

# **Keller ISD Communications Plan**

## **July 2005-June 2006**

The Keller ISD Communications Department serves as the primary information source for the Keller Independent School District, fostering an open environment that serves the best interests of our students. The department consists of four staff members – a director, communications specialist, web specialist and department secretary – who work side-by-side to further the mission of the department and the common goals of the district.

### **I. Our Mission**

As the primary information source for the Keller Independent School District, our mission is to deliver the core messages of the district to our employees and communities and to provide consistent, timely updates on the progress of the goals associated with these core messages.

#### **How we accomplish this mission:**

The Communications Department meets its mission through proven historical external and internal communication methods. We continue to seek new opportunities and conduits for disseminating information to our communities, and we proactively seek feedback from our parents and staff to ensure that we are meeting their needs.

### **II. Excellence in ACTION and District Expectations**

Superintendent Dr. James Veitenheimer and district leaders have outlined core messages that define Keller ISD to its employees and its communities. To communicate these goals and expectations to the community, Dr. Veitenheimer has initiated an **Excellence in ACTION** plan:

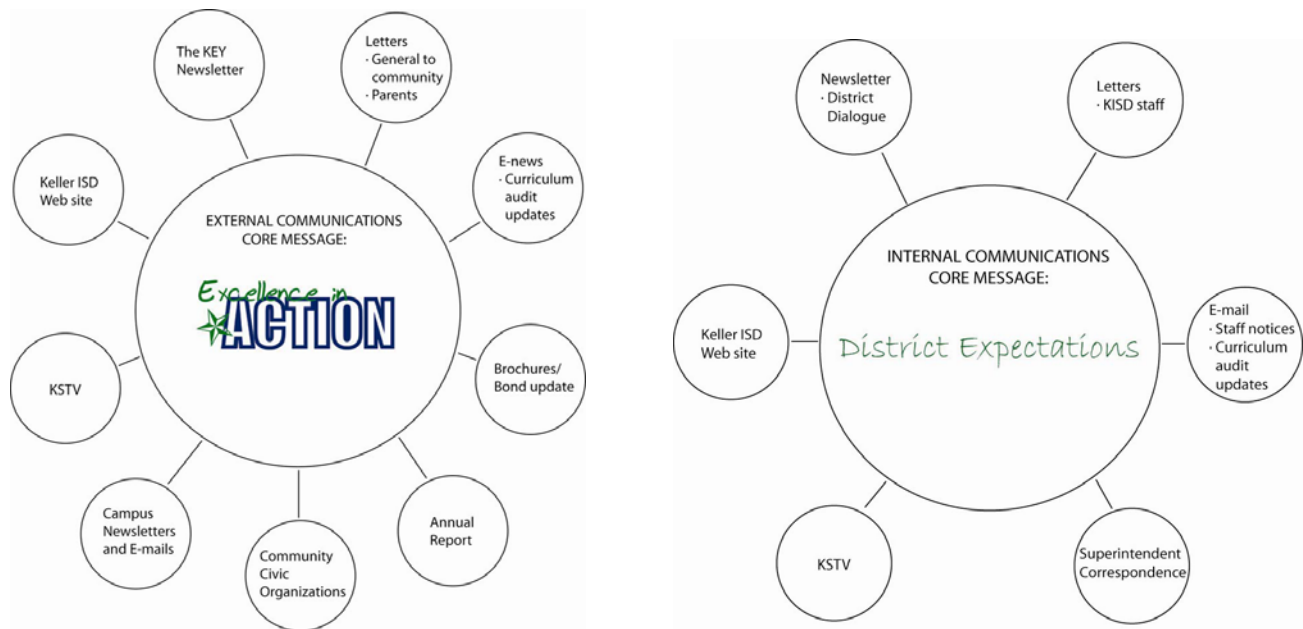
- Access through openness;
- Continuous improvement;
- Thinking outside the box with creative problem solving;
- Involvement of parents and community members;
- Organizational accountability; and making sure
- No one is left behind.

To communicate the district's goals and expectations to its employees, the district has formulated principles that provide a blueprint for furthering the goals and image of Keller ISD:

- Be a leader; model strong work ethic and commit to professional growth.
- Develop an environment of trust through open and timely communications.
- Be perceptive to the needs of others and be willing to be a team player.
- Listen to and respect the opinions of others; work toward consensus.
- Only make promises you can keep.
- Commit to and support the district's mission, beliefs and goals.
- Base decisions on fact; support decisions that are made.
- Focus on customer service; be responsive to our community.
- Tell the truth; accept responsibility; be accountable and maintain confidentiality.
- Accept responsibility for effective and efficient use of all resources.
- Have fun!

As the Communications Department, our job is to effectively model and communicate these principles in a consistent message for our students, employees and community. These core messages are being

incorporated into all communications efforts – externally in publications including newsletters, brochures, e-news and letters, and internally through means such as District Dialogue, staff e-mails and special events. The following graphics illustrate this process:



A consistent message that reiterates these initiatives is essential to maintaining community support in Keller ISD. But no message can be effective if we first do not know and understand our audience. The Communications staff makes ongoing efforts to stay up-to-date on not only the demographic profile, but the concerns and desires of the district’s very dynamic and changing population.

### III. Keller ISD Demographic Information

#### Who we are:

Keller ISD is a fast-growth district nestled between the established areas of central Fort Worth and the emerging communities along the Alliance Corridor. The majority of the district’s patrons appear to be well educated and they take an active interest in their school district. Over the past 10 years, enrollment in Keller ISD has nearly doubled, and that trend is expected to continue for the next decade. While growth is spread throughout the entire Keller ISD community, the majority of new homes in the district are being built west of Highway 377. This rapid growth, coupled with the individuality of our existing nine communities, provides many challenges in effectively communicating with the entire school district.

