



Navarro ISD

Board Report

Communications Department

March 2025

Key Activities and Accomplishments:

- Panther Palooza Promotion:
 - "Save the Date" and event information were published and are accessible at www.navarroisd.us/pantherpalooza. Sponsorship, vendor, and district organization sign-up opportunities are actively being promoted through social media, the Chamber of Commerce, printed flyers and directly contacting community partners.
- 2025-26 Master Calendar:
 - The District Improvement Leadership Team (DILT) began collaboration to build the 2025-26 Master Calendar, implementing new processes for improved efficiency and conciseness.
- Coach Hill Welcome Reception:
 - The reception was a successful event with a strong turnout.
 - Unedited photos and video clips are available, with video editing in progress.
- Website Domain Transition:
 - To better reflect the district's identity and address website page load delays for district devices, a domain change to www.navarroisd.us occurred in February. Communication to staff and stakeholders was sent once the transition was finalized. This change has improved website performance for staff and website administrators. External users will be redirected from nisd.us to navarroisd.us. Google search listings have been updated to reflect the new district URL navarroisd.us.
- Website Updates:
 - A light facelift was implemented, featuring the new district seal and tagline.
 - Trustee professional headshots are being added to the website as received.
- TSPRA Conference:



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- Attendance at the TSPRA conference in San Antonio provided valuable insights and networking opportunities. Sessions attended covered crisis communication, bond marketing, student content creation, rezoning strategies, digital marketing, new school transitions, and realtor community ambassador programs.
- District Communication:
 - The February District Updates and Board Notes were published on ParentSquare: <https://www.parentsquare.com/feeds/47302452>
- Community Engagement:
 - The Golden Panther initiative is being developed to connect with alumni and senior citizens. A VIP (Very Important Panther) card will provide free access to home athletics and fine arts events for seniors 60+. A Golden Panther digital newsletter will be offered when signing up for the card.

Upcoming Priorities:

- Continued promotion and coordination of Panther Palooza.
- Finalization of the 2025-26 Master Calendar.
- Continued website updates.
- Finalize the Golden Panther initiative and launch.
- Redesigning the Panther Passport and Intranet
- President's Roundtable