

PIO Quarterly Call

December 10, 2025

Jeanie McDowell

Communications Director

NCDPI



Matthew Mayo

Director of Digital Teaching & Learning and School Connectivity
Office of Digital Teaching & Learning





Chris Wood



David Zimmerman

**We are joined by Infinite Campus Client
Relationship Managers**

NCSIS Messenger Webinar Happening Today!

- [NCSIS Messenger Webinar](#)
 - Wednesday, December 10th
 - 1:00 – 2:30 pm
 - Presented by Tony Spengel
from Infinite Campus
- [NCSIS Messenger Webinar
Questions Link](#)

Messenger

- Messenger 2.0
 - Using Ad Hocs for Messaging
 - Upload a Recorded Voice Message
 - Recurring Messages
- Attendance Messenger & Attendance Messenger Scheduler
- Behavior Messenger & Behavior Messenger Scheduler

Messenger

Pros

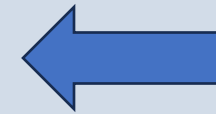
- Built into IC, so it is live data at all times
- Easily accommodates multiple households
- Message ability to students, staff, and families
- *Teachers* have ability to message families
- Streamlined Attendance Calls
- Ability to build your own specialized groups for calls
- Built in filtering to select groups based on various criteria

Deltas

- No built in translation feature
- Only one-way communication (even for teachers)
- To audio record, you have an extra step to download a file

Review Census Data

| Relationships within the Baum **Primary Household Relationships | | | | | | | | | | | |
|---|--------|--------------|------------|----------|--------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|--------------------------|--|
| Name | Gender | Relationship | Start Date | End Date | Emergency Priority | Guardian | Mailing | Portal | Messenger | Private | |
| Baum , Allison | F | Sibling | 06/23/2014 | | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Baum , Anna | F | Mother | 06/23/2014 | | 1 | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | |
| Baum , Henry | M | Father | 06/23/2014 | | 2 | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |



Census > People > Relationships

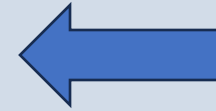
Users can now receive designated call types; however, you must configure the system to specify which individuals should receive each type.

Review Census Data

These settings determine who gets messages
& what types of messages

| Personal Contact Information | | Messenger Preferences Contact Reasons | | | | | | | |
|--|--------------------------|---------------------------------------|-------------------------------------|--------------------------|--------------------------|-------------------------------------|-------------------------------------|-------------------------------------|--------------------------|
| Contact Information | Private | Delivery Device | Emergency | Attendance | Behavior Messenger | General | Food Service | Priority | Teacher |
| Email: <input type="text"/> | <input type="checkbox"/> | Email | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Secondary Email: <input type="text"/> | <input type="checkbox"/> | Email | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| * Household Phone: (763)555-0199 | | Voice | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | | Text | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cell Phone: (763) 555-0175 x <input type="text"/> | <input type="checkbox"/> | Voice | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| | | Text | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Other Phone: <input type="text"/> x <input type="text"/> | <input type="checkbox"/> | Voice | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | | Text | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Work Phone: <input type="text"/> x <input type="text"/> | <input type="checkbox"/> | Voice | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | | Text | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Pager: <input type="text"/> x <input type="text"/> | <input type="checkbox"/> | | | | | | | | |

* Household phone preferences apply to all active members of this household.



- *Census > People > Demographics > Personal Contact Information*

Contact Information

- Tip: Staff members must have their work email listed first or other things won't work the way you want
- Can be set en masse
 - Communication > Messenger Administration > Contact Preferences Batch Wizard
- Preferred Language allows you to select a different language- then if a message are sent to the individual it will go in their own language only (IF you have provided the translation)

Tool Rights

| | | | | | |
|----------------------------|-------|--------|---------|-------|----------|
| ▼ Communication | ✓ All | ✓ Read | ✓ Write | ✓ Add | ✓ Delete |
| ▶ User Announcements | ✓ All | ✓ Read | ✓ Write | ✓ Add | ✓ Delete |
| ▶ Messenger | ✓ All | ✓ Read | ✓ Write | ✓ Add | ✓ Delete |
| ▶ Surveys | ✓ All | ✓ Read | ✓ Write | ✓ Add | ✓ Delete |
| ▶ Messenger Administration | ✓ All | ✓ Read | ✓ Write | ✓ Add | ✓ Delete |
| ▶ Messenger Settings | ✓ All | ✓ Read | ✓ Write | ✓ Add | ✓ Delete |

