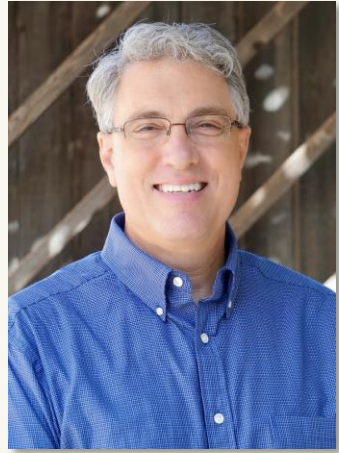


# Communications Department



# Meet the Team

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**Mike Adkins**  
Communications Officer



**Jed Duesler**  
Communications Specialist



**Wes Wells**  
Webmaster



**Gabriela Granado**  
Communications Specialist



**Frances Franco**  
Administrative Assistant



To all ECISD team members,

We want to start today with a reminder about COVID-19 vaccination opportunities. Medical Center Health System has arranged two dates for local educators:

**Who: All Staff**  
**What: COVID-19 Vaccination**  
**When: February 10 & February 17, 4:30 p.m.-6:00 p.m.**  
**Where: Ratliff Stadium**

We realize these two allotted times are likely not enough to completely cover the number of ECISD employees who have pre-registered or who ultimately decide they would like the vaccine. In an effort to streamline the days we are asking that February 10 focus on secondary staff and the February 17 event focus on our elementary staff. These days are open to non-campus-based staff, too. Of course, we fully understand you may have a schedule conflict or other reason to select the other day.

What to bring: ECISD badge and you must be Pre-registered at this link – [mchodessa.com](https://mchodessa.com).

**PLEASE NOTE: If you have previously pre-registered at Medical Center Hospital link above, you do not need re-register.**

We are working to set up additional days and times, too, and we will let you know as soon as we are able to make arrangements.

#### High honors



The distinction of All-State Musician from the Texas Music Educators Association (TMEA) is the highest honor a music student in Texas can receive. [This year we are proud to introduce seven of our students who were chosen for All-State recognition.](#) *Congratulations to these students, their parents and their instructors!*

