

TPSD Communications and Marketing Update 2015

Board of Trustees
December 8, 2015

Community Relations

- Community Presentations

- *CDF Jim Ingram Institute at THS
- *Imagine the Possibilities
- *42 For Better Schools
- *Churches

- Radio Talk Shows

92 JAMZ

TeleSouth Communications



Health Fair

Noon-7 p.m.
Thursday, October 16
Tupelo Furniture Market
Building 5 • 1879 North
Coley Road • Tupelo

To live healthier, take advantage of...
Free flu shots...

Sponsored by Mississippi State Department of Health & North Mississippi Medical Center

- Free screenings & services
 - Bone density
 - Blood pressure
 - Body mass index
 - Depression
 - Heart risk appraisal
 - Medication information
 - Pulse oximeter
 - Sleep apnea
- Free Glaucoma Screenings – Tupelo Eye Center
- \$5 Total Cholesterol & Glucose Screening (includes HDL, LDL & triglycerides)
- \$20 PSA (Prostate Cancer Screening)
- HealthWorks! Activities 4-7 p.m.

For more information on this **Live Well** event, call
(662) 377-3867 or
1-800-843-3375.

Live Well
NORTH MISSISSIPPI
MEDICAL CENTER
Visit us at www.nmhs.net

Suggestion Boxes

- TPSD Staff and Parent Suggestion Box
 - 31 Suggestions (July - November)
 - Procedures



Connect 5 Emails and Texts

- **Connect 5/ Internet Emails**
 - 78 district notification messages excluding attendance calls from July – November
 - Parent Institute eTips



Community & Staff Advisory Meetings

- Parent Advisory Council
- Teacher Advisory Council
- Community Advisory Councils
- PTO Meetings
- School Open Houses
 - » Back-to-School



**The Japan-
America
Society of
Mississippi**



Welcome
Parents & Students

Meet Your Teacher

TMS
July 30th
4pm –6:30pm

Pre-K – 6th
August 3rd
12pm–6:30pm



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Growing Healthy Waves



Surveys

- Parent Exit Survey – on-going
- Back-to-School - Teacher – August 2015
- Back-to-School - Parent – August 2015
- New Teacher Support – December 2015

Video Marketing

- THS Sports Online Broadcasts
- TPSD Connects You
- Character Counts
- School Digital Profiles
- Fillmore Procedures

Community Correspondence



- Thank You Notes
- Congratulatory Notes

August - November

Total written 140

TPSD Connects You



...to your
CAREER



**Stewart Brevard
McMillan**
*Executive Assistant
Achievement School District*

David Brevard
*President
B & B Concrete Co., Inc.*

www.tupeloschools.com





Splash July 20-24 into 9am-11am Kindergarten

A sneak peek into Kindergarten before school starts!

To find out what school your child is zoned to attend:
Email: hcartwright@tupeloschools.com
or Call (662)416-0157
Carver: keharvey@tupeloschools.com
Joyner: jmkidd@tupeloschools.com
Parkway: hcartwright@tupeloschools.com
Thomas: ccpike@tupeloschools.com

TPSD




www.tupeloschools.com

YouTube 

Download Our App



TPSD wants to

Keep Your Child from Getting and Spreading ENTEROVIRUS D68 and the Flu



Avoid close contact with sick people



**Cover your coughs
& sneezes**



Wash your hands often



Clean & disinfect surfaces



**Avoid touching your face
with unwashed hands**



Stay home when you're sick



CHARACTER COUNTS In Our Community

RESPONSIBILITY
August / September

RESPECT
October

CARING
November / December

FAIRNESS
January

TRUSTWORTHINESS
February

CITIZENSHIP
March

INITIATIVE
April

PERSEVERANCE
May



Launched Character Counts
Video Campaign

TUPELO PUBLIC SCHOOLS

HONOR STUDENT



1ST 9 WEEKS



2ND 9 WEEKS



3RD 9 WEEKS



4TH 9 WEEKS

2015-16 –
1st 9 Weeks

3,536

50%

2014-15

4,630

65%

2013-14

5,930

65%

TPSD Car Tag Update



\$13,045.72

Social Media



Tweets	2,622
Followers	2,933



Videos	31
Views	6,780

TPSD United Way Campaign

2013\$16,717.19

2014.....\$23,919.93

2015.....\$30,446.96

28% increase



TPSD's Make-A-Wish Granted!

