

CARROLL

INDEPENDENT SCHOOL DISTRICT



Communications & Marketing Department

Carroll ISD opened a Public Information Office in 1997 to facilitate communication between Carroll ISD and its internal and external publics. The office was renamed the CISD Communications Department in 2001. The office is now located in the new central administration building located at the intersection of Dove and Kimball Roads. In August 2005, the district merged the Communications and Marketing efforts to create one department.

Mailing Address: 3051 Dove Road, Grapevine, TX 76051

Physical Location: Carroll ISD Administration Center

Telephone: 817-949-7080

FAX: 817-949-7088

Communications & Marketing Department Staff:

Director - Julie Thannum, APR

Assistant Director - Lauren Becera

Secretary - Lisa Strehlow

Email: jthannum@cisdmail.com

Email: lbecera@cisdmail.com

Email: strehlol@cisdmail.com

The Communications & Marketing Department's responsibilities include:

- marketing and sponsorship initiatives
- **WE CARE** employee appreciation project
- printed publications & newsletters
- electronic newsletters
- media relations & press releases
- web site design & online video management
- cable TV programming & management
- crisis communications
- communications/PR staff training
- public opinion surveying
- flier approval & distribution

The Communications & Marketing Department serves as a liaison between the school district and the community, providing information upon public request and facilitating effective communication between the Board of Trustees, school staff, students, parents and community members. The Department also concentrates its efforts on maximizing the resources and facilities in CISD by establishing relationships and partnerships with the business community.

Communications & Marketing Activities:

District Web Site - The most up-to-date school news is available on the district's website, which contains press releases, newsletters, general information, Board Policies Online and a variety of other information. The address is www.southlakecarroll.edu. The Director of Communications & Marketing also manages campus web managers who receive a stipend to design and maintain the campus websites.

District Newsletter - *Carroll Connection* is a multi-color newsletter published twice during the school year - once in the fall and once in the spring. A copy is mailed to the home of every CISD residential and commercial taxpayer. This newsletter is completely paid for by advertisers. An electronic version of this newsletter is also available on the website.

School eNews Online - This is an electronic newsletter via e-mail sent to parent and public subscribers, including CISD employees. *School eNews Online* contains pertinent information about school-related and community news. It is posted to the website weekly. E-newsletters are typically published mid-week during the school year.

Cable TV - There are two channels dedicated to Carroll ISD news 24 hours a day. Only Southlake Charter Communication customers can access TV viewing on channel 30; however, Verizon FiOS customers can access school news on channel 33. School Board DVDs are also available for checkout in the Communications & Marketing office. Regular meetings of the Carroll ISD Board of Trustees are taped and aired on Cable TV with links for viewing available on the CISD website. Call the office or visit our website for programming information.

Marketing - Carroll ISD offers a variety of opportunities for local businesses and organizations to advertise their products and services. Additionally, the district rents a number of its facilities to the public. The **WE CARE** program is an employee appreciation initiative where businesses, organizations and families can partner with CISD to honor the work of all school employees. Contact 817-949-7080 for details.

Master Calendar - A master calendar of school activities is available on the website and sent electronically to each administrator. Additions or deletions should be put in writing to the Communications & Marketing Department at strehlol@cisdmail.com.

Media Relations - Carroll ISD works cooperatively with the news media for coverage of issues and events involving the school district, its students or staff. The Director of Communications & Marketing works as a liaison with the local media. All employees should adhere to the media guidelines established by the district.

Special Publications - The department produces a variety of special publications throughout the year including budget information sheets, safety tip sheets, periodic construction updates and other special topic fliers and brochures. Copies are available in each CISD school or department and/or on the district website.

Welcome Packets - Informational welcome packets are available by contacting CISD at 817-949-7080. These packets contain general information about the district and the most up-to-date copies of regular publications. Realtors may call the Communications & Marketing Department to have a packet sent to prospective home buyers.