



Judson Independent School District

2023 – 2024 Program Review Communications

Lexie Greathouse, Director of Communications

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Target Population	The Judson ISD Communications Department serves as the gateway of information for the district. The department leads efforts in providing information and inspiration to staff, students, families, and the broader community.		
Key Strategies	Strategies	Funding Source	
	Internal & External Publications/ Marketing: Share consistent, accurate, and timely information.	Local Funds Allocations: Print Ads: \$23,403 Digital Ads: \$47,664	
	Student & Staff Engagement: Increase student and staff engagement. Increase positive social media presence and engagement. Strengthen and streamline internal communications.	Local Funds Donations Allocations: Social Ads: \$1,522	
	Community & Business Partnerships: strengthen and build community and business partnerships.	Local Funds Donations	
Results to Date	<ul style="list-style-type: none">PIA/Open Records Requests: Total of 153 requests as of 3/25/24; 18 of those needing additional clarification from requestor; 7 letters sent to the Attorney General's officePrint Center: Compared to SY 22/23 the Print Center at VMHS has seen an increase in revenue by 11.8%. This year the department has collaborated with the CTE department to implement a program for practicum students who work and learn alongside the print center staff.Newsletters: staff (weekly) parents (bi-weekly)Strategic Marketing campaigns: collaborate with departments to focus on student or teacher recruitment and micro-focused campaigns for hard-to-fill positions such as Special Ed Certified teachers, Bus Drivers, and Police.<div>October & November 2023 - Sped. & Bilingual targeted recruitment -103,988 impressions</div><div>2/1/24-2/29/24 - video recruitment for teachers - 44,166 impressions</div><div>2/1/24 -2/29/24 - Sped. & Bilingual targeted recruitment- 112,855 impressions</div><div>2/1/24 - 2/14/24 - Join the JISD family - 76,367 impressions</div>Crisis Communication: Collaborate with Safety & Security to create protocols and flowcharts		
	<ul style="list-style-type: none">Social Media Student Influencers: The department collaborates with the HS staff for support & oversight to select 1 to 2 Social Media Student Influencers a month, resulting in increased student involvement & engagement on social media platforms. The districts social media engagement increased since June 2023: Facebook +1,600 followers; Instagram +2,100 followers; YouTube 52,339 ViewsCost Savings Strategies: Convocation in 2023, location was moved to Rutledge stadium and created strategic bus hubs for transportation assistance, resulting in a 52% reduction of cost from 2022.Story Telling Strategies: Podcast - Insights. The podcast first aired in December and has since published 4 episodes with a total of 354 downloads.Staff engagement: Weekly contest giveaways		
	<ul style="list-style-type: none">Community Events: Block Party has grown from the inaugural year from community and parent participation.Alumni Campaign: Creation of the Alumni Network. The business partnership department sends out a monthly community connections newsletter including community storytelling to keep the partners engaged.Community Connections Board Recognition: the recognition highlights the partners involved in our schools.Engagement: Attend networking opportunities to engage with local municipalities and elected officials. We are members of the Tri-county chamber, Greater SA chamber, and North East Partnerships.		
Support Requested	We ask for continued support in sharing positive stories and by following district websites & socials for information. Continue partnerships with city council members to share information & stories of the district.		
Last 3 years Budget	Communications (- by 20% next year): 2022 \$118,120 2023 \$335,000 (Bond) 2024 \$306,000 (Leadership Dev Dept. Legal, Studio)	Bus Partnerships (- 10%): 2022 \$21,599 2023 \$30,000 2024 \$41,723	Print Center (-10%): 2023 \$160,000 2024 \$142,000