

# Pine Tree ISD Community & Communication Plan 2021-2022

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### **INTRODUCTION:**

The Pine Tree Independent School District is committed to open, honest and ongoing communication with all community members. We understand that maintaining a two-way conversation is essential for building relationships. These relationships are the foundation for a strong school system.

The plan is intended to do the following:

1. Implement a communication program that directly helps the district achieve its strategic goals.
2. Foster strong positive relationships with all employees and with all who are living in the community of Pine Tree and Longview area.

3. Provide focus and direction for messages/methods in support of the district's goals.
4. Enable the district to present itself accurately to all audiences.

## PTISD DISTRICT STRATEGIC PLAN 2021-2022

### Strategy 2 - We will maximize learning through the use of advanced resources and digital literacy.

Performance Indicators / Actions	Designer(s)	Timeline of Event/Actions	Resources	Outcome	Effectiveness
4.1 – Pine Tree ISD will offer “ <b>Community U</b> ” as a way for parents/community members to be informed of the operations of the school district.	<b>Community Relations Coordinator with district leadership teams - Melissa Gonzalez</b>	<b>8 monthly sessions</b>	breakfast, bus travel, community center	90% surveys will indicate positive responses;  90% attendance;  2-3 new ideas will be implemented as a result of feedback.	
4.2 – Pine Tree ISD will continue to create opportunities (events) for parents to be directly involved in the education of their students.	<b>Campus Principals with campus and district leadership teams.1</b>	Meet the Teacher Curriculum Night Public School Month  Specific Campus Events	Marketing through fliers, web, and School Messenger  reserved rooms;  community partner donations, campus activity fund	Events will be documented in articles online in the web page news blog.  Participation from the previous year	

				will increase by 5%.	
				90% of parent survey/poll responses will reflect positive feedback.	
4.3 – Pine Tree ISD will continue to publicize events and recognize <b>accomplishments of students (and staff).</b>	<b>Campus Principals with District Departments: Communication, Curriculum-Instruction, and Athletics</b>	<p><b>Daily (as provided):</b> Articles are posted on the web and shared with media; messages are posted through social media.</p> <p><b>B-Monthly:</b> Email Newsletter reaches open rate above industry average rate. Email Contacts remain steady at 5,000 or above.</p> <p><b>Bi-Yearly -</b> District wide publication</p> <p><b>Annually:</b> Two district-wide staff events: Beginning-of-Year Convocation is designed and effectively completed (Communications) End of Year Convocation (HR)</p>	<p>Permission forms to publish photos.</p> <p>Info, content &amp; photos sent to the designated person to post:</p>	<p>Web page or blog includes campus/district events in timely manner.</p> <p>Newspaper, billboards and cable TV/radio announcements are published.</p>	
4.5 – Pine Tree ISD will continue efforts to build	<b>Volunteer Coordinator,</b>	<b>Each month/as occurring:</b> +Meetings in the community	Annual survey with community partners	Partnership list of	

<p>partnerships within the Pine Tree community, businesses, and civic organizations.</p>	<p><b>Community Relations Coordinator/ Foundation Director and Communication Director with district and campus leadership teams and with community group leaders.</b></p>	<p>and on campus.</p> <ul style="list-style-type: none"> <li>+Alumni Email newsletter</li> <li>+Posted articles in the news blog and shared with media</li> <li>+Guest speakers in the classroom</li> <li>+Junior Achievement, Aspire Mentoring, Watch D.O.G.S.</li> </ul> <p><b>Annually:</b></p> <p>Homecoming Weekend; Share the Schools and Veterans Day events; Volunteer Appreciation Lunch; Beacon Awards; Foundation Grant Patrol</p>	<p>and taxpayers at end of year</p> <p>Campus spaces for meetings</p> <p>Materials/equipment for presentations</p> <p>Schedule of meetings with Education Foundation PTA Booster Clubs Area Faith-Based orgs. City of Longview Committees Non-Profit organizations Associations Other school districts For-Profit businesses</p>	<p>participants will increase by 10%</p> <p>90% of community member survey/poll responses will reflect positive feedback.</p> <p>Participation from the previous year will increase by 5%.</p>	
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## AUDIENCES AND OUTCOMES