- Tool Rights will be assigned by the SIS Coordinator

Tool Rights

| Additional Access Rights | |
|----------------------------|---|
| ▶ General | <input type="checkbox"/> All |
| ▼ Instruction Messaging | <input checked="" type="checkbox"/> All |
| Class Message | <input checked="" type="checkbox"/> All |
| User Group Template | <input checked="" type="checkbox"/> All |
| Grades Message | <input checked="" type="checkbox"/> All |
| User Group Template | <input checked="" type="checkbox"/> All |
| Missing Assignment Message | <input checked="" type="checkbox"/> All |
| User Group Template | <input checked="" type="checkbox"/> All |

Teachers have the ability to message through the Message Center

| | | | | | |
|-------------------------|---|--|---|---|--|
| Recipient Log | <input checked="" type="checkbox"/> All | <input checked="" type="checkbox"/> Read | <input checked="" type="checkbox"/> Write | <input checked="" type="checkbox"/> Add | <input checked="" type="checkbox"/> Delete |
| Recipient Campus Fields | <input checked="" type="checkbox"/> All | <input checked="" type="checkbox"/> Read | <input checked="" type="checkbox"/> Write | <input checked="" type="checkbox"/> Add | <input checked="" type="checkbox"/> Delete |
| Sent Message Log | <input checked="" type="checkbox"/> All | <input checked="" type="checkbox"/> Read | <input checked="" type="checkbox"/> Write | <input checked="" type="checkbox"/> Add | <input checked="" type="checkbox"/> Delete |
| Staff Messenger | <input checked="" type="checkbox"/> All | <input checked="" type="checkbox"/> Read | <input checked="" type="checkbox"/> Write | <input checked="" type="checkbox"/> Add | <input checked="" type="checkbox"/> Delete |
| User Group Formats | <input checked="" type="checkbox"/> All | <input checked="" type="checkbox"/> Read | <input checked="" type="checkbox"/> Write | <input checked="" type="checkbox"/> Add | <input checked="" type="checkbox"/> Delete |

Class Message

- Teachers can send automated messages- specifically to students with missing assignments via the Message Center (if tool rights are given)

Class Message: Step 1

Create a new message or select an existing message

Message Type

Class Message ▼

Class Message

Grades Message ▼

Missing Assignment Message

▼

Message Logs

Communication > Messenger > Sent Message Log

- Two types of logs:
 - **Your** log (Census > Messenger > Sent Message Log)
 - **All** messages (Census > Messenger Administration > Recipient Log)
- Can search by dates and filter messages
- Can order the messages by selecting the head of the list
- Selecting the Message gives a more detailed summary of the call

Resources & Reminders

- [Messenger 2.0 - Start Here | Infinite Campus](#)
- [Product Development Customer Input Survey](#)
- All premium product training needs to be completed by **June 30, 2026**.
 - Request training now
 - Download training videos

Upcoming

We invite you to **join us in Greensboro** as we connect, learn, and lead together—now with an even stronger focus on keeping our systems and communities secure.

Event Details

- **Event:** NCED Connect Symposium
- **Dates:** February 9–11, 2026
- **Location:** Koury Conference Center, Greensboro, NC
- 🖱️ go.ncdpi.gov/ncedconnect2026

See Where You Fit in Our Leadership Pathway

Discover how your current role—and your future goals—align with our **Leadership Pathway**.

- 🖱️ go.ncdpi.gov/nced26leaderpathway
- Preview Highlights in Our Flipbook
Take a sneak peek at featured sessions, speakers, and experiences in our NCED Connect Symposium Highlights Flipbook.
🖱️ go.ncdpi.gov/26NCEDhighlights

We look forward to seeing you at the NCED Connect Symposium 2026!



February 9th - 11th
Koury Center Greensboro, NC

Stephenie Clark

Office of Enterprise Data and Reporting
State School Report Card Coordinator



School Report Cards

- School Report Card Preview Period to begin this week
 - The data preview period window is from December 10th – December 18th
 - All issues/questions/concerns should go to your district SRC coordinator
- 2025 SRC First Release
 - Scheduled for release by December 31st
 - First Release items include Teacher Qualifications/Experience, Principal Demographics, Arts in Education, Advanced Learning, Accountability Measures, Economically Disadvantaged students, Chronic Absenteeism, School Environment, Specialized Course Enrollment, IB/Cambridge data, Preschool Enrollment, and School Recognitions
- 2025 SRC Second Release
 - Scheduled to release around March 2026
 - Second Release will include SAT/AP, CTE data, Class Size, College Enrollment, Discipline/Dropout data, and School Funding

