

**TPSD**

# **Communications & Marketing Update**

**January-May 2016**

A decorative wavy line in light blue and yellow colors runs across the bottom of the slide.

# Community & Staff Events

- Parent Advisory Council
- Teacher Advisory Council
- Community Advisory Councils
- Customer Service Program
  - Spring Open Houses
    - School Tours
    - Excel by 5
  - Centralized Registration
    - G.I.F.T.

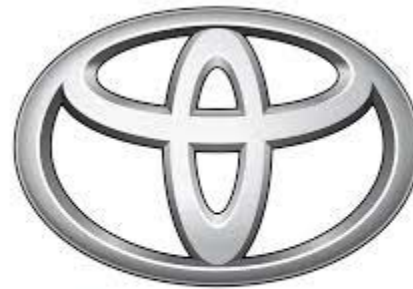
# Community & Staff Events

- AEE Luncheon
- Parent Academy
- Discipline Listening Sessions
  - Flu Shots & Health Screenings
    - Splash into K
    - Spelling Bee
    - Reading Fair



**aee**

ASSOCIATION  
FOR EXCELLENCE  
IN EDUCATION



**TOYOTA**



The Japan-  
America  
Society of  
Mississippi



**JUNIOR AUXILIARY**  
*Tupelo, Mississippi*



**Partnerships**

# Video Marketing

- THS Sports Online Broadcasts
- TPSD Connects You
- TPSD's Command Center

# Online and Print Media



...to your  
**CAREER**



**Stewart Brevard  
McMillan**

*Executive Assistant  
Achievement School District*

**David Brevard**  
*President*

*B & B Concrete Co., Inc.*

[www.tupeloschools.com](http://www.tupeloschools.com)



# Online and Print Media



## TPSD Summer Offerings

- Read an eBook (digital version of books)
- Visit our media centers on Thursdays, 12noon - 6pm, June 4 - July 16
- Enjoy summer packets for rising K - 6th graders
- Sign up for Opportunity Camps
- Splash into Kindergarten Week - July (Contact schools for dates and times)
- Take care of proof of residency/infosnap at Centralized Registration, July 13 - 17, Milam Elementary, 8am - 6pm

Early Childhood Education Center's Early Beginnings Resource Center will be open on Tuesdays from 9am - 12noon, including a storytime from 10am - 11am. Also open on Thursdays from 9am - 3pm.

[www.tupeloschools.com](http://www.tupeloschools.com)

follow us on  @tupeloschools and  OfficialTPSD



# Splash July 20-24 into Kindergarten

**A sneak peek into Kindergarten before school starts!**

To find out what school your child is zoned to attend:

Email:

[hcartwright@tupeloschools.com](mailto:hcartwright@tupeloschools.com)  
or Call (662) 416-0157

Carver: [keharvey@tupeloschools.com](mailto:keharvey@tupeloschools.com)

Joyner: [jmkidd@tupeloschools.com](mailto:jmkidd@tupeloschools.com)

Parkway: [hcartwright@tupeloschools.com](mailto:hcartwright@tupeloschools.com)

Thomas: [ccpike@tupeloschools.com](mailto:ccpike@tupeloschools.com)

## TPSD



## Passport to Learning Incentives

Since you are using some of your well-deserved summer break to keep practicing your reading and math skills, we want to make sure you are rewarded! Each time you complete an activity or read a book from the recommended reading list and take an AR test, simply color a stamp. Once you return to school, bring your completed packet to receive some of the great prizes listed below!