### Internal Audiences:

<p>Certified Staff (new / returning)</p> <p>Board of Trustees</p>
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Principals / Campus Administrators
Central Admin Staff
Support Staff Employees
Substitutes

**External Audiences:**

Students	School Community Councils
Parents	New residents of the District
Taxpayers of the District	Neighboring School Districts
Senior Citizens	Residents without children in the district
Business Leaders	Greater Longview area
Media	Prospective residents of the district / Realtors
Parent-Teacher Organizations	Neighborhood Groups (Crime Stoppers)
Civic Leaders	Faith-Based Groups: Churches
Education Foundation	Legislators/Government Officials

**GOALS:** By following this plan, the following desired behaviors and attitudes are the focus of both internal and external audiences:

Take **pride and ownership** in the district

Keep **informed** of key issues

Work as a high-performing organization whose employees **respect and value customer feedback**

Exhibit district **values** of caring, integrity and collaboration

Feel **involved and engaged** in their school

Exhibit community **pride and trust** in schools and the district

**Support** and partner with Pine Tree and the greater Longview community.

**FEEDBACK AND EVALUATION:** The following resources will be used to evaluate and measure the effectiveness of the plan:

Survey for staff and community members

Website and Social Media hits and traffic reports

Email Newsletter marketing reports

Focus group feedback (Community U)

Media coverage monitoring

Blog comments

Volunteer reports and feedback

**Strategy 3 - We will boldly support the social and emotional needs of all students.**

**CURRENT COMMUNICATION CHANNELS 2021-2022**

The district effectively provides consistent and unified messages by identifying and managing all communication avenues. A multifaceted approach to overall communications helps ensure greater impact of messages.

*WEB-BASED ELECTRONIC COMMUNICATION*

COMMUNICATION MODE / CHANNEL	DESCRIPTION	DATE OR FREQUENCY	DESIGNER	COMPANY – EXPENSE – AND MEASUREMENT	EFFECTIVENESS
District Web page	<a href="http://www.ptisd.org">www.ptisd.org</a> The district maintains a webpage which provides specific information related to the district.	Updated weekly or daily; Major updates in June/July	Mary Whitton, Director of Communications	NetStart Enterprise  Annual payment with District contract  Number of hits Survey	
Campus Web pages	Each campus maintains a webpage which provides specific information related to that campus.	Updated as needed	Principals and Campus webmasters: Primary – Whitney Allen Birch Elementary - Andrea Mabe Parkway Elementary - Laurie Karling Middle – Alison Richardson Junior High – Aneka Brown	NetStart Enterprise version  (Cost included with district contract)  Number of hits Survey	



			High School – Caity Rutledge ExCEL - Brittney Jones P.A.C.E. - Candace Prosser		
Teacher Web pages	Each teacher maintains a webpage which provides specific information related to that teacher’s courses and programs.	Updated as needed	PT Teachers with assistance from campus webmasters	NetStart Enterprise Annual payment with District contract  Number of hits Survey	
PT Education Foundation Web page	<a href="http://www.ptedfoundation.org">www.ptedfoundation.org</a> The foundation maintains a webpage which provides specific information related to the PT Alumni and Foundation events/projects. Foundation projects and events are published. Alumni and staff members sign up as members and interact.	Updated as needed	Melissa Gonzalez	NetStart Enterprise version  (Cost included with district contract)  Number of hits Survey	
In the News: Media Updates and Board Agenda	These emails provide an alert about any news items published in the local media and posted agendas for the	In the News – as publicity is published; Bi-monthly district e-newsletter  Board Agenda – at least	Mary Whitton, Director of Communications Teresa Rau, Superintendent Office	Blogger  No cost  Number of entries per month	

