



Navarro ISD

# Board Report

## Communications Department

July 2024

### Communications and Website Update

Recognizing the need for compliance and accessibility, we developed a new grant webpage specifically tailored for Business Office Grants, ensuring alignment with legal requirements and facilitating easier access to funding opportunities. Additionally, the team focused on enhancing online presence by updating various website pages. This included optimizing content for Carlette Drabek, Brittany Johnson, Wendy McMullen, Natasha Williams, and Enrollment, aiming to provide current and relevant information to stakeholders. To improve navigability and user experience across district platforms, campuses now have standardized web pages. This initiative aimed to establish a cohesive look and feel that would streamline information accessibility for students, parents, and staff.

Ahead of scheduled meetings and presentations, Communications finalized slideshows for Board Meetings and other district-related gatherings crafted to effectively convey critical information and updates to board members and attendees.

Lastly, the office managed important press releases and announcements throughout the month. This included communicating Hank Dietert's resignation from the Board of Trustees and introducing the community to a new Fine Arts and Band Director, ensuring transparency and continuity amidst leadership changes.

### Video Production and Multimedia

We completed the final touches and strategically launched the Human Resources Recruitment Video across various district websites and social media platforms. This video, designed to attract potential candidates, highlighted career opportunities within the district and Navarro ISD students and programs.

In preparation for the upcoming June Drug Testing for Extracurricular Activities presentation, the office gathered and organized materials aimed at educating students and parents about NISD's policies and procedures regarding drug testing, ensuring clarity and adherence to guidelines.

### Event Planning and Community Engagement

Preparations for the annual Admin Retreat and Convocation were a focal point this month. The team has begun handling logistics, securing sponsorships, and ensuring robust student participant engagement



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strategies. This included coordinating venue arrangements, catering services, and developing agendas that catered to professional development and team building among administrative staff to create a memorable welcome and experience for everyone involved.

We secured registration for the Navarro Cheerleaders to participate in the upcoming Fourth of July Parade. This initiative aimed to showcase school spirit and community pride, reinforcing Navarro ISD's active presence in local celebrations.

## Other Administrative Tasks

The team resolved a technical challenge that stemmed from a Chrome Update and disrupted communication platforms. The office swiftly responded to ensure continuity in communication channels, working to resolve compatibility issues and minimize disruptions in daily operations.

We also began taking proactive measures to streamline workspace functionality by organizing and decluttering the Communications Closet. This effort has now optimized storage space and improved accessibility to essential materials and supplies.

We are excited to elevate the district's visual presence at upcoming events with the procurement of new district tablecloths and Photo Backdrops. These accents will enhance branding and create a cohesive visual identity during district-sponsored activities and community engagements.

## Personnel and Training

The team is excited to introduce Chelsea Ormond as the new Director of Communications and had been training with Celeste Nored to seamlessly integrate into the team and began assuming her responsibilities.

In tandem with training Chelsea, the office prioritized staff development by conducting training sessions on the use of ParentSquare and StudentSquare. These platforms were introduced to streamline communication between the district, parents, and students, aiming to enhance efficiency and accessibility of information.

## Upcoming Initiatives

The 2024-2025 Back-to-School Smore newsletter is in progress. The newsletter will feature updated information and resources to ensure parents and stakeholders are well-informed ahead of the new academic year for a successful return to school.

The team worked diligently on updating the Ready, Prepared, Engaged webpage. This platform served as a central hub for sharing emergency preparedness protocols, safety procedures, and community



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engagement initiatives. The updates aimed to ensure that the information was current and easily accessible, promoting a safe and informed environment for students, staff, and families.

Additionally, preparations were underway for the dissemination of information related to the upcoming November Elections. The office focused on compiling accurate and timely resources to educate the community about voting procedures, candidates, and ballot measures relevant to Navarro ISD.