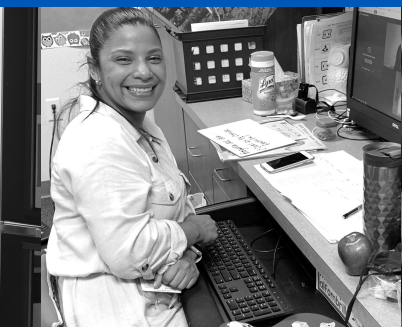


# Communications Department UPDATE



December 8, 2020



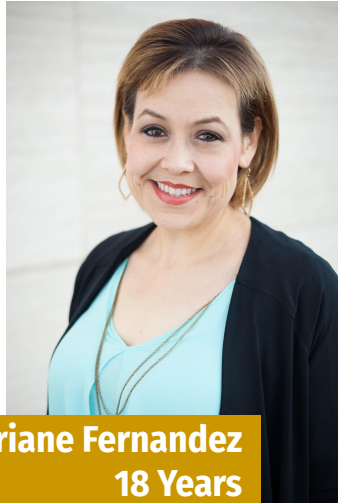
# MEET OUR TEAM

Communications Department

UPDATE



**Debby Hayward**  
18 Years



**Gloriane Fernandez**  
18 Years



**Barbara Monroe**  
16 Years



**Rina Nittolo**  
14 Years



**Lesley Range-Stanton**  
11 Years



**Brittnea Ussery**  
7 Years



**Gwendolyn Kaspereit**  
5 Years



**Rosemary Gladden**  
5 Months



**Francisco Tristan**  
5 Months



**Dylan Kaericher**  
1 Month

# OUR PRIORITIES

- Emergency Communications
- Website and Mobile App
- Publications/Collaterals
- Special Events/District Recognitions
- Elections
- Policy
- Materials Distribution
- AskPISD/Community Inquiries
- Other Communications Support



- COVID-19 Communications
- Video Production
- Community Engagement
- Media/Public Relations
- Social Media



