

COMMUNITY AND MEDIA RELATIONS

The Office of Community and Media Relations provides several resources to support campuses and departments. Here is a compilation of subjects and specific ways the office can offer assistance. This Guide Book contains various tools, resources, and contact information for inquiries.



GUIDE BOOK

2023

Revised 11/28/2023

THE TEAM

The Office of Community and Media Relations' goal is to provide our students, staff, and community with reliable and timely information regarding the District through various methods and communication tools. The office houses the District's communication and marketing specialists, webmaster, graphic designer, and public information office.



Director of Community and Media Relations
jsimien@bmtisd.com
409-617-5088



Assistant Director of Community and Media Relations
athibod@bmtisd.com
409-617-5086



Sales and Marketing Specialist
cdougla@bmtisd.com
409-617-5043



Community Relations Specialist
lbrady1@bmtisd.com
409-617-5042



Graphic Designer
tmadden@bmtisd.com
409-617-5045



Marketing and Multimedia Specialist/Videographer
dreed1@bmtisd.com
409-617-5010

SERVICES

How May We Help you	Services Offered	Who can help you	PG
Business Partners	<ul style="list-style-type: none"> Assisting companies and organizations with becoming business partners How campuses/departments can partner with businesses Making requests from Business Partners 	Lauren Brady Chantel Douglas	1
Crisis Management	<ul style="list-style-type: none"> What to do if there's an incident on campus 	Jackie Simien Adam Thibodeaux	2
Graphic Design and Branding	<ul style="list-style-type: none"> Create polished, professional materials to promote your campus/department 	Todd Madden Chantel Douglas	3
Publicizing Campus News	<ul style="list-style-type: none"> Media requests Campus spotlight for the Weekly Wrap-Up Promote campus activities and student/ staff achievements 	Jackie Simien Adam Thibodeaux Chantel Douglas Lauren Brady	4
Public Information Requests	<ul style="list-style-type: none"> Requests for information collected, assembled, produced, or maintained in connection with transacting public business by the Beaumont ISD 	Jackie Simien	5
School Messenger (Blackboard Connect)	<ul style="list-style-type: none"> Blackboard callouts/emails/text messages 	Adam Thibodeaux Chantel Douglas	6
Social Media	<ul style="list-style-type: none"> Social media posts Best practices for campuses and departments Sharing posts to the Beaumont ISD social media platforms 	Chantel Douglas Lauren Brady	6
Video and Photography Support	<ul style="list-style-type: none"> Request video coverage of department and campus-hosted activities & events/activities Request photography of department and campus-hosted activities & events/activities 	Damian Reed Todd Madden	7
Volunteers	<ul style="list-style-type: none"> Volunteer Approval Verification Assistance with volunteer applications 	Henrietta Savoy Lauren Brady	7
Website Help	<ul style="list-style-type: none"> Request training on Blackboard (Finalsite) Assistance creating or updating a campus/department website Sharing information to the Beaumont ISD Website 	Adam Thibodeaux Chantel Douglas	8

POINT OF CONTACT

To better support all campuses and departments, each BISD Community & Media Relations team member has been assigned specific departments and campuses to serve as their primary point of contact. Below is a list of each campus/department and the person they should contact for assistance from the Community and Media Relations Department.

Amelia Elm	Lauren Brady	Internal Audit	Jackie Simien
Athletics	Chantel Douglas	Jones-Clark Elm	Jackie Simien
Beaumont United	Chantel Douglas	King MS	Adam Thibodeaux
Bingman	Lauren Brady	Marshall MS	Lauren Brady
Blanchette Elm	Jackie Simien	Martin Elm Elm	Chantel Douglas
Business & Finance	Jackie Simien	Odom Academy	Lauren Brady
Caldwood Elm	Adam Thibodeaux	Pathways Learning Center	Jackie Simien
Career & Technical Ed	Chantel Douglas	Paul Brown Learning Center	Chantel Douglas
Career & Technical Ed Center	Chantel Douglas	Payroll	Lauren Brady
Charlton-Pollard Elm	Chantel Douglas	PMAC PK-8 Center	Chantel Douglas
Child Nutrition	Adam Thibodeaux	Police Department	Adam Thibodeaux
Curriculum & Instruction	Lauren Brady	Professional Development	Chantel Douglas
Curtis Elm	Adam Thibodeaux	Regina Howell Elm	Adam Thibodeaux
Dishman Elm	Lauren Brady	Research, Planning, & Development	Lauren Brady
Early College	Adam Thibodeaux	Roy Guess Elm	Lauren Brady
Fehl-Price Elm	Jackie Simien	School Administration	Jackie Simien
Financial Info Systems	Adam Thibodeaux	Smith MS	Jackie Simien
Fletcher Elm	Adam Thibodeaux	Special Services	Adam Thibodeaux
Guidance & Counseling	Lauren Brady	Student Services	Chantel Douglas
Health Services	Lauren Brady	Superintendent	Jackie Simien
Homer Drive Elm	Chantel Douglas	Transportation	Adam Thibodeaux
Human Resources	Jackie Simien	Vincent MS	Chantel Douglas
Information Technology	Adam Thibodeaux	West Brook	Lauren Brady
Innovation	Jackie Simien		

