 

**Learn More About Your Child’s School**

2024 and 2025 District Communication Toolkit Summary

In support of school districts, the Performance Reporting Division has developed a communication toolkit to assist in sharing information with families and the public about 2024 and 2025 school ratings.

The District Communication Toolkit contains five resource templates your district and schools can use and customize to share school rating results. All communication toolkit materials are fully accessible and provided in both English and Spanish. The resources included in this toolkit are:

# Flyer/One-pager (Word)—Can be shared electronically, on social media, or printed and distributed to parents and families in your district. The one-pager contains four easy steps for families to learn more about your district’s schools.

# Sample HTML Email and Content (Word)—To be customized and used in your existing communication channels, including newsletters, emails, and other family outreach efforts. Content incorporates easy steps for parents to learn more about your district’s schools by visiting TXschools.gov.

# Family FAQ One-Pager (PDF)—Designed specifically for families based on most frequently asked questions about school ratings and more. This FAQ will help district leaders give families the information they need.

# Social Media Assets/Text Message Content (Text and PNGs)—Can be shared on your social media platforms including X (formally Twitter), Facebook, or Instagram. Assets include three generic images districts can share on their social media platforms along with five generic posts and three hashtag options.

# Website Banner (PNGs)—Can be posted on your district and individual school homepages or used on social media.

If you have any questions or need additional templates that would be helpful to you as you work to communicate the importance of school ratings to families in your district, please contact the Performance Reporting Division at performance.reporting@tea.texas.gov.