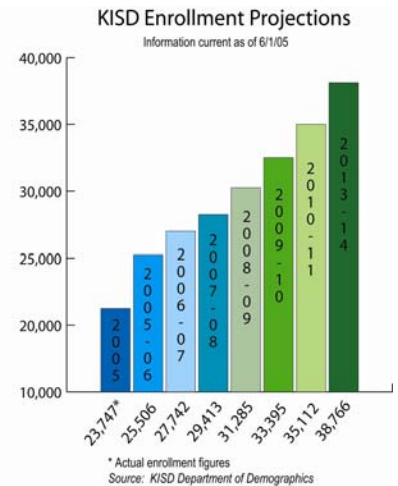
The demographic data used in this report will be based on information from the most recent census, which was conducted in 2000. A full breakdown of this information can be found at the following website: [http://census.nctcog.org/sf1\\_isd.asp?area=Keller%20ISD](http://census.nctcog.org/sf1_isd.asp?area=Keller%20ISD). While this information is the most current available, we do have some updated data and can make some general assumptions:

- In the 2000 Census, Keller ISD had 50,195 adults over 18 years in age. During the 2005 bond election campaign, the Tarrant County Election Commission reported that we had more than 62,900 total registered voters. If this number is correct, Keller ISD has grown by a tremendous number of new adult residents in the past five years.

- According to the district's updated demographic information, nearly 36,000 people have moved into Keller ISD since the 2000 Census, bringing the total population of the district to 111,277 as of Jan. 1, 2005. The 2000 Census breaks down this information as follows:

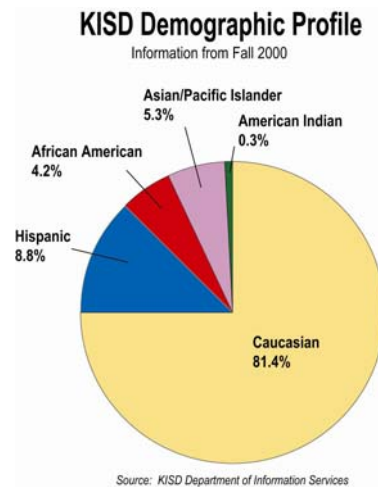
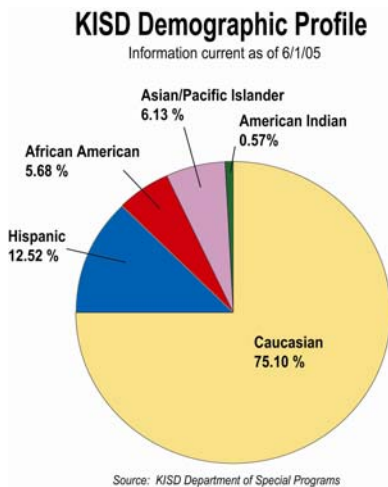
Median age: 33.7  
 Population over age 18: 50,195 (66.6%)  
 Population under age 18: 25,191 (33.4%)  
 Population under 5 years of age: 7,057 (9.4%)  
 Family households with children under 18: 12,953 (52.1%)  
 Households over age 65: 2,842 (3.8%)

- The 2000 Census lists 11,208 married couples with children under 18, and 1,278 households where there is a single parent. We know through our KEY mailing lists that as of May 2005, Keller ISD has about 18,500 enrolled households. With an estimated 2,000 new students arriving each year, and an average of 0.61 students per household, we can assume that our family household number is growing at a steady rate of 1.47 percent or higher annually. By the 2013-14 school year, Keller ISD is expected to have nearly 40,000 students enrolled. The adjacent chart illustrates the district's 10-year enrollment projections:



**Communications barriers:**

The tremendous growth of our area also creates a more diversified population, and with that comes the challenge of keeping our parents and communities informed about their school district despite barriers such as language and culture differences. District research indicates that an estimated 800 households within Keller ISD do not speak English as the home language. KISD currently has 785 students with limited English proficiency and 617 students enrolled in English as a second language. Those numbers are up more than 1.2 percent from just five years ago, when KISD had 471 students listed as LEP and 380 enrolled in ESL courses. The following charts illustrate this rise:



**IV. Our Methods of Delivery**

The Communications Department uses both external and internal publications to communicate with the community and district employees.

## A. External Communications

*Methods used to provide information to our parents, community and press.*

### • Parent and Community Relations/E-news

OBJECTIVE: Provide information about district announcements, events, policies, procedures and campus happenings to our parents and community. Primary tool is *E-news* publication.

FREQUENCY: E-news is e-mailed weekly during the school year to parent/patron subscriber group and as needed for special announcements.

MEASUREMENT METHODS: Response, ability to check delivery and viewing and feedback from subscribers via dedicated e-mail account, and annual community survey.

*2005-06 OVERVIEW: We have initiated a strong effort during the past school year to increase our number of subscribers and have added nearly 6,000 to our list. That means we are now reaching more than 60% – or 10,000 – of our households (Demographics estimates that there are between 12,000 to 14,000 households district wide) with a weekly e-mail about district and campus happenings. We will continue to work with the Technology Department to add new e-mail addresses each year.*

### • Media Relations

OBJECTIVE: Manage press coverage, crisis communications, public information requests and campus PR Representative network.

FREQUENCY: Media requests/coverage and crisis communications as warranted; campus PR Reps receive annual training in August, then contacted regularly for news tips.

MEASUREMENT METHODS: Frequency of coverage, both positive and negative, in media outlets including *Fort Worth Star-Telegram*, *Keller Citizen* and local television news.

*2005-06 OVERVIEW: We will continue to recognize outstanding student and staff achievements, and will focus on the ensuing plan for implementation of the Curriculum Audit. We will regularly highlight changes that are made, and will work with the appropriate media to disseminate to the public.*

### • Printed Publications

#### **The KEY newsletter**

OBJECTIVE: Highlight student/staff achievements; provide information about district announcements, events, policies and procedures; and promote the innovative and exciting activities happening on our campuses.

FREQUENCY: Mailed quarterly to every home with children in the district.

MEASUREMENT METHODS: Annual community survey and response.

*2005-06 OVERVIEW: We will continue to publish this quarterly, and will work with our high school journalism teachers to receive some of the content from our students. The back-to-school issue was redesigned to provide to provide a better format for our readers. We will continue to outsource the desktop publishing portion of The Key throughout the 2005-06 school year.*

#### **Annual Report**

OBJECTIVE: Provide an overview of the district's activities for the past year, with a focus on fiscal responsibility and accountability, and a preview of programs and policies taking shape for the next year. This will strongly reiterate the tenets of the ACTION plan.

