

TPSD Communications and Marketing Update 2013 - 2014

Board of Trustees
June 10, 2014

Community Relations

- 4 – 6 Parent Night Training Sessions
- Community Presentations
 - * Rotary Club
 - * Kiwanis Club
 - * Luncheon Civitan Club
 - * Churches
- Realtor Open House
 - October 2013
- Radio Talk Shows
- WTVA Focus Show

NOVEMBER 4 - 10, 2013

MONDAY NOVEMBER 4 6 PM
"FAMILY DINNER KICK OFF EVENT"
 FREE DINNER, DANCING & GAMES AT OUR NEW LOCATION
 THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS 1085 S. THOMAS ST.

TUESDAY NOVEMBER 5 6 PM
"MOVIE NIGHT"
 LINK CENTRE 1800 W. MAIN ST.

WEDNESDAY NOVEMBER 6 6-8 PM
"FAMILY SKATE" SKATEZONE
(SKATE RENTALS INCLUDED ADULT GUARDIAN REQUIRED)

THURSDAY NOVEMBER 7 4-7 PM
"FANTASTIC FAMILY FUN"
 HEALTHWORKS! 219 S. INDUSTRIAL

FRIDAY NOVEMBER 8 4-6 PM
"FAMILY FITNESS"
 WELLNESS CENTER 1030 S. MADISON (NO MEMBERSHIP REQUIRED) POOL WILL BE OPEN!

SATURDAY NOVEMBER 9 12-2 PM
"FAMILY FUN DAY" AT FAIRPARK
 EVERYTHING IS FREE! LUNCH, T-SHIRTS, BOUNCE HOUSES, POPCORN
 SNOW CONES, INFLATABLES, GAMES AND FAMILY FUN!

SUNDAY NOVEMBER 10 4-5 PM
"FAMILY HOME EVENING"
 THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS 1085 S. THOMAS ST.
 LEARN TO HAVE A MEANINGFUL, FUN NIGHT WITH YOUR FAMILY EACH WEEK USING A TIME-TESTED SUCCESSFUL PROGRAM. SHORT CHRIST-CENTERED LESSON, TREATS & FUN ACTIVITY.

FREE FUN FOR THE FAMILY ALL WEEK!!

SPECIAL THANKS TO OUR SPONSORS

Suggestion Boxes

- TPSD Staff and Parent Suggestion Box
 - 45 Suggestions (July - May)
 - Procedures



Community & Staff Advisory Meetings

- Parent Advisory Council – 3 Times
- Teacher Advisory Council – 4 times
- School/Community Advisory Councils
 - » 143 Community Members
- School Open Houses
 - » Back-to-School
 - » Pre-Registration

Distributed to all Daycares in Tupelo

Spring Pre-Registration



Come Visit Us – Spring Pre-Registration

Visit us from 4:30pm-6:30pm or stop by during the school day during the week of February 3-7.

- School tours
- Helpful materials to take home
- Proof of Residency and online registration offered at a later date

Monday, February 3:

Grades 3-5

Lawhon (including 2nd grade), Rankin,
Pierce, Lawndale

Tuesday, February 4:

Grade 6

Milam

Thursday, February 6:

Grades Pre-K-2

Early Childhood Education Center, Carver, Joyner, Thomas, Parkway



Explore TPSD Challenge

Please join us on
Tuesday, March 4, 2014
from 4:00pm until 6:00pm
at our
Church Street Campus
to experience, explore, and discover
the
true meaning of
TPSD Challenge

* For more information: www.tupeloschools.com
or 662-690-5702

An explorer, an achiever,
A participator, facilitator, contributor,
A dreamer and player,
And a communicator!