	school board. Media updates go out to all staff and board. The board agenda alert goes out to all central administrators.	once monthly			
Phone Automated Alert system (School Messenger Intrado)	This service sends a voice message, email or text to selected groups or all students' parents within minutes. Computer log in is necessary. <a href="#">More.</a> New – Spanish messages are sent by district translator	District wide messages. Campus messages as needed.	Mary Whitton, Communications District messages, Emergency crisis Campus principals: events, reminders District and campus translators	School Messenger (Intrado)  Per student cost	
Skyward Parent Portal	Skyward's Family & Student Access™ provides parents access to our education administration system for secure access to student schedules, progress reports, grades, and discipline and attendance. <a href="#">More.</a>	Grades, attendance entered daily	Amber Hargrove, Coordinator, Data Processing	Skyward  Per student cost Parent / Staff feedback	
PT Email Signature	All employees have an assigned email address. The	As needed	All employees	Outlook Exchange  Microsoft Software	

	signature is a way to express key messages.			and servers	
Video media	Post on social media and district/campus websites.			Online video websites: Social media and district/campus websites Number of hits	
Social Media: Twitter Social Media: Instagram	Social media updates provided as needed		Communications Department	Twitter No cost Number of followers and posts	
Social Media: Linked-In	Information regarding the district is shared.	Annual update: July	Mary Whitton , Communications Various PT Employees	Linked-In / No cost Number of followers	
Social Media: Facebook	Interactive comments and information is provided.	Weekly	Mary Whitton, Communications Melissa Saunders, Director of PTEF Various sports and high school organizations	Facebook Page / No cost  Number of "Likes" Number of posts	
Social Media: YouTube	Social media updates provided as needed	Weekly	Mary Whitton, Communications	District videos	
	I				
LEDCO web page	Information regarding the district is shared online.	Annual update: August	Mary Whitton, Communications	No cost Accurate info displayed	
PTISD Web Calendar	PTISD Web Calendar	Weekly	Mary Whitton , Communications	No cost Accurate info displayed	
City of Longview web	Education web info	Annual update: August	Mary Whitton ,	No cost	

page	page- Information regarding the district is shared online.		Communications	Accurate info displayed	
Longview Chamber of Commerce web page	Education web info page and web calendar- Information regarding the district is shared.	Annual update: August	Mary Whitton, Communications	No cost Accurate info displayed	

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## *MASS MEDIA COMMUNICATION*

<b>COMMUNICATION MODE / CHANNEL</b>	<b>DESCRIPTION</b>	<b>DATE OR FREQUENCY</b>	<b>DESIGNER</b>	<b>COMPANY – EXPENSE – AND MEASUREMENT</b>	<b>EFFECTIVENESS</b>
Television Channel news reports	KETK, CBS 19, KLV CBS19, KLV	As requested	Mary Whitton, Communications	Number of press releases	Contract with KLV
Radio Channels	Access Spanish speaking radio stations.	As needed	VIDEO PRODUCTION		

Press Conference Staging Area for major media events/crisis incidents	The boardroom would serve as the main staging area to hold major press conferences and contain the media during emergency crisis incidents	As needed	Mary Whitton, Communications	Number of press conferences held	
Video/ Audio-Radio studio	Create a location to record audio and video broadcasts to be used on HS web page / PT Tube	Daily at the HS	Greg Collins	Number of hits on the web page.	