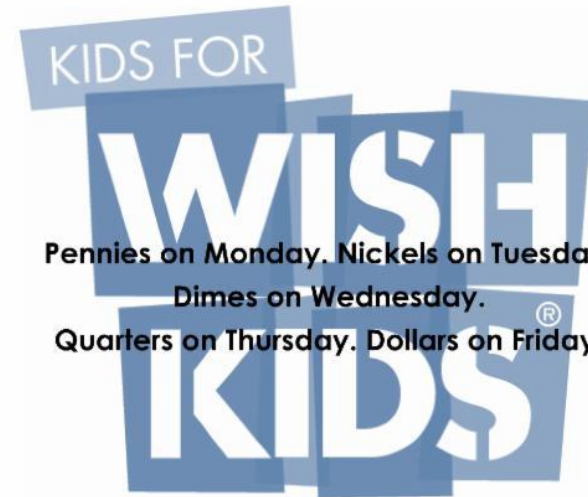


ECEC, Carver, Joyner,
Parkway and Thomas
raised over **\$5,011.61**
to fund a wish in our area!
The wish was granted in
November!

Joyner Elementary School
is helping make wishes come true!

Make Change for Make-A-Wish® Week

May 4th-8th, 2015



Pennies on Monday. Nickels on Tuesday.

Dimes on Wednesday.

Quarters on Thursday. Dollars on Friday.

Wish to make change. Wish to make a difference.

MAKE-A-WISH.
Mid-South

Billboard & Print Marketing/Communications Campaign

- Billboards (July - May) - Billboard Poster on North Gloster and Digital ads at Crosstown
- Newspaper
 - Ads will focus on district and school highlights
 - Editorials from Superintendent
 - Launched new online marketing campaign

TPSD in the Media

June 2015 – November 2015

**TOTAL
598**

	Newspapers in MS
June	23
July	64
August	98
September	115
October	135
November	163

Media Coverage

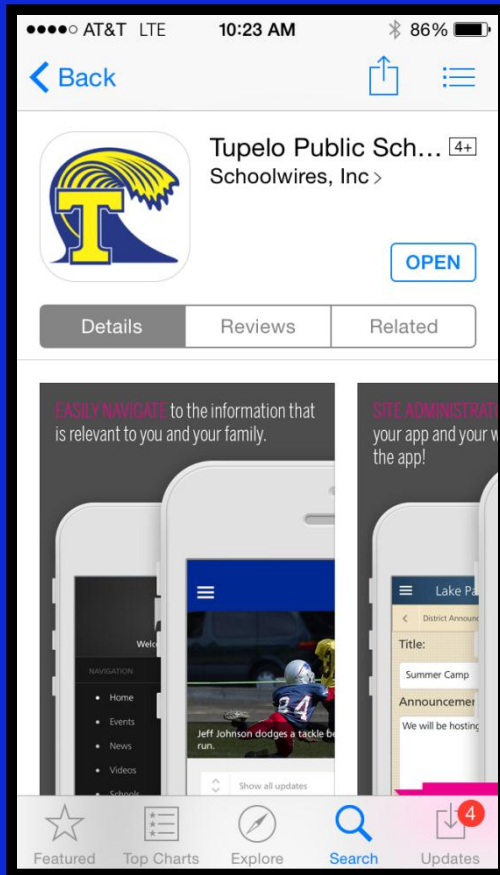


WTVA News Stories on TPSD (Sports not included) July - November

TPSD	7	Lawhon	6
THS	11	Parkway	4
TMS	2	Pierce	3
Fillmore Center	1	Thomas	8
Milam	4	Joyner	3
Rankin	1	ECEC	6
Lawndale	4	Carver	3

Total 63

TPSD's App



- IOS – Apple
Devices = 1,410
- Android
Devices = 236

TOTAL = 1,646

9% increase

Daily
Journal

Summer
2015



TPSD Summer Offerings

- Read an eBook (digital version of books)
- Visit our media centers on Thursdays, 12noon - 6pm, June 4 - July 16
- Enjoy summer packets for rising K - 6th graders
- Sign up for Opportunity Camps
- Splash into Kindergarten Week - July (Contact schools for dates and times)
- Take care of proof of residency/infosnap at Centralized Registration, July 13 - 17, Milam Elementary, 8am - 6pm

Early Childhood Education Center's Early Beginnings Resource Center will be open on Tuesdays from 9am - 12noon, including a storytime from 10am - 11am. Also open on Thursdays from 9am - 3pm.

www.tupeloschools.com

follow us on  @tupeloschools and  OfficialTPSD

Congratulations

to Tara Harris & Tina Siddell

Mississippi Hall
for **Master Teachers**



www.tupeloschools.com

Crosstown Digital Billboard

50% of TPSD Students
Made The Honor Roll



www.tupeloschools.com

Crosstown Digital Billboard

Questions
or
Comments