

Communications & Community Relations Report

2017

What is our purpose?

- To **promote** the vision and mission of the district in ways that continuously reach our community
- To **support** each campus and department in creating an environment that fosters excellence for students and staff
- To **nurture** relationships with local businesses and organizations in an effort for them to see the value in supporting public education
- To **develop** and achieve effective methods of internal and external communication, ensuring that our families and community remain engaged with our students and staff

Who are we?

- A collective group of **professionals** with experience in communications and crisis management in public education, higher education, city relations and news media.
- Our team has more than **100 years of experience** combined in these work environments and situations.



Traditional Media

1,010 stories

Top 12 reached 46.9 million people

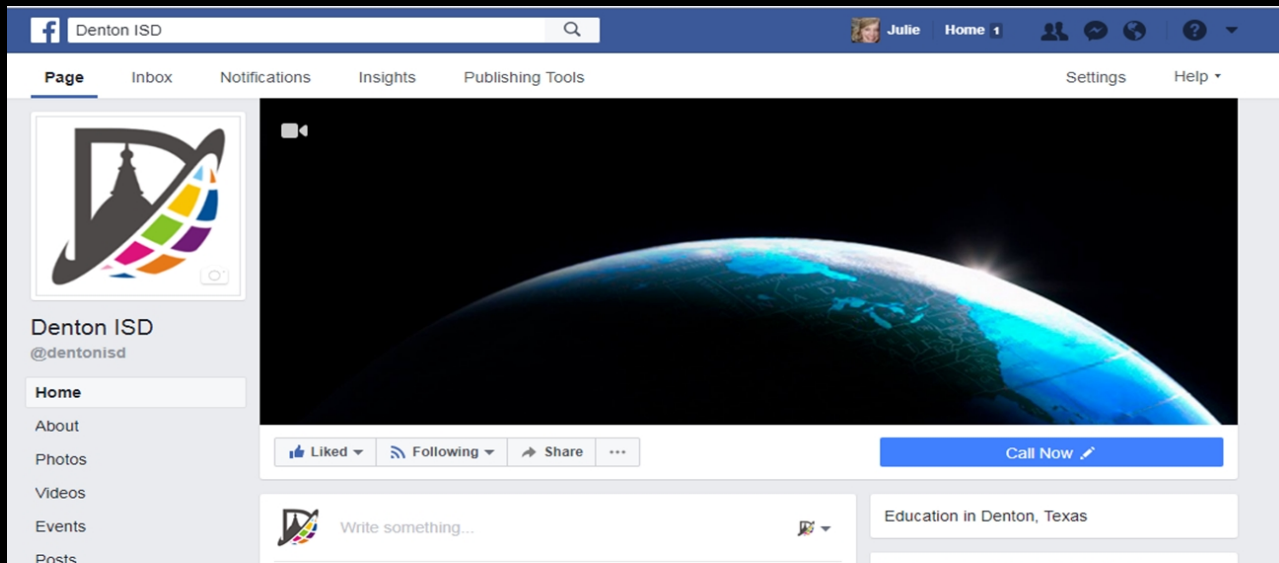
Key stats

#1 = Brenden Flowers with 16 million

Only 4 of top 12 stories carried a “negative” slant

District magazine seen by almost 3 million people

* **Nurture** relationships with reporters, producers, etc. to build continuous coverage that is unbiased



