



**Wimberley ISD**  
*Strength. Innovation. Excellence.*

## **WISD RECEIVES AWARD FROM PREMIERE ASSOCIATION IN TEXAS FOR EDUCATION COMMUNICATION**

*Summer 2018 Communications Department E-Campaign Wins Award*

**Wimberley, Texas, February 22, 2019**—Wimberley ISD is rolling out a series of initiatives to promote the District, while keeping the parents and community informed and engaged under the direction of a new communications director. The enhancements are getting some recognition. The District team’s first submission into the Texas School Public Relations Association Star Awards won a silver star.



“We are working very hard to improve all our communications platforms and appreciate a creative and innovative approach to sharing information with parents. It’s great to be recognized for our new initiatives and continue to work to provide excellence in how we communicate with our families, community and staff,” said Dwain York, WISD Superintendent of Schools.

TSPRA is a non-profit, professional organization dedicated to promoting public schools through effective communications. The awards ceremony was part of the TSPRA Annual conference that ran from February 18-21.

The award-winning campaign was an electronic summer e-blast initiative providing parents with important information and resources to keep their students safe and learning during the long break, along with advice and ideas from campus administrators and District directors. WISD Communications Director, Deyanira Romo Rossell was on hand to accept the award.

“It was very exciting to showcase one of our Wimberley ISD communications initiatives and come home with an award. Working together, our team at WISD is committed to making a difference for all our families and we will continue to share expertise that has a positive impact,” said Romo Rossell.

The 4-day TSPRA conference offers networking, workshops and seminars to communications professionals who work in the education field. The Star Awards are the highlight of the conference.

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### **About Wimberley Independent School District**

Nestled in the majestic community of Wimberley, Texas, the Wimberley Independent School District offers the best of both worlds to local families—a small town environment with schools committed to innovation and excellence. WISD campuses include Scudder Primary School for students in PreK-1st grade, Jacobs Well Elementary for students in 2nd-5th grade, Danforth Junior High for students in 6th-8th grade and Wimberley High School, home of the Texans and students in 9th-12th grade. For more information, visit [wimberleyisd.net](http://wimberleyisd.net).

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