#### Cameron recognized for transforming learning

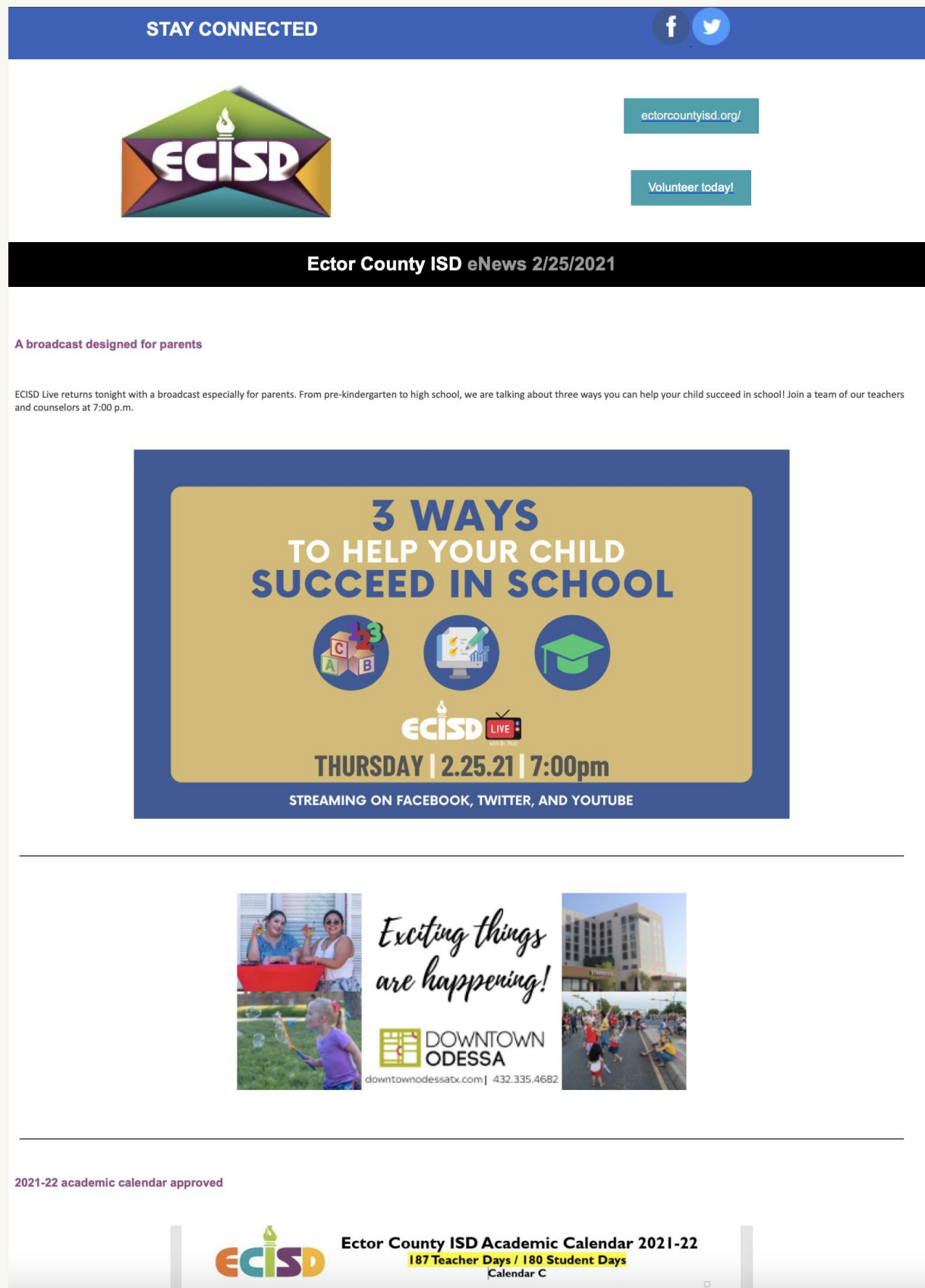


Tuesday afternoon, the staff at Cameron Dual Language Elementary received a long-awaited recognition as one of the 2020 Schools Transforming Learning award winners presented by N2Learning Group. Cameron Elementary was one of seven Texas public schools to earn this distinction for making strides on their journeys to provide innovative learning opportunities for all students. [Read more..](#)

# ECISD eNews

## 86 sent this year since July 1, 2020

- Recap of every board meeting
- Weekly internal newsletter
- Emergency announcements as needed

