



Midway ISD Strategic Communication Plan

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About Midway ISD

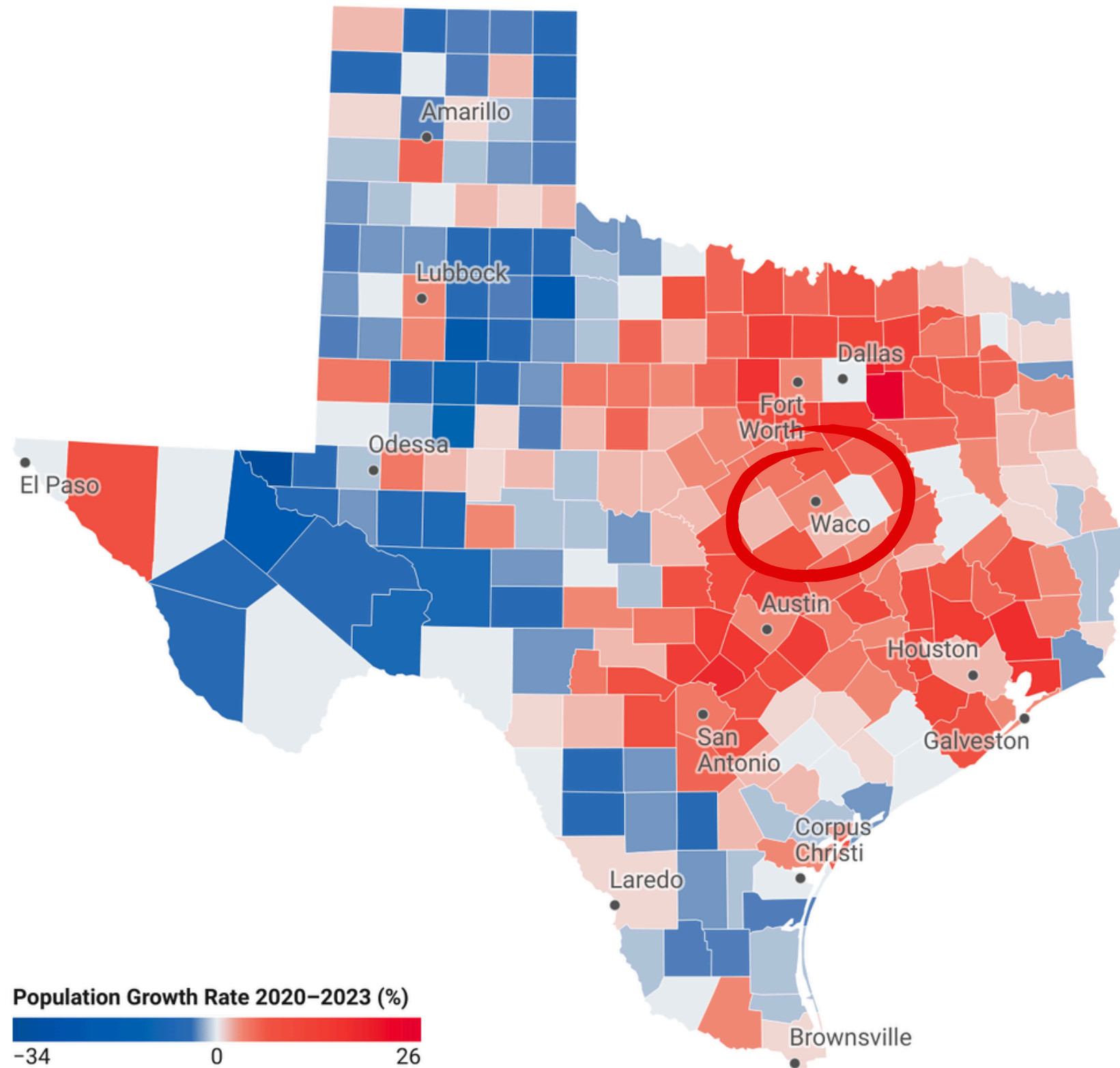
Midway Independent School District is a top-performing district in the Central Texas Area, ranking #1 locally and in the top 3% statewide. It offers a wide range of programs, from academics to athletics, fine arts, AP and CTE, supporting diverse student interests and college and career readiness.

