



COMMUNICATIONS & EVENTS

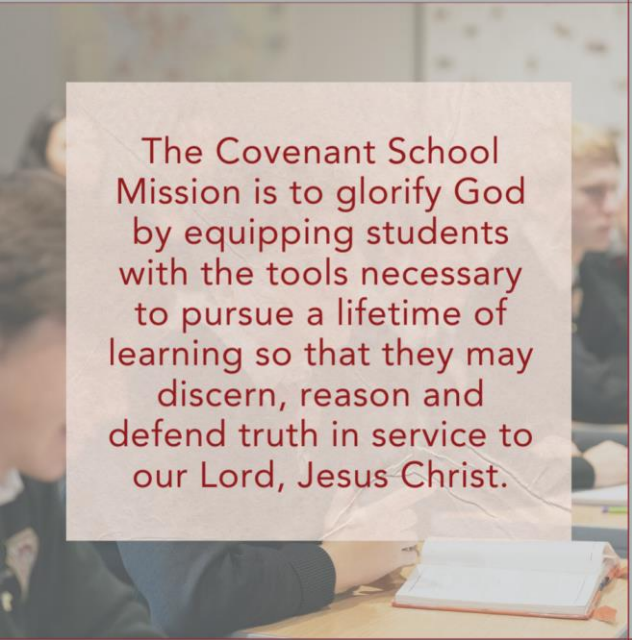
THE COVENANT SCHOOL
2025-2026



MARKETING & COMMUNICATIONS

Approach all work with the goal:

Protect the Mission of The Covenant School

A background image showing a classroom setting with students at desks. A semi-transparent text box is overlaid on the right side of the image.

The Covenant School Mission is to glorify God by equipping students with the tools necessary to pursue a lifetime of learning so that they may discern, reason and defend truth in service to our Lord, Jesus Christ.



MARKETING & COMMUNICATIONS

Approach all work with the goal:

Protect the Mission of The Covenant School

- All community-wide communications
- When we are working on a project, we must ask:
 - What do we want our audience to think or do after they see this?
Audience = parents, prospective parents, students, grandparents, faculty, etc.



EXAMPLES



THE COVENANT SCHOOL
7300 Valley View Lane • Dallas, Texas 75240 • 214-358-5818

EMERGENCY RESPONSE PLAN

7/21



STEWARDSHIP REPORT | 23-24



MISSION STATEMENT
To glorify God by equipping students with the tools necessary to pursue a lifetime of learning so that they may discern, reason and defend truth in service to our Lord, Jesus Christ.



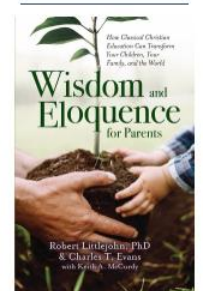
SOCIETY FOR
CLASSICAL LEARNING

Wisdom and Eloquence for Parents

With the third decade of the twenty-first century solidly upon us, perhaps the great question for our day is "Where are the Shepherds?" Have the skills, knowledge, virtues, and wisdom that once produced men and women of character worth trusting—cultural, political, and spiritual leaders worth following—been lost forever? Have we as a society forgotten how to build these qualities into developing shepherd boys and girls?

In *Wisdom and Eloquence for Parents*, classical Christian educators Dr. Robert Littlejohn and Charles T. Evans draw from the foundational principles outlined in their seminal 2006 work, *Wisdom and Eloquence: A Christian Paradigm for Classical Learning*, to answer these questions with a resounding "no!"

Together with family and parenting counselor Keith A. McCurdy, the authors present updated selections from the original text and new content written specifically for parents, providing a compelling case for classical Christian education as the surest path to forming wise and eloquent servant-leaders who are equipped to shepherd their generation as lifelong learners, rational thinkers, creative problem solvers, and faithful Christians.



THE COVENANT SCHOOL

2025-2026
Directory

The Covenant School directory should only be used for internal community purposes and may not be used to solicit funds for other endeavors, foundations, or ministries.

