

KISD COMMUNICATIONS SERVICES UPDATE



October 2025



KISD COMMUNICATIONS & MARKETING RESPONSIBILITIES

BRAND AND IDENTITY

- BRANDING & VISUAL STANDARDS
- ADVERTISING & SPONSORSHIPS
- MARKETING CAMPAIGNS
- PROMOTIONAL ITEM

NEWS AND MEDIA

- DISTRICT NEWS BUREAU (STORY SOURCING, WRITING & PHOTOGRAPHY)
- KISD PRIDE TEAM (CAMPUS-LEVEL CONTRIBUTORS & STORYTELLERS)
- MEDIA RELATIONS (PRESS RELEASES, INTERVIEWS, STATEMENT)
- CRISIS COMMUNICATION (RAPID RESPONSE, KEY MESSAGING)

PUBLICATIONS

- EMPLOYEE COMMUNICATIONS
- NEWSLETTERS (INTERNAL & EXTERNAL)
- EMPLOYEE RECOGNITIONS (SPOTLIGHTS, AWARDS, HONORS)
- PRINT & DIGITAL PUBLICATIONS (BROCHURES, HANDBOOKS, ANNUAL REPORTS)
- FLYER DISTRIBUTION

EVENTS AND ENGAGEMENT

- EVENT PLANNING (DISTRICTWIDE CELEBRATIONS, COMMUNITY ENGAGEMENT)
- SPECIAL CAMPAIGNS & RECOGNITIONS
- COMMUNITY & EMPLOYEE CULTURE

DIGITAL AND WEB

- WEBSITES & MOBILE APP (CONTENT, NAVIGATION, ACCESSIBILITY)
- SOCIAL MEDIA (STRATEGY, ENGAGEMENT, LISTENING)
- VIDEO BOARDS AT STADIUMS (DIGITAL MESSAGING & PROMOTIONS)
- LIVESTREAMING (EVENTS, ATHLETICS, BOARD MEETINGS)

2025-2026

KISD COMMUNICATIONS PLAN

1. Amplify Student Success

- Provide families with information they need to support their student's success in school.
- Celebrate student achievements and honors through as many channels as possible.

2. Celebrate Killeen ISD's Staff

- Recognize staff excellence and highlight achievements.
- Foster a district-wide culture of appreciation and unity.

3. Deepen Public Trust

- Make timely and accurate information readily accessible to stakeholders.
- Encourage two-way communication for sound decision-making.
- Be proactive and consistent in communication.

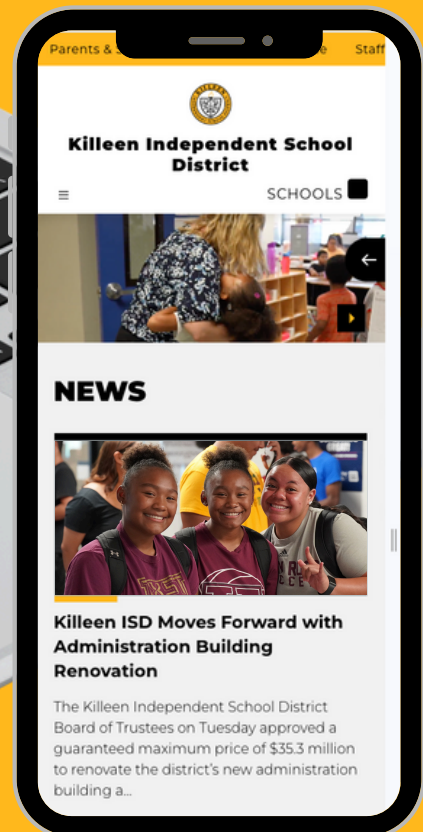
4. Elevate Killeen ISD's Brand

- Develop a "common language" across the district that is consistent with the Mission and Vision.
- Consistently seek opportunities to position Killeen ISD as a leader in education.
- Embrace opportunities for leadership in community events and programs.