BUSINESS PARTNERS

HOW COMPANIES AND ORGANIZATIONS BECOME BUSINESS PARTNERS

Our business partners are valuable through their support of our campuses. Through volunteering, in-kind donations, program support, and many other creative ways, our partners in education are committed to building a better community through their involvement in our district. Our business partners are matched with a BISD school based on the campus needs as well as the goals of the business partner. After receiving an application, the Office of Community and Media Relations will review the request and contact you to discuss which campus best fits your goals. Once a campus is chosen, you will have the opportunity to meet with the campus's principal to develop goals and discuss creative ways to support the campus.

To become a business partner, please complete the online **Partners in Education Registration Form** by visiting www.bit.ly/bmtisdpartner or scanning the QR code below.



HOW CAMPUSES/DEPARTMENTS CAN PARTNER WITH BUSINESSES

One way partners can show support is through sponsorships of campus and district programs. BISD offers many opportunities for business partners to support the District and build long-lasting relationships with the community. Financial and in-kind donations are invaluable in boosting campus morale, increasing the quality of education, and providing unique experiences for our students. BISD also has many opportunities for our partners in education to be involved and make an impact in the lives of our students through volunteering.

To submit a request from business partners, campus principals, and department leaders must complete the **BISD Business Sponsorship Form** by visiting www.bit.ly/bmtisdpartnerrequest or scanning the QR code below. Once received, the request will be sent to the partner for consideration. Partners typically require a 30-day notice.



CRISIS MANAGEMENT

WHAT TO DO IF THERE'S AN INCIDENT ON CAMPUS

The Office of Community and Media Relations is your primary communications contact during a crisis on campus. We can help you notify parents and respond to media when an emergency occurs. This process allows you to focus on the crisis at hand and ensure that parents are appropriately informed. It also helps us gather the necessary information to respond to related media inquiries.

You should contact Media Relations if:

- You have an incident on campus that requires parent notification or could potentially garner media attention. We have a large database of templates (callouts, letters, text messages) and can help you draft/edit a message to send to your school community should you feel it necessary. If you're not sure if notification is necessary, we can walk you through that process. Note: You are welcome to draft your own notifications, which we're happy to edit. But it's still important to alert our team about any campus emergency, as we're likely to get media inquiries.
- You have been contacted by the media – about a positive or negative story. We're here to help coordinate with the media and facilitate interviews – or respond on your behalf, if necessary. All media inquiries about your campus must come through our office. We will reach out to you immediately so that we can discuss the request, gather pertinent information, and determine the appropriate response.
- You are working with a partner organization to schedule a joint press event, pitch a story to local media, or distribute a joint press release or media advisory. Even if your partner organization is taking the lead, keeping us in the loop is important. You can update us directly or put us in contact with the media relations/communications representative from your partner organization.
- You have a great story idea and want to pitch it to the local newspaper or TV station. We are thrilled that you want to promote your campus's positive events and programs. However, we ask that you contact us about your plans. Our office will contact a reporter. This helps ensure we're all on the same page when it comes to promoting schools and programs in the district. You can also send information to your communications and media relations point of contact.

GRAPHIC DESIGN AND BRANDING

GRAPHIC DESIGN

Having refined and professional materials readily available is crucial for effectively conveying your message to parents, community leaders, and the general public, whether it's a basic flyer promoting an upcoming student performance, a letter discussing a district initiative, or a presentation outlining plans for a new facility. The Office of Community and Media Relations can assist.