THE COVENANT SCHOOL PRESENTS
MEREDITH WILLSON'S



STORY BY
MEREDITH WILLSON
AND FRANKLIN LACEY

BOOK, MUSIC AND LYRICS BY
MEREDITH WILLSON

OCTOBER 3RD, 4TH, AND 5TH, 2024
GRANVILLE ARTS CENTER, GARLAND

THE MUSIC MAN IS PRESENTED THROUGH SPECIAL ARRANGEMENT WITH MUSIC THEATRE INTERNATIONAL (MTI). ALL AUTHORIZED PERFORMANCE MATERIALS ARE ALSO SUPPLIED BY MTI. WWW.MTISHOWS.COM

22 July 2025 | press@schoolspeople.com

Schools
CONGRATULATIONS, CLASS OF 2025!



The Covenant School
Graduation date: May 23 Class size: 11



Validator: Luke Harper



Validator: Connor Rios

Episcopal School of Dallas
Graduation date: May 23 Class size: 180



Validator: Emily Yee Lin



Validator: Sofia Nicole Morado

Hillcrest High School
Graduation date: May 25 Class size: 384



The Hockaday School
Graduation date: May 17 Class size: 125



THE COVENANT SCHOOL

PARENT PORTAL | VISIT | APPLY | GIVE





COMMUNICATION VEHICLES

Audience: Parents, Faculty, Rhetoric Students

- Covenant Copy - 1x/week
- Division Tabs (4) - 1x/week
- BattleCry - 1x/week
- Leadership Messages - ~1x/month
- Teacher updates (email)
 - Grammar - 1x/week
 - Logic - 2x/semester
 - Rhetoric - 1-2x/semester
 - Specials - As needed
- Room moms/Grade Moms
 - 1/x month
 - Texting reminders, as needed
- Website - Constant
- Athletics - SportsYou - ongoing
- FACTS and FACTS app
- Social Media (in flux) #x/week
- Covenant Chatter - parent-led
- Crisis Communications
- Texting from PTF/Administration
- Special Projects/Invitations
 - Project Standfast/Parent Education



BRAND STANDARDS

- YOU are part of protecting the *Covenant mission!*
 - 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



COVENANT COPY

Weekly newsletter (Thursday afternoons) to inform and connect school community. *Key source for all news and school updates.*

- PLEASE READ! Need you to be familiar with what is happening
 - 25-26 Mission Moments: History and Traditions at Covenant
- Do you need or want something included?
 - Determine best placement: Division Tabs vs Main Covenant Copy
 - *Week Prior*: Email request including topic and purpose, with supervisor cc'd
 - *Monday, noon* (for Thursday publication): Send content, including copy (<50 words), image (pdf, png - 350x250 or Square) and link

THE COVENANT COPY
CLASSICAL LEARNING IN LIKE-HEARTED COMMUNITY

GRAMMAR	LOGIC	RHETORIC
FINE ARTS	NEW FAMILIES	BATTLECRY

COMMUNITY BUILDING

CIRCLE THESE 2025 DATES
Don't miss these key upcoming school-wide events. We look forward to seeing you and your family for these times of fellowship and fun in our community!

SEPTEMBER 16 PROJECT STANDFAST	OCTOBER 2-4 INTO THE WOODS Fall Musical	OCTOBER 17-18 Homecoming
NOVEMBER 10 Golf Tournament	NOVEMBER 13 PROJECT STANDFAST	DECEMBER 11 Christmas Chapel



EMAIL

- Email Signature - should look like example
- 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
www.CovenantDallas.com

*Classical Learning in **Like-Hearted** Community*



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 Marketing & Communications
 - Authorized spokespersons: Head of School, Director of Marketing & Communications
- **Text updates through FACTS - keep it updated!**
(in addition to Exponent HR)



WEBSITE

- covenantdallas.com
- See inconsistencies or items to update? Please share!
- Parent Portal - Classical26
- Faculty & Staff Homepage (no password, hidden from main website, resource page for all faculty/staff)



RESOURCE PAGES

Faculty/Staff Homepage

- Home web page when signed into Chrome
- Master Calendar homepage
- Quick links to resources you need (lunch, Help Desk, Exponent HR, Brightly, FACTS, etc.)

Parent Portal

- Resource for you too. Student handbook, major dates 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 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”



PLANNING YOUR EVENT

- New events need approval and sign off from Division Head.
- Please be sure your Coordinator knows about your event.
 - Calendar planning meeting in January for all events for following year. We need to account for your event in that planning process.
- Every event needs a budget and plan on how to source and pay for event needs.
- You provide the food, supplies etc for your event.



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