

HSD Communications Team - Who to See for What

Beth Graser, Chief Communications Officer	Katie Russell-Willis and Marleen Zytniowski, Communications Liaisons	Justin Arey, District Webmaster
Media relations	Student transfer processing	District website issues/content
Press releases/media advisories	Event coverage (photos/article writing/posting)	School website continuity and support
Public records requests	Automated phone call set-up	Event coverage (photos/article writing/posting)
Public Information Officer (PIO) duties	Back-to-school mailers	Social media posting
Incident response support (on-site communications support, letters to parents, automated phone calls, etc.)	Weekly Hot News formatting	Survey creation/usability studies
Strategic Plan	United Way campaign	Videos
Administrative announcements	Student art displays	Backup for community meetings/advisory groups
Video/photo permissions	District newsletter	Event-related press releases
Event coverage (photos/article writing/posting)	Student performances for City Council	Web Governance
School-based grants (<\$25,000)	Student performances for the Board	Videos
Community partnerships/donations	Rotary student of the month (luncheon and certificate)	Proud to be HSD Festival
Superintendent Listening Sessions/Coffee Chats	Gordon Faber scholarship	Event posting on the district & admin. calendars
District Newsletter	Backup for community meetings/advisory groups	
District Presentations	Synergy Student Information System	
Community meetings/advisory groups	Volunteer hour collection from schools for Workers' Compensation reporting	
Weekly Hot News content	Proud to be HSD Festival	
Valedictorian lunch		
Proud to be HSD Festival		

Jahmai Cherry, Multimedia Specialist	LanguageLiaisons@hsd.k12.or.us	Jane Siguenza, Bond Marketing Specialist	Coleen Garrett, Volunteer Coordinator
Blackboard Notify/Remind Messaging	Communications translations	Bond marketing and communications	Volunteer opportunities
Marketing strategy/materials/logo/branding	Weekly Hot News translation	Bond website management	Donations and school supplies

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Graphic design	District newsletter translation	Bond-related events	Students' emergency needs
Videos	School and District report card translation	Automated calling system management	Business and community outreach/partnerships
Student Achievement Report	Interpretation (events; phone and individual, as needed)	Proud to be HSD Festival	District Retirement Party
Event coverage (photos/article writing/posting)	Interpretation training		Faith Luncheon
District newsletter	Virtual school transfer processing & transfer back-up		Assistance League clothing donations
Automated calling system management	Automated phone call set-up and recording in Spanish		Elks Holiday Baskets
Annual Report	Proud to be HSD Festival		Read Across America volunteers coordination
Proud to be HSD Festival			Volunteer database management
			Operation Homefront
			Student art displays
			Proud to be HSD Festival