

San Felipe Del Rio CISD Communication Plan

Purpose

San Felipe Del Rio Consolidated Independent School District (SFDRCSID) is committed to providing accurate, timely, transparent, and effective communication with students, parents, employees, community members, and the media. The Public Information Office serves as the official source of district information and is responsible for coordinating communications that support the District's mission while promoting public trust, engagement, and accountability.

The District utilizes multiple communication platforms to ensure stakeholders receive important information quickly, consistently, and efficiently.

Public Information Office

In accordance with District Policy (GB Legal and GBBA Local), the SFDRCSID Public Information Office serves as the District's official point of contact for all media inquiries and public communications.

The Public Information Office is responsible for:

- Serving as the official media liaison for the District.
- Coordinating news releases and public announcements.
- Managing official District communication platforms.
- Reviewing and approving website content submitted by campuses and departments.
- Responding to requests for information in accordance with the Texas Public Information Act.
- Promoting district programs, student achievement, employee accomplishments, and community partnerships.
- Ensuring communications comply with District policy, student privacy laws, copyright regulations, and parental permissions.

All campuses, departments, organizations, clubs, athletic programs, and extracurricular groups representing SFDRCSID shall submit news stories, photographs, videos, and event information to the Public Information Office for review and distribution.

The Public Information Office will ensure all communications are accurate, balanced, timely, professional, and representative of the District as a whole.

District Communication Platforms

SFDRCSID communicates with stakeholders through a variety of official communication channels, including but not limited to:

- District Website
- Facebook
- Instagram
- YouTube
- SFDR Alerts (Text, Email, and Phone Notifications)
- Livestream Services
- Digital Signage
- Mobile Communication Platforms
- News Releases
- Local Media Outlets

As technology evolves, the District may expand or modify communication platforms to better serve its stakeholders.

Emergency Communications

During emergency situations, the Superintendent or designee shall serve as the District's official spokesperson unless another spokesperson is designated.

Emergency situations may include, but are not limited to:

- School safety incidents
- Lockdowns
- Bomb threats
- Active law enforcement investigations
- Physical or sexual assaults
- Fire
- Hazardous material incidents
- Severe weather
- Power outages
- Emergency school closures or delayed starts

The Public Information Office will coordinate all external communications with District Administration and emergency response agencies to ensure information released to the public is accurate, timely, and consistent.

Emergency communications may be distributed through:

- District Website
- SFDR Alerts
- Facebook
- Instagram
- YouTube
- News Releases
- Livestream Services, when appropriate
- Digital Signage
- Mobile Communication Platforms

District employees shall not provide statements to the media unless authorized by the Superintendent or the Public Information Office.

Positive News and Community Relations

The Public Information Officer serves as the District's primary contact for promoting positive news and community engagement.

Each campus principal shall designate a **Campus Key Communicator**, and each department director shall designate a **Department Key Communicator**, responsible for coordinating communication with the Public Information Office.

Positive news may include, but is not limited to:

- Academic achievements
- Student recognitions
- Teacher and employee recognitions
- Campus awards
- Athletics
- Fine Arts
- Career and Technical Education (CTE)
- STEM and Robotics
- Military and JROTC accomplishments
- Community partnerships
- Grants and donations
- Volunteer recognition
- Board recognitions
- Student leadership
- College and career readiness
- National Merit Scholars
- State and national competitions
- Special events

Student interviews, photographs, and videos shall only be published in accordance with approved District media release permissions.

Website Management

The District Website serves as the official online source of information for SFDRCISD.

Each campus principal and department director shall designate a **Campus Webmaster** or **Department Webmaster** to maintain their respective webpages.

The Campus or Department Webmaster is responsible for:

- Maintaining accurate, current, and relevant information on the assigned campus or department webpage.
- Reviewing webpage content regularly to ensure information remains current.
- Submitting new content, revisions, photographs, documents, and announcements to the Public Information Office for review.
- Ensuring submitted content complies with District policies, accessibility standards, branding guidelines, and student privacy regulations.
- Promptly notifying the Public Information Office when outdated information should be removed or updated.

The Public Information Office serves as the District Website Administrator and is responsible for reviewing, approving, and publishing all website updates prior to public release. This review ensures consistency in messaging, branding, accessibility, accuracy, and compliance with District standards.

Campus and department webpages shall not be modified without review and approval by the Public Information Office unless otherwise authorized by the Superintendent or designee.

Communication Standards

The Public Information Office is committed to providing communications that are:

- Accurate
- Timely
- Transparent
- Professional
- Accessible
- Consistent
- Respectful
- Inclusive

District communications shall comply with all applicable federal and state laws regarding student privacy, accessibility, copyright, and public information.

Roles and Responsibilities

Superintendent

- Serves as the District's chief spokesperson during major emergencies.
- Provides overall direction for District communications.
- Approves District-wide communication strategies during significant events.

Public Information Officer

- Coordinates all District communications.
- Serves as the official media contact.
- Oversees District communication platforms.
- Reviews and approves website updates.
- Produces news releases, photography, video, social media content, and public information materials.
- Coordinates crisis communications.
- Supports campuses and departments with communication needs.
- Maintains District branding and communication standards.

Campus Principals and Department Directors

- Designate a Campus Webmaster or Department Webmaster.
- Designate a Campus or Department Key Communicator.
- Ensure information submitted to the Public Information Office is accurate and timely.
- Support compliance with District communication policies.
- Encourage timely submission of positive news and important announcements.

Campus and Department Webmasters

The Campus or Department Webmaster serves as the primary liaison between the campus or department and the Public Information Office regarding website content.

Responsibilities include:

- Maintaining accurate, current, and relevant information on the assigned campus or department webpage.
- Reviewing webpage content regularly to ensure information remains current and reflects current District operations.
- Submitting new content, revisions, photographs, documents, forms, calendars, and announcements to the Public Information Office for review and approval.
- Ensuring submitted content complies with District policies, accessibility standards, branding guidelines, and student privacy regulations.
- Promptly notifying the Public Information Office when outdated information should be removed or updated.

The Public Information Office serves as the District Website Administrator and is responsible for reviewing, approving, and publishing all website updates prior to public release. This review ensures consistency in messaging, branding, accessibility, accuracy, and compliance with District standards.

Campus and Department Key Communicators

Responsibilities include:

- Submitting news stories, event information, photographs, and videos to the Public Information Office.

- Coordinating media opportunities with the Public Information Office.
 - Assisting with promotion of campus and District initiatives.
 - Providing timely information regarding student achievements, employee recognitions, special events, and community partnerships.
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Public Information Requests

The Public Information Office shall coordinate responses to requests made under the Texas Public Information Act in accordance with state law and District policy.

Annual Review

This Communication Plan shall be reviewed annually by the Public Information Office and District Administration. Updates may be made as communication technologies, District priorities, policies, and community needs evolve.

Contact Information

San Felipe Del Rio Consolidated Independent School District

Public Information Office

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