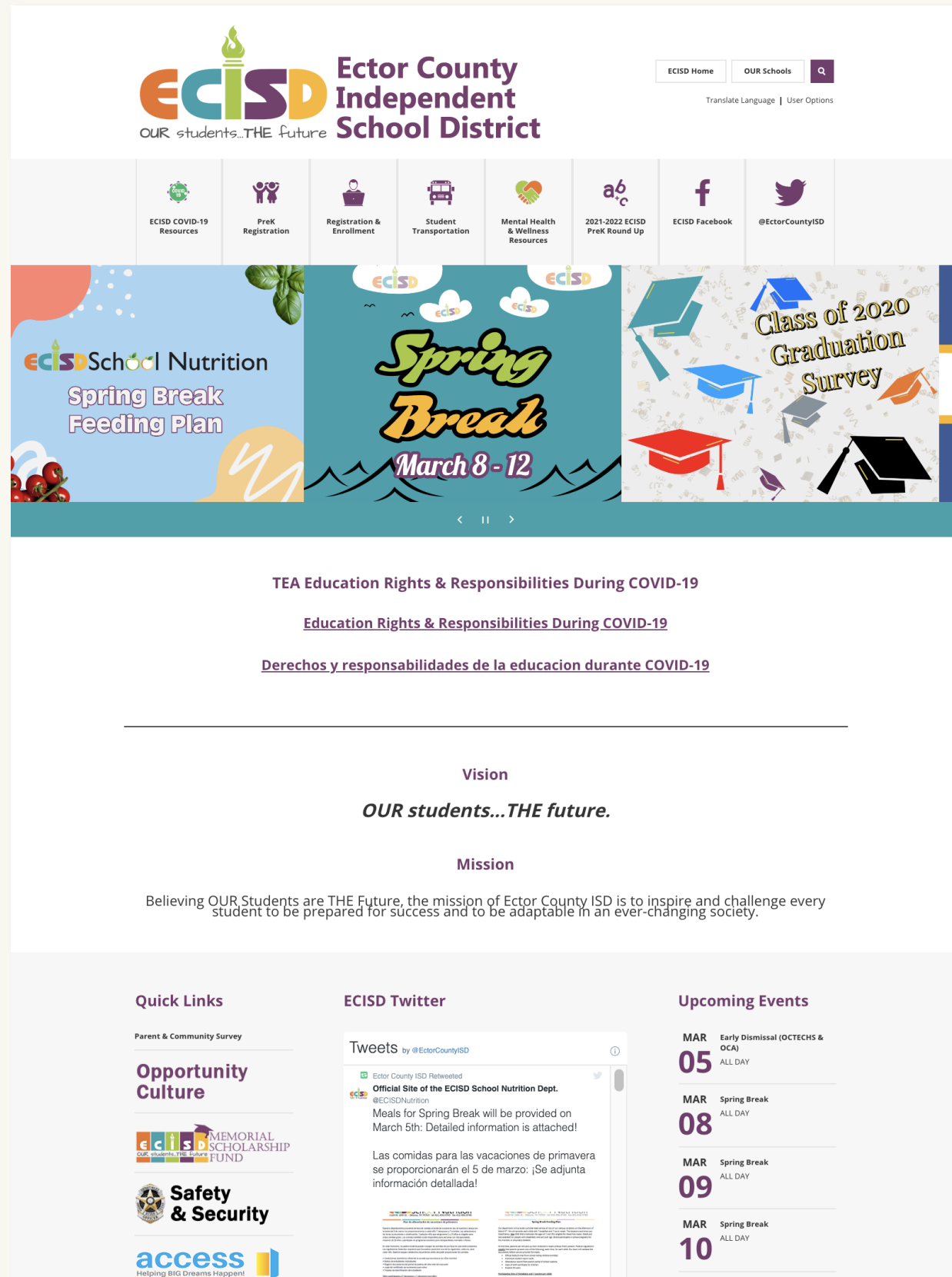


# Community eNewsletter

## 26 issues this school year

- Launched in 2013
- Published weekly during the school year, sent via email
- 4,000+ regular readers





# Website update and support

## August 2019 to February 28, 2021 Homepage Traffic

- Total Visits (12,105,998)
- Total Page Views (13,159,464)
- Total Targeted Visits (11,411,986)



# Social Media

## Statistics

- Facebook (21,600 Followers)
- Twitter (6,388 Followers)
- YouTube (593 Subscribers)
- Instagram (1,489 Followers)
- ECISD Live (34 episodes)

