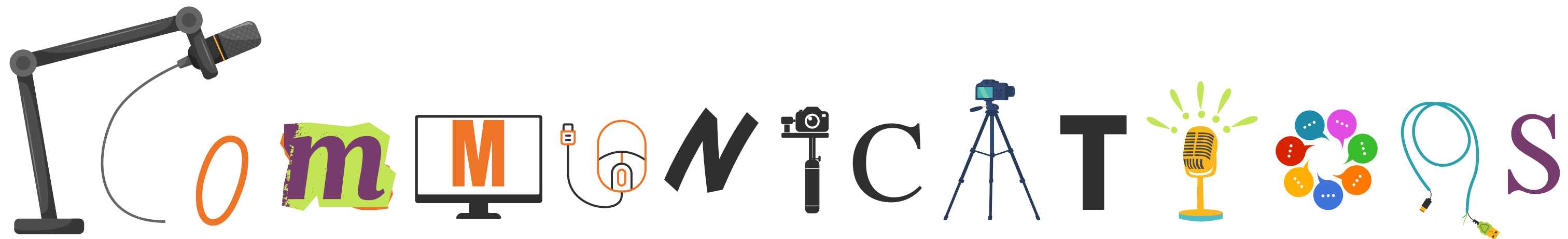


Ector County Independent School District



DEPARTMENT

Meet the *Team*



MIKE ADKINS
CHIEF
COMMUNICATIONS
OFFICER



MONICA ORONA
ADMINISTRATIVE
ASSISTANT



WES WELLS
WEB MASTER



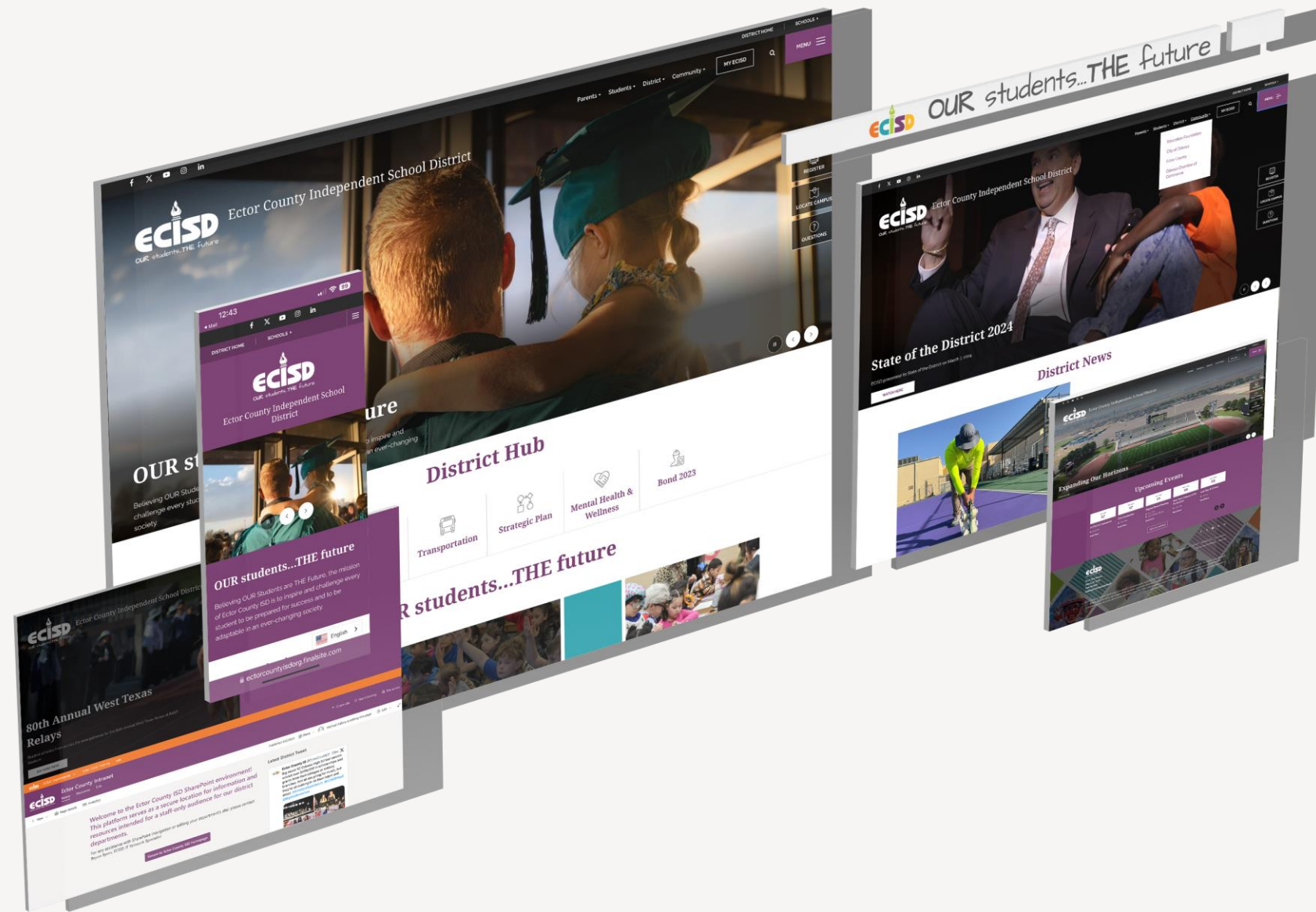
MAGALY NIETO
COMMUNICATIONS
SPECIALIST



JASHON POGUE
COMMUNICATIONS
SPECIALIST



ectorcountyisd.org



Much of the content you see comes from ECISD Communications; videos, photos, graphics, and stories; particularly on the homepage



Homepage visits 2023-24
13,704,9423



Focus Parent Portal
622,798 views



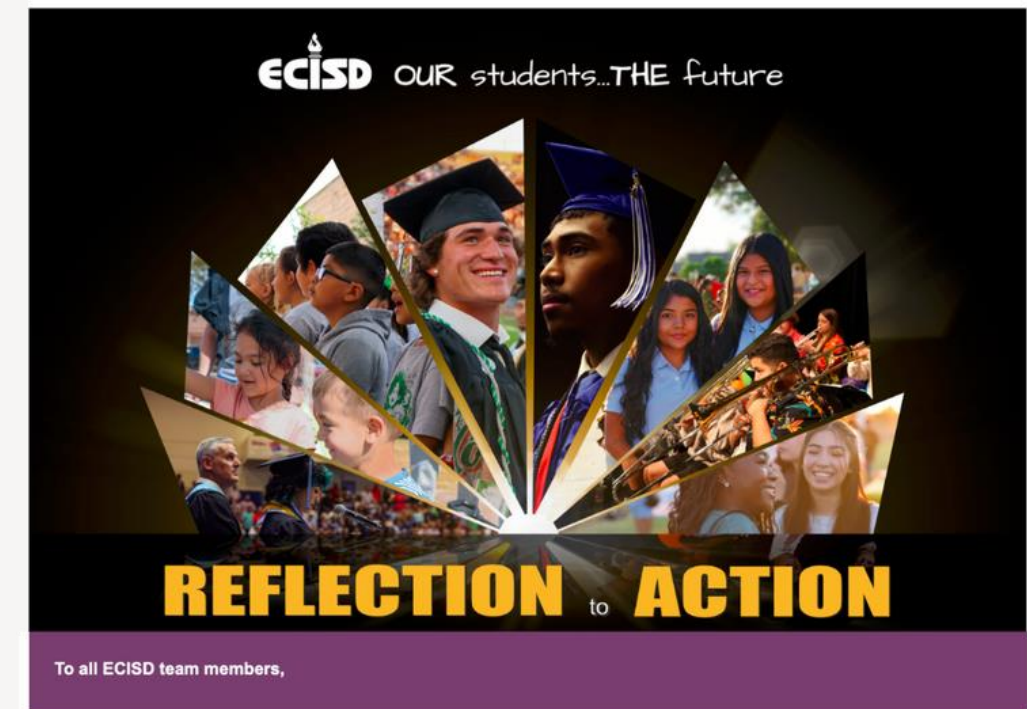
Calendar
171,953 views



Current Job Openings
108,807 views

ECISD eNews

- 97 staff messages sent
- Internal newsletter sent weekly with 5-6 stories
- Email recap of school board meeting - goes to staff, to parents, posted to the website, posted to Facebook and X, and sent to local media outlets
- Emergency notifications sent as needed



Happy Friday! Another professional development day is straight ahead. Students are out of school on Monday while we take part in a day of learning. We are looking forward to it. Don't forget that you can explore and sign up for professional learning sessions through the [Course Catalog](#) in Eduphoria. If you're new to Eduphoria, log in with your district email and your regular computer password. For assistance, check out the [Course Catalog Navigation Guide](#) or use the [Help Feature](#) within Eduphoria.