NEW DISTRICT WEBSITE

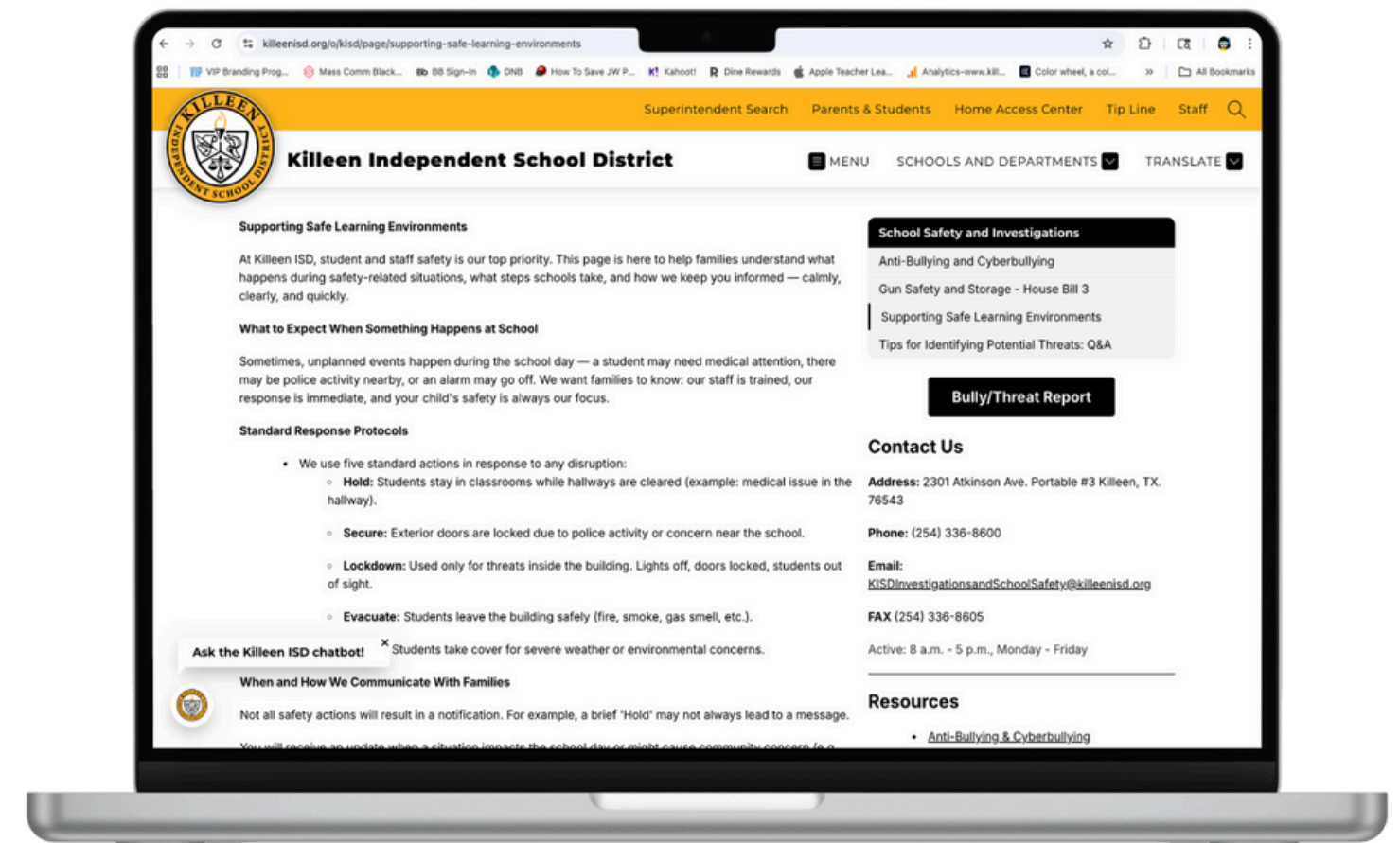


LAUNCHED
JULY 2025



UPDATED SAFETY WEBPAGE

www.killeenisd.org/safety



- What to Expect When Something Happens at School
- When and How We Communicate with Families
- What We Can and Cannot Share
- Safety Measures Across Our Schools

IMPROVED DISTRICT E-NEWSLETTERS

WWW.KILLEENISD.ORG/NEWSLETTER

KISD Families Kick Off a Golden Year of Learning



The first day of school set the tone for a golden year ahead! From cheerful smiles to eager learners, our campuses were filled with energy, excitement, and connection as students and staff launched the 2025–2026 school year. Thank you to our families, and community for helping us start the year s

[Check out our first-day photo albums.](#)

**First
THOUGHTS**
FROM THE KILLEEN ISD OFFICE OF THE SUPERINTENDENT

SEPTEMBER 2025

Dear KISD Family,

September is Attendance Awareness Month, and I want to share a simple truth: **the first step to success is showing up.** Strong attendance builds the routines and relationships that help students learn and feel safe—so this month I'm updating you on the work Killeen ISD is doing to protect and support your children, both physically and emotionally.

