

For more information on this **Live Well** event, call
(662) 377-3867 or
1-800-843-3375.



Live Well
NORTH MISSISSIPPI
MEDICAL CENTER
Visit us at www.nmhs.net

Suggestion Boxes

- TPSD Staff and Parent Suggestion Box
 - 82 Suggestions (July - May)
 - Procedures



Community & Staff Advisory Meetings

- Parent Advisory Council
- Teacher Advisory Council
- Community Advisory Councils
- PTO Meetings
- School Open Houses
 - » Back-to-School



MAGC 4th Annual State Gifted Conference, Tupelo, MS
Family Evening Event
Bancorpsouth Conference Center & Arena
Thursday, October 2, 2014
5:30 p.m.

Parents & teachers of gifted children & youth are invited to attend!

Featuring Vaughn Wilson as "Uncle Hank" Presenting Artist sponsored by the Mississippi Arts Commission (MAC).

5:30-6:30 p.m. MAGC Family Evening Presentation - Conference Hall
Welcome - Tupelo Public Schools
Advocacy in Gifted Education - Carol Paula, MAGC Ex. Director
MAC Presenting Artist Concert & Book Signing - Vaughn Wilson
MAGC Vendors & Educational Exhibits - Arena Concourse

6:30-8:30 p.m. STEAM Fair - Tupelo Fairpark
Hands-on STEAM Learning (Science, Technology, Engineering, Art, & Math)
Activities facilitated by Tupelo Area Teachers of the Gifted

Special Thanks to the Tupelo Convention & Visitor's Bureau for sponsoring this event!
The mission of the Mississippi Association for Gifted Children is to advocate for appropriate opportunities that address the unique needs of Mississippi's gifted children and foster the development of their abilities and potential!

TIE-DYE Fun Run
Saturday, May 16, 2015
1 Mile Fun Run @ 8:15 a.m.
BOEN TO RUN CHALLENGE
Fairpark + Downtown Tupelo
Ask your PE Teacher for more information!

Participant's Last Name _____ First Name _____ MI _____
Street Address _____ City _____ State _____ Zip _____
Phone _____ School _____
Date of Birth _____ Age on Race Day Male Female T-shirt size:
Youth S M L
Adult S M L

Please return this application, along with \$3 to your PE teacher by April 15.

WAIVER:
Waiver: In consideration of acceptance of this entry, I waive any and all claims for my child and my heirs against officials or sponsors of the Tie-Dye 5K and Fun Run for injury or illness which may directly or indirectly result from my participation. I further state that my child is in proper physical condition to participate in this event.

Parent's Signature _____ Date _____

FOR MORE INFORMATION, call (662) 377-KIDS (5437) or go to RACEROSTER.COM.

HEALTHWORKS! magnolia health.

2014-2015 Surveys

24 Surveys

- Students
- Staff
- Parents
- Community Members



Growing Healthy Waves

Tupelo Public Schools

**Growing
Healthy
Waves**



**...One Bite
at a Time!**



Safe + Sound Bond Issue



 **SAFE + SOUND** TUPELO PUBLIC SCHOOLS **BOND ISSUE** 4/28/15 

INFRASTRUCTURE SAFETY ADVANCEMENT OVERVIEW

**NONE OF THE PROPOSED
\$44 MILLION
WILL BE SPENT ON
ADMINISTRATIVE COSTS.**

TPSD Connects You



TPSD connects you...

...to your community



Pat Caldwell

*Attorney & Creator of "Tupelo Tornado...
Tupelo Spirit...Tupelo Strong" Exhibit*

...to your career



Officer Alex Norwood, Sr.,
*Tupelo Police Department, Street
Crime Unit/Special Operations*

...to your future



Shiomi Yanagihara,
Lawndale Elementary Student

www.tupeloschools.com



Social Media



Tweets	2,270
Followers	2,660



Videos	94
Views	9,133

TUPELO PUBLIC SCHOOLS

HONOR STUDENT



1ST 9 WEEKS



2ND 9 WEEKS



3RD 9 WEEKS



4TH 9 WEEKS

2014-15

4,630

65%

2013-14

5,930

65%

TPSD Car Tag Update



\$10,680

TPSD United Way Campaign

2013\$16,717.19

2014.....\$23,919.93

43% Increase



TPSD's Make-A-Wish Week

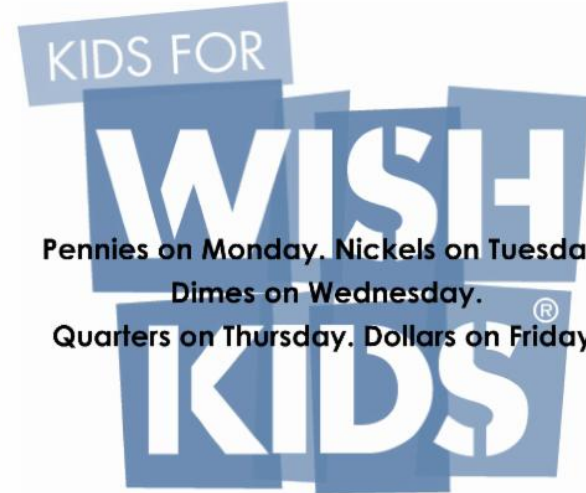


ECEC, Carver, Joyner,
Parkway and Thomas
raised over **\$5,000**
to fund a wish in our area!