To request graphic design assistance, please email Todd Madden or Chantel Douglas. Be sure to include all details for the graphic and allow 2-3 days for production.



BRANDING

In order to ensure a consistent and impactful identity in the communications and publications of Beaumont Independent School District (BISD) offices, departments, and schools, BISD has developed a style guide. This guide encompasses fundamental principles of written communication, such as punctuation, abbreviations, and capitalization, while also providing guidelines for formatting and the appropriate utilization of the approved district branding. To view the style guide, please visit www.bit.ly/bmtisdstyleguide or scan the QR code below.



BISD STYLE GUIDE

PUBLICIZING CAMPUS NEWS

MEDIA REQUESTS

If you are hosting an event or activity and would like coverage by local news media, please email Jackie Simien, preferably two weeks in advance, so she can contact the media and schedule them to attend. If you have been contacted by the media – about a positive or negative story, we're here to help coordinate with the media and facilitate interviews – or respond on your behalf.

PROMOTE CAMPUS ACTIVITIES AND STUDENT/ STAFF ACHIEVEMENTS

BISD is always on the lookout for positive district stories, so if you have information about a student, an employee, or an event happening on your campus that you think is worth sharing, please let us know by emailing your campus/department point of contact.

General topics include:

- Student success stories
- Highly effective teaching
- Major district initiatives
- BISD's mission of providing a high-quality education to every child
- Instilling students with the skills they will need to succeed in college and compete in today's global workforce #FutureReady

CAMPUS SPOTLIGHT FOR THE WEEKLY WRAP-UP

Each week the Community & Media Relations department asks all campuses and departments to 'Share Your News.' Be sure to share your news with the Office of Community and Media Relations by using the form under the staff tab on the BISD homepage or by following the link shared via email.



SHARE YOUR NEWS

PUBLIC INFORMATION REQUESTS

REQUEST INFORMATION

As a local governmental entity, Beaumont Independent School District is subject to the Texas Public Information Act requirements. Under Texas law and Beaumont Independent School Board Policies, the BISD Office of Communications will make public information available for inspection and copying as governed by Texas Government Code 552 (the Texas Public Information Act) and 20 U.S.C. 1232g; 34 CFR Part 99 (the Family Education Rights and Privacy Act, or FERPA).

If you have any questions, please direct them to the Beaumont Independent School District Office of Community and Media Relations at 409-617-5042 or by writing to one of the following addresses found below:

Requests should be submitted via any of the following:

- **1. Online Form:**
 - <http://form.jotform.us/form/43434007920144>
- **2. By Mail:**
 - Beaumont Independent School District
Public Information
Office of Community and Media Relations
3395 Harrison Ave., Beaumont, TX 77706
- **3. Via Email:**
 - publicinfo.request@bmtisd.com
(Subject heading should read "Public Information Request")

Police Case/Accident Reports

To request a case or accident report, requestors must fill out the online form on the Community & Media Relations Page on the District Website. These reports must be picked up in person at the BISD Police Station at 9275 Manion Dr., Beaumont, TX, 77706. Accident reports will incur a fee of \$6.00, and there is no charge for case reports. Please allow 7-10 business days for preparation of the report. You will be contacted via the information provided when the report is available for pickup.

SCHOOL MESSENGER

BLACKBOARD CONNECT CALLOUTS/EMAILS/TEXT MESSAGES

To request online training and general assistance from BlackboardConnect Support System, please contact:

Customer Success Advocate

Client Care

ConnectSupport@blackboard.com

866-360-2155

For additional assistance, please email Debbie Bridgeman or Adam Thibodeaux.

SOCIAL MEDIA

SOCIAL MEDIA POSTS BEST PRACTICES

As times change, our ways of communicating with parents and students must evolve. Social media has become one of the first places people look for news, and that includes information about what's happening in BISD campuses and departments.

If your Campus/Department has Social Media Account(s), please be sure to submit the Beaumont ISD Social Media Directory form by visiting: www.bit.ly/bisdsocials

Additionally, be sure to review the Social Media Best Practices for Staff document for simple strategies and tips to make the most out of Social Media.