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## *PRINT COMMUNICATION*

COMMUNICATION MODE / CHANNEL	DESCRIPTION	DATE OR FREQUENCY	DESIGNER	COMPANY – EXPENSE – AND MEASUREMENT	EFFECTIVENESS
Longview News Journal articles/photos	School news is published. Press releases are submitted for consideration.	Press Release as needed.	Mary Whitton, Communications	Longview News Journal Number of press releases sent	

Longview News Journal ads	Scheduled ads In addition: Required postings, Board Appreciation Teacher of the Year/Beacon Awards/Distinguished Alumni	As needed	Mary Whitton, Communications	Longview News Journal Rate of advertising Perception survey responses	
Longview News Journal Special Editions	Information regarding the district is shared in a Progress Edition and Back to School Edition	Back to School-Due July /Published August.	Mary Whitton, Communications	Longview News Journal Number of press releases sent	
East Texas Review / Kids Press		Press Release as needed.	Mary Whitton with Joycelyne Fadajatimi	East Texas Review Number of press releases sent	
Posters for events	Event information is published with advertisements and photos.	Scheduled with events	Special event teachers	Campus teachers or admin Number of requests	
Showcases – Central Admin	Events and information are published with advertisements and photos in a wall calendar.The history of the school district is displayed in a timeline	Updated in July	Mary Whitton Melissa Gonzalez Donna Pruitt	No cost Updated information Perception survey responses	

	chronology and includes news articles, photos and objects highlighting major events, volunteer program and Education Foundation, Distinguished Alumni, Beacon Awards and Teacher Grants				
E-newsletter	Promotion/Marketing of district	Bi-monthly Distributed to email subscribers/staff/alumni/board of trustees		Promotion/Marketing of district	
Brochures	School District School Board	Updated in July	Mary Whitton , Principals	Local printer Negotiated cost Perception survey responses	
Targeted direct mailing lists	Specific programs and campuses are described.	Share the Schools Veterans' Day	Donna Pruitt	Postcards mailed out to senior citizens and retired teachers. \$ - postage	

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Spanish Translation	A Spanish message is created to accompany English messages on fliers through a district translator.	As needed	Pilar Dela Mora	Personnel

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# INTERPERSONAL / FACE-TO-FACE COMMUNICATION

## SCHOOL-BASED GROUPS – EXTERNAL (Both staff and community)

**Strategy 2: We will recruit, develop, support and retain the highest quality staff.**

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COMMUNICATION MODE / CHANNEL	DESCRIPTION	DATE OR FREQUENCY	DESIGNERS	COMPANY – EXPENSE – AND MEASUREMENT	EFFECTIVENESS
School Board Meetings-business and recognition	School business and special recognition is included for the regular board meetings held once a month <ul style="list-style-type: none"> <li>● Employee Recognition/Awards</li> <li>● Student Achievements</li> <li>● Community Recognition Awards</li> </ul>	Monthly or second Monday of each month.	Mary Whitton, Teresa Rau	Photos viewed online social media and news District e-newsletter No cost	
District Site-Based Committee	A group of staff, parent and community representatives meet to create and monitor the annual DISTRICT improvement plan	Quarterly	Dr. Cederstrom	Reports published No cost	
Campus Site-Based	A group of staff, parent and	As published by	Campus principals	Reports shared	

Committee	community representatives meet to create and monitor the annual CAMPUS improvement plan.	principals		through plan's evaluation No cost	
Campus sponsored Family/Community Events	Meet the Teacher Parent Conferences Open House/Public School Week Freshman Orientation Graduation/Scholarship Awareness/ Music/Theater/Sport events	August October March As published	Assistant Superintendents, Campus principals, counselors, teachers and Parent Liaisons	Attendance Cost of Events	
PT Education Foundation & Alumni Board Meetings and Events	A group of elected members serve on the Foundation/Alumni board. Special recognition is included during public events: Distinguished Alumni Homecoming Beacon Awards/TOY Event	Board-monthly	Melissa Gonzalez, Coordinator, PT Education Foundation	Attendance Costs of events	
Teacher of the Year Awards and Promotion	Elected teachers are recognized and awarded at special events throughout the year. Print ad is published each spring.	May	HR Department/Melanie Ferguson, Director	Recognition at April Board Meeting, Beacon Awards and End of School Convocation	
Open Library Hours for access to computers and printed materials.	Students, parents and the public are invited to use the HS library computer lab after school in extended hours.	Weekly- Tues/Thurs 3:30-5:30		Perception Survey Responses	
Volunteer Program	District Wide Volunteer Program -recruiting/managing/training	Depends on assignment	Donna Pruitt, Volunteer Coordinator	Perception Survey Responses	