**STAY  
TUNED**  
**SHOW STARTS IN...**

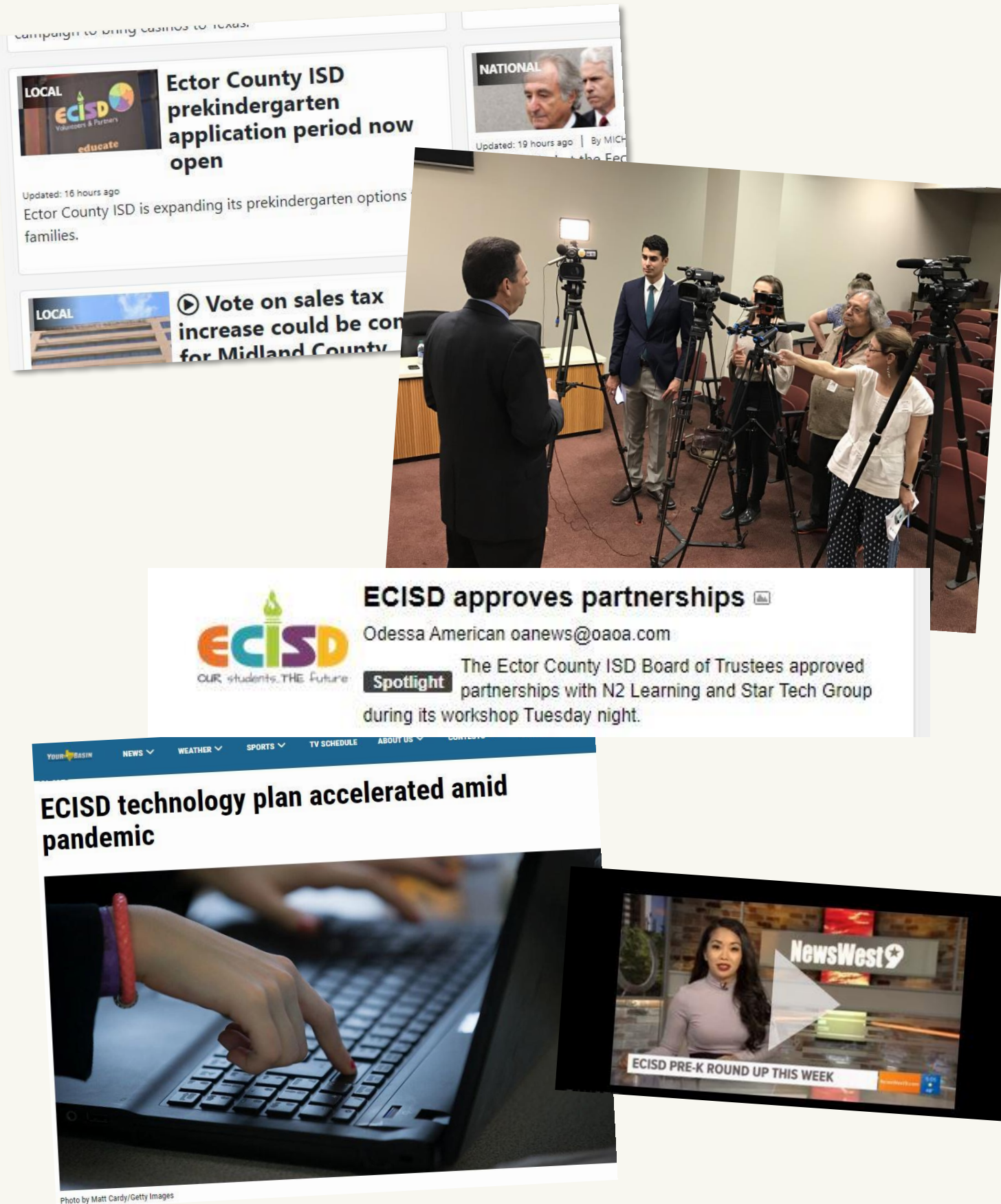
**5**

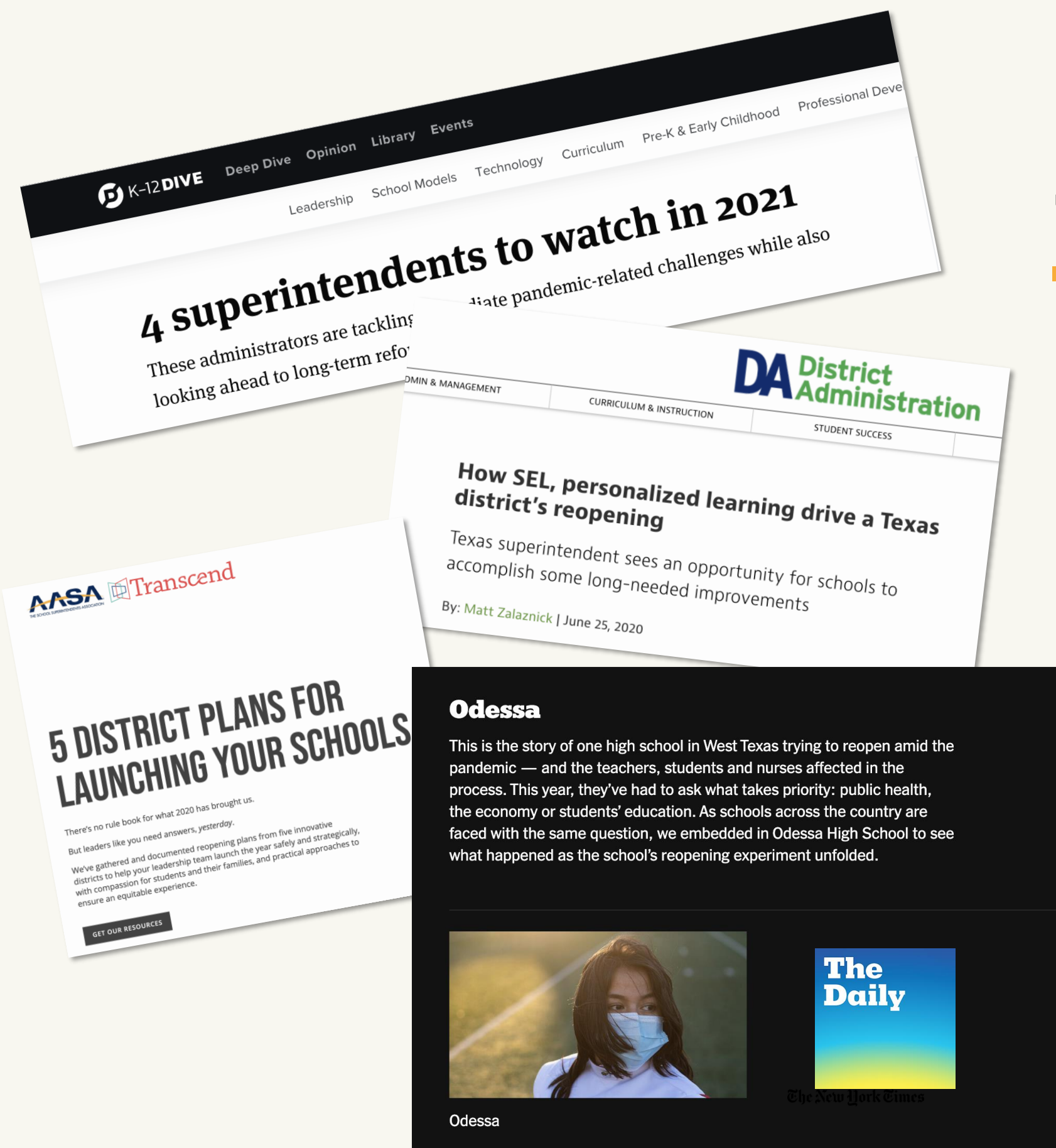


# News Media

## 394 media calls as of April 2, 2021

- 467 calls in 2019-2020
- Weekly Wednesday afternoon press call
- 64 press releases sent this year
- **Big 2 News**
- **KPEJ Fox 24**
- **CBS 7**
- **The CW**
- **Telemundo**
- **NewsWest 9**
- **Odessa American**
- **Midland Reporter Telegram**
- **Radio: KCRS-AM 550, Que Buena, Marfa Public Radio (NPR)**





# State & National Attention

- Texas Tribune, Texas Monthly
- Education Week
- District Administrator
- EdTech
- K-12 Dive
- The Donlon Report
- Fox Business
- Reuters, 60 Minutes, NBC News
- Business Insider
- New York Times Podcast *The Daily*



# Event Planning

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- Convocation
- School Board Month
- Awards for Excellence
- Outstanding Teachers
- Top 10 recognitions
- Monthly Board Meeting Special Presentations
- Communications Council for Instructional Staff meetings
- United Way campaign
- State of the District address

