



Communications
DEPARTMENT
update

Tell OUR STORY



Oh Kaufman
**LIONS
FOREVER**



KAUFMAN ISD 2025
**HOMECOMING
PEP RALLY**
WED 10/29 6:00 PM
2025 ANNUAL HOMECOMING EVENT:
FOOD TRUCKS
PERFORMANCES
MEET THE FOOTBALL TEAM
SHOPPING ON THE SQUARE
ON THE SQUARE
CORNER OF GROVE & MADISON
SHOW YOUR LION SPIRIT

KAUFMAN
INDEPENDENT SCHOOL DISTRICT

KAUFMAN ISD
BIG CITY EDUCATION - SMALL TOWN VALUES

THE ROAR
COMMUNITY NEWSLETTER
QUARTER TWO



Our purpose





Community EVENTS

Lion Family Fiesta
3rd Annual Event
~1,200 in attendance

Homecoming Community Pep Rally
3rd Annual Event
New Location
~800 in attendance

Coffee with the Superintendent
First Event

The community was invited to have coffee and get updates on the bond projects and the state of the district.

District EVENTS

- New Teacher Orientation
- Leadership Summit
- Convocation
- Kaufman Middle School Groundbreaking

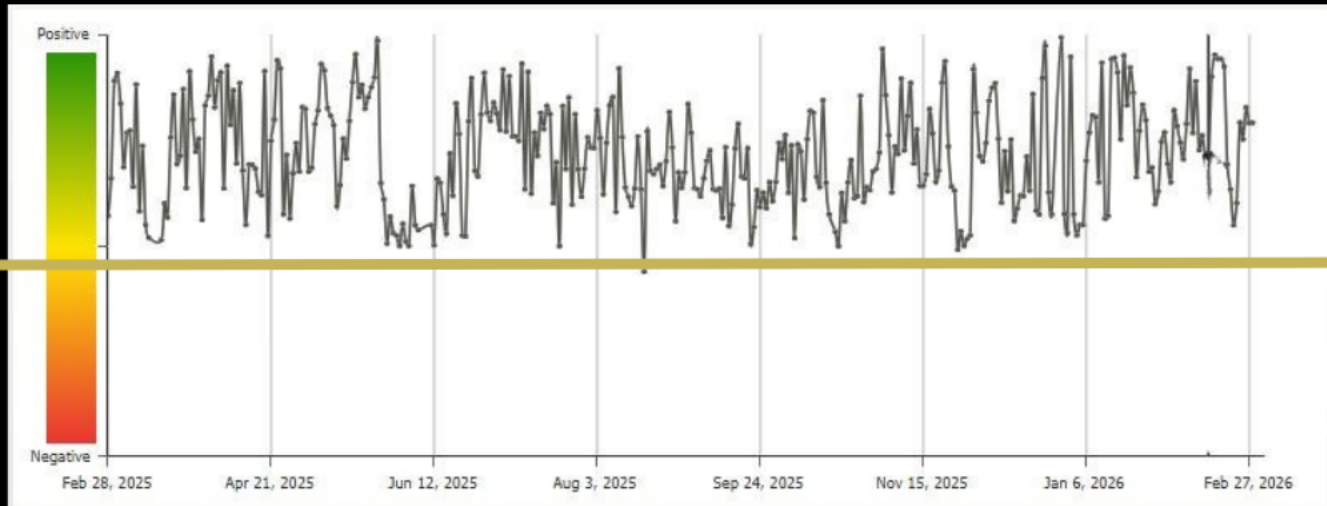


**increasing community engagement*

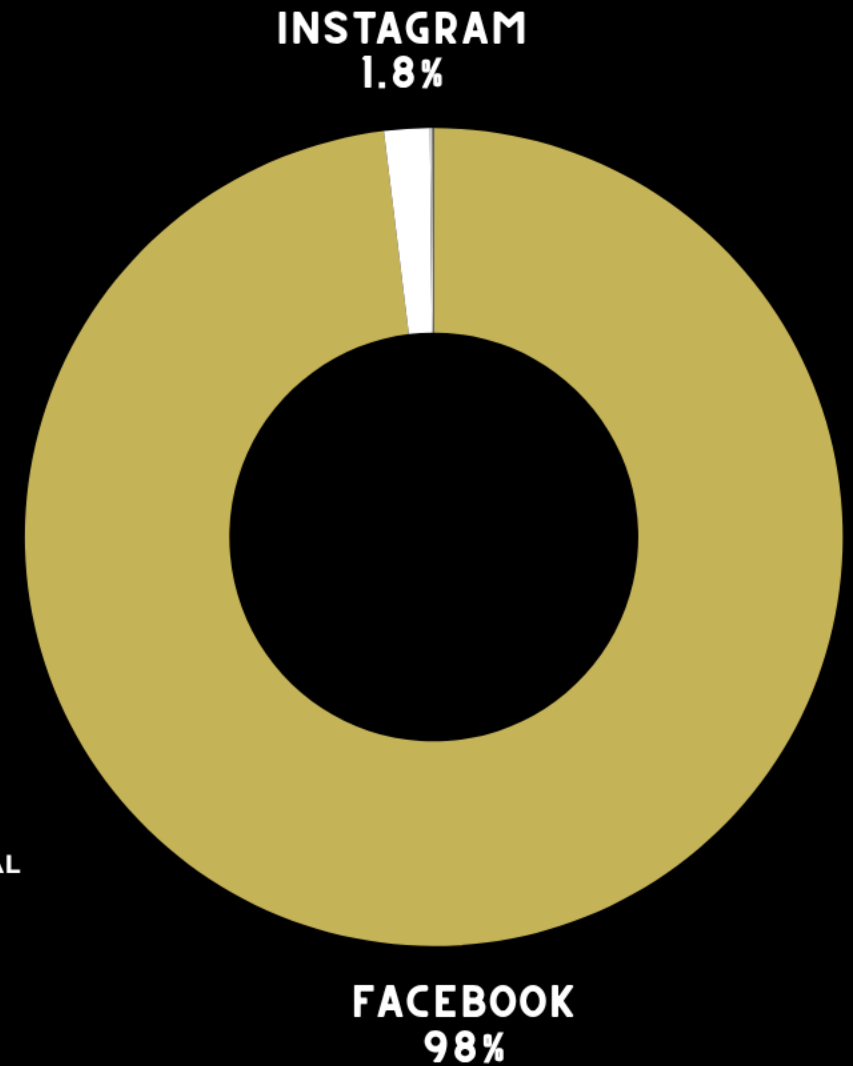
Social Media TRENDS

Maintained overall positive tone

Feb. 2025 - Feb 2026



Social Media Usage



Social Media AUDIENCE

Engagement has increased
26% in last 90 days

2,200  views this school year!



12,421

↑ 6.2%



3,987

↑ 9.8%



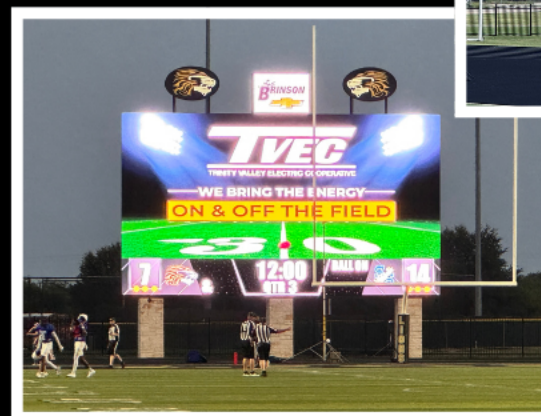
1,238

↓ 1.1%

District ADVERTISING

\$24K IN ADVERTISING
SPONSORSHIPS
IN 2025-2026

↑ 26%
FROM LAST YEAR



Community PARTNERS



71%



- AMERICAN NATIONAL BANK OF TEXAS
- PRINT TO SUIT
- TVEC
- FORNEY LEGACY PROJECT
- LONESTAR CREDIT UNION
- T-MOBILE
- HTEAO
- ELEANOR'S COFFEE
- HYDRANGEA HOUSE FLORIST
- CAREVIDE
- TNT GRAPHICS
- DON RANCHO FOOD TRUCK