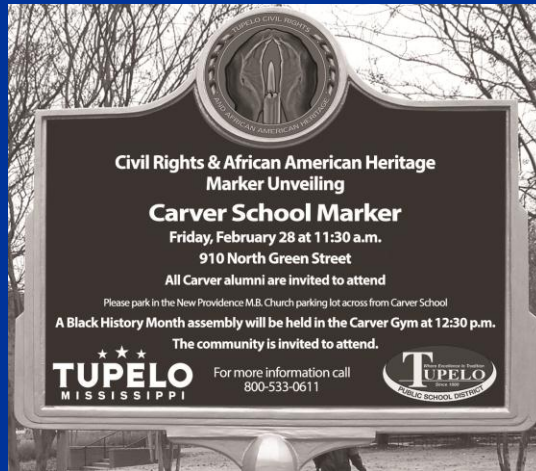
Community

Come Enjoy Breakfast & Lunch
with
TPSD Students

**All Meals are FREE
for Firemen & Policemen**

Menus are posted at
www.tupeloschools.com

**Breakfast is Served - 7:15am
Lunch is Served - 11am**



**THANK YOU,
TUPELO**



Dear Tupelo Community,

It has been over a week since our town was rocked by the tornado. I'm so grateful for our community's help in getting our students home safely before the storm hit Tupelo. I know that involved the cooperation of hundreds of TPSD staff, parents, and community members in a very short window of time.

This is an emotional time. You might be grieving your own personal loss of property damage or know of someone affected. Many of you have boldly stepped forward to help. On behalf of myself, the TPSD Board of Trustees, and the TPSD family, I would like to thank City of Tupelo Mayor Jason Shelton and the City of Tupelo team for all of their leadership in helping us hit the ground running, literally hours after the storm. A big thank you goes to all of the area civic groups, churches, businesses, schools, and individuals for the outpouring of resources, love, and support over the last week and a half. We are amazed and humbled by the response from our community, and we are forever grateful.

We know that our community's recovery will be a long process, but we are committed to ending the school year on a hopeful note and are already positioning our district for a solid launch into the 2014-2015 school year.

I believe that through this challenging time we are becoming a stronger, tighter community as well as building better relationships in the process. We are becoming one.

#TupeloStrong,

Gearl Loden

Gearl Loden, Ph.D.


Thank you to our sponsors:



WWW.TUPELOSCHOOLS.COM



Boern to Run Kids' Challenge




Saturday, April 27th
Ballard Park
8:15 a.m.

Footraces for Grades K - 6th

Registration Fee \$3
 No Registration on Race Day
 Deadline APRIL 3rd

Registration Forms Available at Tupelo Parks & Recreation Department and
 Tupelo Elementary Schools.
www.tupeloflora.com/boern2013



Hosted by Tupelo Public School District

In conjunction with "Boerner Be Wild Day"
 Continuing the Mission of Hank Boerner
 Celebrating Life Full of Fitness and Fun for Everyone!

Mayor Jason Shelton



proclaims



Blue & Gold Fridays






TPSD Golden Wave

TOGETHER WE CAN MAKE A DIFFERENCE!

THS has been nominated for a TOGETHER FOR SAFER SCHOOLS grant from STANLEY Security!




With your help, we could WIN UP TO \$200,000 in STANLEY Security installed products and services.

VOTE FOR **THS** ONLINE DAILY

www.stanleysaferschools.com
 November 5 - December 13
 Text vote to 99222



MISSISSIPPI

COUNTY



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T
S

Tupelo Public Schools

PLACE
STICKER
HERE

Back - to - Back “B”-Rated District

THS
“A” - Rated

2013
MDE Rating

Lawndale
“A” - Rated



The City of Tupelo
&
The Convention and Visitors Bureau
invite you and your family to

TPSD Staff Appreciation Picnic!

**Saturday,
September 14
Fairpark
11am - 2pm**

Free Food/Drink ● Touch-A-Truck ● Inflatables
THS Band & Cheerleaders

15% Off for TPSD Staff from Downtown Merchants
Bring Your Lawnchair

Make
Every Day
Count!



TPSD Focuses on Attendance Awareness

Our students' attendance matters every day. This year, the MS Department of Education (MDE) requires that students are present for 63% of the instructional day - this excludes recess, lunch and breaks. In addition, during the months of October and November, MDE conducts their "student count" across the state. This count determines how districts get funded.

