



Session Date:

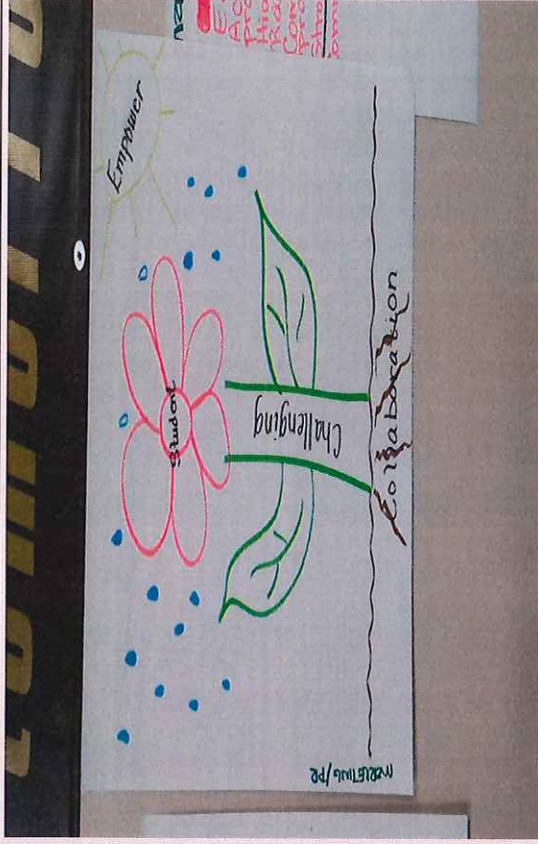
Marketing/PR Steering Committee Team:

Mr. Emilio Flores, Dr. Diego Vazquez-Cruz, Veronica Cruz, Emily Salazar, Servando Torres, Hope DeLeon, Roland Smith

Core Beliefs

We believe: Every individual has worth and great potential. All stakeholders are necessary for student success, it is important to foster the whole person (emotional intelligence, critical thinking,

Visual Representation of District Mission/Vision



Needs Assessment

Strengths that align with Opportunities

- CTE
- Early College
- Active social media promotion
- High school internet radio station
- competitive quality programs
- Strong community participation
- Community fair

Weaknesses that align with Threats

Local TV and newspaper focus on negative events vs. all of the great things happening

Strand Goal

Ensure all KISD stakeholders are informed of the many exceptional program offerings and their successes through marketing and public

Objectives/Strategies	
<p>Objective</p>	<p>By 2020, 100% of our exceptional accomplishments will be communicated to all KISD stakeholders through marketing and public relations.</p>
<p>Notes of the discussion that went into the creation of the objective/strategy</p>	<p>Enhance partnerships with community stakeholder groups by increasing the frequency of postings in social media and newsletters available in a variety of formats.</p> <p>Highlight: award winning band, student organizations representing our district at state and national level, community partnerships (Lowes, Kingsville Realtors, TAMUK, etc), Individual</p>



Session Date: 12/15/2015

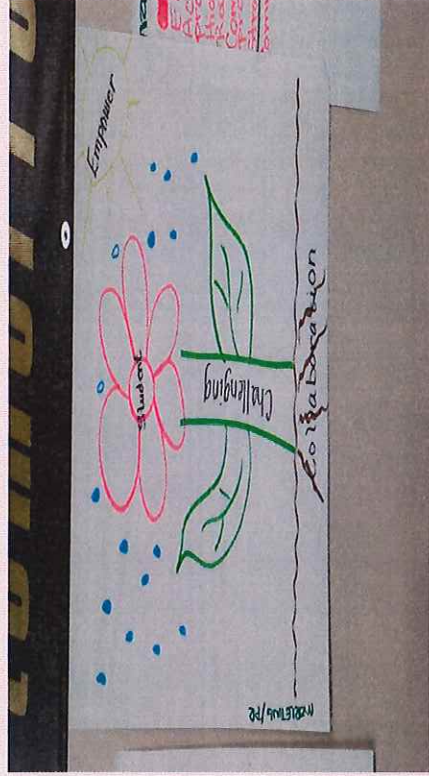
Marketing/PR Action Planning Team:

Mr. Emilio Flores, Dr. Diego Vazquez-Cruz, Veronica Cruz, Servando Torres, Esperanza DeLeon

Core Beliefs

We believe: Every individual has worth and great potential. All stakeholders are necessary for student success, it is important to foster the whole person (emotional intelligence, critical thinking, etc).

Visual Representation of District Mission/Vision



Needs Assessment

Areas of STRENGTH within strand	Areas of WEAKNESS within strand	OPPORTUNITIES	THREATS
CTE Early College Active social media promotion High school internet radio station competitive quality programs Strong community participation Community fair		Local TV and newspaper focus on negative events vs. all of the great things happening	

Strand Goal

Ensure all KUSD stakeholders are informed of the many exceptional program offerings and their successes through marketing and public

Objectives/strategies

Objective	By 2020, 100% of our exceptional accomplishments will be communicated to all KISD stakeholders through marketing and public relations.	Strategy	Enhance partnerships with community stakeholder groups by increasing the frequency of postings in social media and newsletters available in a variety of formats
Notes of the discussion that went into the creation of the objective/strategy	Highlight: award winning band, student organizations representing our district at state and national level, community partnerships (Loves, Kingsville Realtors, TAMUK, etc), Individual student		

Session Date: 12/15/2015

Strategy #1	Person Responsible	Start Date	Completion Date
Action step : Establishing Protocol to Submit Press Release: - Student Organizations will submit information for media release to Principal/Assistant Principal - Teacher will submit information for media release to Principal/Assistant Principal - Principal/Assistant Principal will submit information for media release to PR Coordinator - PR Coordinator will submit information for media release to various media groups Action step : Establish a timeline to submit information to Community Relations Office (monthly submission by the end of the month) Action step : News to be submitted: - Academics - Student Recognition (scholarships, honor roll, alumni) - Parental involvement - VIPs on schools - Extra-Curricular Activities - UIL - Sports - Student Organizations Activities - Other Student competitions (Band, Choir, FFA, Special Olympics) Action step : Create a district-wide "Release of Media Form" (Page 97 KISD's Student Parent Handbook) Action step : Completion of Acceptable Use Policy District Employees Students Non-School Users	Dr. Grace Ruiz	August 2016	June 2017
	School Principals	June 1, 2016	May 31, 2017
	KISD School Principals	July 1, 2016	August 1, 2016

Strategy #2

Action step :

Action step :

Action step :

Action step :

Action step :

Action step :

Strategy #3

Action step :

Action step :

Action step :

Action step :