

## COMMUNICATIONS & EVENTS

THE COVENANT SCHOOL 2024-2025



#### BRAND STANDARDS

- YOU are a Covenant Brand Ambassador!
  - All communication in person, text and email, you are representing The Covenant School
  - Branding Style Guide Resource Doc on Faculty Homepage
  - Use of logo? Need approval
  - Naming Protocols for Buildings



#### Communication Vehicles

#### Audience: Parents, Faculty, Rhetoric Students

- Covenant Copy 1x/week
- Division Tabs (4) 1x/week
- BattleCry 1x/week
- Leadership Messages 1x/week
- Teacher updates (email)
  - O Grammar 1x/week
  - Logic 2x/semester
  - Rhetoric TBD
  - Specials As needed
- Athletics SportsYou
- Room moms/Grade Moms
  - $\circ$  1/x month
  - Texting reminders, as needed

- Website Constant
- FACTS and FACTS app
- Social Media TBD #x/week
- Covenant Chatter parent-led
- Crisis Communications
- Texting from PTF/Administration
- Special Projects/Invitations
  - Project Standfast/Parent Education
  - Videos
  - Auction
  - Fine Arts Programs
  - O Division Programs, Commencement
  - Development projects
  - o PR, Advertising
  - Other (Grandparents, Admissions)



## COVENANT COPY

- Covenant Copy (Weekly on Thursday afternoons)
  - Purpose: Weekly newsletter to inform and connect school community. Key source for all news and school updates.
  - All faculty and staff: READ responsible for knowing content (\*New\* message from leadership)
  - Want something included?
    - Email request week prior including topic and purpose, with supervisor cc'd
    - Send content, including copy (<75 words), image (pdf, png 350x250 or Square) and hyperlink by Monday at noon for Thursday publication</p>



#### **EMAIL**

- Email Signature should look like example
  - Remove 30th signature!
- Response time
  - O Please respond to an email within 24 hours
- Emailing to large groups needs approval
- Emailing through FACTS
  - Work through coordinator

First Last

Title

THE COVENANT SCHOOL | Be Transformed

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www.CovenantDallas.com

Classical Learning in Like-Hearted Community



## **FACTS**

- Factsmgt.com
- What it is: Student Information System
  - Initiates in enrollment all-encompassing database
  - Pull information in order to communicate with students and families
  - FACTS must be updated so we can reach you!
  - Work through your Coordinator if you need help
- District Code TCS-TX
- Same login for Faculty/Parent
- Used for important email and text updates
  - Community-wide
  - Faculty only
- Download the app!



#### CRISIS COMMUNICATIONS

- Crisis Communications
  - See Director of Security (Ben Nabors) updates for procedures
  - Crisis Team
    - Head of School, Assistant Head of School, Grammar, Logic and Rhetoric Division Heads, School Nurse, Director of Security, Director of Communications
  - Authorized spokespersons:
    - Head of School
    - **■** Director of Communications
  - Need updated contact info



#### WEBSITE

• www.covenantdallas.com

• See inconsistencies or items to update? Please share!

Parent Portal - Classical25

• Faculty & Staff Homepage (no password, hidden from main website, resource page for all faculty/staff)



## FACULTY & STAFF HOMEPAGE

## Faculty/Staff Homepage

- Opens as your web page when synced to Chrome
- Master Calendar homepage
- Quick links to resources you need (lunch, Help Desk, Exponent HR, Brightly, FACTS, etc.)



#### Master Calendar

#### Master Calendar

#### **DEFINITION:**

- Any school wide event on or off campus.
- A division specific event that has the potential to impact other divisions in their planning and operation.
- An event, meeting or activity that parents need to know about.

#### • Subscribe (hidden from main website)

- Click on "MASTER CALENDAR" and it will pull up the calendar page for the Master.
- Click "Subscribe" on the far right corner above the "MONTH" box in red font.
- Then click "Add to Google Calendar".



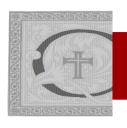
#### BRIGHTLY

#### **Brightly**

- Event Management System to reserve all shared spaces (Carson Leslie Center, Commons, Upper Room, Cov Hall, Conf Rms)
- Fill out an Event Request Form for any event/meeting, taking place in a shared space
- Teachers if you need to book a shared space please work through your coordinator
- They will help you from start to finish

#### **Room Calendars**

- There are calendars for each room in Brightly you can subscribe to
- Instruction sheet is linked under "Faculty Resources Documents"



## FACULTY IN CHARGE/ADMIN ON DUTY

- For all Covenant evening or weekend events, please assign a FIC or AOD
- When scheduling an event, decide who the FIC is for event. And assign a AOD to be on call for an emergency.



#### **CONTACT INFO**

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# QUESTIONS