	Junior Achievement, Literacy Army, WATCH D.O.G.S.,special district events				
Town Hall Meetings	Community Meeting with City Councilmen and members of Board of Trustees	Superintendent/Board of Trustees	Superintendent		

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*SCHOOL-BASED GROUPS – INTERNAL (Staff only)*

<b>COMMUNICATION MODE / CHANNEL</b>	<b>DESCRIPTION</b>	<b>DATE OR FREQUENCY</b>	<b>INDIVIDUAL RESPONSIBLE FOR ACTION / FOR OUTCOMES</b>	<b>COMPANY – EXPENSE – AND MEASUREMENT</b>	<b>EFFECTIVENESS</b>
Convocation Start of Year	All employees gather on the first day back for information and motivation.	August	Communications Department		
Convocation End of Year	All employees gather for service awards and retirement recognition.	May	HR Department		
New Employee Orientation	All new employees are provided with information, guidelines and introductions.	July/August	HR Department		
Appreciation Days		Designated days as posted on the web page.	All employees have the opportunity to show appreciation by		

			campus and/or department. Photos are displayed and campuses provide events		
	Pirate Proud Award and Employee of the Year	May - End of Year Convocation	Kim Woodruff	Photo and comments published online.  Celebration Perks  Perception Survey Responses	
Sick Bank Leave committee	A representative group of staff members meet to review sick leave requests and program issues.	Monthly or as needed	Dr. Valerie Baxter	Perception Survey Responses	

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**Strategy 3: We will boldly support the social and emotional needs of all students.**

*LONGVIEW AREA COMMUNITY GROUPS*

Pine Tree ISD is proud to partner with these community organizations, which communicate important information and help build awareness about vital issues.

COMMUNICATION MODE / CHANNEL	DESCRIPTION	DATE OR FREQUENCY	INDIVIDUAL RESPONSIBLE	COMPANY – EXPENSE – AND	EFFECTIVENESS
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			<b>FOR ACTION / FOR OUTCOMES</b>	<b>MEASUREMENT</b>	
PTA and Booster Clubs	Parents meet to support High School extracurricular groups and PK-6th grade projects	Scheduled by club sponsors / leadership	Donna Pruitt Community/Parent leaders	Perception Survey Responses	
School Health Advisory Council (SHAC)	Partnership with LEDCO and Chamber of Commerce review health related issues and make recommendations.	As published	Dr. Valerie Baxter, Assistant Superintendent Principal/Lead Counselor	Perception Survey Responses	
Share the Schools Club	Senior citizens and retired school teachers who live in the Pine Tree district are invited to join this club and enjoy a variety of events and benefits. We hope you will encourage your friends and neighbors to join you as a Share the Schools club member. Our students and staff look forward to your visit.	Share the Schools Veteran's Day November	Campus Principals	Number of projects conducted in partnership	

<p>Aspire Mentoring (City of Longview)</p> <p>Mentoring Program</p>	<p>Aspire Mentoring is a community partnership of individuals and organizations, working together to prevent substance abuse by youth through community mobilization. The partnership is comprised of representatives from business community, school districts, neighborhoods, law enforcement, faith community, youth, media, parents, criminal justice system, and others with an interest in creating a safe, healthy, drug-free community.</p>	<p>Organization meetings monthly</p> <p>Mentoring – weekly “Forever Friends”</p>	<p>PT - Donna Pruitt, Volunteer Coordinator ORG - Lyndell McAlister, City of Longview. 903.237.1019</p>	<p>Number of projects conducted in partnership</p>	
<p>Community Connections</p>	<p>Clothes Closet – providing students in need of clothes.</p>	<p>Ongoing</p>	<p>Donna Pruitt</p>	<p>Number of students assisted with clothes</p>	
<p>Community Organizations who raise funds for Health and Human Services</p>	<p>Carter Blood Center- Blood Drive United Way – Employee Fund Drive</p> <p>Food Drives – Families in need</p>	<p>Quarterly</p> <p>September</p> <p>November</p>	<p>PT – Campus teacher / student groups</p> <p>United Way – Shalonda Adams</p>		