FREQUENCY: Mailed in January to every home in the district.

MEASUREMENT METHODS: Annual community survey and response.

*2005-06 OVERVIEW: This year's Annual Report will focus on the district's efforts to implement the Curriculum Audit, and continue to deliver K ISD's core messages to the public.*

### **Bond Update**

**OBJECTIVE:** Provide an overview of the district's progress on its bond program to keep community informed and involved in the bond process.

**FREQUENCY:** Mailed in late summer/early fall to every home in the district.

**MEASUREMENT METHODS:** Annual community survey and response.

*2005-06 OVERVIEW: This will be the inaugural issue of the KISD Bond Update. We will focus on the refinance savings, value engineering, Bond issue savings, and the progress of the construction projects. We will also explain the correlation between successful bond programs and its importance to KISD curriculum.*

### **Special Projects (brochures, campus dedication materials, flyers, etc.)**

**OBJECTIVE:** Provide appropriate materials for events and/or programs.

**FREQUENCY:** As needed.

**MEASUREMENT METHODS:** Response/feedback and awards.

*2005-06 OVERVIEW: We will continue providing these as needed, although we will be working with the Instruction Department to develop an ESL publication.*

- **Web site**

**OBJECTIVE:** Provide quick access to consistently updated information from all KISD departments. Includes links to calendar of events, student/parent information and campus home pages. Will also provide monthly update on Curriculum Audit progress.

**FREQUENCY:** Available 24-7; updated daily.

**MEASUREMENT METHODS:** Feedback, visitor counters, annual community survey and response.

*2005-06 OVERVIEW: This summer,, we made the transition to the "Excellence in ACTION" theme. It appears on the front page and has direct links to our ACTION core beliefs. We will also be creating a webpage that will feature a "roadmap" marking the progress of the Curriculum Audit implementations.*

- **KSTV**

**OBJECTIVE:** To promote education and the positive image of KISD through television cable access. Includes highlights of campus and district programs, Board meetings, athletic events, student awards/achievements, event coverage and pertinent district information.

**FREQUENCY:** Broadcast 24-7 to cable customers of Charter and One Source. Also constantly streaming online on the KISD Web site.

**MEASUREMENT METHODS:** Based on data from Charter and One Source, we estimate this resource is available in nearly 10,000 homes throughout the district. Verizon FIOS customers also will receive this channel once their service is installed (estimated within the next year.) Also measured through feedback via dedicated e-mail account, which is available through the KISD Web site, and annual community survey.

*2005-06 OVERVIEW: The Director of Communications is developing a task force made up of school district personnel and parents to build a programming schedule for KSTV. Programming will continue throughout the Fall, with a new Keller ISD introduction video,*

*featuring our new theme – “Excellence in ACTION” launched during that time. The programming schedule should take a more developed form by the end of December, and will continue to be a work in progress. The Task Force will develop measurable goals, and develop a working timeline.*

- **Community Partnerships**

OBJECTIVE: Promote the core messages of the district through involvement in community/civic groups including Partners in Education (Junior Career Interns, Alliance Senior Leadership Conference, Junior Achievement, Byte-by-Byte, etc.), Chambers of Commerce (Greater Keller, Fort Worth, Northeast Tarrant, N. Texas Commission, Northeast Leadership Forum), Rotary, United Way.

FREQUENCY: Attend regularly scheduled meetings and special events as needed.

MEASUREMENT METHODS: Community support generated through these organizations and response for community volunteers as needed.

*2005-06 OVERVIEW: The Communications Department will continue to serve in the above organizations, and provide outreach to our local municipalities.*

- **Move-in support/Questions and Answers**

OBJECTIVE: Provide information to parents, patrons and community members with questions about Keller ISD, and provide newcomer packets to people moving into the area.

FREQUENCY: Regularly, as needed.

MEASUREMENT METHODS: Annual community survey.

*2005-06 OVERVIEW: We are working with the Greater Keller Chamber to have a relocation packet funded through sponsorships.*

- **Campus Support**

OBJECTIVE: Provide communications/media relations to campuses. Includes drafting letters to send home to parents, designing brochures and being the first point-of-contact when a member of the media or community official makes a call to the campus.

FREQUENCY: As needed.

MEASUREMENT METHODS: Response from campus principals and staff.

*2005-06 OVERVIEW: We will continue to provide these services to our campuses.*

**B. Internal Communications - This year’s theme is “Leading with the Heart.”**

*Methods used to provide information to Keller ISD employees.*

- **District-wide e-mail notices**

OBJECTIVE: Provide information about events, good news and tragedies in the school district. Will include monthly update of Curriculum Audit progress. Keller ISD has about 2,500 employees and this method reaches each one personally.

FREQUENCY: As needed (monthly for audit updates.)

MEASUREMENT METHODS: Response and ability to check delivery and viewing.

*2005-06 OVERVIEW: As mentioned above, we are going to focus on internal communication of the Curriculum Audit implementation plan.*

- **District Dialogue**

OBJECTIVE: Provide information about events and news throughout the district. Includes a message from the Superintendent and a classifieds section for employees to sell personal items.

FREQUENCY: Distributed monthly via e-mail to all employees. District Dialogue is also available on line at the Keller ISD website.

MEASUREMENT METHODS: Employee response and feedback.

*2005-06 OVERVIEW: As mentioned above, we discontinued the print edition and began e-mailing District Dialogue to staff at the end of August.*

- **Special Events**

OBJECTIVE: Provide programs, events and recognitions to foster community and staff involvement through recognitions, appreciations and district-wide celebrations. Includes annual Convocation program, Top 40 recognition banquet (to be changed in 2005-06), Retiree and Service Recognition banquet (formerly the All-employee Banquet), Board Appreciation dinner, school dedications (one in 2005-06), Holiday Open House, Education Center events and other events as needed.

FREQUENCY: Convocation is annually in August; school dedications are typically in the fall; recognition banquets are typically in late spring; other events are as needed.

MEASUREMENT METHODS: Attendance and response.