Tuesday, November 5, is Election Day. We are a district of leaders, and one example of that is exercising our right to vote every time we get the chance. [All locations will be open 7:00 a.m. – 7:00 p.m. on Tuesday.](#) Today is the last to vote early and [those five locations](#) in Ector County are open until 7:00 p.m.



AP School Honor Roll

For the second consecutive year, George H.W. Bush New Tech Odessa has earned a place on the College Board's AP School Honor Roll. The AP School Honor Roll recognizes schools whose Advanced Placement (AP) program is delivering results for students while broadening access. Principal Abel Avila was presented the Bronze certificate at the last school board meeting.



NTO is a Bronze member of the Honor Roll due to having 86% of seniors who took at least one AP Exam during high school, 25% of seniors scoring a three or higher on at least one AP Exam, and 5% of seniors who took five or more AP Exams. NTO has been further recognized with the AP Access Award, which honors schools that encourage more low-income and underrepresented minority students to take AP courses. **Congratulations, NTO!**

Community/Parent eNews

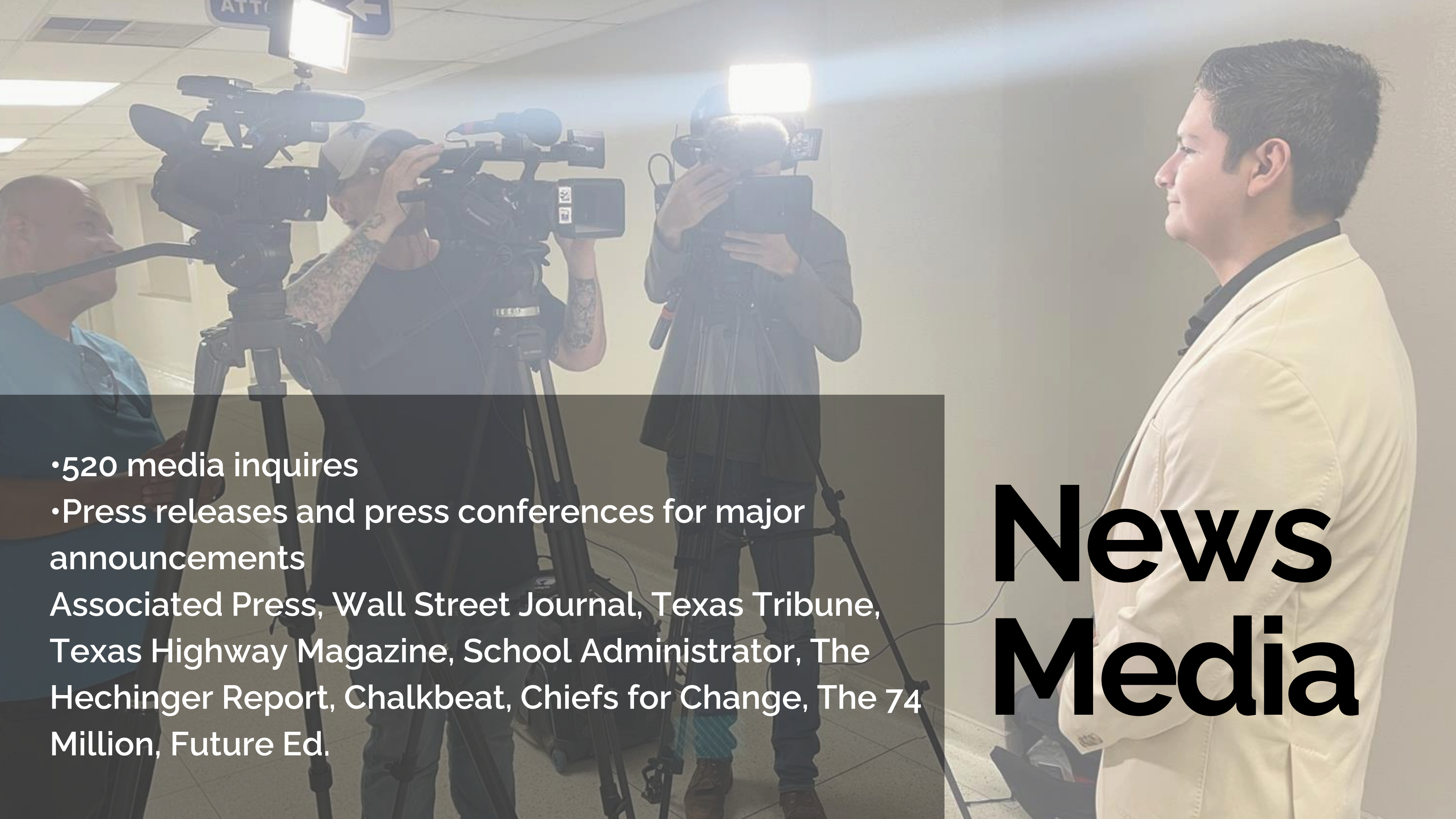
- Sent every two weeks during the school year – Sunday early evening
- 25 sent
- 4,000+ regular readers (Opens)
- Sell 5 ads in these = to about \$4,800 for the year newsletters

