Communications & Marketing and D11 Engage

Services Overview
About Us - Communications & Marketing

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 News In One Place

Have something to share? Use the submission form (www.d11.org/Communications/Requests) to let Communications 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!

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, August-April, and contain the Superintendent’s Monthly Matters, student and staff highlights, engaging videos, and snapshots from the #IAMD11 and #WEARED11 stories.

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.

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.

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.

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.

“We dare to empower the whole student to profoundly impact our world.
Need a new logo, brochure, flyer, video, or support promoting an event? Use the request form at (www.d11.org/Communications/Requests) and the appropriate communications staff person will contact you to get your project going.

The District’s Facebook, Instagram, TikTok, and YouTube channels are all maintained by the Communications and Marketing 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!

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.

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.

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.).

From writing and sending press releases to 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: All media contacts go through the Communications office, and we facilitate the requests.

Communications and Marketing 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.

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.

Communications & Marketing
Grand Friends

Grand Friends, a volunteer program in District 11, unites our elders and our youth – the wisdom and experiences of our past and the creativity and energy of our future – to improve the academic achievement of our students.

Family Engagement

D11 Engage, in collaboration with Communications & Marketing, assists schools in implementation and best practices of family engagement. Through a coordinated effort using the Family Involvement Toolkit and acting as a resource for the F.I.T. (Family Involvement Toolkit) Coach at each school site, we help school communities strengthen their family engagement relationships.

Volunteer Opportunities

Need volunteers for a school event, classroom assistance or extra help for a student? Contact D11 Engage with your request. We promote your volunteer needs to the greater Colorado Springs community including area colleges and universities, military institutions, businesses, and nonprofits. We can access our large data base (15,000+ individuals) to recruit their service to accommodate your request. D11 Engage serves as a point of contact for businesses or organizations seeking volunteer opportunities for their employees or members.

Our Services

Curriculum Enrichment

Curriculum Enrichment Program provides a variety of ways for students and the community to exchange information and opportunities. We help schools/teachers find, plan and schedule GUEST SPEAKERS for the following areas: Classroom Presentations | Field Trips – Career Exploration Events | Fairs | Panels | Site Visits

Award Programs

D11 Engage assists community sponsors in the implementation of district-wide awards programs. Colorado Youth Citizenship Awards – sponsored by North Colorado Springs Rotary Club to recognize middle school students for civic engagement in their community or school. Crystal Apple Award – sponsored by El Paso Council PTA to honor and recognize School District 11 classroom teachers who demonstrate excellence in education by meeting the needs of their students. Diamond Award – sponsored by The Colorado Springs Rotary to recognize high school teachers in both traditional and nontraditional D11 high schools through student nominations.
Partners in Education

The mission of the partnership program is to make meaningful connections between the Colorado Springs community and District 11 - in ways appropriate for all partners - in order to positively impact student achievement. Partnership options in District 11 are as many and as varied as the imaginations of the contributing partners.

Who are partners?
- Businesses - entire businesses, departments or individual employee representatives
- Not-for-profit organizations - entire groups of volunteers or individual representatives
- Government/military - departments, divisions and individual representatives
- Institutions of higher education - departments, programs, staff and students
- District 11-staff and students

Advertising Partners

Businesses and organizations who wish to engage with our families by promoting their products, services and events are encouraged to become an Advertising Partners. This is a fee-based program with a potential Advertising Partner completing a Corporate Advertising Agreement or by the business or organization representative contacting Peachjar, an electronic flyer distribution system to upload their flyer to be distributed throughout the district.

Court Ordered Community Service

For those instances when our students or their parents/guardians need to serve court ordered community service, Colorado Springs School District 11 is registered with Front Range Community Service Agency so members of the D11 community needing to complete community service can contact D11 Engage to set up a time and place to complete their court ordered service.

Fundraising

Individuals representing businesses/organizations wishing to promote their products or programs to administrators/staff must check in with D11 Engage. The Advertiser must complete a Fundraising Agreement form in order to receive approval to contact schools. D11 Engage will issue a Fundraising Privileges Memorandum. The vendor is responsible for providing a copy of the memo to the school, and a copy is also available online at the D11 Engage website. An invitation to engage with a specific school is always at the discretion of the principal.
OUR TEAM

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