



# 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)**
  - Grammar - 1x/week
  - Logic - 2x/semester
  - Rhetoric - TBD
  - Specials - As needed
- **Athletics - SportsYou**
- **Room moms/Grade Moms**
  - 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
  - Division Programs, Commencement
  - Development projects
  - 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



# EMAIL

- Email Signature - should look like example
  - *Remove 30th signature!*
- Response time
  - 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

7300 Valley View Lane

Dallas, Texas 75240

(t) 214.358.5818

[@covenantdallas.com](mailto:@covenantdallas.com)

[www.CovenantDallas.com](http://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](http://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

**Catherine Brewer**

**Director of Communications**

**[cbrewer@covenantdallas.com](mailto:cbrewer@covenantdallas.com)**

**214-358-5818, ext 4505**

**Charity Feeney**

**Event Manager**

**[cfeeney@covenantdallas.com](mailto:cfeeney@covenantdallas.com)**

**214-358-5818, ext 4524**



# QUESTIONS