



# District-Level Communications

- Presented by Monique Bird
- March 10, 2025

# Presentation Overview

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- Team Scope
- Strategic Goals
- Highlights & Key Achievements
- Key Performance Indicators
- Challenges & Opportunities

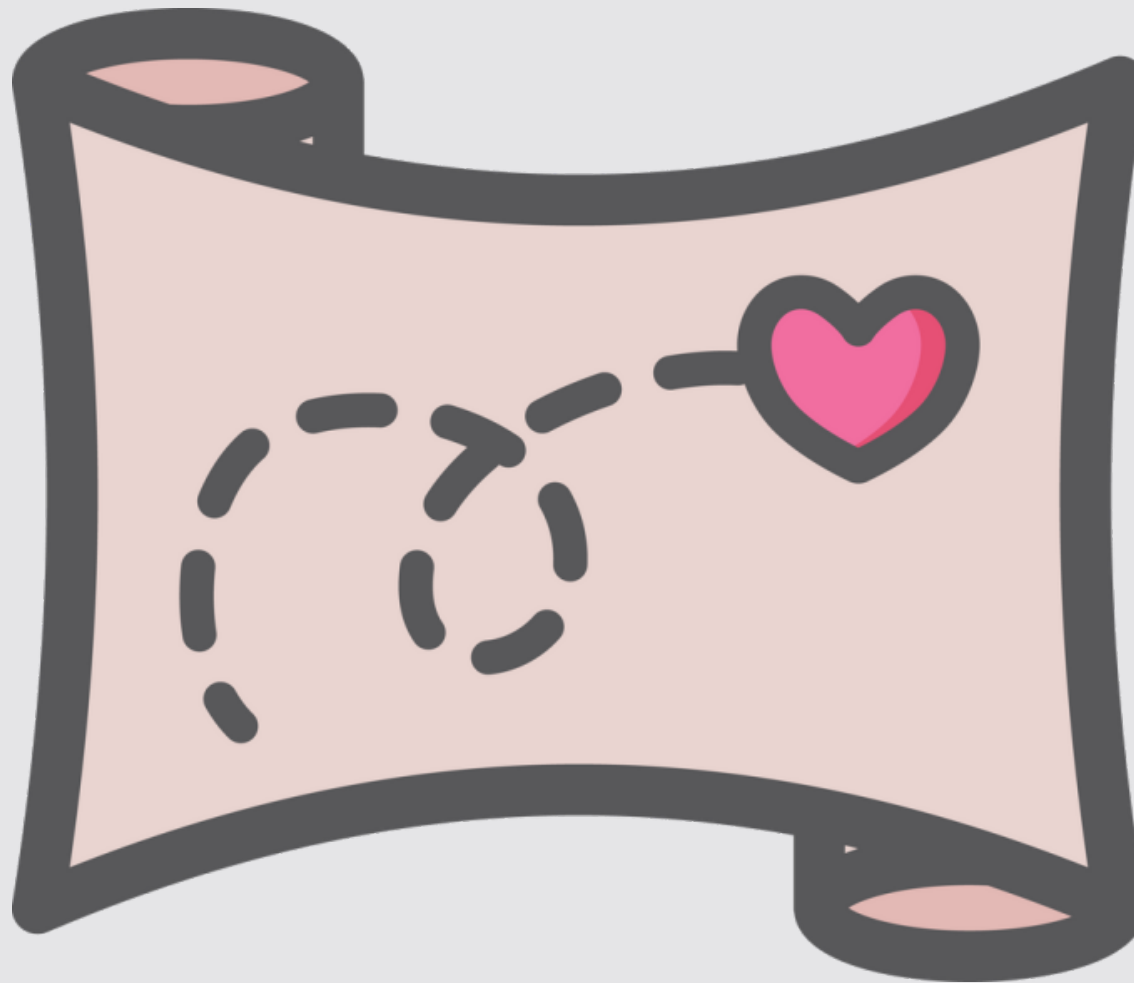


# Team Scope



# Prior Communications

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# DISD Strategic Plan

## Balanced Scorecard

### GOALS



Nurtures learning to ensure high performance



Invests in faculty & staff growth to ensure a highly engaged staff



Fosters a culture of excellence with family & community support



Fiscal responsibility & transparency & maximize community investment

### OBJECTIVES

**1.1** Students will be safe and secure

**1.2** Yearly student academic growth

**1.3** Students will be college career ready

**2.1** Staff will be safe and secure

**2.2** Faculty/staff professional development to build capacity

**2.3** Faculty/staff engagement and culture

**3.1** Parent and family/community engagement

**3.2** Community partnerships

**3.3** Stakeholder communication and feedback

**4.1** Ensure strong financial stewardship

**4.2** Processes & planning for well maintained facilities

**4.3** DISD will provide operational efficiency, effectiveness and transparency



# Strategic Goals

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- Community pride & engagement
- Enrollment, recruitment & retention
- Data-informed decision making
- District transparency & building trust
- Branding consistency
- Administrative housekeeping



# Highlights

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- ▶ Revamped DISD homepage
- ▶ Strong Facebook growth
- ▶ “Silver Eagles” & community engagement
- ▶ New community email newsletter



# www.DecaturISD.us



**Decatur Independent School District**  
Welcome, Eagles!

Eagle Eye TipLine ClassLink Families

MENU SCHOOLS TRANSLATE

ABOUT OUR DISTRICT LEGISLATIVE PRIORITIES SUPERINTENDENT SEARCH SCHOOL BOARD DEPARTMENTS TEACHING & LEARNING EMPLOYMENT STAFF RESOURCES

Who We Are  
Involved & Community  
Our Future Growth

## Home of the 2025 UIL Basketball State Champions

Our Lady Eagles are the 2025 UIL State Champions for 4A Division in Girls Basketball!



CALENDAR



FAMILY PORTAL



NEW STUDENT ENROLLMENT



ACADEMICS



ASSESSMENT & ACCOUNTABILITY



PARTNERSHIPS & OUTREACH



WORK WITH US



EXPLORE DECATUR



# www.DecaturISD.us

## NEWS



Feb 12, 2025 at 11:58 AM  