*2005-06 OVERVIEW: Rachel's Challenge was our featured speaker at this year's Convocation. This is the group founded by Darrel Scott, a father of one of the victims of Columbine. This year's theme is "Leading with the Heart." The Communications Department has been coordinating the materials of this theme with the Instruction Department. We are currently looking into merging the Top 40 Banquet with the Greater Keller Chamber's Academic Excellence Banquet to create one, very nice, banquet for our students.*

## **V. Departmental Goals**

Deliver core messages (ACTION, District Expectations) to internal and external audiences through existing conduits, while continuing to explore new avenues for exchange:

Timeline is included with this plan.

- Implement "Excellence in Action" theme into district materials by July 30, 2005.
- Work directly with the Instruction Department to provide monthly updates to staff and parents about the progress of the 2005 Curriculum Audit. Communications Department will build a web link to map progress and illustrate goals associated with implementation.
- Develop KSTV task force (internal and external members) and tangible goals with a timeline for initial plan of programming by December 31, 2005.
- Create a Keller ISD Survey task force (mostly external members) with plan of action and tangible goals set by August 31, 2005. Survey must be ready for conduction no later than February 28, 2006.

## **Important dates and activities for 2005-06**

### **July**

- Convocation preparations – theme, decorations, banners
- Set date for October dedication(s)
- End-of-School/Summer KEY – in homes the first week of July
- New Campus Website Template Completed

### **August**

- Aug. 2 – Convocation
- Aug. 8 – first day of school!!!
- Develop KSTV task force (internal and external members) - timeline complete by Aug. 31
- Survey task force to be assembled
- PR Rep/Website Training
- School ratings released
- Compile and update district information, distribute to campuses (Ed Center phone list, Campus List, etc.)
- Set date for Liberty dedication – October 23, 2005

### **September**

- Set date and distribute information for holiday card contest
- Bond Update in-homes first week of September
- Back-to-School KEY – in homes second week of September
- Compile and update district information, distribute to campuses (Ed Center phone list, Campus List, etc.)
- United Way campaign kick-off
- Begin preparations for campus dedication – update invitation lists
- Elementary dedication preparations – invitations, program, scripts, etc.

### **October**

- Oct. 3-7 – Fall Break
- Process donations to United Way
- Evaluate Partners In Education Program with Keith McBurnett and Mark Smith
- Liberty Dedication – October 23, 2005
- Begin collecting info/working on Fall KEY
- Finalize elementary dedication preparations – invitations, program, scripts, etc. and dedicate new campus
- Oct. 20 – School Spotlight at NE Chamber luncheon

### **November**

- Nov. 24-25 – Thanksgiving Holiday
- Thanksgiving Luncheon
- Survey task force to wrap-up - send plan to superintendent for specs and Board approval
- Begin district survey approval process
- Fall Semester KEY – in homes the week of Nov. 28



## **December**

- Dec. 19-30 – Winter Break
- Ed Center Holiday Luncheon
- Holiday Open House
- Coordinate Adopt-a-family
- Coordinate Holiday Luncheon
- KSTV task force to finalize first programming plan –submit to superintendent

## **January**

- Develop Teacher-of-the-year timeline with Instruction
- Board Appreciation dinner prior to last Board Meeting
- Annual Report – in homes the week of Jan. 30.

## **February**

- Name Your School Blue Ribbon Committee-update timeline
- Conduct district survey
- Begin collecting info/working on Spring Semester KEY

## **March**

- March 13-17 – Spring Break.
- Spring Semester KEY – in homes the week of March 20
- Begin Retiree/Employee recognition preparations

## **April**

- Coordinate KISD Night with the Rangers/reading program
- Begin collecting info/working on End-of School/Summer KEY
- Finalize banquet dates and times with Keller Chamber

## **May**

- Retiree/Employee Recognition Dinner
- Gather information regarding employees with high school graduates – collect money for gift cards for each
- May 25 – Last day of school!!!
- Graduation – KHS, FRHS, CHS
- Begin compiling info for Newcomers’/Welcome packet

## **June**

- Begin collecting info/working on Bond Update
- End of year/graduation Key in homes second week of June
- Work on Newcomers’/Welcome packet

## External Communication

- (Whole community)
- Bond Materials
  - Star-Telegram
  - Web site
  - Lectures and Forums
  - Annual Report

## External Communication

- (Parents)
- Bond Materials
  - Star-Telegram
  - Web site
  - Lectures and Forums
  - Letters
  - Key

## Individual Campuses

- (Various Principals)
- E-mails
  - Newsletters
  - Campus and Teacher Web Pages
  - PTA Activities
  - Letters (**unless emergency, should be requested by 10 a.m. to go home that afternoon**)

## Superintendent

(Dr. James R. Veitenheimer)

## Director of Communications

(Jason Meyer)

- Oversees all of the Below
- Spokesman for District
- Community Relations
- Governmental Relations
- Chamber Relations
- Departmental Activities
- KSTV (Content)
- Approval of Publications
- Public Info Requests

## Department of Communications Secretary

(Dori Armstrong)

- Events
- Public Information Requests
- Fliers
- Birthday Cards
- Other duties as assigned

## Communications Specialist

( )

- Brochures
- E-news
- School Notes
- Press Releases
- External Communications
- The Key
- Other duties as assigned

## Web/Communications Specialist

(Jay Arrington)

- Web Updates
- Superintendent Communications
- Internal Communications
- Press Releases
- District Dialogue
- Audit District and Campus Web pages
- Other duties as assigned

## Internal Communication

- Administrative
- Faculty/Staff (E-mails, letters, cards, District Dialogue)

## Administrative Departments

- Superintendent
- Communications
- Human Resources
- Instruction
- Support Services
- Business/Finance
- Technology
- Construction
- Demographics
- Maintenance
- Warehouse

## Department of Technology

(Joe Griffin)

- Houses District Web site
- Provides Web Support to Campuses
- KSTV (Deployment)