Social Media

605 organic posts/11,371 media-driven

Reached 2.13 million people overall – approximately 309,000 organically

Key stats

Twitter: 323 tweets = 12,578 reactions

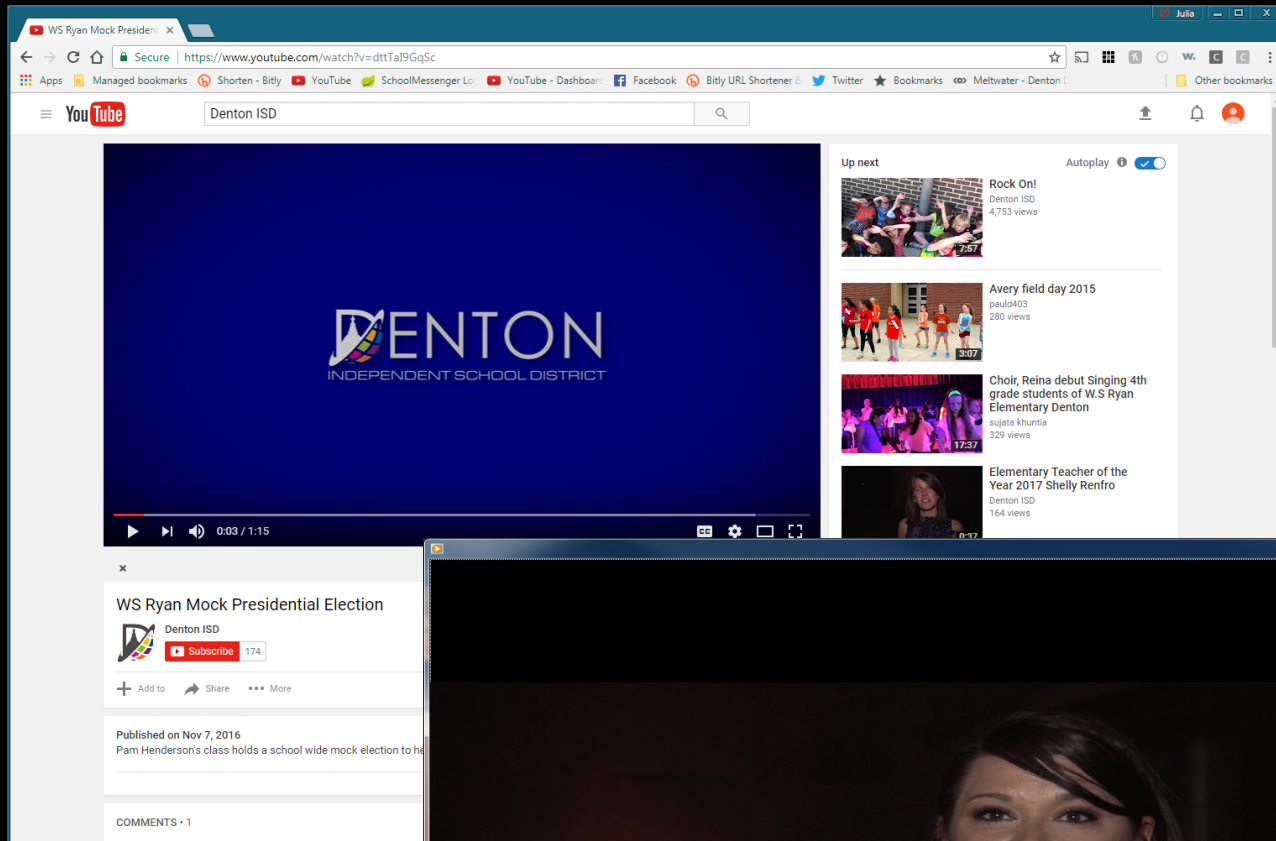
Facebook: 231 posts = 17,980 reactions

Instagram: 52 posts = 3,294 reactions

Flickr: 76 albums = 30,181 views

Most dominant social media story was release of new school calendar

*Recognized by TSMI as one of top 10 twitter handles in region promoting public education



