

KAUAI FARMAN ISD

Communications



WHO WE ARE

introduction



Jenny Herricks

Director of Communications

Hannah Kidd

Community Relations Coordinator

Executive Director

KISD Education Foundation

WHAT WE DO

▶▶ The Kaufman ISD Communications Department exists to support the efforts of campuses and the district in building relationships and communicating timely information to staff, students, parents, and the community. Our primary goal is to serve campuses and to engage the community in an ongoing effort to support student success.

graphics/logos

community relations/outreach

promotional flyers

open records

photography

videos/reels

website

community partnerships

social media

sponsorships/advertising

district events

crisis communication

volunteer management

community newsletter





Refresh BRANDING

▶▶ 2024

The past year brought the opportunity to blend the "old" with the "new".





COMMUNITY

EVENTS

▶▶ HOMECOMING COMMUNITY PEP RALLY

KISD has recently brought back the tradition of hosting the Homecoming Pep Rally on the Kaufman downtown square with our community. This year was the 2nd annual event our department organized in partnership with KHS, KISD Police Department and the City of Kaufman. Our families enjoyed performances by our KHS Band, Cheer and Lionettes, along with getting to interact with our Varsity Football Team and Lion Mascot. Local food trucks and Booster Club tables were set up to provide an even more festive atmosphere. We were able to coordinate with our businesses on the square to stay open late and allow for shopping local!

▶▶ LIONS FAMILY FIESTA

A combined effort between our department, Kristin Clickner, Hope Campbell and Margarita Garcia allowed for a two-time success for the Lions Family Fiesta! This event offers our community a place to come together to receive information on resources available within Kaufman County, enjoy entertainment, grab food, and have fun!

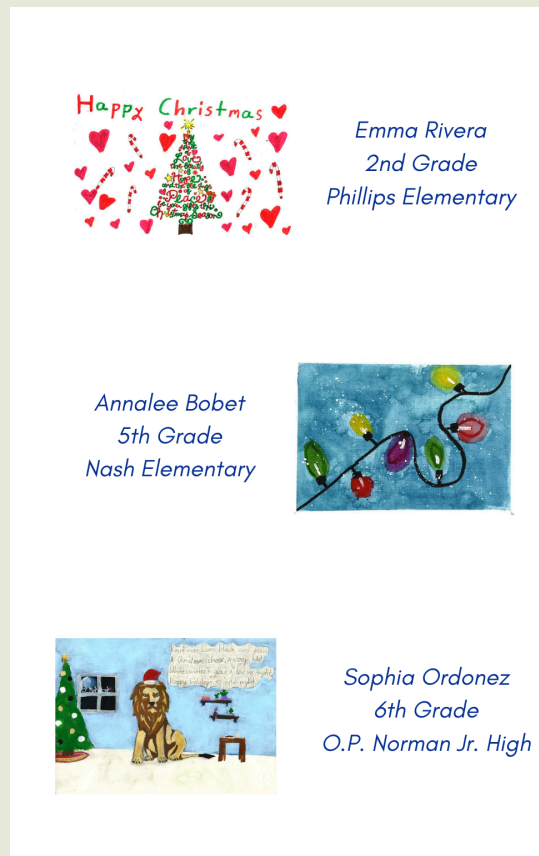
MORE TO COME...

DISTRICT

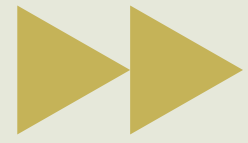
EVENTS

▶▶ DISTRICT EVENTS IN 2024:

- New Teacher Orientation
- Leadership Summit
- Convocation
- Hall of Fame



1ST CHRISTMAS CARD CONTEST



COMMUNITY TV

Partnerships



Community Partners added in 2024:

- American National Bank of Texas
- Print to Suit
- TVEC
- Forney Legacy Project
- LoneStar Credit Union
- T-Mobile
- HTeaO