**Key stories** (When available)

**E-News** (Noon Friday - two weeks in advance)

**School Notes** (Noon Friday - two weeks in advance)

**News updates**  
(In by 9 a.m. on Friday)

**Web updates**  
(In by 3 p.m. on the third Friday of the month)

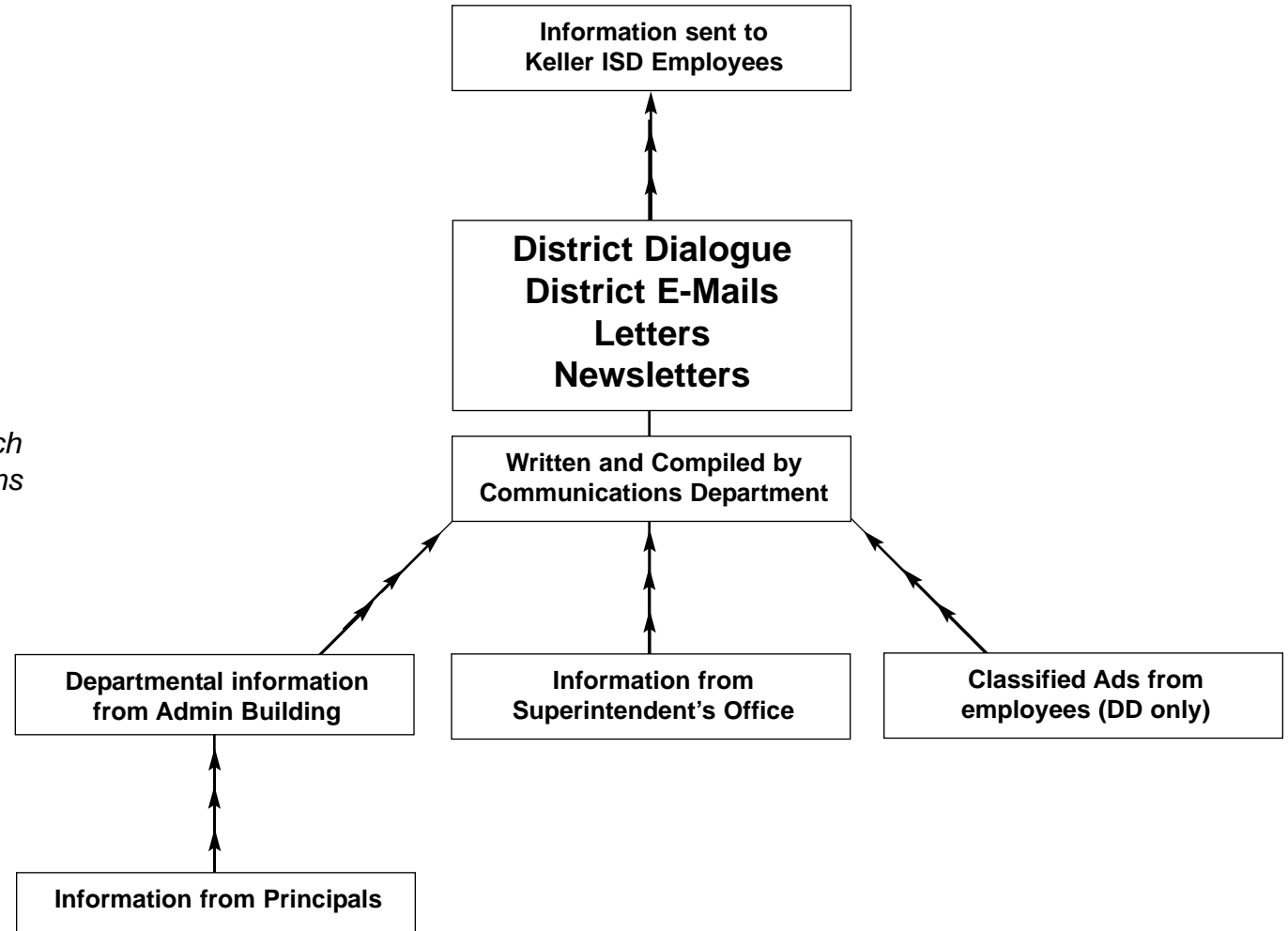
**Event calendar updates** (By 9 a.m. on Fridays)

# Internal Communications

- Letters
- Newsletters
- E-mails
- District Dialogue

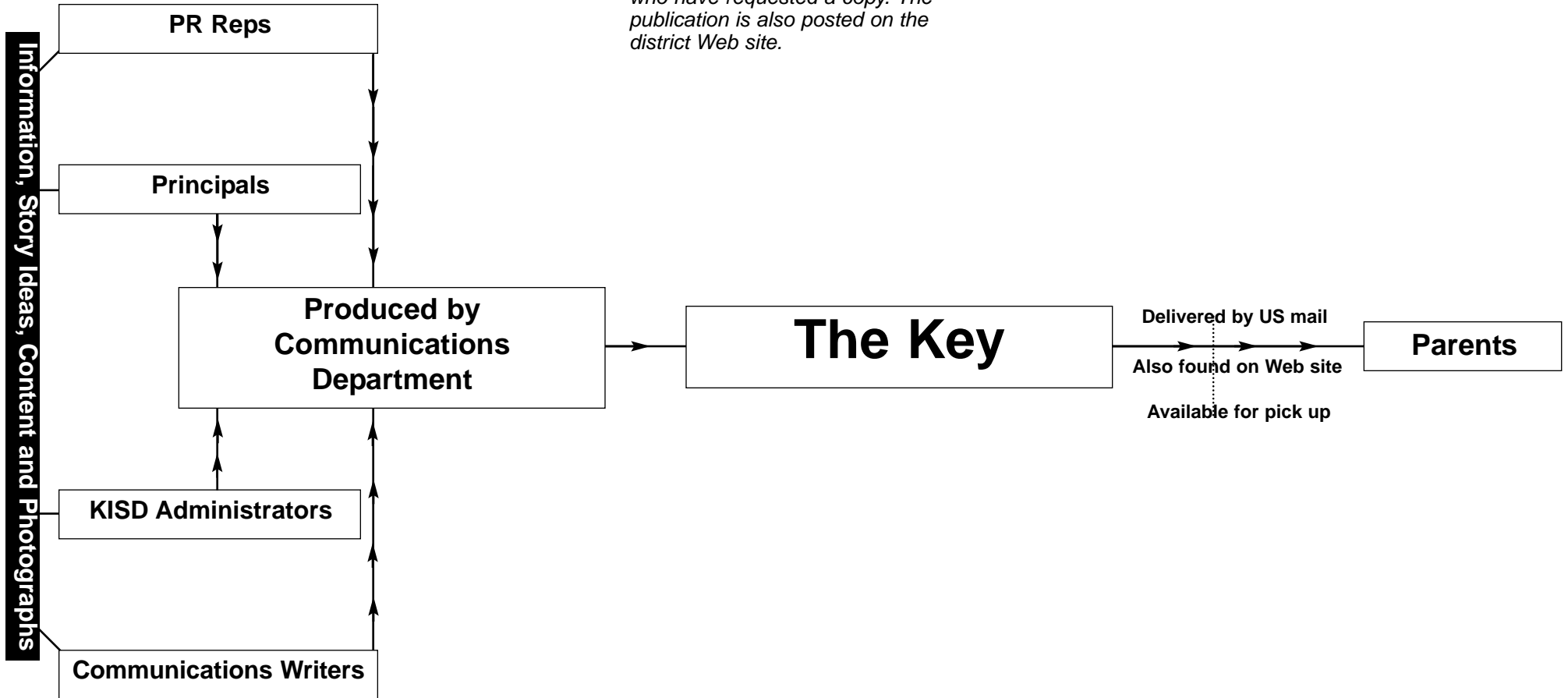
(Faculty and staff have access to all external communications designed for parents and patrons)