Video/ Denton ISD TV

44 videos posted

Reached 424,616 people

Roll out of Denton ISD TV gives each campus a video presence

Key stats

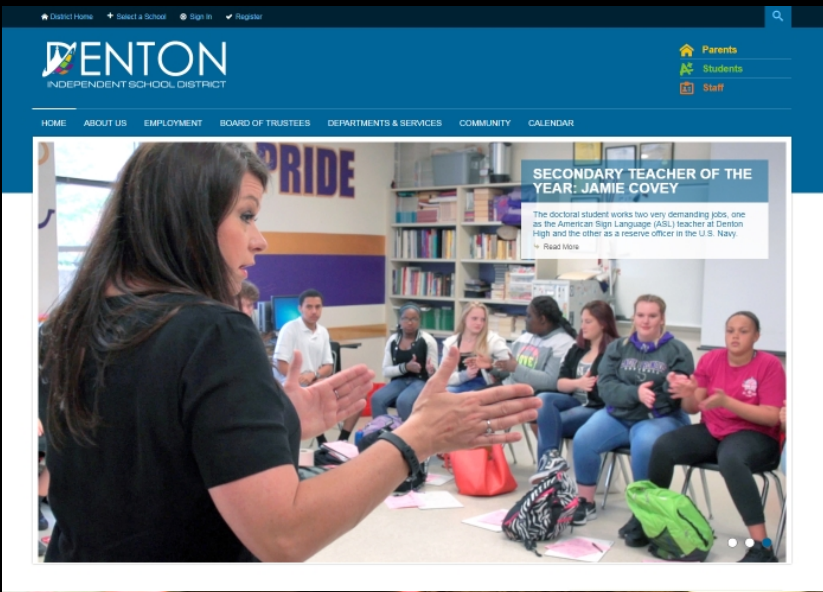
152,100 people watched posted videos

Average of 3,500 views per video post

#1 = DHS TOY with 12,000 views

8 monthly Educator Spotlights produced

***Developing** new ways to connect with district families and promote our brand



Web Presence/ dentonisd.org

4.86 million visits to dentonisd.org

5.6 million page views from site

Key stats

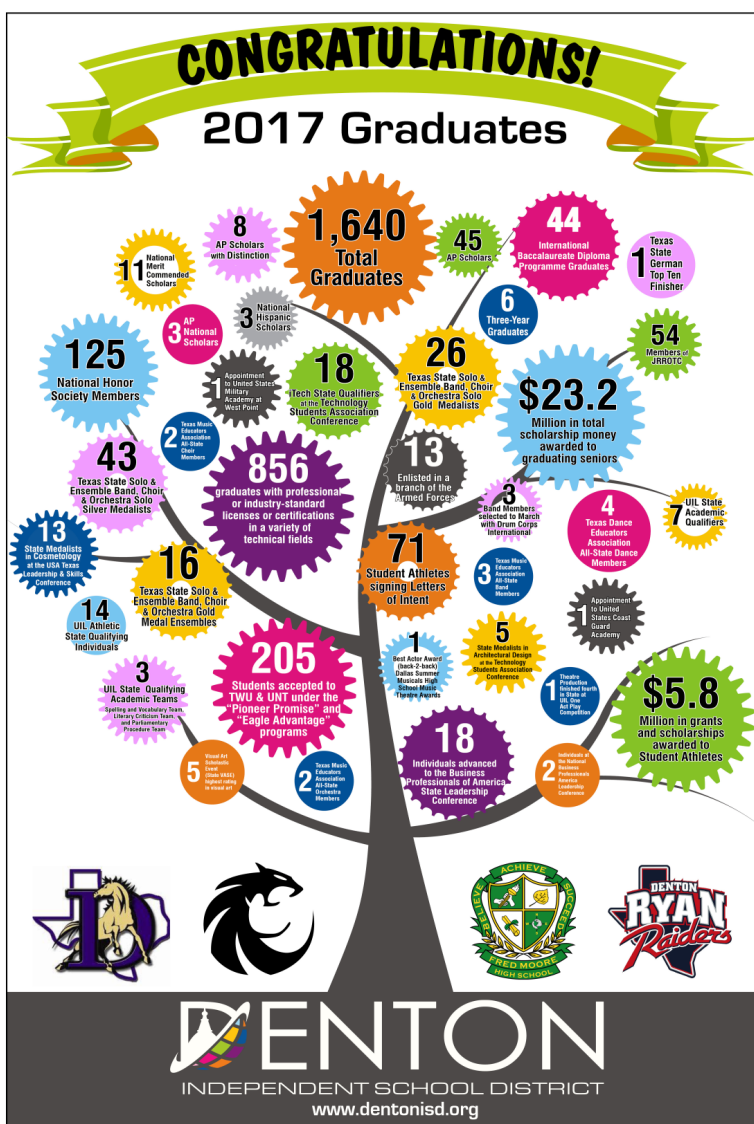
#1 = district homepage 2.9 million

#5 = employment 231,231

All 4 high schools in top 10 most visited

Largest spike in web traffic is between Dec. & Jan.

***Supporting** our campuses with a streamlined look, additional support and training to meet OCR compliance.



Independent School District



Where Education Excites!

940-369-0000

www.dentonisd.org

Marketing & Publications

7.5 million copies run for district staff

Average 625,000 print jobs per month

Produced educational materials for Krum & Sulfer Springs ISDs

Key stats

Design and print all marketing materials for department

Upgrading current equipment to provide more services and options to campuses

Ran ads promoting district in several local publications

Rolling out a new interactive digital newsletter to staff in Sept.

***Promoting** the services and goods we can provide our campuses with a goal of expanding into other districts.



Community Engagement

Partner with outside agencies and organizations to help meet campus needs

Matched 417 students with a mentor

Processed 6,059 volunteer applications

Key stats

Volunteers accounted for 481,319 hours

Mentors accounted for 3,776 hours

Set up new or re-established programs at 3 campuses while increasing the number of mentors at 12 others

Established stronger ties to area chambers and educated them on district

Recruited AAS partners to support the mission of the department

*Continue to **nurture** our local partners so they can see the value of supporting Denton ISD.

Questions?