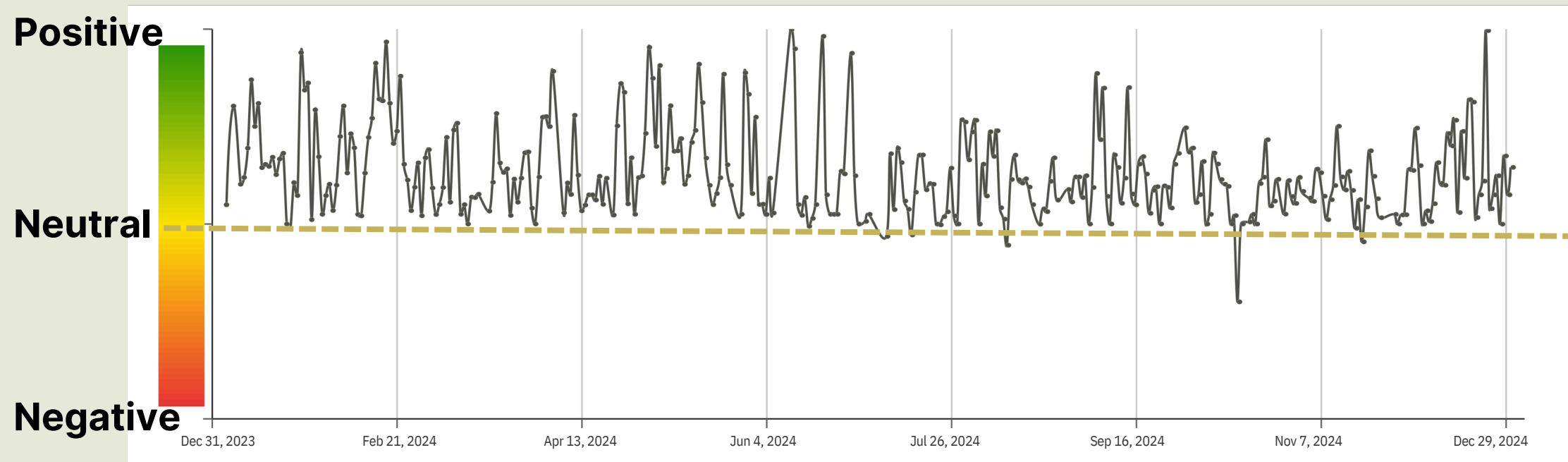


SOCIAL MEDIA

audience

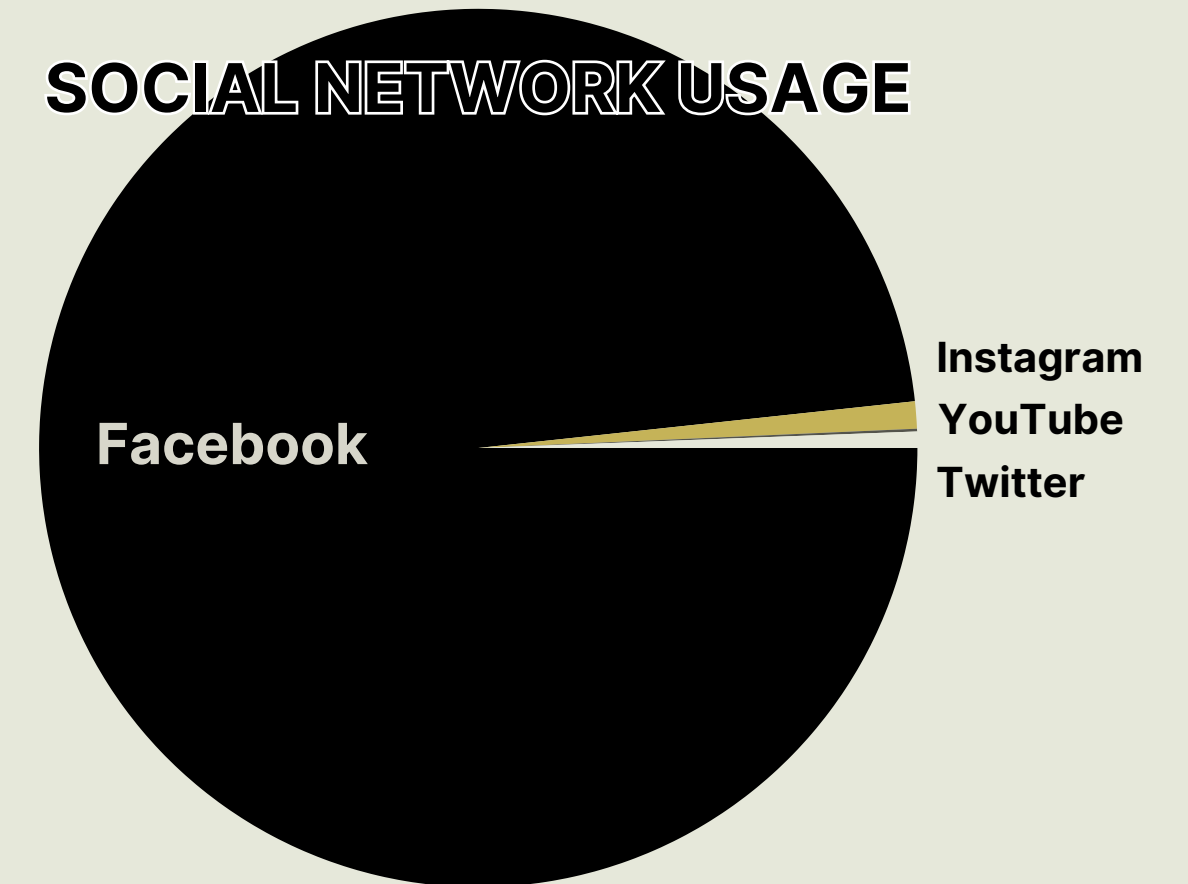
HOW ARE WE

trending?



2024 OVERALL TONE

SOCIAL NETWORK USAGE



171K Website Visits in 2024

72% of Followers Engage



District ADVERTISING

\$19K

IN ADVERTISING
SPONSORSHIPS
IN 2024



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 Season!

Baseball and Softball Outfield Fences

Ads are visible during all home games!

Tennis Court Fences

Ads are visible during all home matches!



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790

TOTAL VIEWS IN JANUARY

MONTHLY NEWSLETTER THAT FEATURES:

- SCHOOL BOARD STUDENTS OF THE MONTH
- MONTHLY HIGHLIGHTS FROM EACH CAMPUS
- EDUCATION FOUNDATION UPDATES
- VOLUNTEER OPPORTUNITIES
- COMMUNITY FEEDBACK/LION LEGENDS
- IMPORTANT DATES/SCHEDULES

THE ROAR

COMMUNITY NEWSLETTER

EDUCATION FOUNDATION

Kaufman ISD

The mission of the KISD Education Foundation is to support educational excellence and promote community engagement in the Kaufman Independent School District.



2024 LEGACY GALA

Jockeys & Juleps

We had an incredible evening at the Kaufman ISD Education Foundation's Jockeys and Juleps Gala! The atmosphere was electric, featuring live horse races, dancing, and exciting silent and live auctions. With approximately 175 attendees, we successfully raised over \$64,000 for our schools, reflecting the dedication of our community.

Legacy Gala Save the Date: October 25, 2025



GRANT PATROL

2024



In the fall, we awarded 24 grants totaling over \$20,000 to district teachers.

We're currently in the "Name A Grant" cycle, a highlights feature from our Gala, where donors can purchase a grant to directly support our educators and students. This initiative also invites donors to participate in grant patrol.

SUPPORT

KISD

Kaufman ISD Education Foundation strives to support teachers and students in Kaufman ISD by:

- Hosting Foundation Fridays
- KISD Admin Summit
- Campus Round Swag
- Lion Family Fiesta
- New Teacher Orientation
- Convocation Giveaway
- Facilitate Student Scholarships
- Teacher of the Year Award
- City of Kaufman Charity of Choice



QUESTIONS?