\*\*\*\*\*



### Super Traveler Prizes

10 Stamps= Popcorn Party

20 Stamps=Extra Recess  
& Popsicle

25 Stamps= Popcorn & Movie(shown at school)

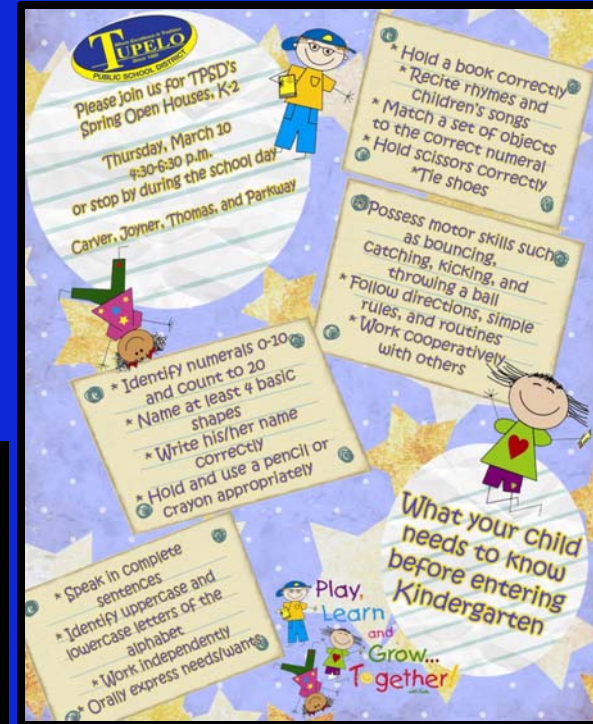
### Super Reader Prizes

Read 8 Books:  
(Free Tech Time)

- Take AR Test & Record Score or
- Draw a picture to represent the book & write a short summary

Read 12 or more Books:  
(Bookmark & 3 Homework Passes)

- Take AR Test & Record Score or
- Draw a picture to represent the book & write a short summary







## Parent-Teacher Conferences: A Classic Revisited



Once a back-to-school routine is established, a parent-teacher conference is the best way to 'revisit a classic' form of communication to support and enhance your child's school experience.

\*Information on your  
child's progress.

\*Involvement-  
Communication

\*Role of the Counselor

\*Reaching For  
Resources

\*Support  
and  
Resources

\*Expectations  
and  
Goal Setting

\*Chalkboard Chat

Who: Parents and guardians of students grades Pre-K-12

What: Parent-Teacher Conferences

Where: Hancock Leadership Center

When: October 5, 2015  
6:00 p.m.- 7:30 p.m.



## Parent Academy Upcoming Events



\*\*\*\*\*

### Slip-Sliding Away?!?!

How to prevent the summer slide in reading!

May 17, 2016 @ Church Street  
445 N. Church St.

1 session for K-5 parents ➔ 4-5:00 pm

Light snacks will be provided.

For more information contact:  
[krluse@tupeloschools.com](mailto:krluse@tupeloschools.com) or 662-690-5001

\*\*\*\*\*



# Getting Involved For Teachers



**\$7,000** presented to 4 educators at End-of-the-Year Celebration

# The Numbers

# 11 Surveys

- Parent Exit Survey – on-going
- Federal Programs (Teacher and Parent)
- THS Student Climate
- Licensed Staff Climate (by building)
- Assistant Principals
  - Principal Search for Lawhon
    - RTI Audit
  - Discipline Listening Committee
    - ELL Instructional Needs
    - PD Needs
  - Parent Survey for THS Band Director Search

# Online Suggestion Box

- For Staff and Parents

13 Suggestions Received





- 78 district notifications (excluding tardy/attendance)
- Parent Institute eTips



**Connect 5 Emails & Texts**

# **Community Correspondence**

- Thank You Notes
- Congratulatory Notes
- Letters to Editor

Total written: 350

# Social Media



Tweets	2,988
Followers	3,156



Videos	25
Views	5,746

# TPSD in Print Media

**TOTAL  
435**

2016	Newspapers in MS
January	23
February	64
March	98
April	115
May	135

# Dec – May Media Coverage



## 91 WTVA News Stories

TPSD	14	Lawhon	8
THS	10	Parkway	9
TMS	12	Pierce	4
Fillmore Center	3	Thomas	5
Milam	7	Joyner	3
Rankin	2	ECEC	5
Lawndale	4	Carver	5

## 19 WCBI News Stories



# Congratulations

to Parkway Parent  
**Stacey Blaylock**

1st Congressional District  
Parent of the Year!



[www.tupeloschools.com](http://www.tupeloschools.com)

# Congratulations

to Lawhon Elementary Principal

**Corlis Curry**

Awarded the  
2016 Mississippi Department of Education  
**Public School Administrator  
of the Year**



[www.tupeloschools.com](http://www.tupeloschools.com)

## Congratulations!

# *Synergy* Show Choir

2nd Runner Up  
2016 FAME National  
Show Choir Competition  
Chicago, Illinois



**Billboards on  
North Gloster and Digital Ads at Crosstown**

# Milam Wins 3rd Place

In MS Stock Market Spring  
COMPETITION!



[www.tupeloschools.com](http://www.tupeloschools.com)



## PROUD of Our ACT SCHOLARS!

[www.tupeloschools.com](http://www.tupeloschools.com)

# Crosstown Digital Billboard