

2019-20 Web Statistics for Denton ISD

21,383,241 total pageviews to Dentonisd.org website or subsite

1. Homepage: **9,403,350**
2. Grades (HAC): **1,254,085**
3. Information & Resources for Staff: **344,622**
4. Departments & Services Directory (District): **268,279**
5. Students section: **200,802**
6. Back-To-School Website: **188,160**
7. School Year Documents: **186,042**
8. Registration: **168,112**
9. Calendar: **131,985**
10. Human Resources: **110,261**
11. For Parents section: **100,948**
12. Employment: **100,298**

New Sites Created Pertaining To COVID-19 Pandemic Response

Created Spring 2020

COVID-19 Information Website Resource:

<https://www.dentonisd.org/covid19> (not live)

- Included COVID-19 news releases, closure information
- 60,968 views

Meals Website:

<https://www.dentonisd.org/meals> (live on CN website, no longer being updated)

- Included all meal site/meal drop-off information
- 36,579 views

Grading Update

<https://www.dentonisd.org/gradingupdate> (live, static information)

- Contained all information regarding COVID-19 grading updates
- 14,185 views

Together Website:

<https://www.dentonisd.org/together> (live, continuously updated)

- Included local resources from the counseling department
- Links to SEL resources and DISD SEL website
- 6,150 views

Administrative Internship Website (no longer live)

- Contained program information, application & policies to recruit AIPs for HR
- 947 views

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Created Summer 2020

Summer Learning Website

<https://www.dentonisd.org/summerlearning> (not live)

- Contained all information regarding remote and in-person summer school
- 6,442 views

Graduation Website:

<https://www.dentonisd.org/graduation> (live)

- Contained all information regarding 2020 Commencement Ceremonies at Texas Motor Speedway
- 7,087 views

Created Fall 2020

Back-To-School Website:

<https://www.dentonisd.org/backtoschool> (live, continuously updated)

- Resources in Spanish
- Links to school year calendar & other documents
- Student & Staff Safety protocols
- Digital Support portal
- HR employee support
- Denton County COVID Dashboard
- District technology statuses
- All Back-To-School related videos
- 188,160 views

ConnectedLearning

<https://www.dentonisd.org/connectedlearning> (live, continuously updated)

- Contains all information regarding DISD remote learning program
- Contains CL & F2F opt-in forms
- FAQ and support, supply lists
- 46,372 views

High School Campus Web Views

- Guyer HS: **150,579**
- Braswell HS: **135,084**
- Ryan High: **89,740**
- Denton High: **79,258**

Milestones:

- Created online Public Comment submission form & Zoom webinar automation on the homepage for scheduled and special board meetings
- Web capabilities were able to increase in November 2020 due to new position created: Web Content Specialist
- Construction & Bond information migrated to Denton ISD Website. Now includes renderings, board presentations, photos & drone footage to improve visibility to the community:
<https://www.dentonisd.org/construction>
- Essential informational resource for families in Spanish: <https://www.dentonisd.org/Page/102333>
- Adopt-A-School Art & Essay Contest Winner Gallery
<https://www.dentonisd.org/adoptaschoolart> <https://www.dentonisd.org/adoptaschoolessay>
 - Recognition: Texas School Public Relations Association Gold Star Award for the website redesign

2019-20 Social Media Statistics for Denton ISD

Facebook

- 272 Posts
- 5,743,369 Impressions
- 4,436 New People Liked the Page

Twitter

- 431 Posts
- 3,849,128 Impressions
- 1473 New Followers

Instagram

- 131 Posts
- 204,625 Impressions
- 283 New Followers

YouTube

- 123 Videos
- 169,300 Views
- 770 New Subscribers

Vimeo

- 8,705,565 Views but most of these are tied to the Denton ISD Webpage

New Projects/Opportunities Created Pertaining To COVID-19 Pandemic Response

73 Videos (English & Spanish)

Topics: Child Nutrition
Health & Wellness
Technology Support
Safety Protocols
Connected Learning
Hybrid Schedule

19 Superintendent “Friday” Videos

Milestones:

“Cody Moore Stays at Braswell”

- More than 8 million views

Commencement Dates & Times

- 206K Views

Governor Abbott’s Close Order

- 116K Views

2019-20 Community Relations for Denton ISD

- District Partners for 2019-20
 - 45 partners
 - Amount does not include gift cards, in-kind donations or New Employee Reception booth fees (raised \$10,000 from Denton Chamber - highest ever)
- District Partners for 2020-21
 - 56 partners
 - Does not include in-kind donations (UNT Athletics/Extra Yard for Teachers)
 - Did not solicit gift cards due to COVID-19 and the toll taken on the restaurant and hospitality industry
 - New Employee Reception fees were rolled into Adopt-A-School for first time, including all 4 Chambers (Denton, Aubrey 380, Lake Cities and Little Elm)
 - See photos of the virtual event, campus deliveries
<https://www.flickr.com/photos/dentonisd/albums/72157715636474127>

- 6,500 School Supply Packs Collected through Denton Back-to-School Fair, Kroger customers, GDWCAR, and Southwire and loose supplies donated by Greater Denton Wise County Association of Realtors
- 1,250 Backpacks donated by Atmos Energy and Northstar Builders & Distributed
- 720 Reusable Water Bottles donated by Atmos Energy & Distributed

Milestones:

- Coordinated and judged the Adopt-A-School Art & Essay contest virtually
 - Videos were released in December in lieu of in person district recognition nights
- “Read Across America” will be conducted virtually
 - District partners will submit videos of their employees reading
 - Videos will be released, distributed to all schools

2019-2020 Mentors & Volunteers

**Collection of Hours was interrupted for 19-20 year, typically happens right after spring break*

- 2019 - 2020 - just shy of 64k hours turned in, most would've been turned in after Spring Break
- 3,423 hours during COVID-19 closure, alone, serving meals
- 2020 - 2021 – More than 2,000 hours turned in, and more will be collected in Spring

New Projects/Opportunities Created Pertaining To COVID-19 Pandemic Response

Volunteers assisted Child Nutrition with feeding students from March 18 - May 20, 2020 during initial COVID-19 Closure

- 843 Potential Volunteers who expressed an interest serving meals
 - 543 Volunteers
- Completed 3,423 hours serving meals to students
- Shift Smart workers - 78 displaced restaurant workers who worked 4,840 hours from March 22 to May 29, 2020.
 - Restaurant Workers with their food handling licenses signed up shifts to help with meal preparation
 - Their wages paid for by a private donor (\$48,400).

- 350 Face Shields donated to Child Nutrition from Huffines KIA & Texas Health Denton
<https://www.flickr.com/photos/dentonisd/albums/72157715632420671>
- Teacher of the Year Drive-Thru Parade at C.H. Collins Athletic Complex
<https://www.flickr.com/photos/dentonisd/albums/72157714188496782>
- 5,000+ Cloth Masks handmade by community volunteers, primarily Robson Ranch, distributed to students and staff
- 37 Print Jobs totaling 18,297 pieces printed that were COVID-19 related (signs, posters and some flyers)
- 13 Print Jobs totaling 59,096 pieces printed that were Meal Service related (mostly fliers, some posters)