Key Challenge: Awareness Gap

- There is a limited awareness of Midway's full range of programs
- Recent transfer policies are not widely understood
- Many families are unaware of the available opportunities



External Trends



Digital-first decision making

Increased school choice

Regional population growth

Research Summary

Research emphasizes that Midway ISD's challenge is not the content or quality of communication, but visibility.

Sources:

Texas Education Agency Accountability & Performance Data

Niche.com

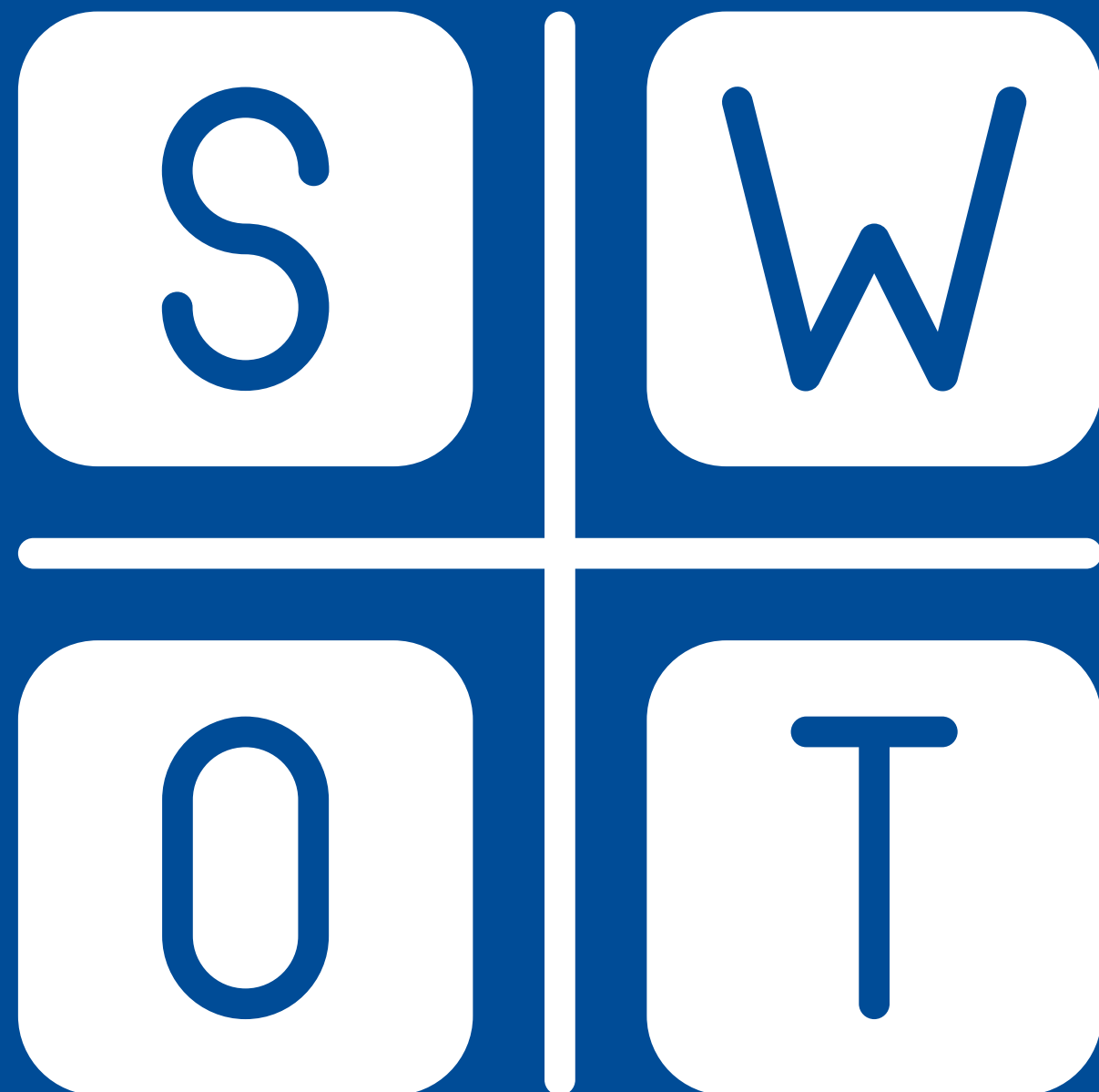
Midway ISD Transfer Policy and Fee Elimination