We've taken a comprehensive approach to safety. Every KISD campus has reviewed and refined emergency response plans, and we've conducted training with both staff and Killeen ISD PD. Additional security cameras have been installed districtwide, and we've hired more safety specialists and investigators.

But safety isn't just about buildings and protocols—it's also about the relationships that shape our schools. Our staff is focused on building meaningful connections with students because we know that when a child feels seen, valued, and supported, they're more likely to speak up, reach out, and thrive. This year, we're reinforcing that effort through campus culture initiatives, mentorship programs, and restorative practices that promote respect and accountability.

Mental health is also a priority. Every campus has access to school counselors, and many are supported by additional social workers or crisis counselors. If your child ever needs help, we want them to know: they are not alone, and we are here to support them.

Lastly, I want to highlight an important tool available to all families and students: our anonymous reporting system. Whether someone needs to report bullying, threats, or mental health concerns, our system gives students, families and community members a safe way to speak up. You can find more about this tool at www.KISDisSafe.com.

**THE GOLD
STANDARD**
YOUR SOURCE FOR KILLEEN ISD UPDATES & CELEBRATIONS

Year: What to Expect When Students Arrive at School

School Safety Update

KILLEEN ISD SAFETY EXPECTATIONS
BACK TO SCHOOL
What to Expect When Students Arrive

KISD Back-to-School Hub.

Everything You Need to Know About Bus Routes

Success: See What's Cooking at KISD

**First
THOUGHTS**
FROM THE KILLEEN ISD OFFICE OF THE SUPERINTENDENT

Dear KISD Family,

Welcome to a brand-new school year! It is with great excitement that we begin the 2025–2026 school year. Whether you're new to Killeen ISD or you are part of our district family,

as we begin this year together, I want to share a few important updates that will remain our top priority.

Following last spring's heartbreaking tragedy, we've taken measures to ensure the safety of our students and staff. Most visible will be the clear/mesh system, and made critical updates to our Student Code of Conduct. We are also piloting a new teacher-parent communication tool at Hills Middle School with plans of rolling it out districtwide.

We also marks a renewed focus on our district's System of Care, investing in our talented educators and staff, and ensuring that every decision we make supports the success of our students.

This message is the first edition of *First Thoughts*—an update on what's top of mind from the Office of the Superintendent. It's a place where we can address challenges, or spot you informed and connected to the work we're doing in Killeen ISD, along with helpful reminders for your journey.

As you start the year strong, we've gathered campus leaders to discuss the year ahead and grateful to partner with you.

**THE GOLD
STANDARD**
YOUR SOURCE FOR KILLEEN ISD UPDATES & CELEBRATIONS



Our KISD Students Are Marching Into the New Year (Literally)
Before most students even pick up a pencil, KISD's high school marching bands are picking up the pace—and the tempo. From sunrise sectional to full field formations, band camp is where the year truly begins for these dedicated students. It's hot, it's hard work, and they wouldn't have it any other way.

Get a behind-the-scenes look at band camp in action.



You Asked, We Listened: KISD Pilots New Parent-Teacher Tool
You told us you wanted one easy place to keep up with all your kids—and we listened! KISD is piloting *Roomies*, a new tool where parents can message teachers, see updates, and stay on top of everything across all their students and schools, right from the KISD mobile app.