# Public Information Act Requests

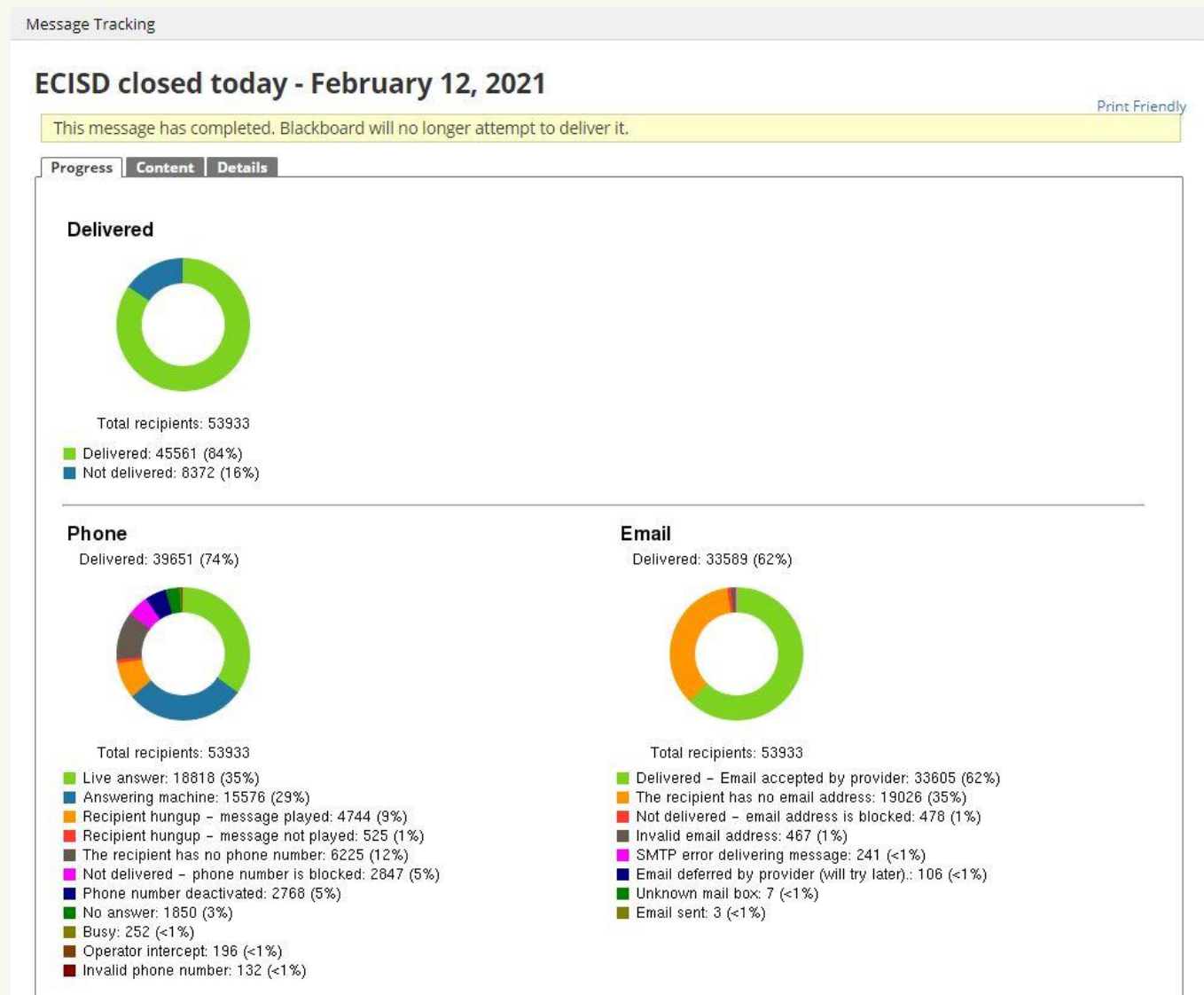
30-35 Texas Public Information Act Requests each year

## ParentLink Training and Support

- Phone, email and text services in English and Spanish used to communicate directly with ECISD families; automated attendance, too

## Peachjar Flier Approval

- Electronic flier distribution





Use this color chart to *manually* set text or background colors.  
The logo colors **MAY NOT** be changed. [Download these codes.](#)


Orange Color Codes	Blue Color Codes	Green Color Codes	Purple Color Codes	Yellow Color Codes
Pantone: <b>158 C</b>	Pantone: <b>7710 C</b>	Pantone: <b>382 U</b>	Pantone: <b>512 C</b>	Pantone: <b>7406 U</b>
C: 3 M: 68 Y: 96 K: 0	C: 76 M: 19 Y: 32 K: 1	C: 40 M: 4 Y: 100 K: 0	C: 57 M: 87 Y: 30 K: 12	C: 1 M: 31 Y: 97 K: 0
R: 236 G: 115 B: 40	R: 45 G: 159 B: 171	R: 167 G: 199 B: 57	R: 121 G: 62 B: 111	R: 250 G: 183 B: 31
Web: <b>#ee7427</b>	Web: <b>#2da1ab</b>	Web: <b>#a6c939</b>	Web: <b>#773b6e</b>	Web: <b>#fab720</b>

# Branding Standards


- Approved logos in various file types can be found on the Communications Department webpage