Improved Website



The screenshot shows a web browser window displaying the TupeLO Public School District website. The browser's address bar shows 'Tupelo Public School Distri...' and the page title is 'Marathon Web'. The website header includes a navigation menu with 'District Home', 'Select a School...', and 'Translate This Site...'. A 'Sign In' button is located in the top right corner. The main content area features the TupeLO logo, a search bar, and a secondary navigation menu with 'calendar', 'staff directory', 'grades', and 'athletics'. Below this is a primary navigation menu with 'Home', 'About Our District', 'Schools', 'Departments', 'Parents', 'Students', 'Staff', 'Menus', and 'Calendar'. The main banner area contains a large photo of children in a library with the text 'We Are TPSD!' and a smaller photo of a girl with the text 'Excellence... we'll take you there.' Below the banner are three columns: 'Announcements' with a link to 'TPSD Summer Offerings' and a logo; 'News' with two articles about a spelling bee and a helping hand; and 'Quick Links' with a list of links including 'School Menu', 'Staff Directory', 'Suggestion Box', 'Job Openings', 'Info Snap', and 'Bus Routes'. The Windows taskbar at the bottom shows various application icons and the system clock indicating 1:51 PM on 5/29/2014.

Billboard & Print Marketing/Communications Campaign

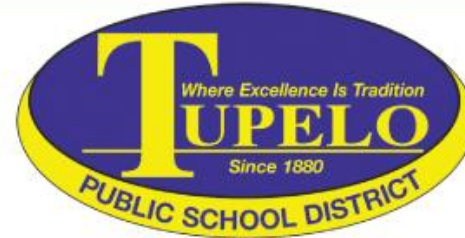
- **20** Billboards (July - May) - Billboard Posters and Digital ads
- Magazine ads
- Newspaper
 - Weekly ads
 - Ads will focus on district and school progress reports
 - Editorials from Superintendent

TPSD in the Media

July 2013 – April 2014

- Newspaper = 988
- WTVA/ WLOV/ABC-WTVA
& WCBI = 264

Daily Journal Sunday, November 10, 2013



Progress In Action

★ = completed ▲ = progress achieved ■ = still needed

Completed:

- ★ 2 TMS students were winners of the American History Essay Contest
- ★ THS Robotics Team received 3rd BEST Award in state's robotics competition
- ★ 300 TPSD car tags sold thanks to broad stakeholder support

Progress Achieved:

- ▲ 69% of 5th graders scored proficient or advanced in MCT Language Arts
- ▲ The Early Childhood Education Center now serving 266 students - nearly 50% of Tupelo's preschoolers
- ▲ Construction plans underway for track, cross-country and soccer field house
- ▲ THS student newspaper now available online at www.thscurrent.com


Still Needed:

- Additional church and business partnerships for each school
- Increased average daily attendance for students
- Annual district report to the community



Excellence...we'll take you there.

www.tupeloschools.com

follow us on  

Daily Journal

Sunday,

June

2013




Progress ~~In~~ Action

Tupelo High School's Class of 2013 Report

- ★ Graduated the largest class in THS' history - 451 students
- ★ Graduates were offered \$6.3 million dollars in scholarships, including \$93,200 in local dollars
- ★ 51% graduated with honors
 - 95 graduates of Special Distinction for maintaining a 95-100 average throughout their high school careers
 - 135 graduates of Distinction for maintaining an 89-94 average throughout their high school careers
- ★ 22 students graduated with an overall GPA of 4.0
- ★ 24% are members of the National Honor Society
- ★ 21% were ACT Scholars
 - 83 graduates scored between 24-29 out of 36
 - 13 graduates scored 30 and above
- ★ 105 community service projects conducted through the Senior Culmination Program
- ★ 8 were six-year Rotary Scholars
- ★ 12 were honored as Cum Laude Society members for their superior scholastic performance
- ★ 14 were recognized as Hall of Fame members for their leadership and academic accomplishments

Excellence...will take you there.

www.tupeloschools.com

follow us on 

Parents Magazine

Summer 2013



Visit to www.tupeloschools.com

to find out

What's Happening this **Summer** in Tupelo Schools

Register Online through



- Available NOW for *NEW* students
- Available July 8th for *Returning* students

1-Stop Service - Register in Person and Show Proofs of Residency @ Milam Elementary from July 8-19th, daily, 11am - 6pm

Have Fun Reading this Summer!