SOCIAL MEDIA BEST PRACTICES

SHARING POSTS TO THE BEAUMONT ISD SOCIAL MEDIA PLATFORMS

If you would like your campus or department graphics or information shared on our District social media platforms, please email Chantel Douglas, or Lauren Brady.

Follow us +



@bmtisd



@BeaumontISD



Beaumont Independent
School District



linkedin.com/company/
/beaumont-isd

SOCIAL MEDIA DIRECTORY



Beaumont Independent School District

@bmtisd

@BmtISD



Beaumont United High School Group
 @beaumontunited



Beaumont ISD Athletics
 @BISDAthletics
 @BmtISDAthletics



Bingman Headstart



Caldwood Elementary



Career & Technical Education Center
 @ctec_bmtisd



Career & Technical Education - Beaumont ISD



Charlton-Pollard Elementary Bulldogs



Sallie Curtis Elementary - Beaumont ISD



Dishman Elementary - Beaumont



Beaumont Early College High School



Beaumont ISD Curriculum and Instruction



Homer Drive Elementary - Accelerating Campus Excellence - ACE



Beaumont ISD Technology
 @Bmtisdtech
 @Bmtisdtech



Martin Elementary PTA PreK-5



Multilingual Department BISD



Pietzsch-MacArthur Cougars
 @pm_stuco



Regina-Howell Elementary Chargers



Roy Guess Elementary School Group



Vincent Middle School



West Brook High School
 west_brook_hs

VIDEO AND PHOTOGRAPHY SUPPORT

REQUEST VIDEO COVERAGE OF DEPARTMENT AND CAMPUS-HOSTED ACTIVITIES & EVENTS/ACTIVITIES

To request video coverage of department and campus-hosted activities and events/activities, please email Chantel Douglas and Damian Reed at least two weeks in advance. The extent of coverage available will depend on a combination of editorial factors, district resources, and staff availability.

REQUEST PHOTOGRAPHY OF DEPARTMENT AND CAMPUS-HOSTED ACTIVITIES & EVENTS/ACTIVITIES

To request photography of department and campus-hosted activities & events/activities, please email Chantel Douglas and Todd Madden at least two weeks in advance. The extent of coverage available will depend on a combination of editorial factors, district resources, and staff availability. The Office of Community & Media Relations has small cameras that campus personnel may rent if a photographer is unavailable. To check out a camera, please contact your campus/department point-of-contact to set up a time to stop by our office, fill out the contract, receive a camera, and then return it once your event has concluded.

VOLUNTEERS

VOLUNTEER APPROVAL VERIFICATION

Each campus has designated personnel who have access to review volunteer statuses via Volunteer Tracker in App-Garden. If you are unsure who your campus designee is, please contact Lauren Brady or Henrietta Savoy for assistance.

ASSISTANCE WITH VOLUNTEER APPLICATIONS

Volunteer applications are located online at www.bmtisd.com/volunteers.

For general assistance with volunteer applications, please log in to the Beaumont ISD Volunteer Tracker and click "SUPPORT." You may review the Support Forum with FAQs or submit a support ticket here.

If you need additional support with volunteer applications, please email Lauren Brady for assistance.

WEBSITE HELP

REQUEST TRAINING ON BLACKBOARD (FINALSITE)

Blackboard K-12 is transitioning to the new platform Finalsité. Finalsité offers built-in training modules that can be located by visiting their support website at:

<https://cesupport.finalsité.com/hc/en-us>. For additional assistance, please email Adam Thibodeaux or Chantel Douglas.

ASSISTANCE CREATING OR UPDATING A CAMPUS/DEPARTMENT WEBSITE

All BISD campuses and departments are required to maintain an official page on the district website that includes news, events, and staff information. All campuses and departments are asked to audit their web pages frequently to ensure all information is correct and up to date.

The Office of Community and Media Relations will provide training for site administrator privileges to the designated campus and department webmasters. These staff members are responsible for regularly developing and maintaining their campus and department web pages.

For questions or assistance, please email Adam Thibodeaux and Chantel Douglas.



WEBMASTER AUDIT CHECKLIST

SHARING INFORMATION TO THE BEAUMONT ISD WEBSITE

If you want to share graphics or information on the district webpage, please email Adam Thibodeaux and Chantel Douglas. Please allow 48-hour processing time.