



*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](http://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](http://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](http://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](http://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](http://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

## **DEVRA ASHBY, APR**

Communications Director/  
Public Information Officer  
Email: [devra.ashby@d11.org](mailto:devra.ashby@d11.org)  
Phone: 719-520-2286

## **DONNA HINES**

Communications Specialist  
Email: [donna.hines@d11.org](mailto:donna.hines@d11.org)  
Phone: 719-520-2292

## **MARILYNN PITCHER**

Communications Administrative Assistant  
Email: [marilynn.pitcher@d11.org](mailto:marilynn.pitcher@d11.org)  
Phone: 719-520-2162

## **SONYA TRUJILLO-VEGA**

District Receptionist  
Email: [sonya.trujillovega@d11.org](mailto:sonya.trujillovega@d11.org)  
Phone: 719-520-2000

## **REX GARRISON**

Media Production Services Manager  
Email: [rex.garrison@d11.org](mailto:rex.garrison@d11.org)  
Phone: 719-520-2381

## **PAT CROSBIE**

District Webmaster  
Email: [pat.crosbie@d11.org](mailto:pat.crosbie@d11.org)  
Phone: 719-520-2086

## **JUSTIN CROSBY**

Media Production Services Project Manager/  
Video Editor  
Email: [justin.crosby@d11.org](mailto:justin.crosby@d11.org)  
Phone: 719-520-2984

## **DERECK FISHER**

Media Production Services Multi-Media  
Video Editor  
Email: [dereck.fisher@d11.org](mailto:dereck.fisher@d11.org)  
Phone: 719-520-2326

## **MIKE FAVATELLA**

Media Production Services TV Remote  
Production Coordinator  
Email: [michael.favatella@d11.org](mailto:michael.favatella@d11.org)  
Phone: 719-520-2988

Colorado Springs School District 11  
Communications and Community Relations  
1115 N. El Paso Street  
Colorado Springs, CO. 80903  
[www.d11.org](http://www.d11.org)  
719-520-2005

## **BARRY REID**

Media Production Services  
Broadcast Announcer/  
Segment Producer  
Email: [barry.reid@d11.org](mailto:barry.reid@d11.org)  
Phone: 719-520-2269

## **STEVE JESSOP**

Media Production Services  
Auditorium Manager  
Email: [stephen.jessop@d11.org](mailto:stephen.jessop@d11.org)  
Phone: 719-328-6683

Like us on Facebook: [www.facebook.com/CSSD11](http://www.facebook.com/CSSD11)

Follow us on Twitter: @CSSD11

Like us on Instagram: @CSSD11

Subscribe to our YouTube

Channel: Colorado Springs School District 11