- Media Center Open: Pre-Kindergarten - 6th grade schools, each Thursday, 12 - 6 pm
- Enjoy your take-home summer reading packet.
- View Summer reading lists on school TMS and THS webpages.

Prepare for Fall

- Use **Classworks** at home through July 15th. Log on with password assigned to you this year
- View **Back-to-School Supplies**

Important Upcoming Dates

Aug 5th - School Resumes


View 2013-2014 calendar

Back-to-School Events:

- Monday, August 5: Grades K-2, *come throughout the day*
- Tuesday, August 6, Grades 3-5, 4 - 6 pm
- July 30th, Early Childhood Education Center, 4 - 6 pm



Excellence...we'll take you there.

follow us on 



On Billboard Across from Todd's on West Main St.

April 25 – May 24

We Are TPSD!



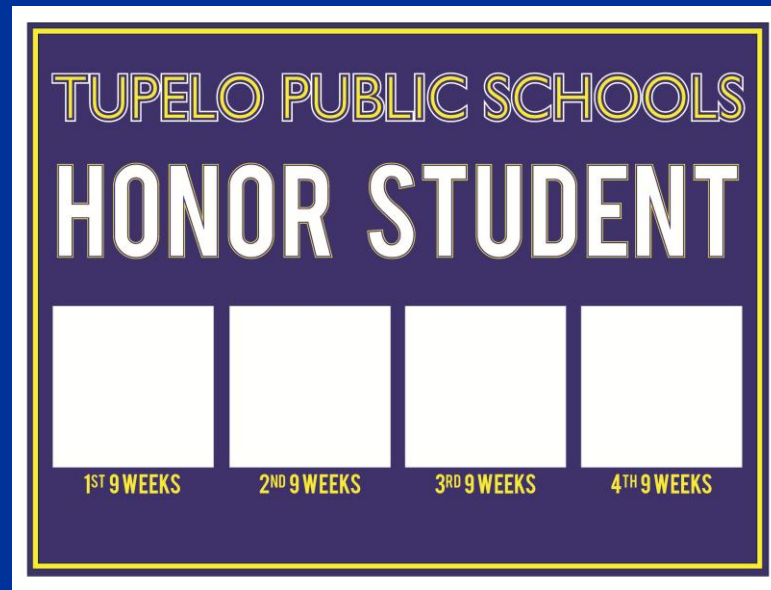
Crosstown Digital Billboard

Video Marketing

- Movie Advertising
 - Malco – 10 screens
 - 50 TPSD ads per day
 - 15,000 TPSD ads per month
 - Average 28,000 ticket sales per month
- WTVA – TPSD at a Glance
- THS Sports Online Broadcasts

Honor Roll Yard Sign Marketing Campaign

- Honor Roll Signs - Term 1, 2, 3 and 4
4,742 students on the honor roll – **65%**



Recognition Updates

- **School Board Recognitions**

July – May = 989

- **Superintendent's List – All A Honor Roll Letters mailed**

July – April = 5,930

TPSD Mobile App

will keep stakeholders connected to the information they need whenever they need it.



- Available for download on the iTunes and Google Play app stores in August
- Compatible with iPhone and Android

Social Media



Tweets	1,110
Followers	1,814



Videos	62
Views	12,045

E-Newsletters

- **TPSD Communicator**

**TPSD
Communicator**

- **3,713**

- **School E-Newsletters**

- All schools email weekly
- Sign-up on website

- **Connect 5/ Internet Emails**

- **74 district notification messages**
- **8,500 contacts**
- **85 district-wide emails to staff**



Questions
or
Comments