The image shows a screenshot of an eNews newsletter. At the top, there is a blue header with the text "STAY CONNECTED" and social media icons for Facebook and Twitter. Below this is a large image of a group of diverse students in graduation gowns, with the word "IMPACT" in large white letters and the tagline "OUR students. THE future" below it. To the right of the image, there is a green button with the text "Click here to Vol" and a partially visible URL "ectorcountyiso". Below the header, the main content area has a blue background with the text "Ector County ISD eNews 4/7/20". The first article is titled "Prekindergarten registration is now open" in purple. The text below reads: "It's fun, as well as being an important time for learning. The majority of develops between ages 0-5 and a high-quality Prekindergarten experier foundation for success in school. ECISD offers Pre-K for 3-and-4-year-old registration for next year is open right now. [Information and the applica available online.](#)". Below this is a colorful banner for "ECTOR COUNTY INDEPENDENT SCHOOL DISTRI" with the text "Pre-K 3 & Pre-K 4 ONLINE REGISTRATION HAPPENING NOW!" and the tagline "learn...create...play...discover...engage...". It also includes the website "WWW.ECTORCOUNTYISD.ORG/PREK" in both English and Spanish. At the bottom, there is an advertisement for "DISCOVER HARDIN-SIMMONS UNIVERSITY!" with a "LEARN MORE" button and the HSU logo, accompanied by a photo of a cheerleader.

PLATFORMS WE USE:



- 83% women Ages 35-44 is highest %, closely followed by 25-34
- 2-3 posts per day adding more day-to-day happenings
- Focus on quicker response time to questions



- 520 media inquires

- Press releases and press conferences for major announcements

Associated Press, Wall Street Journal, Texas Tribune, Texas Highway Magazine, School Administrator, The Hechinger Report, Chalkbeat, Chiefs for Change, The 74 Million, Future Ed.

News Media



Event Planning

- **Monthly board meeting presentations and pledgers**
- **Convocation**
- **1st Day of School**
- **United Way of Odessa campaign**

More Events

- **School Board Recognition Month**
- **State of the District**
- **Outstanding Teacher Picnic**
- **Awards for Excellence**