# Website

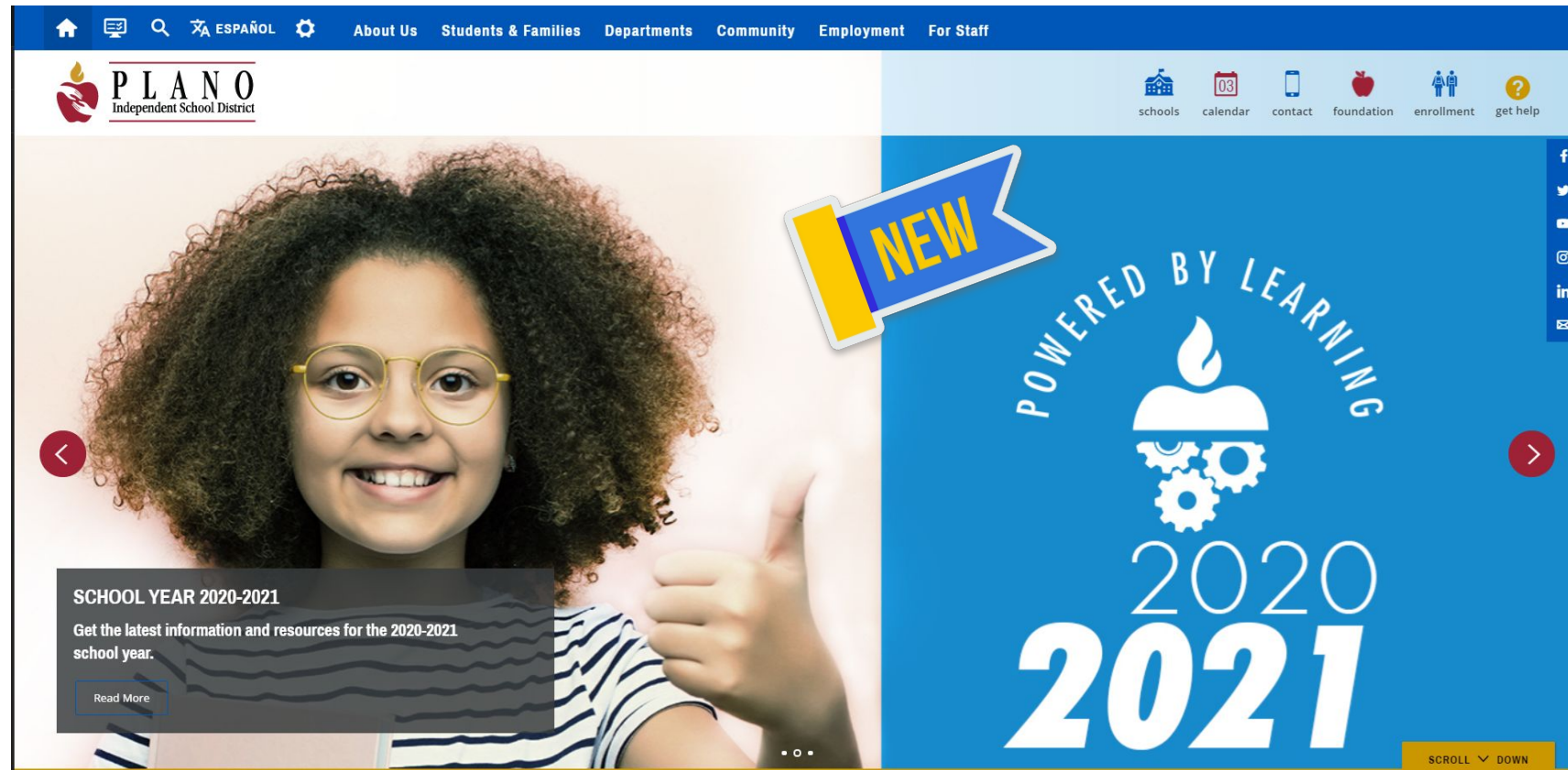
UPDATE

**+50.96%**

Increase in website sessions (visits) over last year

**+34.04%**

Growth of new users over last year



[www.pisd.edu](http://www.pisd.edu)





Fonts

Archivo  
Archivo Narrow

Email Signatures

Name (11 point size)  
Title (10 point size, italics)  
Department or School (11 point size)  
**Plano Independent School District**  
p: [office number] m: [cell number]  
a: [address] | [city], Texas [zip code]  
w: [www.pisd.edu](http://www.pisd.edu)



(Approved district graphic, logo or campus logo)



(Relevant district or campus social media icons with links)

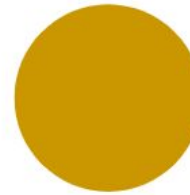
Colors



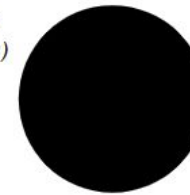
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CMYK: (C) Cyan 26%, (M) Magenta 98%, (Y) Yellow 77%, (K) Black 21%  
Hex code: #9D2235  
Pantone: 201C



RGB: Red 0, Green 87, Blue 184  
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Hex code: #0057B8  
Pantone: 2935C



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Hex code: #CB9700  
Pantone 117C



RGB: Red 0, Green 0, Blue 0  
CMYK: (C) Cyan 75%, (M) Magenta 68%, (Y) Yellow 67%, (K) Black 90%  
Hex code: #000000  
Pantone: Black C

Logo Variations



# Brand Style Sheet

[WWW.PISD.EDU/LOGOS](http://WWW.PISD.EDU/LOGOS)

30

emails/month

average in calendar year 2019

1,082

emails/month

average to date for 2020

Home » Students & Families » Resolving Complaints » Resolving Complaints

### Resolving Complaints & Concerns - Classroom

Plano ISD is dedicated to caring and our goal is to provide excellent customer service to our families and community. This page provides details on how to get your questions answered, provide feedback or resolve concerns in the shortest amount of time possible. In order to expedite resolving your concerns, the Plano ISD Board of Trustees and leadership team encourage students and families to communicate with the appropriate teacher, principal or other campus administrator who has the authority to address the concerns.