Joyner Elementary School
is helping make wishes come true!

Make Change for Make-A-Wish® Week

May 4th-8th, 2015



Pennies on Monday. Nickels on Tuesday.

Dimes on Wednesday.

Quarters on Thursday. Dollars on Friday.

Wish to make change. Wish to make a difference.

MAKE-A-WISH.
Mid-South

Employee of the Month Program



198 employees were recognized!

School Board Recognitions



You recognized
898
students, staff,
and community
members!

Billboard & Print Marketing/Communications Campaign

- Billboards (July - May) - Billboard Poster on North Gloster and Digital ads
- Magazine ads
- Newspaper
 - Ads will focus on district and school highlights
 - Editorials from Superintendent

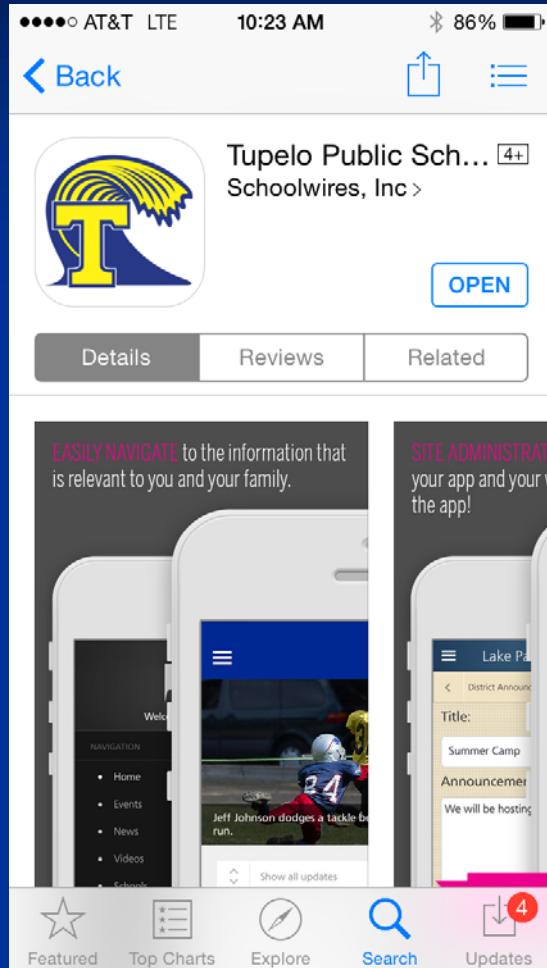
TPSD in the Media

July 2014 – April 2015

**TOTAL
1,115**

	Newspapers in MS
July	52
August	58
September	73
October	138
November	156
December	96
January	110
February	127
March	163
April	134
May	129

TPSD's App



- IOS – Apple Devices
= **2,300**
- Android Devices
= **614**

TOTAL
2,914

Daily Journal Parents Magazine

Summer 2015






TPSD Summer Offerings

- Read an eBook (digital version of books)
- Visit our media centers on Thursdays, 12noon - 6pm, June 4 - July 16
- Enjoy summer packets for rising K - 6th graders
- Sign up for Opportunity Camps
- Splash into Kindergarten Week - July (Contact schools for dates and times)
- Take care of proof of residency/infosnap at Centralized Registration, July 13 - 17, Milam Elementary, 8am - 6pm


Early Childhood Education Center's Early Beginnings Resource Center will be open on Tuesdays from 9am - 12noon, including a storytime from 10am - 11am. Also open on Thursdays from 9am - 3pm.

www.tupeloschools.com

follow us on  @tupeloschools and  OfficialTPSD



**We Are
TPSD!**



www.tupeloschools.com

North Gloster Billboard

Class Of 2015

**OVER 11 MILLION
IN SCHOLARSHIPS**



www.tupeloschools.com

Crosstown Digital Billboard



ALL SCHOOL MEDIA CENTERS

**OPEN THURSDAYS
12PM TO 6PM**

JUNE 4TH THRU JULY 16TH

www.tupeloschools.com

Crosstown Digital Billboard

E-Newsletters

**TPSD
Communicator**

- **TPSD Communicator**
 - 3,719

- **School E-Newsletters**

- All schools email weekly
- Sign-up on website



- **Connect 5/ Internet Emails**

- 218 district notification messages excluding attendance calls

Questions
or
Comments