TSPRA awards

BEST OF CATEGORY AWARD

“Kaufman Lions Forever” Logo

GOLD STAR AWARDS:

- “Kaufman Lions Forever” Logo
- Homecoming Pep Rally Flyer
- “Forging the Future” Photograph

SILVER STAR AWARDS:

- “Mallets of Glory” Photograph
- “Walking into Tomorrow” Photograph
- “Serving Up Greatness” Photograph
- KISD District Advertising Flyer

BRONZE STAR AWARDS:

“Preparation. Purpose. Pride” Photograph



Oh Kaufman
LIONS FOREVER



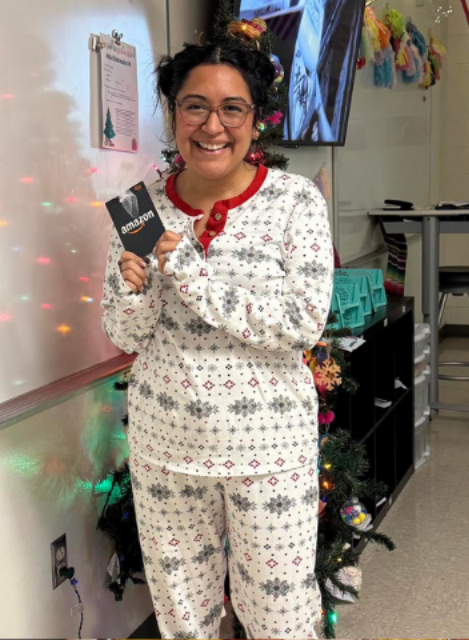
ADVERTISE with **KISD**

For more information on packages:

Lion Stadium Digital Video Board
3 Packages Available
Lion's Den Digital Score Table
Ads run during Volleyball & Basketball Games!
Baseball and Softball Outfield Fences
Ads are visible during all home games!
Tennis Court Fences
Ads are visible during all home matches!

Email: jsenick@kaufmanisd.net





KAUFMAN ISD

Education Foundation

2025 FALL GRANT CYCLE
\$25,000+ AWARDED DURING THE
FALL GRANT CYCLE



2025 LEGACY GALA
RAISED OVER \$86,000 TO FUEL
INNOVATIVE EDUCATION

FOUNDATION FRIDAYS
FF COFFEE PROVIDE A DIRECT
TOUCHPOINT BETWEEN THE
FOUNDATION AND OUR EDUCATORS





KAUFMAN ISD

Education Foundation

2026 LEGACY GRANTS

\$16,000+ AWARDED DURING THE
SPRING GRANT CYCLE

2026 DONKEYBALL

400+ GUESTS IN ATTENDANCE
RAISING MORE THAN \$8,000

CLASS OF 2026 SCHOLARSHIPS

AWARDING OVER \$60,000 IN
SCHOLARSHIPS TO THE CLASS OF 2026



FRONTIERS
OF FLIGHT
MUSEUM

— • SAVE THE DATE • —

Legacy Gala

AN EVENING HONORING EDUCATION & COMMUNITY



≡ 10.24.26 ≡

HOSTED BY
KAUFMAN ISD
EDUCATION FOUNDATION

— MORE DETAILS TO COME —

The background is black with several large, semi-transparent, dark grey question marks scattered across it. The word "QUESTIONS?" is written in the center in a bold, white, sans-serif font with a yellow outline.

QUESTIONS?

Thank you!