Public Information
Act requests



Peachjar for flier
approval



Branding
standards

Other Responsibilities



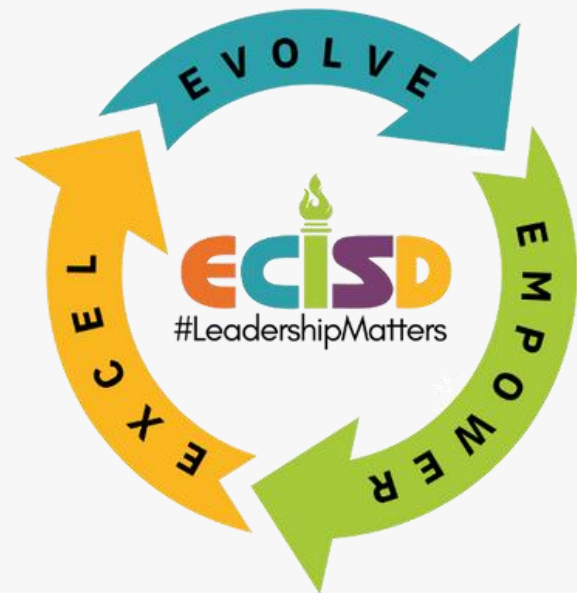


Video Production

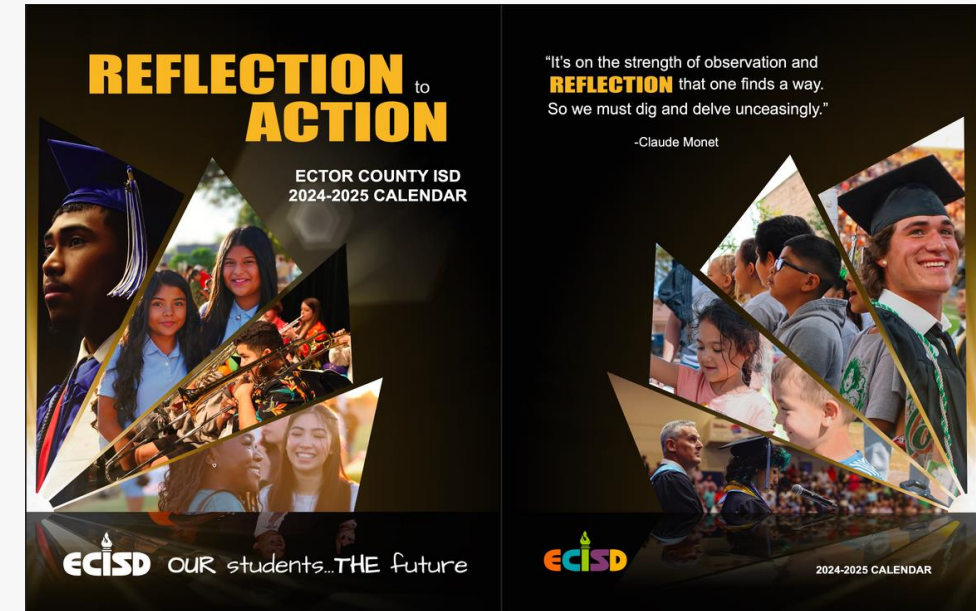


Business Cards

OTHER SERVICES



Graphic Design



Book Calendar

Award-winning ECISD Communications Department



BOND 2023

Prop A passed with 57% approval

\$424 million

More than 100 presentations



ECTORCOUNTYISD.ORG/BOND2023

ECISD BOND 2023

11 AÑOS DESDE EL ÚLTIMO BONO

100% CADA ESTUDIANTE Y ESCUELA SERÁN IMPACTADOS

AUTOBUSES NUEVOS

65 AÑOS O MAYOR
\$0 IMPACTO DE IMPUESTOS SOBRE EL MONTO CONGELADO

EL COMITÉ HIZO SU TAREA
Planeando para Nuestro Futuro

130 PERSONAS	5 MESES
1121 HORAS DE INVESTIGACIÓN	7 REUNIONES

10 OBJETIVOS ESTRATÉGICOS

1. PLANIFICACIÓN INTENCIONAL PARA EL FUTURO
2. CUESTIONES DE SEGURIDAD Y PROTECCIÓN
3. ESTUDIO DEMOGRÁFICO
4. EVALUACIÓN DE INSTALACIONES Y ESTUDIO DE CAPACIDAD DE EDIFICACIÓN (CONDICIONES DE LAS ESTRUCTURAS)
5. NECESIDADES TECNOLÓGICAS DEL DISTRITO
6. NECESIDADES DEL PROGRAMA DEL DISTRITO (ACADÉMICO, ATLÉTICO, ARTÍSTICO, AGRICOLA/CTE)
7. FINANZAS DE LAS ESCUELAS PÚBLICAS 101
8. TENDENCIAS DE LOS COSTOS DE CONSTRUCCIÓN
9. PERSPECTIVAS ECONÓMICAS
10. PROYECTOS DEPARTAMENTALES

