

CLIENT: Willis Independent School District

STRATEGY: One World was secured to assist in the execution of public relations and community engagement tactics to educate the community on the situation and promote a community meeting to share additional details.

Our responsibilities included message and brand development, media writing, coaching and media management, general consulting and the promotion of the community meeting through the use of direct mail, social media, faith-based and civic organizations.

Willis Independent School District (WISD)

CASE STUDY



Academically Strong

SCIENCE TAKS
TEST SCORES

+11%

Curriculum	2009 % Met Standard	2010 % Met Standard	% Change
Reading	88	91	+3
Writing	92	96	+4
Social Studies	91	96	+5
Math	81	86	+5
Science	74	85	+11

The Willis ISD and Willis High School rating stems from the 2010 completion rate and does not reflect the academic strength of our district or students.

RESULT

As a result, Willis ISD garnered participation from elected officials, students, teachers and concerned community members. Further, the district gathered information from the community survey to provide ideas for future development.