Pew Research Center: Teens and Social Media

Texas Transfer and Open Enrollment Research

A vertical graphic with a blue background. At the top, it says "niche.com" in white. Below that, in large white text, it reads "#1 in Best School Districts In Waco Area". At the bottom, there is a photo of a man in a white polo shirt standing in front of a banner that says "MR DAVIS #1 SCHOOL DISTRICT IN MCLENNAN COUNTY". To the left of the man is a Niche award seal for "2022 BEST SCHOOLS". At the very bottom, there is a Midway ISD logo, a globe icon, the website "www.midwayisd.org", and a phone icon with the number "254-761-5600".

A vertical graphic with a blue background. At the top, a red banner says "BEST CHOICE IN TEXAS". Below that is a row of five small photos of students. To the left of the photos is a Midway ISD logo and the text "ALL IN EVERY DAY". To the right is the text "BEST SCHOOL DISTRICT in McLennan County 8 years in a row by Niche.com". Below the photos is a larger photo of a group of students with the text "JOIN OUR LEGACY" overlaid. At the bottom left is the website "midwayisd.org" and at the bottom right is the Midway ISD logo. The bottom half of the graphic has a dark blue background with white text that reads "Texas Education Agency" and "A Student Achievement Rating".



Strengths

- High academic performance:
- Strong athletics and fine arts
- Positive Public Perception

Weaknesses

- Underutilized and incohesive social media
- Limited Strategic Communication
- Staff Time Constraints

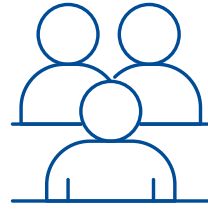
Opportunity

- Increased social media marketing
- Recruiting outside of the district
- Expansion in technological integration

Threats

- Increased competition
- Teacher shortage trends
- State policy changes

Key Publics



Role

Needs

Prospective Parents	Decision Makers: evaluate the school district	Safety, communication, and high-achieving academics
Current Parents	Supporters and Influencers: contribute to positive word-of-mouth and retention	Involvement, trust, and student success
Prospectvie Students	Influencers: shape perceptions of school culture	Culture, belonging, and fun activities
Current Students	Ambassadors: student experiences and engagement directly impact school culture and external perception	School spirit, engagement



Strategy

- What Midway wants each public to think, feel, and do
- Focused on prospective parents, prospective students, and current students
- Moves audiences from awareness to action

Positioning by Public

Prospective parents

- Midway is the best, safest, and most supportive high school option in the Waco area

Prospective students

- Midway is an exciting, spirited, and inclusive place to belong

Current students

- Midway is a student-centered environment where their voices matter

Goal of positioning

- Shift perception from only high-performing to also welcoming, connected, and student-focused

Goals

Reputation Goals

- Strengthen Midway's image as student-centered, supportive, welcoming, and transparent

Relationship Goals

- Increase trust and collaboration with parents and students; deepen involvement in school activities

Task Goals

- Increase event participation, digital engagement, transfer inquiries, and enrollment

Objectives



Current Students	Prospective Students	Prospective Parents
Increase awareness of events and programs by 30 percent in one semester	Increase views and engagement with student-facing digital content by 40 percent in six months	Increase awareness of Midway's programs and transfer options by 25 percent in six months
Improve perception of school communication quality by 25 percent in one semester	Increase transfer inquiries or applications by 15 percent in one year	Improve trust ratings by 20 percent in one year
Increase participation in school events by 20 percent in one semester		Increase attendance at information nights and open houses by 15 percent in one year

Strategy Approach

Proactive Strategies

- Performance storytelling through academics, extracurriculars, and student outcomes
- Audience engagement through polls, questions, and feedback prompts
- Special events such as open houses, campus tours, spirit weeks, and showcases
- Partnerships with student groups, parent groups, community partners, and student ambassadors
- Transparent and consistent communication about transfers, enrollment, programs, and events

Reactive Strategies

- Preemptive clarification through FAQs, email, and website updates
- Honest explanations and corrections when misinformation or confusion arises
- Open acknowledgment of parent and student concerns
- Corrective action based on surveys, event feedback, and digital analytics

MESSAGE STRATEGY: SPOKESPEOPLE

LEADERSHIP

Principal and campus leadership communicate school vision, safety protocols, policy changes, and urgent updates to families.

