



Navarro ISD

# Board Report

## Communications Department

December 2024

**Date:** December 3, 2024

**Prepared by:** Chelsea Ormond, Director of Communications

This report summarizes communication activities for the Navarro ISD Board of Trustees from November 4 to December 3, 2024.

### Internal & External Communications

- **District Updates & Board Notes:** The November issue was published on Nov. 21 and distributed to parents, staff and trustees via ParentSquare email notification. The link was also shared on social media and is available to all stakeholders on the NISD website under news.
- **Flier Distribution Policy Update:** In response to increased flier requests, a plan to bring back the service for digital distribution is being processed. Proposed changes to board policy regarding flier content and limitations (non-profit and youth-oriented organizations only) will be presented at the December Board meeting.

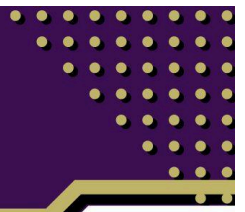
### Public Relations & Governmental Affairs

- **NEF Grant Celebration:** A video showcasing the Navarro Education Foundation's (NEF) mission was created for their recent grant celebration in which they awarded over \$55,000 in collaborative and innovative grants. Link: [https://fb.watch/vIXPA\\_0lzd/](https://fb.watch/vIXPA_0lzd/)
- **New High School Sneak Peek Videos:** A series of videos highlighting the construction progress of the new high school is being created in collaboration with Mr. Scarborough, and Senior Maddux Adams. More information to follow.
- **Veterans Day Ceremony:** A video recap of the moving and beautiful Veterans Day ceremony was shared Link: <https://fb.watch/wf9L604meE/>
- **National Signing Day:** A press release and video recap were created to celebrate four student-athletes for Navarro ISD's first ever National Signing Day. Special thanks to Ms. Kimberly Black for coordinating with the students and their information. Link: <https://fb.watch/wf9IsEFLq7/>
- **Press Release & Website Feature:** A press release highlighted the district's Superior FIRST Rating achievement. Link: <https://www.nisd.us/11845?articleID=15257>



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- **Trustee Elections:** A press release was shared honoring the legacy and longtime service of outgoing President **Renee Rehfeld**, swearing in of newly elected trustees, and re-organization of the board.

## Marketing

- **Website Updates:** The front page of the Navarro ISD website was modernized with a new video feature instead of still photos which will be updated quarterly.
- **Social Media Engagement:** Social media engagement soared for volleyball announcements as they made their way through the playoffs.
- **Trustee Headshots:** Professional headshots of each trustee and Ms. Epley are being arranged with a local photographer. Details on scheduling and digital access will be provided soon. The portraits will be printed, framed and hung in the Central Office foyer.