*District Dialogue* is a newsletter for faculty and staff that is distributed each month in the pay envelopes. It contains a message from the superintendent.



# External Communications

*The Key* is published four times a year. It is mailed to the home of all parents within Keller ISD, along with a small number of individuals who have requested a copy. The publication is also posted on the district Web site.



Information, Story Ideas, Content and Photographs

PR Reps

Principals

Produced by  
Communications  
Department

**The Key**

Delivered by US mail

Also found on Web site

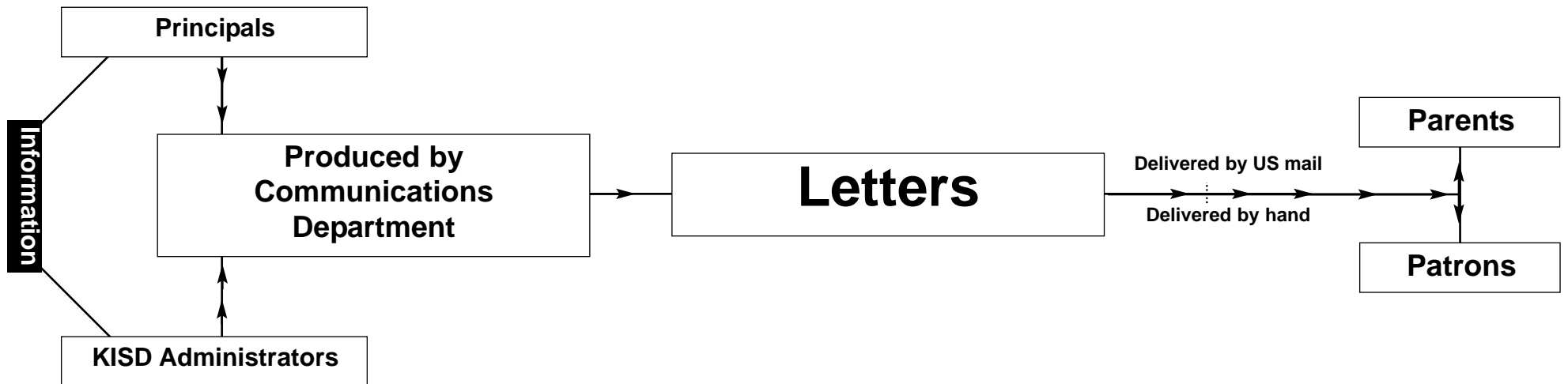
Available for pick up

Parents

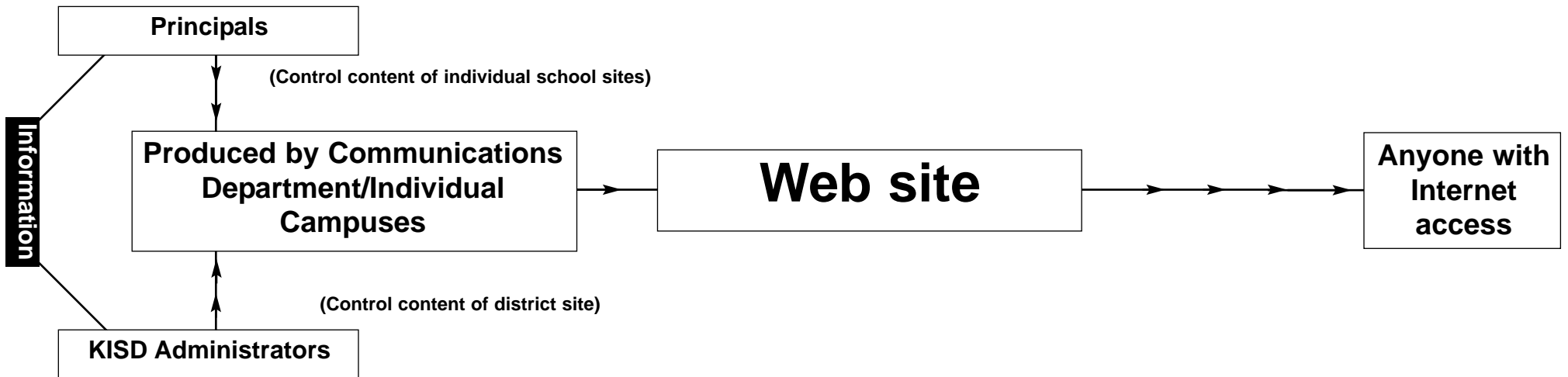
KISD Administrators