Lady Eagles Basketball Nets UIL State Championship Title  
[Read Article](#)



### LADY EAGLES BASKETBALL NETS UIL STATE CHAMPIONSHIP TITLE

Decatur ISD  
March 3, 2025

A 64-year drought has ended in spectacular fashion! The Decatur Lady Eagles basketball team soared to victory, capturing the 2025 UIL 4A Division I State Championship title with a decisive 53-41 win over the two-time defending state champion, Waco's La Vega Pirates, at the Alamodome on February 28, 2025.



Decatur fans at the packed Alamodome witnessed a display of grit, determination, and exceptional skill as the Lady Eagles battled their way to the top. The victory marks a historic moment for the program, breaking a long-standing absence from the state basketball stage. The last time Decatur girls graced the state tournament was in 1961, making this triumph even sweeter for the players, coaches, and the entire Decatur community.

Their win also marks the first title the Lady Eagles basketball team has netted a state title. The team is led by Coach Drew Coffman and Assistant Coach Rachel Maxwell.

Adding to the glory, Bralyn Peck was named the Nike 4A-D1 MVP, a testament to her outstanding performance and leadership on the court. Peck's exceptional skills and clutch plays proved instrumental in securing the championship victory. Additionally, Bralyn Peck and Saylor Peck were named to the Wise County's girls basketball all-state tournament team selections.

The UIL state title for Decatur girls basketball marks the second time this academic year that Decatur High School has won a state championship. The Volleyball team won the UIL 4A Division 1 State Championship title in November 2024.

# www.DecaturISD.us

## EVENTS

<b>Mar 5</b> Tennis vs Argyle - Tennis (C) - Junior Varsity 8:00 AM — 9:00 AM Away - Argyle High School Events	<b>Mar 6</b> Decatur vs Eaton High School - Golf (F) - Varsity 8:00 AM — 9:00 AM Away - The Resort Events	<b>Mar 6</b> Decatur vs Eaton High School - Golf (M) - Junior Varsity 8:00 AM — 9:00 AM Away - The Resort Events	<b>Mar 6</b> Tennis vs Argyle - Tennis (C) - Varsity 8:00 AM — 9:00 AM Away - Argyle High School Events	<b>Mar 6</b> Decatur vs Midothian - Track & Field (C) - Junior Varsity 9:00 AM — 10:00 AM Away - Midothian Heritage High School Events	<b>Mar 6</b> Decatur vs Midothian - Track & Field (C) - Varsity 9:00 AM — 10:00 AM Away - Midothian Heritage High School Events
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## LIVE FEED

