Inspire every mind.

COMMUNICATIONS AND COMMUNITY RELATIONS SERVICES OVERVIEW
About Us

A good story is unforgettable. In today’s digitally distracted world, it’s easy to forget statistics, facts, a face, a name ... but a story will likely stick with you. In Colorado Springs School District 11, there are thousands of stories to be told! Our goal is to share these impactful stories, while enhancing both internal and external communications throughout D11. We share the stories contained in our data, but we also share the stories that humanize our school district! Our department is here to serve you and support your communication needs.

Our Services

Submit All News in One Place
Have something to share? Use the new submission form (www.d11.org/Communications/Requests) to let Communications and Community Relations know and your item will be shared on the appropriate district communications platforms (e-newsletters, press releases, social media, d11.org blog, etc.), as well as sent to news media, if timely and appropriate. We’ve made it easier for schools and departments to submit items with a single form for all submission types and news tips—check it out!

District Branding
The design of our district materials and organizational identity has been given a fresh new look, along with new brand standards. Be sure to check out the new brand standards at www.d11.org/brandingtoolkit to learn more.

Communications Strategy
Research, planning, implementation, and evaluation are the key elements to any strategic communications plan. Our team works to build strategic communications plans to ensure your goals and objectives are met and that your message is effectively delivered to the identified audience.

Media Production Services
D11 has a long history of video production services. Our professional media production services staff is here to assist you by producing high-quality videos for use on multiple digital platforms. From video production to digital graphic design, this team covers all things audio and visual.

District Webmaster
The District’s webmaster works to ensure the D11 website is kept up to date and in ADA compliance. The webmaster trains other district web content administrators and is responsible for moving the D11 website ahead by implementing up-to-date best practices and technologies.

D11 Monthly Insights
The D11 Monthly Insights is the District’s e-newsletter for all employees, families, and community members. D11 Monthly Insights are produced and disseminated around the 15th of every month and contain the Superintendent’s Monthly Matters, updates on the 2017 mill levy override implementation, student and staff highlights, engaging videos, and snapshots from the #IAMD11 and #WEARED11 stories.

We dare to empower the whole student to profoundly impact our world.
Social Media

The District’s Facebook, Twitter, Instagram, and YouTube channels are all maintained by the Communications and Community Relations department. From important announcements, to the great stories across D11, we work to share the information that matters to you. Be sure to follow us and like us on the social media channels of your choice!

Request Communications Project Assistance

Need a new logo, brochure, flyer, video, or support promoting an event? Use the NEW request form at (www.d11.org/Communications/Requests) and the appropriate communications staff person will contact you to get your project going.

Crisis Communications

We provide school and district communications support, media relations, and public information support for the District’s crisis response team. We also have a school letter template library for school leaders and support staff for low-level emergency notifications (stranger danger, lockouts not directly involving the school, wild animals spotted in the area, etc.).

The D11 Loop Mass Notifications

Communications and Community Relations communicates district-wide notifications, such as inclement weather decisions, district events, and important information to parents/guardians, students, employees, and the community through the D11 Loop system. The D11 Loop provides timely notifications via automated phone calls, emails, texts, and the D11 app. Visit www.d11.org/Loop for more information on signing up to receive D11 Loop notifications.

Family & Community Engagement

We coordinate a variety of outreach opportunities for the District such as involvement in community events, parades, fairs and festivals. We also support schools on the implementation and best practices of family engagement through a coordinated program with the D11 Volunteer Services department, called the Family Involvement Toolkit program.

Marketing & Graphic Design

We have professionally trained graphic design specialists to support conceptualization, design, and production of all district publications. We also support school and department marketing needs.

Media Relations

From writing and sending press releases, to story brainstorming and preparation, we have you covered with our local press. Simply fill out the submission form at (www.d11.org/Communications/Requests), and we will be in contact to assist you in publicizing your school, program, or event. Note: Media should work through the Communications & Community Relations office for stories, especially when any potentially negative or controversial topics are the focus.

Event Support

Media Production Services can support your special school event with many options. Sound reinforcement, lighting, projectors, screens, monitors, live video, streaming, and recording are all available.

For external use, the District's auditoriums are managed by Media Production Services, in cooperation with the District Rentals department. Please contact the Rentals Department at (719) 520-2384 for information on renting a D11 facility for your special event.

We are a dynamic, collaborative community of energized educators, engaged students and supportive partners with a passion for continuous learning.
Our Team

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