Issues should be expressed as soon as possible to allow early resolution at the lowest possible administrative level. **Individuals who have not followed this communication protocol will be directed to the appropriate step based on the circumstances**, which may prolong the resolution process.

Visit the department webpages listed below for helpful resources:

- Academic Services
- Educational Resources
- Elementary Academic Services
- Policies & Regulations
- School Leadership & Innovation Department
- Secondary Academic Services

**NEW**

#### STEPS

Step 1: Contact Teacher -

Use our [staff directory](#) to contact your child's teacher, or call the school office.

Step 2: Contact Principal or Assistant Principal +

#### TOPIC-SPECIFIC STEPS FOR RESOLVING CONCERNS

- Academics
- Athletics/Student Groups
- Attendance
- Bullying/Harassment
- Classroom
- Counseling/Guidance

# School PR Liaisons

Communications Department

UPDATE



NEW

# 64

## School PR Liaisons

to help enrich and broaden  
Plano ISD's media/social  
media coverage of  
campuses



# Social Media Campaigns

UPDATE

## 12 Days Back-to-School Campaign

**Plano ISD**  
@Plano\_Schools

Follow our 12-Day Countdown Campaign starting tomorrow with daily tips to help families prepare for the first day of school, Aug. 12.

**12 DAYS**

**FIRST DAY OF SCHOOL COUNTDOWN CAMPAIGN**

**Barksdale Broncos**  
@barksdalebronco

We are "RED-y" to say NO to drugs!  
#RedRibbonWeek  
#BeHappyBeBraveBeDrugFree  
#PlanoISDRedRibbonWeek  
#PlanoISDProud

#PISDRedRibbonWeek

## #ThankaPrincipal

**Aldridge\_Ocelots**  
October 21 · 🌐

Shout out to our AMAZING leader of the pack, Ms. Buhl! Thank you for all you do everyday!  
#ThankAPrincipal #PlanoISDPrincipalsRock #AldridgeStrong #PISDPoweredByLearning

October is **NATIONAL PRINCIPALS MONTH**

Take a look at who the McCall Colts are thankful for. #PISDGratitude #ThankfulFor

I'm grateful you're my friend because you help me feel better when I'm sad.

VIDEO MADE WITH ANIMOTO

#PISDGratitude

## Veterans Day

## #PISD5in5

¿Necesita información del distrito? Mira este video [youtu.be/Drks1oV-...](https://youtu.be/Drks1oV-...) "5 minutos o menos" sobre cómo funciona el distrito en español. #PISDPoweredByLearning, presentado por...

**5 things in 5 minutes or less**

# Social Media

42,000  followers

27,219  followers

3,753  followers

- Gained followers:
  - +5,000 Facebook, +2,000 Instagram, +1,000 Twitter
- Increased social media exposure by 46% compared to last year between July-December
- Reached more people & had higher engagement
  - Top Facebook post this school year reached 106K people and had 26K engagements (remote start).
  - Same post in Spanish: 20K reach and 2.6K engagements.
- Doubled Twitter engagement rate from 1.2% to 3.3% compared to last year

# Media/Public Relations

Communications Department

UPDATE

News mentions  
since July

1.01K



## Top themes:

- Remote learning instruction
- Staffing
- Enrollment
- Safety protocols
- First day of in-person
- Funding
- COVID data



# Publications and News

UPDATE





# Video Production

Communications Department

UPDATE



# Video Production

- New team in place
- Two-person team has produced nearly **50** videos since the beginning of the year



Future Initiative: Collaboration with CTE to provide relevant industry experience for A/V students and expand the district's storytelling footprint.