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## COMMUNICATION GUIDELINES: Process for Communication

BASIC GUIDELINE	DESCRIPTION
Information Content:	<ol style="list-style-type: none"> <li>1. All messages going out from a campus need principal approval.</li> <li>2. Messages should include the 5 W's: who, what, when, where and why?</li> <li>3. Materials should be edited by a second person.</li> <li>4. Messages must be directly related to education.</li> <li>5. The Superintendent has final authority regarding use of external communications.</li> </ol>
Sharing information	<p>Each campus and/or department is responsible for seeking promotion of the program and/or service and may ask for assistance from the Public Information &amp; Community Relations Offices.</p> <p>Contact the Public Info office EARLY! The purpose is to provide assistance and to help ensure consistency of message across the district.</p>
Sharing information with your campus webmaster	<p>Contact the campus webmaster and Mary Whitton</p> <p><b>Campus webmasters</b> need information early:</p> <p>Primary – Whitney Allen            Birch Elementary – Andrea Mabe            Parkway Elementary - Laurie Karling            Middle - Alison Richardson            Junior High - Anneka Brown            High School – Caitlin Rutledge            ExCEL - Brittney Jones            P.A.C.E. - Candace Prosser</p>
Start with the Basics	There are endless possibilities for advertising an event, but start with the FREE basics.
Plan Ahead	Marketing and communication is not an instant process, but requires planning and a good amount of lead

	time. Information should be submitted in writing or via email at least one month prior to a major event, or 1 week to the requested starting date for promotion. The checklist below gives more specific timelines for various PR.
Consultation, Advice, and Help	The Director of Communications and Public Information is glad to assist in providing tips and ideas for your communication needs. We might not be able to create every flyer or complete ad campaign for every project, but we will assist when possible.
Outsourcing	Departments and campuses may choose to use an outside agency to create advertisements and develop a publication. When possible, copy the PR office for proofing and information.
Consider Partnerships with other Departments and Campuses and in the Community	Before inventing a new wheel, consider how your effort may benefit by partnering with other groups within the district and in the community.
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## RESOURCES: Community and Communication

Pine Tree ISD seeks to provide consistent, accurate, and timely information in a coordinated manner to the community and the media. Questions and requests can be made to the following contacts:

**PINE TREE ISD CENTRAL OFFICES:** Steve Clugston, Superintendent of Schools

Assistant to the Superintendent, Teresa Rau

Phone: 903-295-5000 x 116

1701 Pine Tree Road | [Click here for map](#) Webpage: [www.ptisd.org](http://www.ptisd.org)

**FOR COMMUNICATIONS/PUBLIC INFORMATION/MEDIA REQUESTS OR INFORMATION REGARDING PTISD AND SERVICES:**

Contact: Mary Whitton

Email: [mwhitton@ptisd.org](mailto:mwhitton@ptisd.org) Phone: 903-295-5126

**FOR PINE TREE EDUCATION FOUNDATION AND COMMUNITY RELATIONS:**

Contact: Melissa Gonzalez



Email: [mgonzalez@ptisd.org](mailto:mgonzalez@ptisd.org) Phone: 903-295-5021

**FOR VOLUNTEERS:**

Contact: Donna Pruitt

Email: [dpruitt@ptisd.org](mailto:dpruitt@ptisd.org) Phone: 903-295-5163

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