- Decatur ISD - 1 Day Ago**  
Decatur ISD schools have power and are open today, March 4th. Please be aware - Buses will be delayed by at least 30 m... [Read More](#)
- DHS Admin - 4 Days Ago**  
Congrats to DHS Boys Powerlifting on being the Class 4A Regional Champs. Next up is the state competition. [View Image](#)
- Decatur ISD - 20 Days Ago**  
Friendly reminder that Feb. 14 (Friday) is a Student Holiday & Staff Professional Learning Day! Enjoy the break! We lock... [Read More](#)

## PORTRAITS OF A LEADER

- Empathy
- Adaptability
- Grit
- Listening
- Empowering



SEE ALL POSTS

# www.DecaturISD.us

## PROGRAMS



### Academic Curriculum

Explore our innovative approaches to TEKS and learning in reading, STEM, and other subjects.



### Advanced Academics

Give your bright learner new experiences and stretch their academic wings.



### Athletics

Champion your student's athletic skills both on and off the field.



### Bilingual & ELS

Equip your emergent bilingual learners to succeed in the classroom.



### Career & Technical Education

Help your teen discover strengths and get valuable career experience.



### Fine Arts

Enhance your student's creativity, performance, and musical or theatrical talents.



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## QUICK LINKS

**Skyward Family Access**




Skyward Family Access

**DISD Calendar**

Academic Calendar

PLAN YOUR YEAR AND VIEW THE CURRENT ACADEMIC CALENDAR



2024-25 Academic Calendar

**Open Records Requests**



Open Records Requests

**Board Meetings**

Decatur ISD Board of Trustees



Board Meetings

**Join Our Team**

Apply Now



Join Our Team

**Eagle Eye Tip Line**



Eagle Eye Tip Line

**Flyer Distribution Request**




Flyer Distribution

**Sponsor/ Advertise with Us**



Advertise with Us

**Share Your Story**



Share Your Story

# Video & Photo Library



# Social Media

**Decatur ISD**  
February 28 at 6:59 PM · 🌐

LET'S GO!!! UIL State Championship Showdown happening now!! 🏆🔥🌟🌟🌟

Tonight, history is in the making! Our Lady Eagles Basketball team is battling the La Vega Pirates for the 4A Division **University Interscholastic League** State Championship title! It's going down at the Alamodome in San Antonio, and you DO NOT want to miss this!



📺 Watch on demand (by subscription):  
<https://www.nfhsnetwork.com/events/uil/gamfa4b0cc1c5>

👉 Or... See more



See insights and ads Boost post

👍❤️ 251 7 comments 10 shares



See insights and ads Boost post

👍❤️ You, Rhine Realty and 350 others 19 comments 4 shares

👍 Love 🗨️ Comment 📧 Send 🔗 Share



# Community Engagement

- ▶ Leverage community relationships
- ▶ Celebrate achievements
- ▶ Silver Eagles luncheons



# Community Newsletter



**Taylor Williams**  
Named Lone Finalist  
for Decatur I.S.D.  
Superintendent

## DECATUR ISD NAMES TAYLOR WILLIAMS AS LONE FINALIST FOR SUPERINTENDENT

Decatur ISD

February 19, 2025

Decatur, Texas, February 19, 2025 ([decaturlisd.us](https://www.decaturlisd.us)) — The Decatur ISD Board of Trustees has named Taylor Williams as the lone finalist for the position of Superintendent of Schools during a special meeting on February 18, 2025. By state law, the Board must wait 21 days before it can vote to officially hire her as the new superintendent.

"The district is proud to welcome Taylor Williams to this most important leadership position," said Stan Shults, Board President. "She brings a wealth of K-12 experience and expertise that will be a welcome addition to the Eagle family and our community."