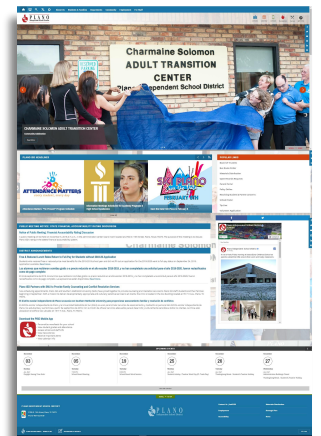
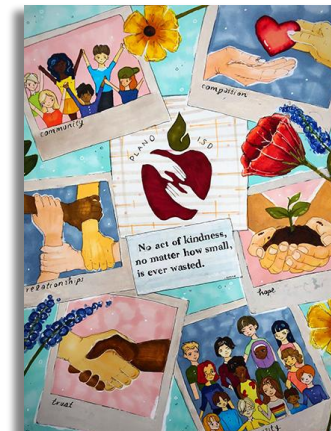
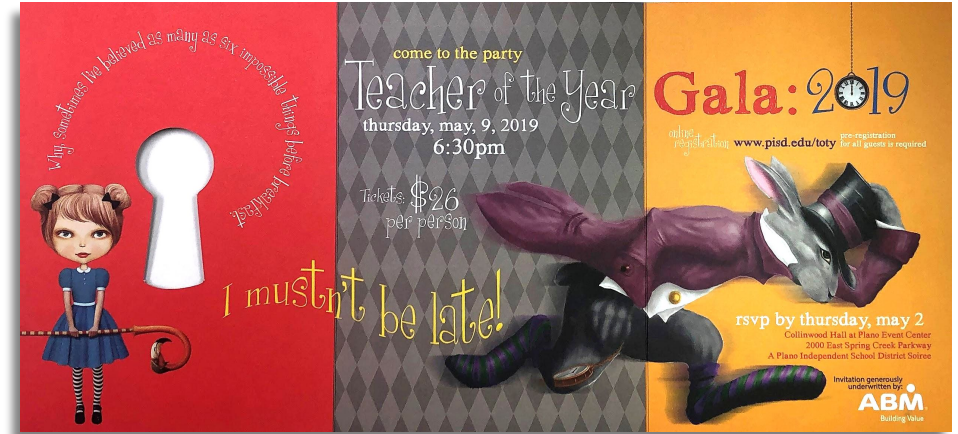


## Best of Category

- 2019 Teacher of the Year Invitation

## GOLD STAR Winners

- Martin Luther King, Jr. Event Invitation
- Social Emotional Learning Kindness Card
- Taxpency Brochure, You Pay Your Taxes, Now Pay Attention
- Plano ISD Website
- *Plano ISD Sizzle Video*
- *Don't Worry Be App-y Video*
- *Sofia Salazar - MLK Diversity Celebration Video*







# District Event Update



# 2019-2020 District Events

Communications Department

UPDATE





# 2020-2021 District Events

Communications Department

UPDATE

34th Annual Martin Luther King, Jr., Diversity Celebration

## **Plano ISD Celebrating Together**

Virtual Event: January 18-22

### Daily Content Themes

January 18 - The Power of Together

January 19 - Brighter Together

January 20 - Stronger Together

January 21 - Shaping the Future Together

January 22 - Plano ISD Together



COMMUNITY



Community Engagement Update

# Community Engagement Hub

Communications Department

UPDATE



## Community Engagement Hub - Coming Soon

### Partners in Education Program

Excellence in education is best achieved through a shared vision and cooperative effort of students, families, staff and the community.

[Get Involved](#)

### Plano ISD Education Foundation

Partner with the Foundation to fund key district initiatives like Grants to Educators, the CORE Store and the Employee Crisis Fund.

[Join Us](#)

### District Special Events

Support the district by attending or sponsoring an event like the Teacher of the Gala or the MLK Diversity Celebration.

[Celebrate With Us](#)

### Plano ISD Leadership & Ambassador Academy

Serve as a Plano ISD community ambassador while getting an in-depth look at how the district operates.

[Apply Now](#)

### Advertising & Sponsorships

Plano ISD offers community organizations and businesses mutually beneficial opportunities for marketing and promotion.

[Learn More](#)

### Become a Volunteer

Volunteers are valued partners in helping the district meet the needs of students, families and staff.

[Volunteer](#)

### Retired Seniors Valued in Plano (RSVP) Program

This is a free membership program for community members who are 65 years of age and above.

[Register Now](#)

### PTA

Be a part of every child's success story by joining a local PTA and make students' dreams come true.

[Learn More](#)

### Materials Distribution Portal

Learn about activities, events and other academic and athletic opportunities available to your student within the PISD community.