ACADEMIC SUPPORT

Counselors and teachers share information about academics, student support services, course planning, and college and career guidance.

PROGRAM LEADERS

Coaches, fine arts directors, and CTE leaders highlight program opportunities and share success stories that inspire student participation.

MESSAGE APPEALS

RATIONAL APPEALS

Focus on facts and outcomes: A rating, school rankings, graduation rates, college and career readiness metrics, program offerings, and transfer information.

EMOTIONAL APPEALS

Connect through feelings: belonging, school pride, student support, future success, and a welcoming transition experience for transfer families.

BALANCED MESSAGING

Combine both approaches to reach diverse audiences. Lead with emotion to capture attention, then support with data and outcomes to build confidence.

Key Themes and Style

Key Phrases

Your Voice Matters • Get Involved •
Make an Impact • Try Something New •
A-Rated. No Transfer Fee. Ready for Your Family.

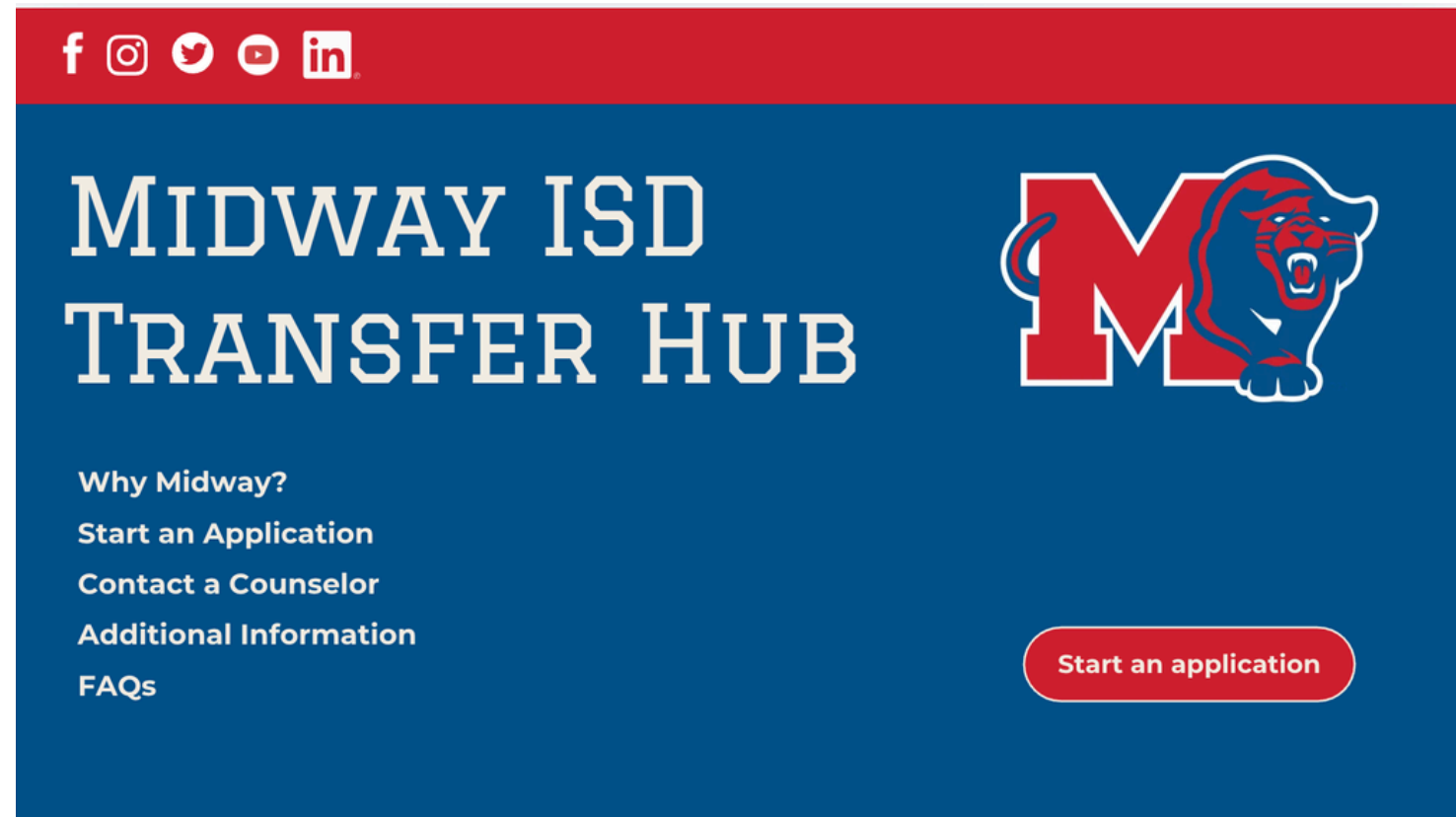
Verbal Style

Clear, simple, student-friendly language. Warm, approachable, professional tone for parents. Audience-specific messaging for students versus parents.

Visual Style

Consistent Midway colors, logo, and typography. Real student photos showcasing academics, fine arts, athletics, CTE, and clubs. Readable, accessible, mobile-friendly layouts.

Tactics



Midway High “Transfer Hub” Landing Page

A dedicated section on the existing Midway ISD website that centralizes information on transfer procedures, program offerings, and the removal of transfer fees

“Discover Midway High” Brochure and Fact Sheet

A concise, visual one-pager highlighting Midway’s “A” rating, #1 ranking in McLennan County, and the \$0 transfer fee

Student Spotlight Video Series

This tactic will launch a Student Spotlight Video Series featuring short-form vertical videos created for Instagram Reels and TikTok to make Midway feel like a place where “your voice matters.”

Tactics continued

Parent Email Newsletter Series

A recurring digital newsletter sharing student success stories, upcoming event reminders, and transparent updates on district policy



"Midway Experience" Open House and Campus Tours

Scheduled in-person events where families meet staff, interact with student leaders, and view facilities like CTE labs and fine art spaces



Evaluation Overview and Approach



- Will measure campaign's impact
- Comparison by comparing baseline data against post-campaign results