Communications Writers

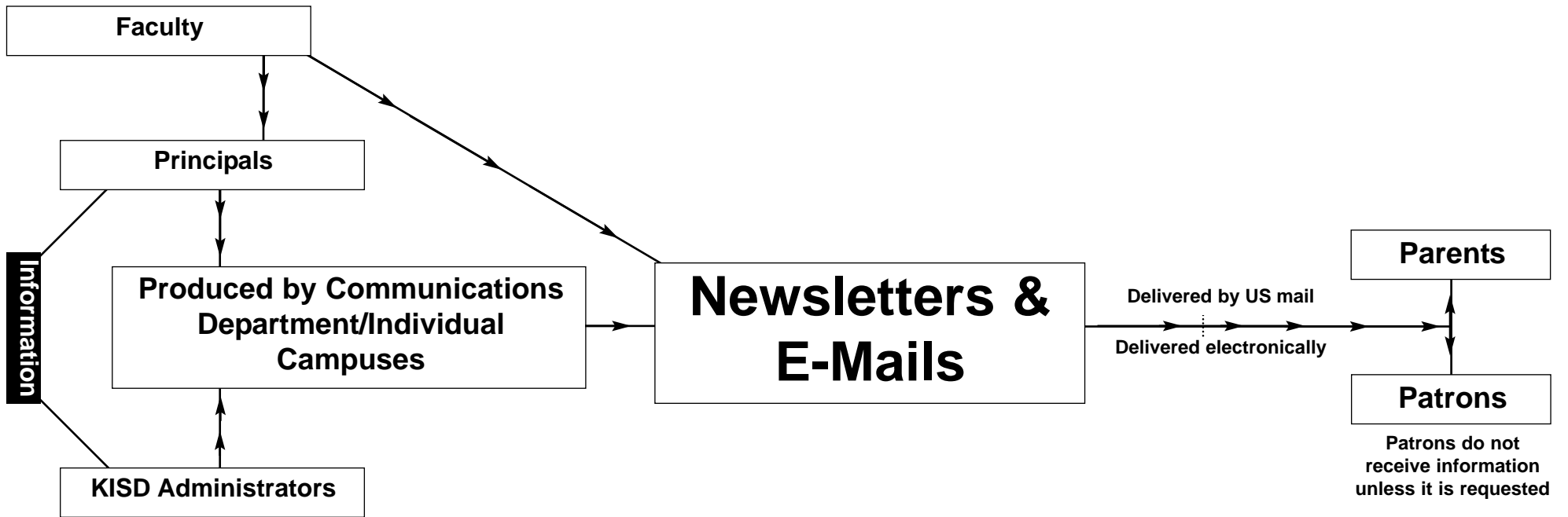
*Letters fall into three categories – general letters, internal letters and letters to parents. General letters are mass mailed to all Keller ISD parents or patrons and contain informational items. Internal letters regard information for staff only. Letters to parents detail campus specific events and are distributed through the principal's office on each campus. These letters typically are sent home with students.*



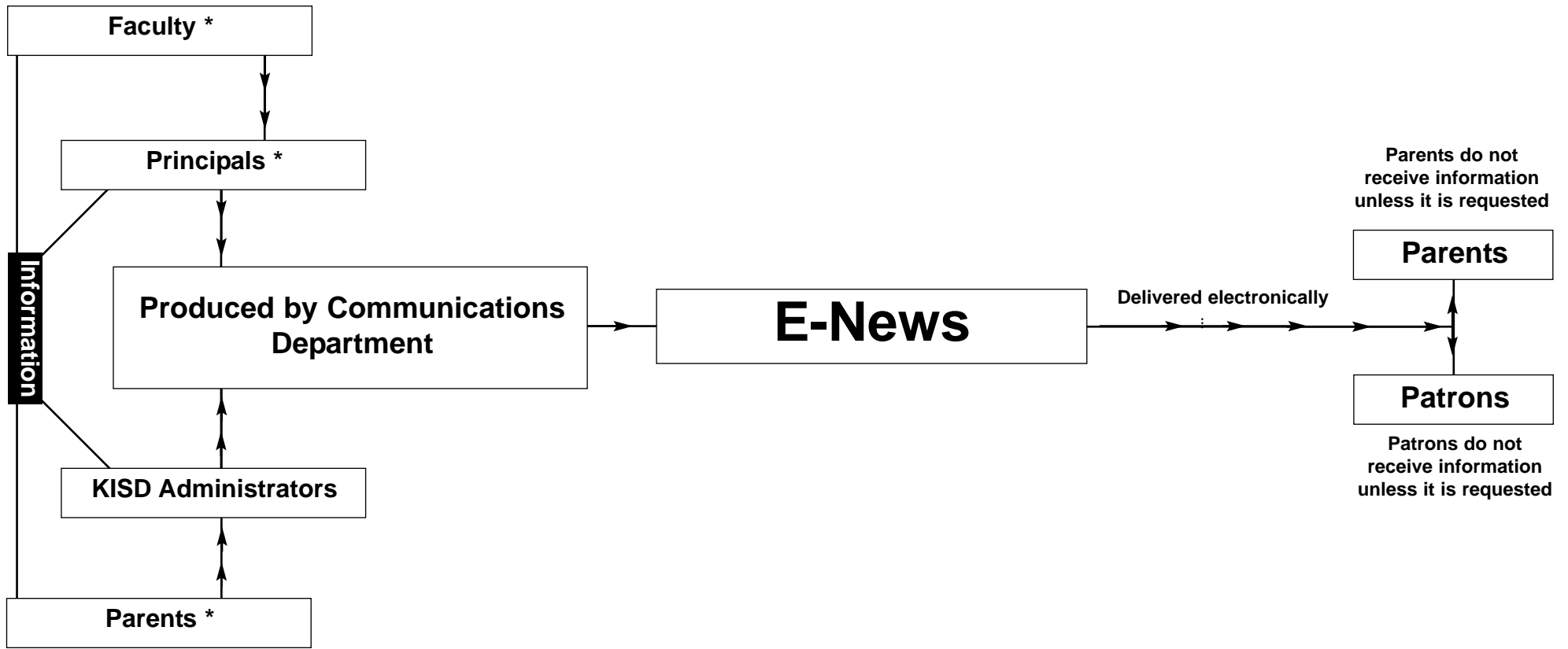
*The **Web site** is available to anyone with access to the Internet. Kellerisd.net contains information regarding all of our campuses, calendars and thousands of public documents and web pages.*