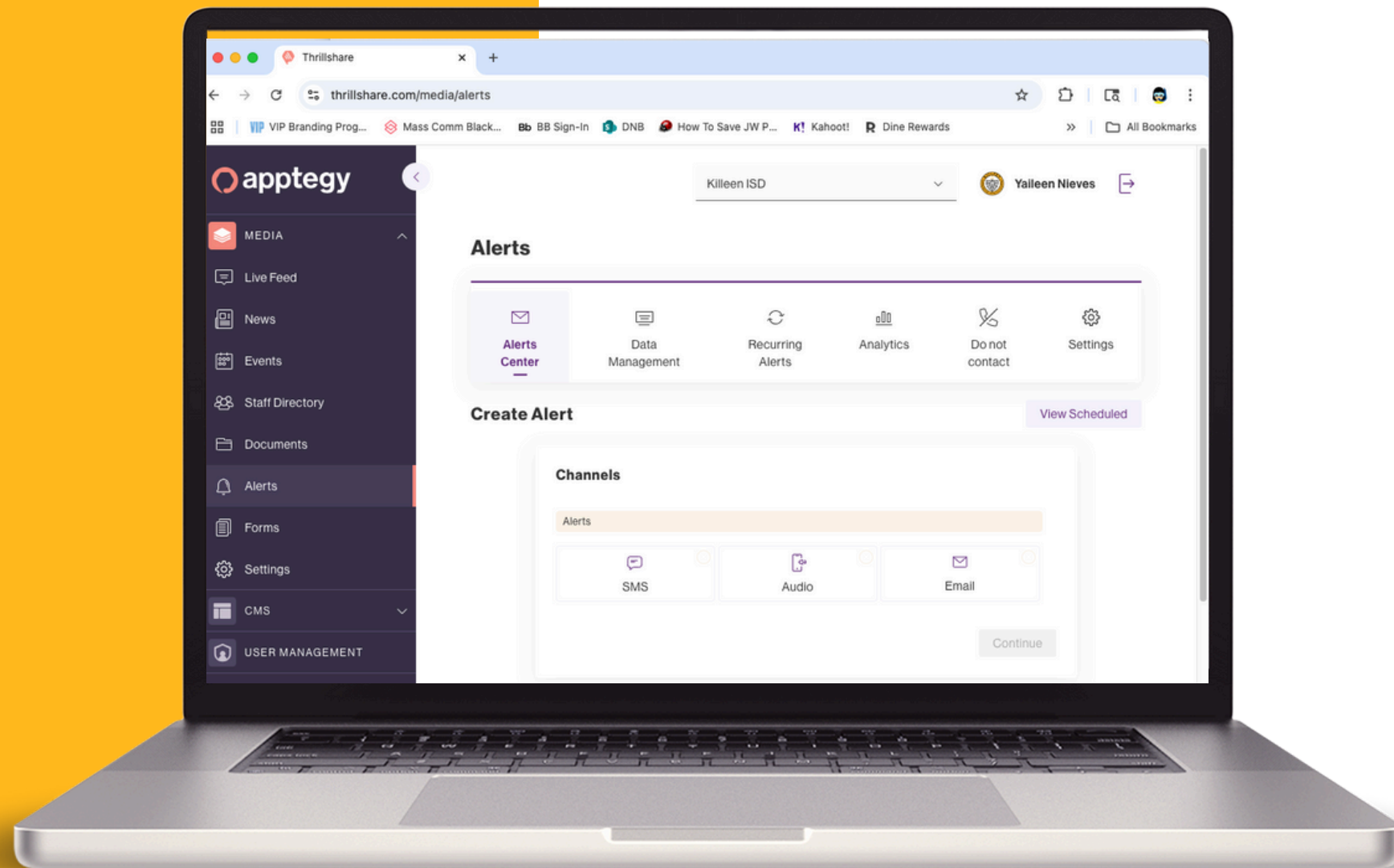
Find out which schools are part of the pilot.

AVERAGE READERSHIP

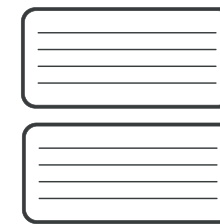
48,000+

NEW MASS NOTIFICATION SYSTEM

Implemented Summer 2025



APP



LIVE FEED



NOTIFICATIONS

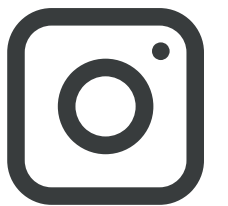
SOCIAL MEDIA



FACEBOOK



X (TWITTER)