Lizzie Yelverton

Legislative Liaison

Office of Government Affairs



Legislative Update: Year in Review

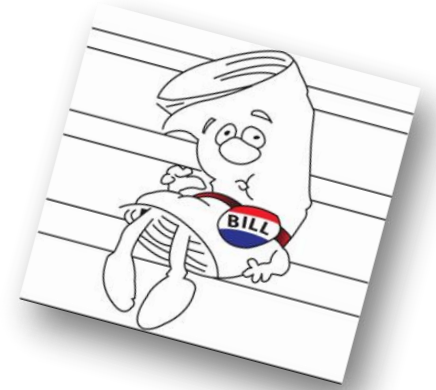
- **2025 NCGA "Long Session"** began January 2025 and has not yet adjourned (but no votes expected until 2026); last NCGA action was in late October.
- **Remaining Long Session Dates** — *NCGA may or may not vote on these dates!*
 - Dec. 15, 2025 - Dec. 18, 2025
 - Jan. 12, 2026 - Jan. 15, 2026
 - Feb. 9, 2026 - Feb. 12, 2026
 - March 9, 2026 - March 12, 2026
 - April 6, 2026 - April 9, 2026
- **2026 NCGA "Short Session"** currently set to begin April 21, 2026.
- **State Budget**
 - Status: [S257](#) has been in a "[conference committee](#)" since June 2025; major disagreement still seems to be planned income tax cuts approved by NCGA in 2023
 - *May* see state budget action closer to primary elections (March 3, 2026)



Legislative Update: Year in Review

- **2025 Bill Filing**

- **1,794 bills filed** (1,016 in House and 778 in Senate)
- **97 total bills became session laws**



- **New Education Laws**

- NCGA staff noted **23 new laws relate to education** in some way
- Notable New K-12 Laws:
 - **H959 (SL 2025-38): Various Education Changes** — student cell phone restrictions
 - **S375 (SL 2025-73): Harrison's Law** — requirement to publish compensation info for central office employees
 - **S254 (SL 2025-80): Charter School Changes** — expands Review Board authority
 - **H805 (SL 2025-84): Prevent Sexual Exploitation/Women and Minors** — religious objections, parent access to library books, sleepover event regulations

Legislative Update: Year in Review

- **Bills To Watch (For Now)**

- [HB 87: Educational Choice for Children Act \(ECCA\).](#)
- [HB 171: Equality in State Agencies/Prohibition on DEI.](#)
- [SB 50: Freedom to Carry NC.](#)
- [SB 153: North Carolina Border Protection Act.](#)
- [SB 227: Eliminating "DEI" in Public Education.](#)

- **In The Meantime**

- **See who's running for office** — NC State Board of Elections: [Candidate Filings](#)
- **Subscribe to legislative newsletters and social media pages** — *provides great intel and opportunity to share good news about our local schools!*
- **Subscribe to newsletters from advocacy groups, think tanks, government agencies, etc.** *including ones you disagree with!*
- **Follow DPI's weekly Legislative Update newsletter:** [Subscribe](#) | [Access Archive](#)

Tracey Bates

Office of School Nutrition

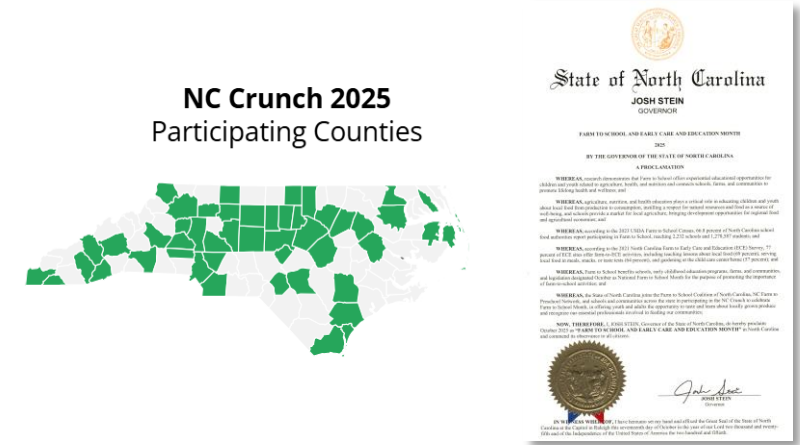
School Nutrition Promotion Specialist



Make Your #NCCrunch Count



- Encourages youth and adults to taste and learn about NC-grown produce for #F2SMonth
- Recognizes our #NCFarmtoSchoolHeroes



Learn more: <https://growing-minds.org/north-carolina-crunch>



Highlight NC Summer Nutrition Champions

- Going the Distance Award

- Boys & Girls Club of the Coastal Plain
- Food Bank of CENC
- Lexington City Schools

- Superior Site Award

- Beaufort County Schools (Honorable Mention)
- Charlotte-Mecklenburg Schools
- Food Bank of Central and Eastern NC
- Johnston County Public Schools
- Pender County Schools (Honorable Mention)
- Transylvania County Schools
- YMCA of Southeastern NC

