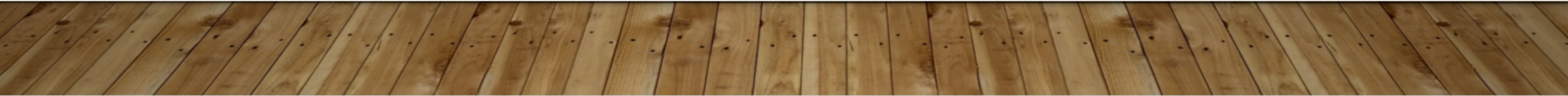


# COMMUNICATIONS & COMMUNITY RELATIONS

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2018 ANNUAL REPORT



# WHO ARE WE?

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- A collective unit of **professionals** with experience in communications and crisis management from the areas of public education, higher education, city relations and news media.
- A team with more than **80 years of experience** combined handling every situation you can think of in these work environments and situations.
- A group of **parents** with students in three different school districts – including Denton ISD – who approach every form of communication we deliver with an insight into how we would want to receive it.

# WHAT IS OUR PURPOSE?

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- To PROMOTE the vision and mission of the district in ways that continuously reach our community.
- To SUPPORT each campus and department in creating an environment that fosters excellence for students and staff.
- To NURTURE relationships with local businesses and organizations in an effort for them to see the value in supporting public education.
- To DEVELOP and sustain effective methods of internal and external communication, ensuring that our families and community remain engaged with our students and staff.

# TRADITIONAL MEDIA

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- More than 3,000 stories written, posted or produced by newspapers, magazines, television and radio during 2017-18 school year
- A peak of 452 occurred during the first two months of school year
- Most talked about news story? Attorney Rocky Haire paying Strickland lunch balance
- Most impactful news story? Stephens Elementary Lunch focus group
- District magazine reaches about 40,000 readers digitally each quarter with a goal of expanding past current distribution list
- New for 2018... a monthly district column in the Denton Record-Chronicle

# SOCIAL MEDIA

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- Currently have more than 31,000 users on Facebook, Twitter, Instagram and YouTube
- Social media posts netted 4.26 million impressions (views) – double the output in 2017
  - Facebook: 217 posts = 2.3 million impressions with 19,940 engagement
  - Twitter: 244 tweets = 1.9 million impressions with 15,490 reactions
  - Instagram: 77 posts = 77,000 impressions with 4,800 reactions
  - YouTube: 39 posts = 101,000 impressions – 295% increase from 2017
- Recognized by Texas Social Media Institute as one of the Top 10 Districts using social media in North Texas for third consecutive year
- New for 2018... increased attention and engagement on Instagram



# DENTON ISD TV

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- 39 total video posts covering programs, successes, procedural changes and special events – including 10 educational spotlights
- Established a video presence unique to each campus or feeder zone with the ability to now broadcast to a specific area, school or districtwide for improved communication
- Averaged 2,800 views per post on social media and looking at ways to track the data from [www.dentonisd.org](http://www.dentonisd.org)
- New for 2018... increased production on videos highlighting programs, processes and special events/projects

# WEB PRESENCE

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- Completed a comprehensive overview of [www.dentonisd.org](http://www.dentonisd.org) to ensure the district is within compliance of federal regulations covered by the Office of Civil Rights  
This included the creation of new teacher web pages hosted on Google
- Received 32.6 million views on [www.dentonisd.org](http://www.dentonisd.org) or corresponding sub site
  - Top Overall – district homepage received the most views with 6.8 million
  - Top Service – Home Access Center (grade portal) #3 overall with 524,300 views
  - Top Department – Human Resources #5 overall with 372,900 views
  - Top Campus – Guyer High School #6 overall with 359,900
- Processed almost 4,800 HEAT tickets to create, delete or transfer staff pages or fix errors found throughout sub sites

# COMMUNITY ENGAGEMENT

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- Family and community members accounted for 5,433 volunteer applications processed and tallied more than 117,000 volunteer hours
- Partnered with more than 100 businesses and organizations through Adopt-A-School program to help meet campus needs
- Produced 614 mentor-student matches during the year
- Established stronger ties and communication with area chambers and civic groups
- New for 2018... reaffirming our commitment to established mentor programs



# MARKETING & PUBLIC RELATIONS

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- Produced 6.2 million copies run for district staff
- Averaged 513,000 design jobs (camera-ready and full scope) per month
- Expanded The Edge newsletter, which is distributed to employees via email every week to keep them informed on district news, to once per week
- Redesigned and developed a new office space for the publications team, which will serve as hub for design and collaboration with parents and students in the future
- New for 2018... establishing processes to make ordering easier for departments, staff and outside organizations (PTA, booster clubs, etc.)

# SPECIAL PROJECTS

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- Created and delivered a comprehensive marketing plan that led to more than 200 speaking engagements throughout the Denton ISD community to inform voters on a Tax Ratification Election (TRE) and \$750 million bond package

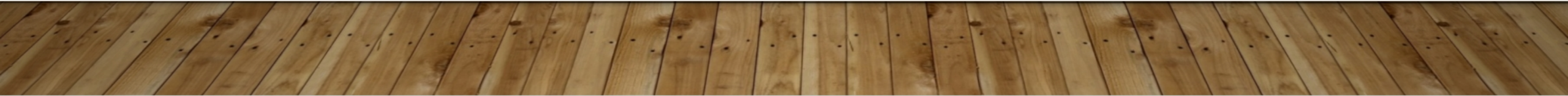
Both overwhelmingly passed by more than 74 percent – we were the only district in the state to accomplish this feat

- Set the groundwork for the development and communication of current safety and security updates (emergency text alerts, elementary drop-off procedures, etc.)
- Recognized 32 student groups (almost 1,000 students) for their success in accredited competitions in academics, athletics or fine arts at the state or national level

**“IT IS AMAZING WHAT YOU  
CAN ACCOMPLISH IF YOU  
DO NOT CARE WHO GETS  
THE CREDIT.”**

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PRESIDENT HARRY S. TRUMAN



# QUESTIONS?

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