## Subscribe to our list

Name

Email Address \*

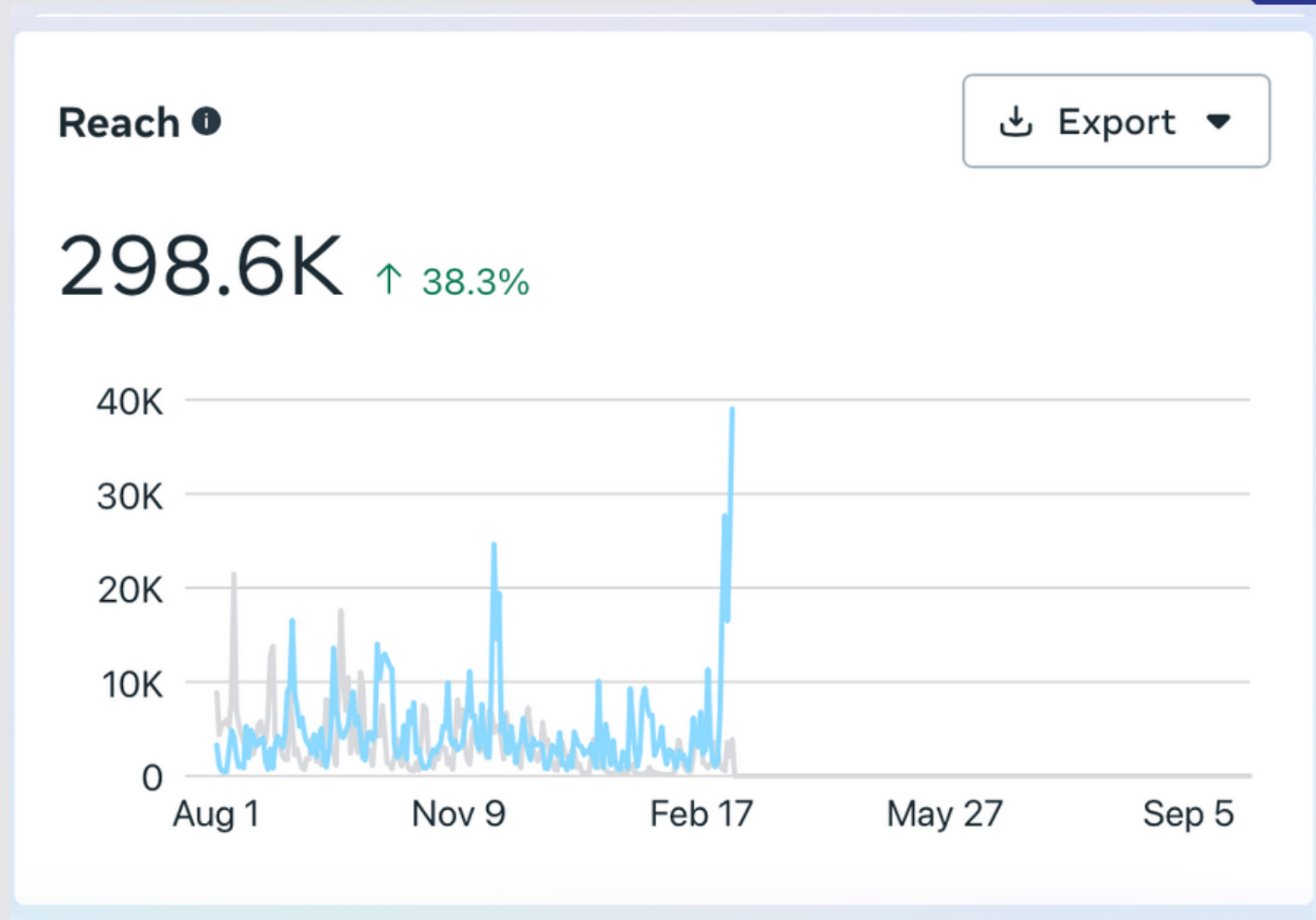
Subscribe





# Key Performance Indicators

- ▶ Facebook
- ▶ YouTube
- ▶ LinkedIn
- ▶ Instagram
- ▶ Google Analytics



# Challenges & Opportunities

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- Maintaining high-level communications
- Capacity
- Recruitment Marketing

