



Navarro ISD

# Board Report

## Communications

April 2025

### Priorities

- ☒ **Priority 3:** Maximizing Co-Curricular and Extra-Curricular Opportunities, Performance, and Engagement.

The 2nd Annual Pantherpalooza held on April 12 was a success in which we had a greater turnout of vendors and guests than last year.

- Estimated 500 guests attended, 44 vendors, 5 food trucks, and 3 sponsors supported the event. 13 of the 44 vendors were district programs, departments, and/or supporting organizations.
- 7 student performances in Fine Arts and Cheer showcased their talent and promoted upcoming events.
- An after-action review, vendor survey, and community feedback provided through a google form will help to guide improvements for next year's event.

In April, we launched the Golden Panther VIP Card (Very Important Panther)

- Lifetime pass for community members age 60 and up that offers complimentary admission to all home athletic and fine arts events. Not valid for away or playoff events.
- Senior citizens, or their family members, can obtain a card by completing a form offered online or over the phone to receive by mail, or by picking up on any campus in person.
- VIP members can also opt in to receive the Golden Panther monthly digital newsletter to stay up to date on district events, volunteer opportunities, bond and election information.

On April 9, we sent five separate crisis communications in response to a weapon confiscation at Navarro High School.

- First communication to HS staff and parents (notification) - 9:31am (67% view rate)
- Second communication to HS staff and parents (arrest update) - 10:24am (68% view rate)
- Press Release - 10:27am (KWED, Seguin Gazette, KSAT 12) - (100% view rate)
- Districtwide communication (Safety Awareness)- 11:37am (70% view rate)
- Principal communication to HS parents - 4:42pm (67% view rate)

As part of our After-Action Review, we continued to refine how we can be thorough and expedite clear and concise communication.

### AWARE Family Resource Center

Leading into extended Spring Break holiday, our Crisis Intervention Team was extra mindful about students being safe and self-aware of mental health, online activities, and substance abuse. These topics and additional mandated education such as safe gun storage and fentanyl awareness are on the AWARE Family Resource Center at [www.navarroisd.us/aware](http://www.navarroisd.us/aware). We did a separate social media feature of this resource prior to spring break and linked the AWARE section to every campus website. Since the new website was launched in March 2024, the highest clicked topics in the AWARE resources is Substance Abuse at 2585 clicks, followed by Safe Gun Storage at 2514, and Study Skills at 2506 clicks.