

Standard Operating Procedures

These are the routine actions the Communication Department performs on a regular basis to fulfill the goals and objectives outlined in this Marketing and Communication Plan.

- Bi-weekly media email briefings
- Media releases - press release, official statements, etc.
- Attends all Board of Trustees meetings
- Attends Senior Staff, Administrative Council, and various other district and school meetings
- Correspondence
- Website content generation and updates
- Website backend management and administration
- Creation of multimedia content – iMovies, iPhoto albums, Podcasts, etc.
- Social media content and monitoring
- Digital Content Library
- District Promotional Video – targeted distribution
- District-wide special events planning and execution
- Publicity and support for school special events
- Layout and design of promotional material for district and schools
- Design and placement of ads on digital billboards
- District photographer
- Monitor district reputation in community, within organization, and in cyberspace

Community Involvement Avenues

- | | |
|--|---|
| <ul style="list-style-type: none"> • Assisted Superintendent with presentation Packages when speaking to local civic groups | <ul style="list-style-type: none"> • TPSD raised approximately \$12,000 for the Haiti Relief Fund in partnership with the City of Tupelo |
| <ul style="list-style-type: none"> • Attended monthly meetings and participated in events with: <ul style="list-style-type: none"> ○ Mayor's Healthy Task | <ul style="list-style-type: none"> • Partnered with providing information to the History of Tupelo committee on significant |

<ul style="list-style-type: none"> ○ Force ○ United Way Back - 2 - School Resource Fair - July 30 ○ NEMS Public Relations Association - serve as board members ○ Organized yearly AEE Luncheon ○ Assisted with yearly TPSD Reading Fair 	<ul style="list-style-type: none"> events in the TPSD from 1870 until the present ● Partnered with the Mayor's Education Task Force on "Fill the Bus" Campaign ● TPSD Budget Hearing ● Assisted with Achievement Nights at TPSD schools ● TPSD Calendar Committee - conducted focus groups with community, parents, and teachers
<ul style="list-style-type: none"> ● Participation on the Tupelo "All American City" Award Committee 	<ul style="list-style-type: none"> ● Planned press conference at THS to announce BCBS grant award
<ul style="list-style-type: none"> ● Organized video premiere event at the Lyric for TPSD's marketing video 	<ul style="list-style-type: none"> ● Assisted Cellular South, BancorpSouth, and Fox Sports for "Y'all vs. Us" TV broadcast at THS football stadium
<ul style="list-style-type: none"> ● Secured 30 second PSAs for TV and Jumbotron airing for TV Broadcast 	<ul style="list-style-type: none"> ● Partnered with the City of Tupelo on a "Walk to School" event at Joyner (October)
<ul style="list-style-type: none"> ● Judged Starkville, MS Public Relations Assn. of MS award entries 	<ul style="list-style-type: none"> ● Assisted United Way video segment for "Prize Patrol" footage at Church Street
<ul style="list-style-type: none"> ● Scheduled and organized press conference at THS - City of Tupelo's Healthy Living PSA Contest Winners (March) 	<ul style="list-style-type: none"> ● Organized events for K-5 Schools to assist the City of Tupelo with the Tupelo Tornado of 1936 Anniversary
<ul style="list-style-type: none"> ● Represent TPSD on the CDF Newcomers' Club 	<ul style="list-style-type: none"> ● English Language Learners Resource Fair (October)
<ul style="list-style-type: none"> ● Assist TPSD Departments with Survey Postings 	<ul style="list-style-type: none"> ● TPSD Comcast Show (no longer available as of March 2011)

Awards and Recognitions

<ul style="list-style-type: none"> Received the 2010 NE MS United Way Community Building Award (December) 	<ul style="list-style-type: none"> Organized yearly Teacher of the Year, Parent of the Year, and Administrator of the Year awards programs (January - March)
<ul style="list-style-type: none"> Composed and submitted application for National School Board Assn. Magna Recognition for Best Practices - School - Aged Mothers Program (May) 	<p><u>School Board Recognitions</u></p> <ul style="list-style-type: none"> 578 TPSD Students 118 TPSD Staff
<ul style="list-style-type: none"> Composed and submitted application for AASA 2011 Digital Excellence National Award for Digital Learning resulting in TPSD Winning 3rd Place (February) 	<ul style="list-style-type: none"> Organized and partnered with the City of Tupelo to Publicize the BCBS event for healthy city Award at Carver (August)
<ul style="list-style-type: none"> Composed and submitted the Sylvia Chorp Award for District Innovation in Technology 	

School Tours

<ul style="list-style-type: none"> Conducted <u>24</u> school tours from August 2010 until May 2011 for North MS Medical Center, CDF, area realtors, and individual families

Special Events Organized in the district

<ul style="list-style-type: none"> AEE Annual Luncheon (April) 	<ul style="list-style-type: none"> Back-to-School Staff Meeting (August)
<ul style="list-style-type: none"> TPSD End-of-the-Year Celebration (May) 	<ul style="list-style-type: none"> ACT Scholars Program (May)
<ul style="list-style-type: none"> Milam PTO's "Are You Smarter Than Our Sixth Graders?" (October) 	<ul style="list-style-type: none"> Completed TPSD Promotional Video Project with PalmTree Productions (October)

- TPSD Spelling Bee and Lee County Spelling Bee (January)
- School Board Appreciation Week (February)
- Planned Jack Cristal Day at THS (August)
- Organized TPSD's Wave of Hope for Smithville School Relief Effort

Print News Coverage

Month	News Mentions	Positive Nature	Negative Nature
Jul-10	43	43	0
Aug-10	65	65	0
Sep-10	45	37	7
Oct-10	39	38	1
Nov-10	37	36	1
Dec-10	31	30	1
Jan-11	18	16	2
Feb-11	37	33	4
Mar-11	43	34	9
Apr-11	52	35	17
Total	410	367	42

Digital Media Update

Website Posts	62 News Releases	
	54 Announcements	
Twitter	245 Tweets	
Vimeo	20 Videos	2,091 views
Facebook	1,828 Friends	

AlertNow Phone Messages

- Composed and sent 134 District Wide AlertNow phone messages to 7,400 households and 1,200 staff