### ECISD Logos


**Color Logos**



Standard Logo



















Color Slogan Logo



Color Blocks Slogan Logo

### ECISD Logo Downloads

-  [ECISD Color Standard Logo \(jpg\)](#)
-  [ECISD Color Standard Logo \(png\)](#)
-  [ECISD Color Standard Logo \(gif\)](#)
-  [ECISD Color Standard Logo \(pdf\)](#) 
-  [ECISD Color Slogan Logo \(jpg\)](#)
-  [ECISD Color Slogan Logo \(png\)](#)
-  [ECISD Color Slogan Logo \(gif\)](#)
-  [ECISD Color Slogan Logo \(pdf\)](#) 
-  [ECISD Color Blocks Slogan Logo \(jpg\)](#)
-  [ECISD Color Blocks Slogan Logo \(png\)](#)
-  [ECISD Color Blocks Slogan Logo \(gif\)](#)
-  [ECISD Color Blocks Slogan Logo \(pdf\)](#) 
-  [ECISD Black Standard Logo \(jpg\)](#)

**Chad Crowson**  
Coordinator of Leadership

Phone (432) 456-0065  
chad.crowson@ectorcountyisd.org



Administration Building  
802 N. Sam Houston Ave.  
Odessa, TX 79761

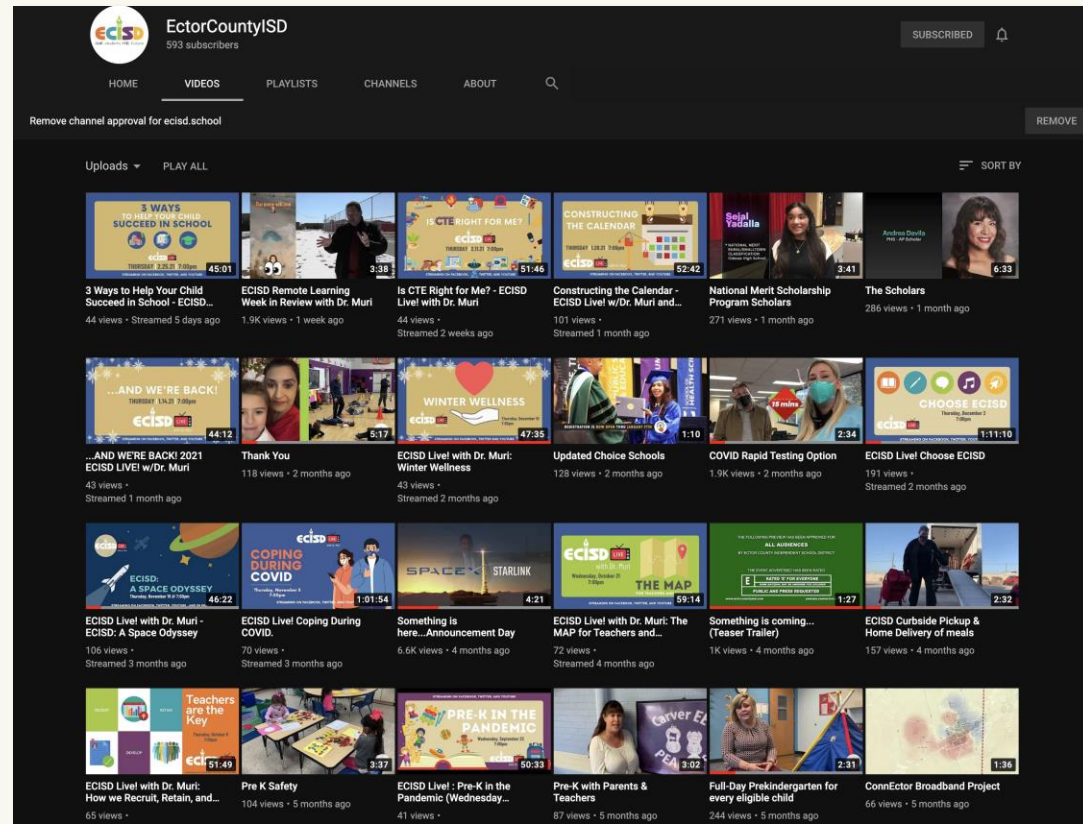
**Amanda Lopez, LPC, NCC, R-DMT**  
Social Emotional Learning Coordinator

