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BANDERA INDEPENDENT SCHOOL DISTRICT COMMUNICATIONS

Communication Office Goals for 2008-2009:

- Improve communication levels with Principals and Administrators – **Increase awareness of campus and departmental information.**
- Improve communication levels with Activity Sponsors/Coaches – **Increase awareness of student achievement and scheduling information.**
- Increase subscription #'s of Parents to various forms of electronic communications. – **Improve faster means of communicating campus and district information to parents, especially in an emergency situation.**
- Improve contact with regional media outlets (print, broadcast, and non-traditional) – **Increase awareness of Bandera ISD, our students, and our staff.**
- Continue community involvement with Chamber of Commerce, BCCF, etc. – **Increase partnership profile between the district and community.**
- Continue to develop and produce print and electronic communications which best reflect the district's marketing initiatives – **Enhance demonstration of student and staff success.**
 - *Bandera ISD NewsNOW!* (electronic publication) - distribute at a minimum level one issue per week during the school year and on an as needed basis during non-school times.
 - *Bandera InSiDer* (employee newsletter) – distribute a printed and an on-line edition a minimum of once a month.
 - *Bandera ISD Planning Calendar* – distribute a printed copy to all employees on a monthly basis. Edit and distribute on-line edition as changes become necessary.

- *Bandera ISD Board Briefings* – distribute an electronic recap of the Board of Trustees regular monthly meetings by the end of the day following the meeting.
- *Miscellaneous Publications* – develop flyers, brochures, pamphlets, posters, etc. based upon district and campus marketing needs.