

Various Roles

Communicator

- Website
- Social media
- Photos and videos
- Media releases
- Open Records Officer
- Brochures
- Video streaming
- Speech writer
- Presentations
- Logo designs
- TV - Channels 10 & 17
- Materials distribution & fundraising requests
- E-SPLIST
- System surveys
- Weekly FYI global to employees
- Infographics
- Credo card

Safety Focus

- Safety committee member
- Safety Plan Communication messages
- Emergency Go-kits

Media Liaison/Relations

- Interviews
- Media Kit
- PR Toolkit

Special Events Planner

- Opening Session
- Years of Service Reception
- Teacher Hall of Fame
- Retirement Banquet
- Campus Dedications
- Ground Breakings
- Ribbon cuttings
- Open houses
- Board meeting special guests

Marketing Campaigns

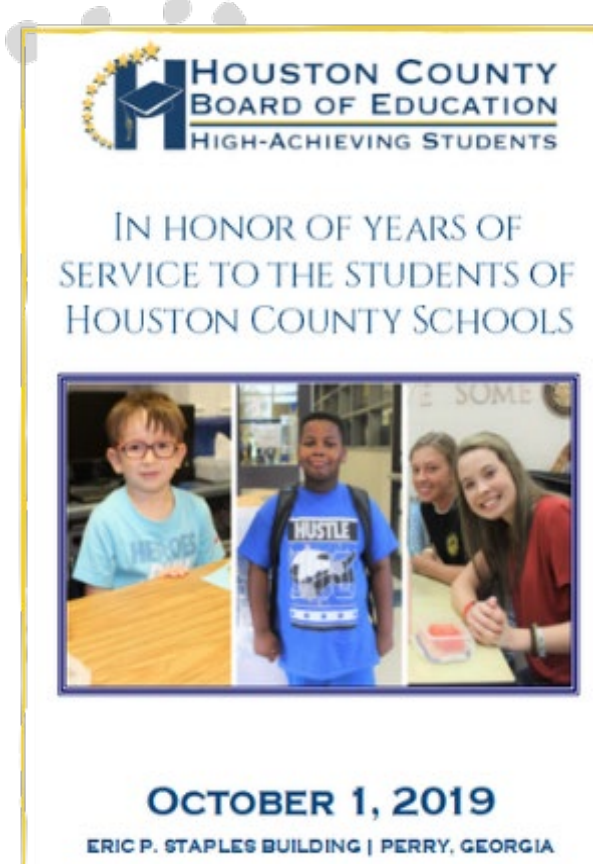
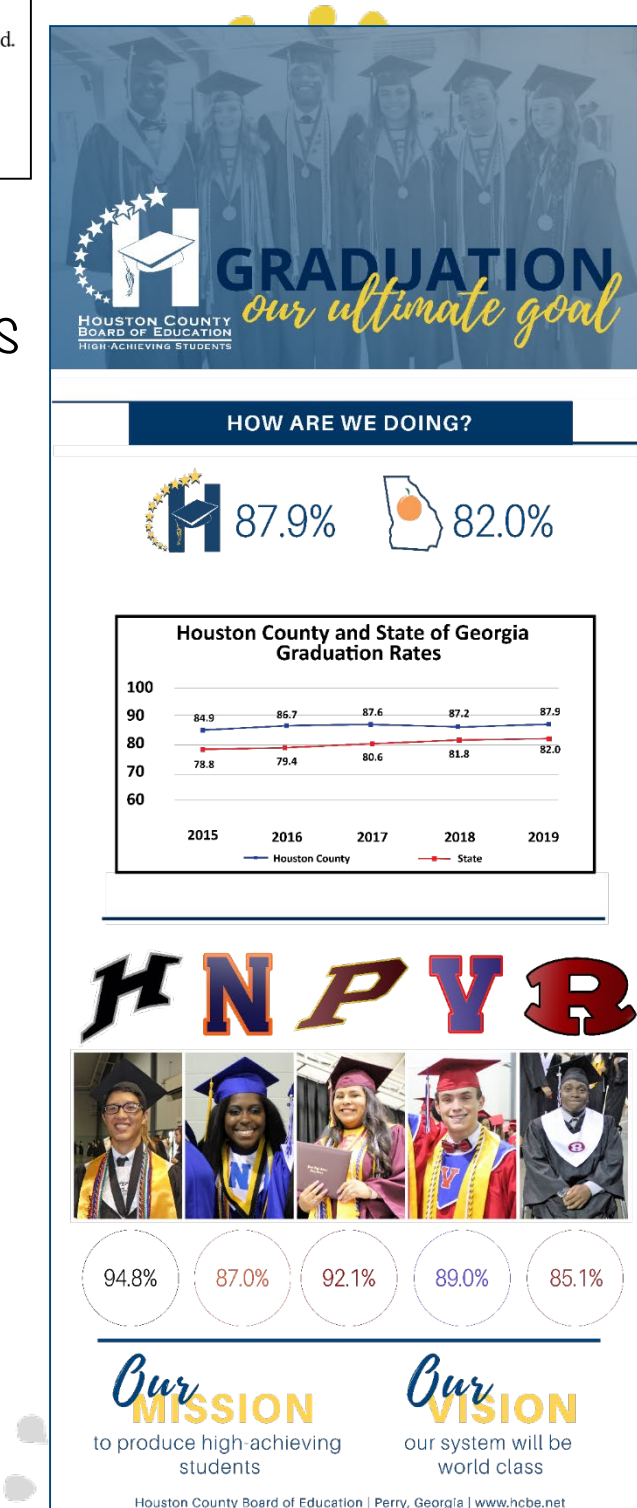
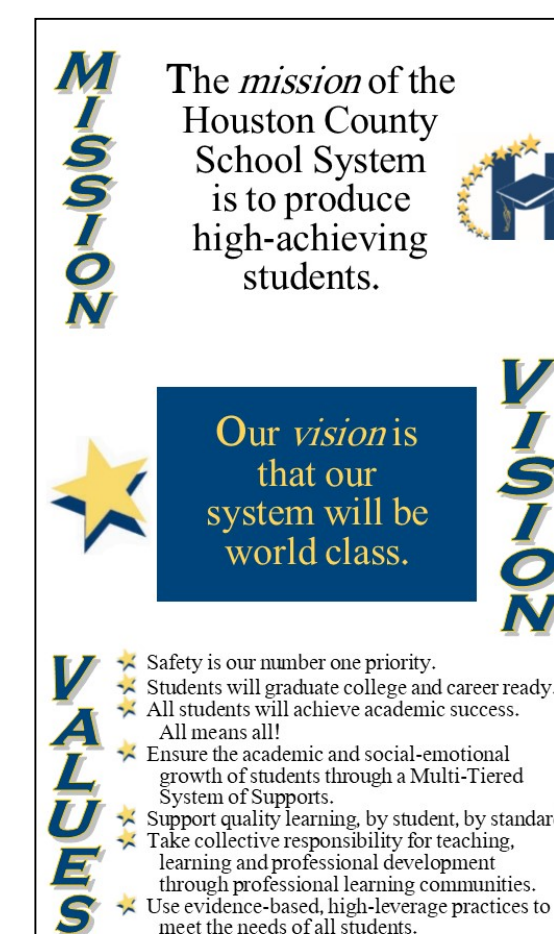
- Human resources recruitment
- Kindness... Pass It On! Anti-Bullying Campaign
- Bus driver recruitment