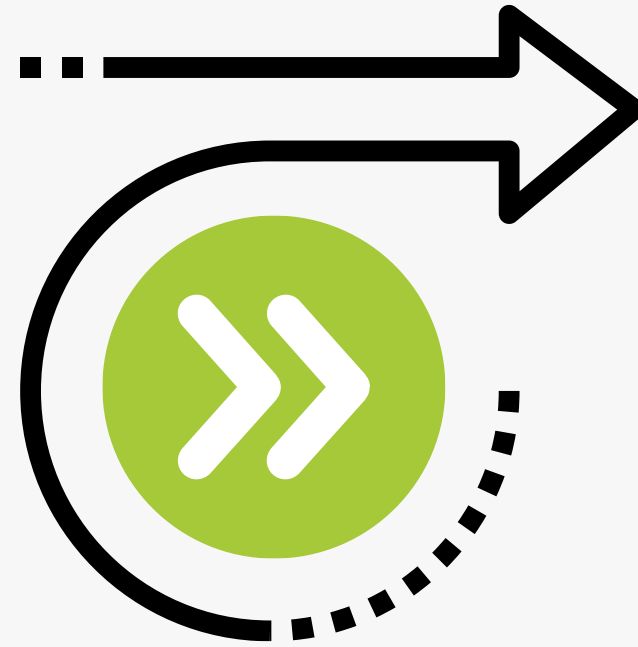
El Comité de Planificación de Bonos del Distrito Independiente del Condado Ector trabajó en colaboración para revisar y priorizar los proyectos de mejoras de capital identificados en el Distrito Escolar Independiente del Condado Ector y recomendar una cantidad adecuada de dinero para esos proyectos. El comité brindó orientación y aportes a la administración y trabajó para crear una recomendación de referéndum de bonos para la Junta Directiva de ECISD.

56 AÑOS EDAD PROMEDIO de las **Escuelas** del Distrito Escolar Independiente del Condado de Ector

VER PROPOSICIONES A, B & C

Brochure, info graphics, outdoor signs, multiple, targeted social media campaign using paid ads (70 topics), one overview video and 10 shorter topical videos – the most popular...TLC, mailers, push cards and stadium announcements

WHATS NEXT FOR COMMUNICATIONS



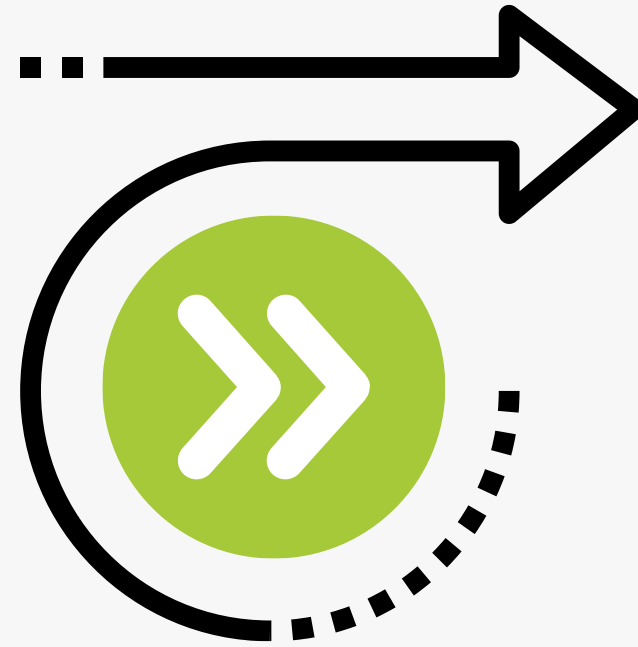
Communication audit May 2023 paid for by the Education Foundation of Odessa.

