



EVANGELICAL
CHRISTIAN SCHOOL

COMMUNICATIONS

Evangelical Christian School communications strives to provide up-to-date information to our students and parents. Parents are encouraged to use the school website to regularly access information, and Google Calendars and PowerSchool for homework/tests as well as grades.

For specifics on teacher/parent communication or coach/parent communication, please see the ECS Handbooks as posted on the website campus home pages. Each level (Lower, Middle, and Upper) has a handbook that has been specifically written and designed to answer questions and assist parents with information on school policies and information that can be used on a daily basis.

GENERAL ECS COMMUNICATIONS

General school news is communicated through the EAGLE View (weekly email updates), the school website, general community emails, direct emails and weekly bulletins from campus offices, and communication from student to home.

To communicate information to the school community, please follow these steps:

Administrative approval of events/programs: Please coordinate with and gain approval for any event/program with the appropriate Administrator.

Parent/Teacher Fellowship: If the communication is related to the PTF, please gain approval from the PTF Chair and the administrator.

Website: Please contact Melissa Duggan, Communications Support, to have an item posted on the school's website. Note that the website submissions are subject to approval and may be edited for clarity and grammatical accuracy.

Other communications: Contact Melissa Duggan (901.754.7217 or mduggan@ecseagles.com) for information about any other means of communications.

COMMUNICATION OF NON-ECS RELATED INFORMATION

Requests to distribute information from outside school events will be considered on an individual basis. We desire to pass along information that our families would appreciate receiving. We generally will not include material advertising for-profit events and businesses.

APPROVAL OF SCHOOL-RELATED COMMUNICATION AND LOGO USE:

Items incorporating the school name and/or school logo or communicating school-related information must be approved by ECS Communications before production. This includes letters, flyers, notices, publications, T-shirts, spirit items sold for fund raising, Soaring Eagle merchandise and anything created by coaches, faculty, staff, parents or students with the ECS name or academic or athletic logo for approval. All ECS t-shirts and clothing items that have a logo or the school name or mascot name printed on it, must be approved by ECS Communications. Please contact Melissa Duggan at 901.754.7217 or mduggan@ecseagles.com.

ECS WEBSITE STORY SUBMISSIONS

ECS Student Publicity

If you have a story or photo about a student you would like to be recognized, please send it to us! We are happy to highlight them on our website or social media, and/or submit stories to our local newspapers.

Please follow these simple guidelines when you have a photo or story for press submission: First coordinate with Communications Support when you have a press submission or story idea. We welcome your help, but we ask that you let us do the actual submission. You may email your photo or story to Melissa Duggan at mduggan@ecseagles.com. PLEASE send high-resolution photos – these will reproduce clearer in printed publications.

Include a description of the student or event, answering the “Who, What, Where, When and Why” questions as well as the zip code of the student’s home in the description. We have access to contacts to our local newspapers and are happy to take care of the necessary terminology and details.

ECS LOGO USAGE

Contact Communications Support (Melissa Duggan) about your project to gain approval for logo usage to ensure proper wording, titles, logo usage and correct Pantone colors before publication.

1. Check with your vendor to determine what file format is needed. (JPG, EPS, TIF vector art)
2. ECS Communications will email the desired logo directly to the vendor.

ECS SOCIAL MEDIA

It is vital that the ECS name/brand be protected. Please DO NOT create any social media account using the name of ECS or Evangelical Christian School without first securing approval from ECS Communications Support. To submit information you would like included or to report incorrect postings on the ECS Facebook or ECS Alumni Facebook pages, ECS Twitter, or ECS Instagram, send to mduggan@ecseagles.com.