Fundraiser

- Sponsor solicitation
- Seek stadium advertisers
- Grant writer
- Share opportunities with schools

BOE Representative

- RAFB Military Liaison
- Chambers of Commerce
- United Way
- GA DOE ESSA Committee
- Census 2020 Committee
- Air Force Association
- Relay for Life
- Georgia School PR Association



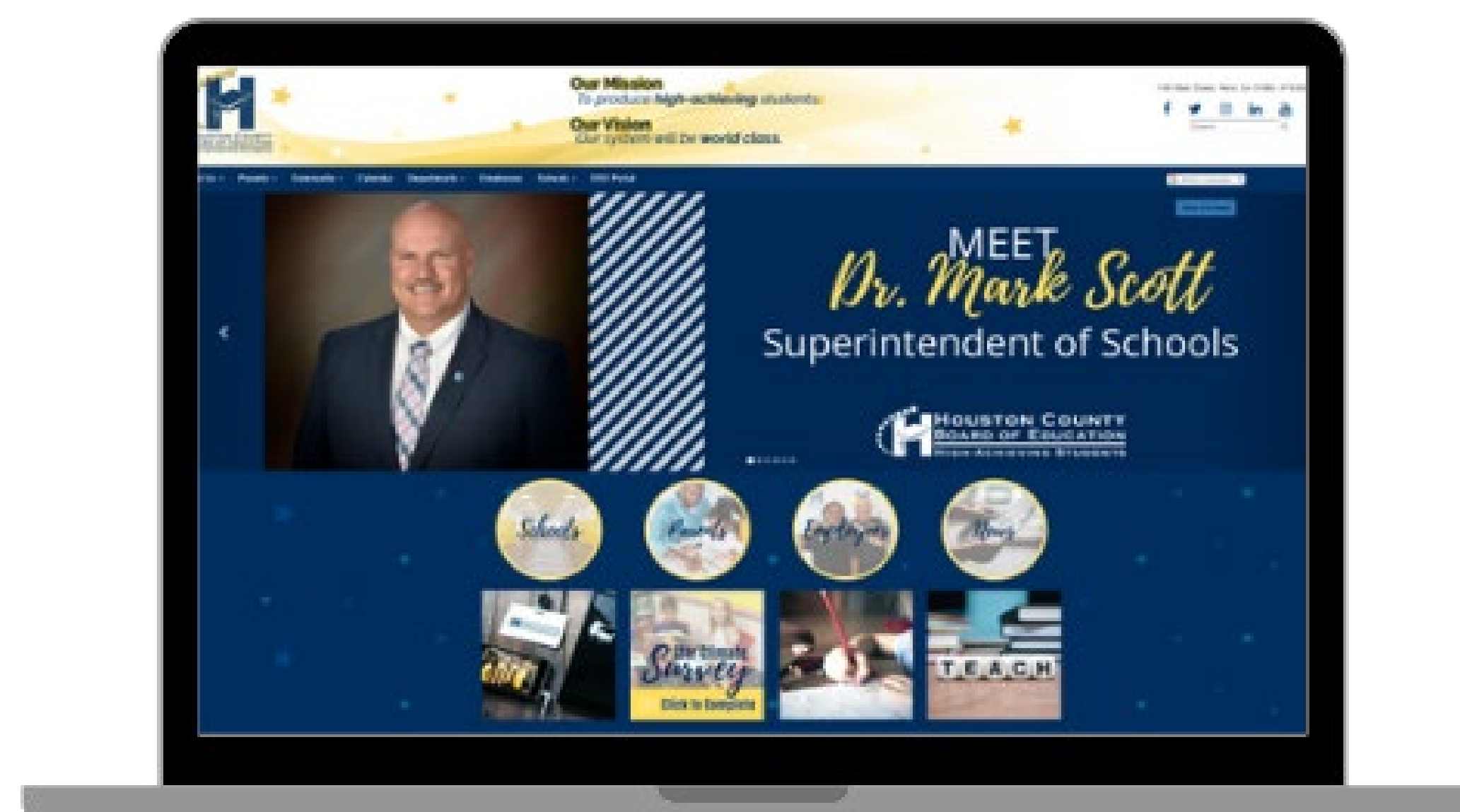
Award-Winning



- State:** won total of 81 Georgia School PR awards since 2006, to include 48 Gold awards over 12 years of entries
- National:** 2019 Golden Achievement Award for district's *13 Reasons Why Not: A Campaign of Hope and Resiliency*, recognizing it as exemplary public relations work.

www.hcbe.net

- More than 4.7 million page views in 2019
- Ensure accurate, current information on district page as well as News/Media, Upcoming Events, History of BOE and Parent Information Center pages.
- Web stream Board meetings and graduation
- Train school website managers



Social Media



@HoustonCountySS
~ 20,313 Followers
42 Active Accounts



HCBOESCHOOLS
~ 555 Subscribers
284,547 Views



@HoustonCountySS
~ 5,004 Followers
24 Active Accounts



HoustonCountySS
~ 2,629 Followers
15 active account



HoustonCountySS
~ 324 Followers
~ 3k Monthly Views



Houston County Board of Education
~ 3,191 Followers

Special Events

Teacher of the Year



Teacher Hall of Fame



Years of Service



Opening Session



Retirement Banquet



Ribbon Cutting Ceremonies



HCBOE TV

- TV stations provided courtesy of cable companies
- Channel 10 provided by ComSouth
- Channel 17/117, provided by Cox
- Our system provides equipment and manpower