[Materials Distribution](#)



# VOLY Volunteer Module

UPDATE

[Plano.voly.org](http://Plano.voly.org) - launched August 2020

Select Language | Login

PLANO Independent School District

Causes Opportunities Teams Schools

## Create A Volunteer Account!

OR

Already Have An Account? Please log in.

**Log In**

Don't have an email? Use your cell number and carrier extension. Ex. 2125551212@txt.att.net [Click here for instructions.](#)

First Name\* Last Name\*  
Email Address\* Confirm Email Address\*  
Phone Number\* Zip\*  
Password\*  
Confirm Password\*

**Create Account**

By signing up for a Voly account, you confirm that you are at least 13 years old and that you have read and agreed to the Voly Terms and Conditions.

## Causes

Decide what you are most passionate about, and make your impact.

0 0 0

Select Language | Login

PLANO Independent School District

Causes Opportunities Teams Schools

Search Opportunities

## Opportunities

**4** MATCHING OPPORTUNITIES

**VIRTUAL VOLUNTEERING**

Show me only the virtual opportunities

**CAUSE**

I will volunteer with any cause!

Filter By Cause

**LOCATION**

I am willing to go anywhere to volunteer!

Filter By Location

**DATE**

**THOMAS TEXANS** **VIRTUAL**

### Thomas Mentors

We know that every child needs the encouragement of a positive role model to achieve his or her potential. We are seeking individuals committed to fostering a relationship that will provide positive support and guidance to the leaders of tomorrow. [Learn More](#)

Plano, TX  
Thomas Elementary School | [Save For Later](#)

[Click Here For Dates](#)

Nov 30, 2020 0.67 - 0.83 Hours 904 Needed

**I Want To Help!**

**CHRISTIE ELEMENTARY** **VIRTUAL** Mentoring

### Christie Virtual Mentoring

We know that every child needs the encouragement of a positive role model to achieve his or her potential. We are seeking individuals committed to fostering a relationship that will provide positive support and guidance to the leaders of tomorrow. [Learn More](#)

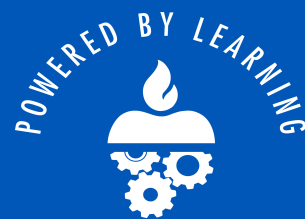
Plano, TX  
Christie Elementary School | [Save For Later](#)

[Click Here For Dates](#)





# Looking Ahead: More New Initiatives





# VOLY Partners Module

<https://planopartners.voly.org/>

- This product provides a platform for the district to connect with its partners to share needs for in-kind donations of goods and services
- Once a partner registers for the platform, they can then easily view and offer to fulfill district requests
- The platform also allows partners to notify the district if they have interest in making an unrequested donation





# Materials Distribution Portal

Communications Department

UPDATE

## [Online Materials Distribution Portal](#)



- schools
- calendar
- contact
- foundation
- enrollment
- get help

Home » Community » Materials Distribution » Material Distribution Portal

### PLANO ISD DISTRIBUTION PORTAL

Category:  Audience:

**Other**

Other  
Name of Company or Event

Elementary

**Events & Opportunities**

Events & Opportunities  
Name of Company or Event

Staff

**Sports & Activities**

Sports & Activities  
Name of Company or Event

Middle School

**Academics & Enrichment**

Academics & Enrichment  
Name of Company or Event

High School

- 
- 
- 
- 
- 
-

# “Leadership Plano ISD”

- This program is designed to provide community participants a comprehensive overview of the school district by department, campus and district leadership in order to provide a greater understanding of internal operations at the district and campus levels
- Graduates may be called upon to support the district through participation in planning committees, focus groups and improvement teams
- Application process will begin in April 2020 with the program starting fall 2021





# Plano ISD Speakers Bureau

Communications Department

UPDATE

- The goal is to engage with community members willing to lend their time and share their expertise to make a difference in the educational experience of our students
- Approved speakers will be added to a list that will be used as a resource to connect campuses with subject matter experts on any number of topics relevant to curriculum



PLANO ISD PROUD