*Newsletters and e-mails are sent out by individual campuses to faculty, staff and parents, alerting all involved about activities at each individual school.*



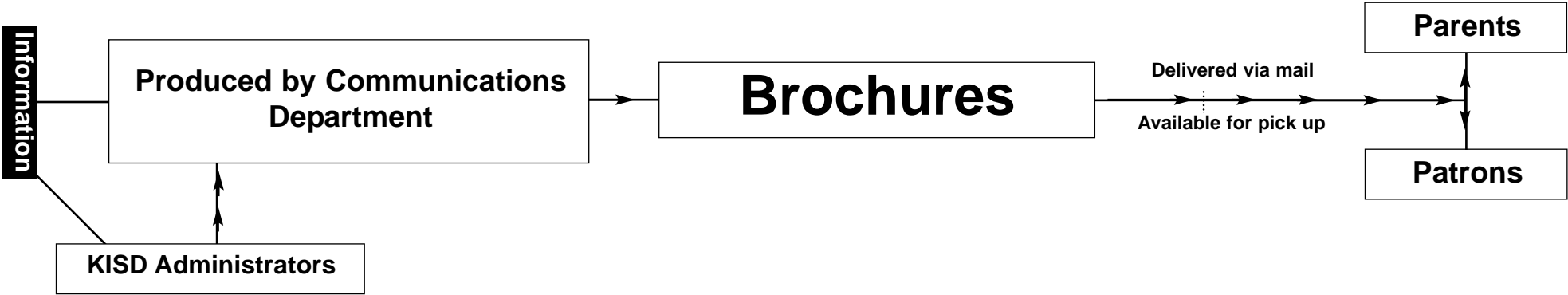
***E-News** is an electronic newsletter sent once a week (or as needed) to subscribers detailing events taking place in Keller ISD. It often features links to articles about Keller ISD in the media, along with pointing out new information on the district's Web site. It is a direct contact with about 10,000 parents and patrons.*



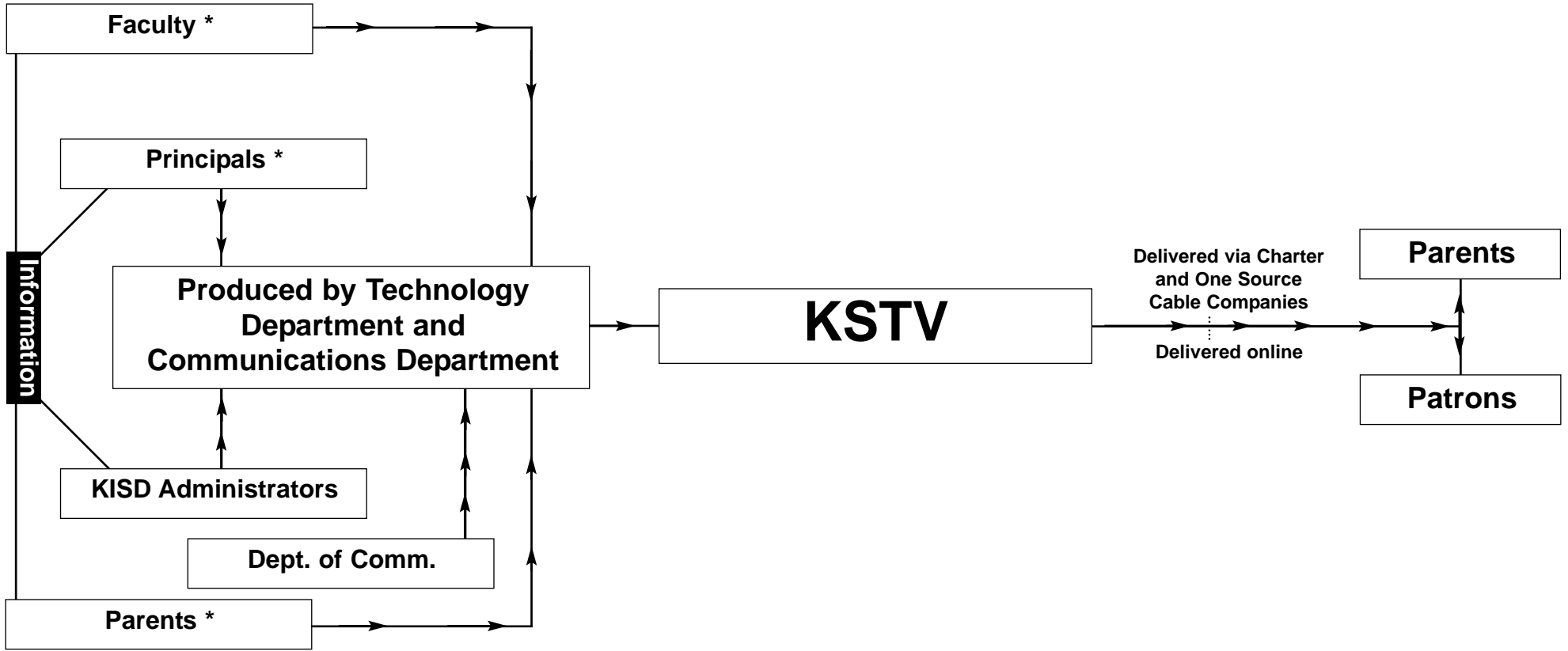
\* Faculty, Principals and Parents are free to submit E-News and photos for consideration for publication.



***Brochures** designed by the Communications Department are distributed to campuses and the public and are often mass-mailed to all Keller ISD parents and patrons. They cover topics from promotional to informational items.*



*KSTV is available to anyone with One Source or Charter cable. The channel broadcasts Keller ISD events and information 24 hours a day.*



\* Faculty, Principals and Parents are free to submit production ideas and video tapes to KSTV for consideration.

*The Annual Report is mailed to every household in Keller ISD once a year. Its material is dedicated to the state of the district.*