Assessed website and social media accounts and offered recommendations

Baseline communication audit for ECISD, not just the Communications Department



WHATS NEXT FOR COMMUNICATIONS



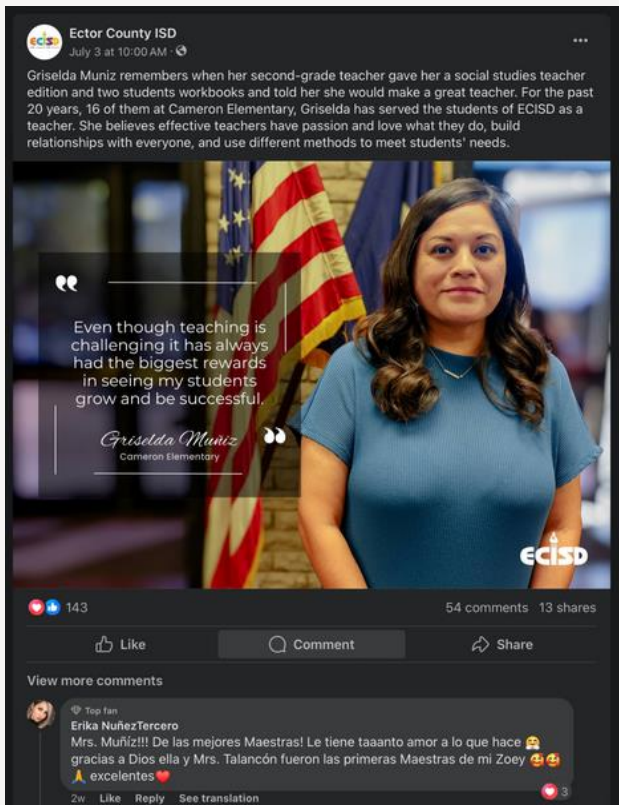
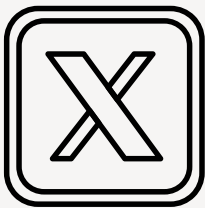
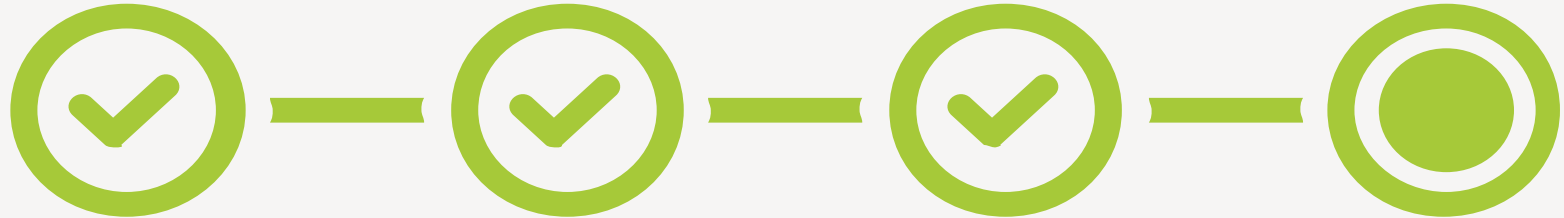
Formalize the work you are already doing into a strategic, written communications plan...aligned with the district's strategic plan.

Assess the content, format and distribution details of newsletters and other communications.

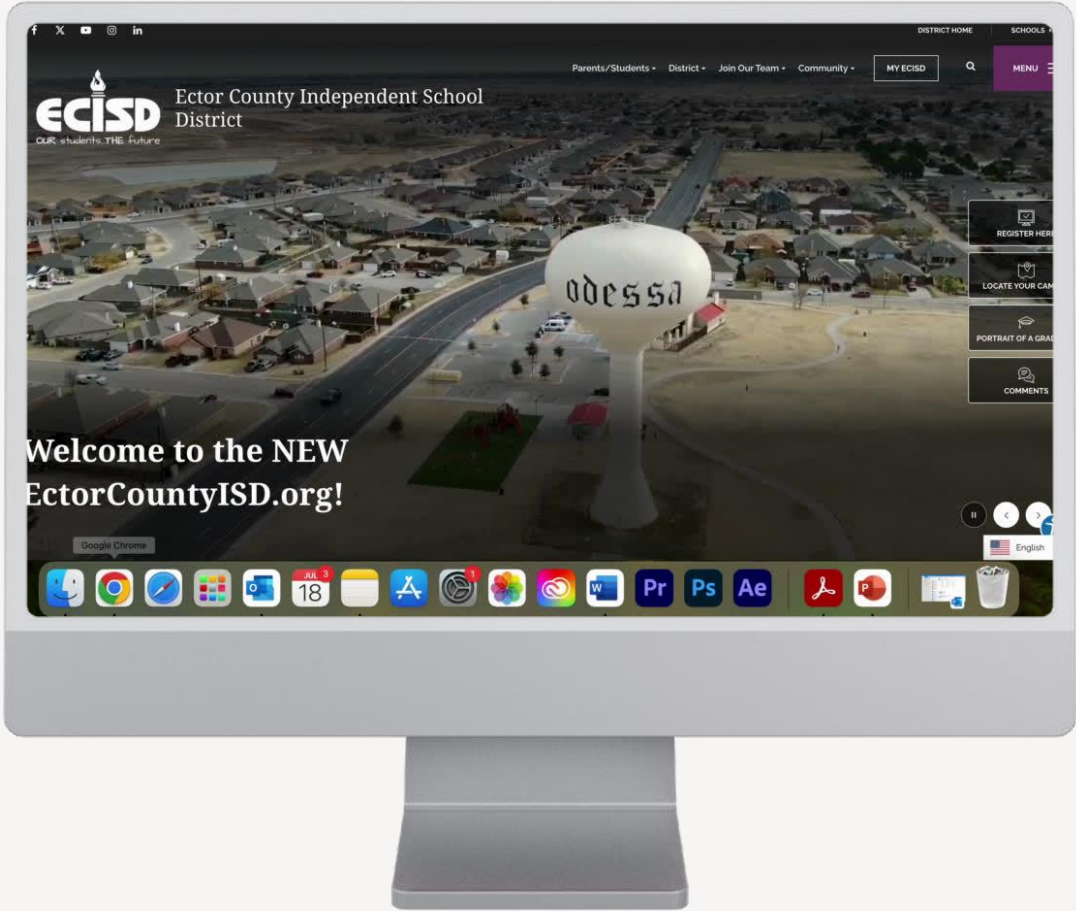
Develop an external communications and marketing plan aimed at residents without kids in school.



