

SAISD Community Outreach and Engagement

Mission:

To increase the value of SAISD among its families and community stakeholders through the creation of clear, honest, timely and targeted communications strategies and products that foster trust with our audiences and influence perceptions.

Strategies:

- Initiate outreach programs that support the district’s mission and goals.
- Develop strong relationships with our families, neighborhood associations, and community leaders.
- Identify high-impact/sensitive issues and develop appropriate outreach.
- Use multiple formats to reach target audiences.
- At a minimum, provide family-facing text information in both Spanish and English.
- At live events, provide interpreters for Spanish and sign language.

Tactics and Timelines:

Tactic	Description	Responsibility	Timeline
Town Halls	Hold large, in-person events at easily accessible campuses. Provide livestreaming when necessary. Provide Spanish and sign language interpreters.	External Affairs/ Communications/ Marketing	As needed around issues such as superintendent search, strategic management plan, bond, etc.
Focus Groups	Hold smaller, more intimate in-person events at easily accessible venues, including campuses, community centers, homes. Provide interpreters as necessary.	Academics/ External Affairs/ Communications/ Marketing	As needed around topics such as the strategic management plan, definition of a thriving student, etc.
Website/Surveys	Create landing pages for important topics that need community input such as voting on instructional calendars and soliciting feedback on budget, ESSER distributions, satisfaction levels, etc.	Communications/ Other departments as appropriate	As needed

Social Media	Share pertinent information and engaging stories with the community via Facebook, Twitter, Instagram, TikTok, LinkedIn	Communications/ Other departments as appropriate	Daily
Insider	Employee electronic newsletter. Parents and community members may also subscribe.	Communications	Twice per month Selected articles also shared with neighborhood association newsletters
Quick Takes with Jaime	Superintendent's weekly message to employees. One per month sent to families.	Communications/ Marketing	Once per month to families (Weekly to staff)
Board Bytes	Trustees' message to families on board meeting highlights	Communications/ Marketing	Twice per month to all families (following each board meeting)
Board Presentations	Staff presentations during board meetings are posted online 12 days prior to board meetings, and remain archived on the district's YouTube channel.	Departments as appropriate	Twice per month