Phone (432) 456-0997  
amanda.lopez@ectorcountyisd.org

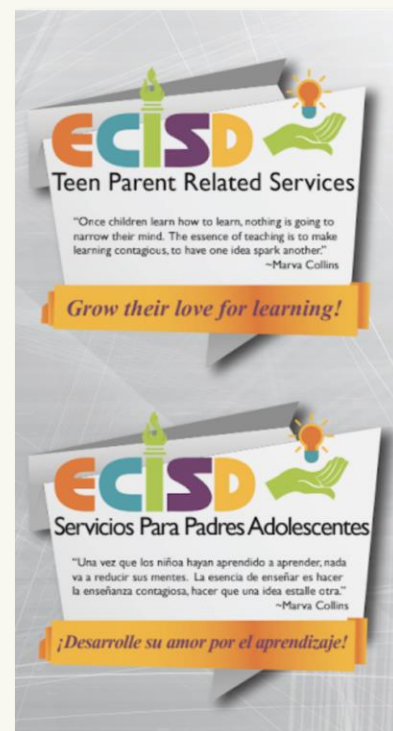


Administration Building  
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Odessa, TX 79761

# Video Production and Graphic Design



- Book Calendar
- Brochures
- Promotional Videos
- Business Cards
- Marketing/Promotional digital and print
- ECISD @ Home











# Texas Schools Public Relations Association



**PROGRAMA STEAM  
CITIZEN SCIENCE  
PARA ALUMNOS DE  
PRE-ESCOLAR - 12º GRADO**



Reconocido por el Departamento de Políticas de las Ciencias y Tecnología de la Casa Blanca y las publicaciones *Nature*, *Science*, *Scientific America* y *Voice of America*.

Descubre nuevas especies o la primera incidencia de alguna especie. Trabaja con medios fósiles inexplorados de sedimentos oceánicos que tienen una antigüedad de millones de años para descubrir dientes de tiburón, pastinacas y rayas. ¡Si haces un descubrimiento científicamente significativo recibirás el reconocimiento!



**INVESTIGACION DE FOSILES**

La emoción del descubrimiento por medio de la tecnología toma lugar cuando los alumnos identifican fósiles y especímenes interesantes utilizando microscopios digitales. Las imágenes digitales son enviadas a un iPad lo que le permite a los jóvenes investigadores observar detalles para ayudarles a hacer observaciones más minuciosas y clasificar sus descubrimientos.



**ESPECÍMENES PARA LA CIENCIA**

Utilizando microscopios estereoscópicos los alumnos pueden observar especímenes microscópicos. Una vez que todo el material haya sido observado los alumnos empaquetan sus especímenes, los cuales son enviados a una universidad o laboratorio para ser analizados. ¡SharkFinder® también ofrece a los estudiantes la oportunidad de usar esta experiencia para continuar su investigación independiente, diseñar proyectos para la feria de ciencias, crear proyectos de MakerSpace y mucho más!



**¡INVOLUCRATE!**

Puedes participar como maestro de grupo o como voluntario sirviendo como moderador de SharkFinder®. Se ofrecerá formación y entrenamiento al registrarse. Para más información sobre SharkFinder® STEAM Citizen Science, favor de contactar al departamento de innovación de ECISD al (432) 456-0999.  
[www.pickedu.com/sharkfinderatco](http://www.pickedu.com/sharkfinderatco)

## (TSPRA) Star Awards 2019-2020

- **Crystal Commendation** – Staff/Student Recognition (**SharkFinder® Citizen Science**)
- **Gold Star** – Video Promotional (**FAFSA Fast Break**)
- **Gold Star** – Video Promotional (**The new superintendent arrives just in time!**)
- **Gold Star** – Logo/Trademark/Symbol (**Project STEM Cell**)
- **Gold Star** – Communication Plan (**Mass Shooting**)
- **Gold Star** – Print Materials in a Language Other than English (**Spanish SharkFinder® Brochure**)
- **Silver Star** – Video Live Event (**Facebook Live – COVID news**)
- **Silver Star** – Communication Plan (**Crisis Communication Plan COVID-19**)



# What's next?

- Continue to expand the use of video to tell our stories
- Develop brand ambassadors
- Work toward brand standardization