Publications



Mr. Fred Wilson Chairman District 4 478-929-0605 fred.wilson@hcbe.net Member since January 1993 Term expires December 31, 2022	Mrs. Helen Hughes Vice Chairman District 5 478-987-4829 hughes@hcbe.net Member since June 2009 Term expires December 31, 2020	Dr. Rick Ulrich District 1 478-923-3829 rich@hcbe.net Member since March 2013 Term expires December 31, 2020	Mrs. Lori Johnson District 2 478-284-9547 lori.johnson@hcbe.net Member since September 2015 Term expires December 31, 2022
Mr. Dave Crockett District 3 478-987-4194 dave.crockett@hcbe.net Member since September 2012 Term expires December 31, 2020	Mr. Mike Morrow District 6, At Large 478-988-4094 mike.morrow@hcbe.net Member since January 2013 Term expires December 31, 2022	Mr. Bryan Upshaw District 7, At Large 478-236-3284 bryan.upshaw@hcbe.net Member since August 2014 Term expires December 31, 2020	Dr. Mark Scott Superintendent of Schools Ex-Officio Board Member Our Board members are dedicated to providing resources to meet the needs of our students. In Houston County, we are fortunate to have THE BEST Board of Education that one could find anywhere across the nation. Our vision is that our system will be world class. Our mission is to produce high-achieving students.

Photos and Videos

- Show engaged learners and illustrate good news and accomplishments
- Draw attention to web pages
- BOE TV, Channels 10, 17 & 117, slides
- Advertisements and PSAs
- Brochures
- Slide Presentations
 - Special events
 - Civic groups (informative)
 - Instructional
 - E-SPLIST
- Document History
- Infographics

Kindness... Pass It On



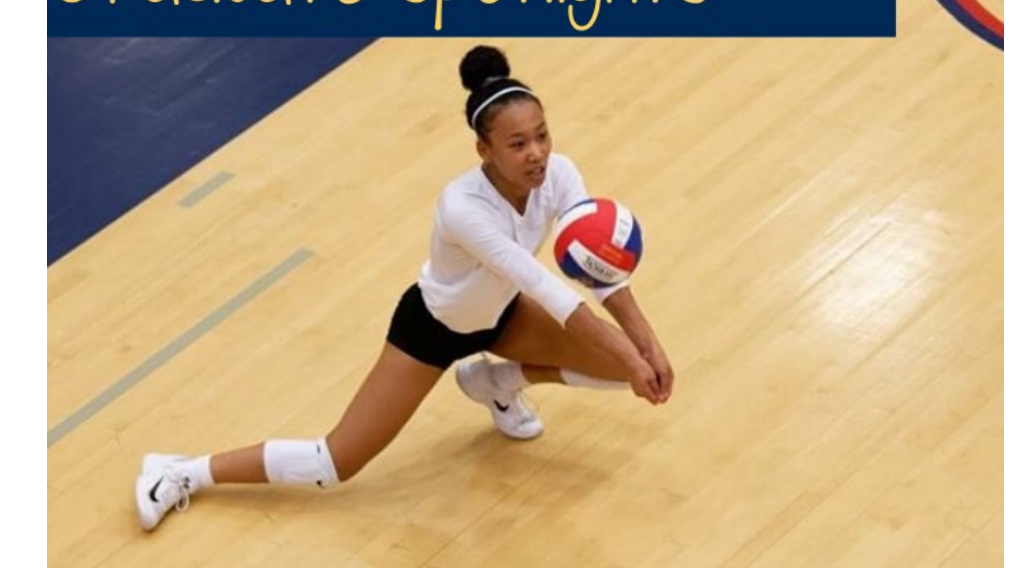
Meet Our Principals



Vintage Classroom



Graduate Spotlights



Media

350+ Media Releases distributed each year
Averages ~ 2 a day
Arrange countless Media Interviews

Media Submissions

- News releases, PSAs, story leads
- Stand alone photos w/captions
- Submit to magazines, TV, radio & newspapers

Media Kit contains:

- Working with the Media
- System Quick Reference
- Board Members
- Board Meeting Schedule
- Central Office Staff
- Schools & Principals
- School Calendar
- Accreditation
- Test Scores
- School Times and Zones
- Budget
- Department Overviews
- School Mascots/Colors
- School Map
- Awards
- Educational Web Sites, Acronyms & Definitions II