- "Before-and-after" study design

Evaluation Table

SMART Objective Category	Metric	Method	Data Source	Owner
Outputs	Number of posts, emails, and web updates; reach and impressions	Content analysis and digital tracking	Meta Business Suite, email platform, web analytics	Communications Team
Awareness	Message recall, website traffic, increase in "Transfer Hub" views	Readership study and surveys	Google Analytics, post-campaign survey	Communications Team and Web Admin
Acceptance	Trust levels, perception of school culture	Surveys, interviews, and focus groups	Parent and student surveys, stakeholder interviews	Administrators and Communications Team
Action	Event attendance, transfer inquiry volume, enrollment rates	Direct observation and participation tracking	Sign-in sheets, registrar data, inquiry forms	Campus Admins and Registrar

Research Methods Summary

Interviews

Focus Groups

Surveys

Content Analysis

Readership and Media Tracking



Reporting Plan

- **District Leadership & Board:** Receive full reports to inform budget and strategic goals.
- **Communications & Student Media Team:** Use data to refine tactical execution and platform selection.
- **Key Publics (Parents/Students):** Receive a high-level summary highlighting how their feedback led to specific improvements.



How Results Will Be Used

- Strategic Adjustments: Shift resources toward high-performing channels (e.g., if video outperforms email) and optimize event timing/formats.
- Message Refinement: Adjust positioning if perception gaps remain regarding school "supportiveness" or "transparency."
- Long-Term Planning: Use baseline trends to justify future staffing, budget requests, and enrollment stability initiatives.



Evaluation Timeline

Report Phase	Timing	Primary Focus
Baseline Assessment	Before campaign	Establish starting metrics for awareness and perception
Implementation Report	2 months after campaign	Track output consistency and initial reach/engagement
Progress Report	4-5 months after campaign	Mid-point check on acceptance goals and tactical adjustments
Final Evaluation	9-11 months after campaign	Comprehensive impact analysis vs. objectives and planning for next year

Standards for Accuracy

Consistency

Data will be collected using standard survey methods and validated tools to avoid bias

Triangulation

Multiple data sources (i.e. pairing digital analytics with focus group feedback) will be used to cross-check findings



Thank You!

Any questions?