INSTAGRAM

ALERTS



SMS



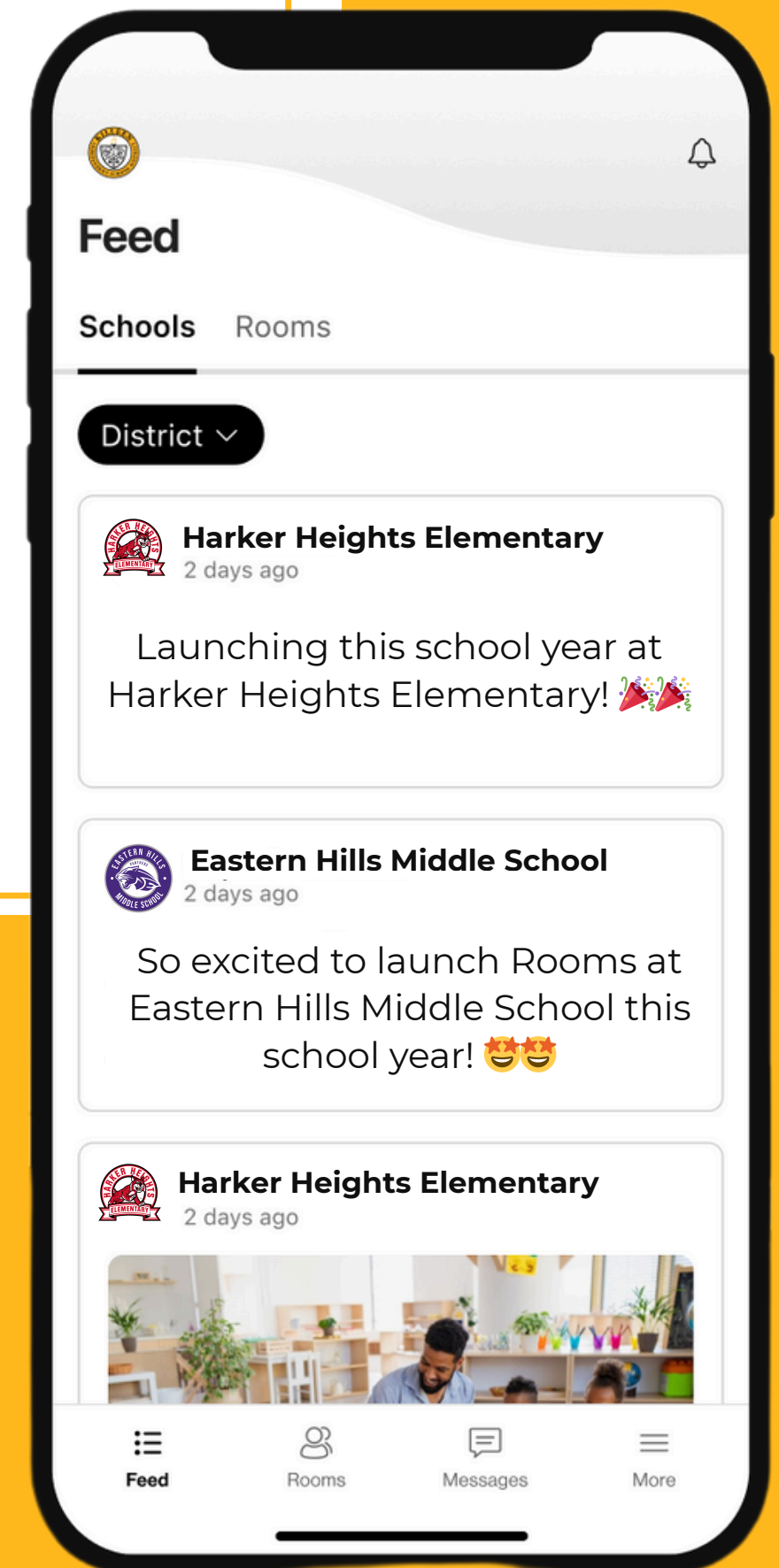
AUDIO



EMAIL

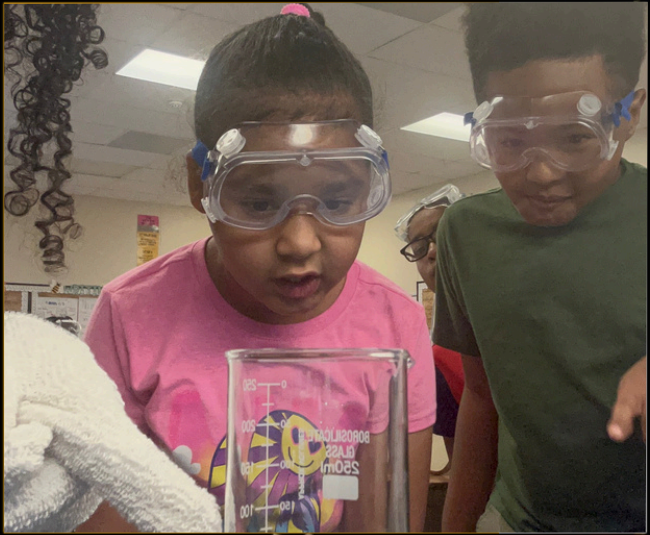
PARENT-TEACHER COMMUNICATION TOOL

- **Piloting at Harker Heights ES + Eastern Hills MS**
- **Direct response to parent feedback →**
“one-stop shop” across multiple kids/schools
- **Accessible through updated mobile app**



BONUS CHANGES

- Full team in shared suite (first time in Comms history)
- Growing livestream/YouTube presence (in progress)
- Switch to Swagit for livestreaming/archiving Board meetings
- Superintendent Podcast (in progress)
- Year 2 of Heart of Gold Awards
- Aligning our department to peer district standards (in progress)
 - Developing our Campus Ambassadors program
 - Shift to district-level communication focus





QUESTIONS?