AUDIT INTO ACTION



**Social media - # of posts,
type of content**

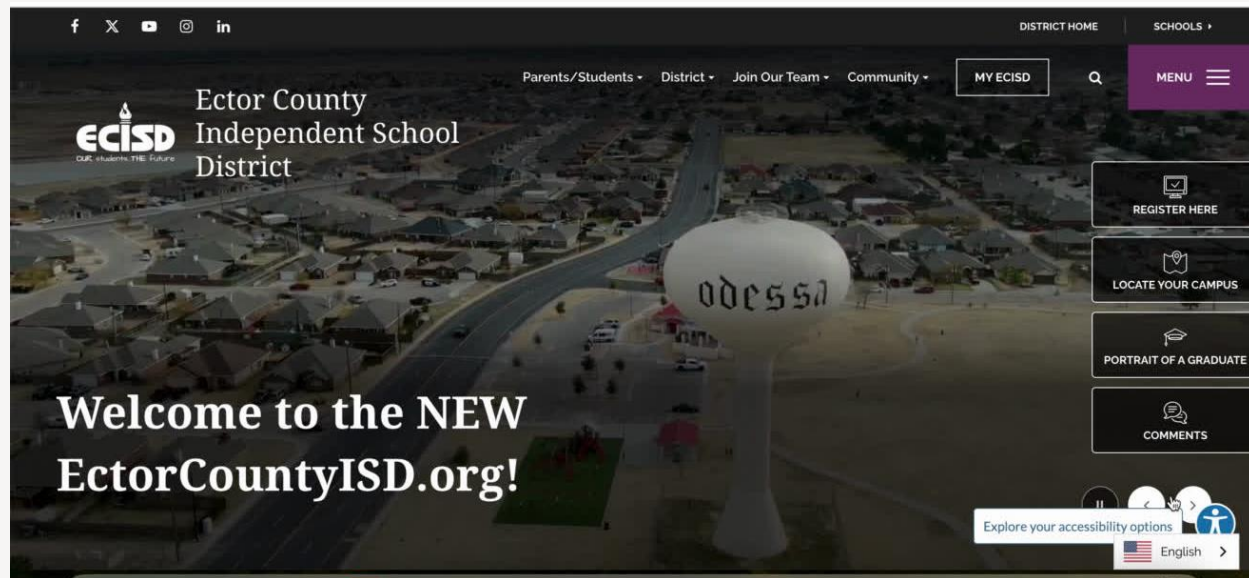


**New website debuted June 26 – feature as
a marketing tool, set up for the user
experience, not just an information portal**

AUDIT INTO ACTION



MyECISD SharePoint Intranet is active – internal hub for communications, centralizing messages



- Improved engagement and structured communication
- Central hub for internal communication



Parent and community survey being prepared to gauge communication preferences



QUESTIONS