- Rural Non-congregate Award

- Beaufort County Schools
- Cumberland County Schools
- Edgecombe County Public Schools
- Hickory City Schools
- Pitt County Schools
- Public Schools of Robeson County
- TCK Providence/Second Harvest Food Bank
- YMCA of Southeastern NC
- Johnston County Schools (Honorable Mention)
- Tyrell County Schools (Honorable Mention)



Promote Turnip the Beet

- Recognize SUN Meal Sponsors that go above and beyond to offer appealing, nutritious meals and educational enrichment to youth when school is out
- Applications due to NCDPI - 1/9
- Submit to summernutritionprogram@dpi.nc.gov

Learn more: <https://www.fns.usda.gov/sfsp/turnip-the-beet>



Recognize 2026 #NCJrChef Finalists



- 5 Finalist Teams – CHASE HS (Rutherford), Erwin HS (Buncombe), Martin County HS, South Lenoir HS (Lenoir), Thomasville Senior HS
- 1/9 - Finalist teams submit final Applications, Recipes, Recipe Photos, Work Plan and Video of team recipe prep
- 2/2 or 3 - Teams participate in live interviews with judges
- 2/6 - Teams participate in virtual recognition ceremony, competition results will be announced
- 4/23-24 - 1st place NCJCC team competes in Southeast

Learn more: <https://go.ncdpi.gov/ncjrchef>

Celebrate Nutrition and School Breakfast

- National School Breakfast Week, March 2-6, #NSBW2026
 - *Quest for School Breakfast*
 - Promotional Toolkit – Activities, communications tools and more
- National Nutrition Month, #NNM – March
 - *Discover the Power of Nutrition*
 - Promotional Toolkit – Activities, communications tools and more



Learn more: <https://schoolnutrition.org/about-school-meals/national-school-breakfast-week>



Learn more: <https://www.eatright.org/about-national-nutrition-month>

Connect with us



@NCSchoolMeals

- Facebook
- Twitter
- Instagram
- Pinterest

#NourishNCKids

#NCSchoolNutritionHeroes

#NCJrChef

#NCSummerMeals

#NCK12CulinaryInstitute

@Ray4NCKids

- Facebook
- Twitter
- Instagram

Mark Dessauer

Chief Communications Officer



Strategic Plan updates

- **10 Million Books**
 - Program overview
 - August 2026 launch
 - Statewide challenge
 - Toolkits and support from NCDPI
- **School choice week and six weeks of great news**
 - Jan 26-March 6
 - Promoting great choices within NC Public Schools
 - Calendar of communication topics and messaging support
- **Public school champions initiative**
 - Launching in February and next level in June
 - Connect to local efforts

Shoutouts!

Thank you for your submissions!

- **Asheboro City Schools**
 - Asheboro City Schools has an amazing Innovation Learning Center that we have been able to develop the braiding in multiple grants. We are excited to be able to carry on additional STEM work through a new \$2.7M grant from Driving Possibilities from Toyota Manufacturing NC.
- **Buncombe County School**
 - [WNCStrong](#): A partnership with NC State and the NC Dept. of Ag gave students from BCS the opportunity to have paid internships applying skills learned in CTE classes to help repair farms damaged by Hurricane Helene.
- **Burke County Public Schools**
 - Burke County Public Schools is planning their second annual inclusive talent show featuring students of all different abilities coming together to perform. Along the same lines, schools are planning more inclusive activities, including PE and clubs.
- **Chatham County Schools**
 - We held a successful reunification drill this summer, and are continuing our work to strengthen our process and training, including a meeting with area charter schools, so that we can assist them in their reunification planning.
 - For Principal's month, we launched a month long "throwback" social media campaign, posting a yearbook page about each principal daily, that included a photo from their k12 days. It was more popular than we expected, with some really great engagement numbers.

- **Clay County Schools**

- We are so excited about our newest parent outreach for Hispanic families, sponsored by Gear Up.

- **Craven County Schools**

- ✨ Arthur W. Edwards Elementary Readers Are Leaders!
 - On Friday, October 24th Arthur W. Edwards Elementary celebrated the grand unveiling of its brand-new Book Vending Machine with a special ribbon-cutting ceremony! This exciting new addition gives students a fun and meaningful way to celebrate their reading achievements. By completing their grade-level WIGs (Wildly Important Goals), students earn a token to select a free book, encouraging both student growth and a lifelong love of reading.
 - The project came to life thanks to a grant secured by Heather Santos, School Media Coordinator, in partnership with Craven County Partners In Education, which continues to champion innovative learning across Craven County Schools.
 - Principal Melisa Thompson shared, “The book vending machine is more than just a reward, it’s an investment in building confident readers who take pride in their accomplishments.”
 - We’re so proud of our AWE community for inspiring students to read, lead, and succeed!

- **Currituck County Schools**

- Currituck County Schools hosted its 8th annual “Giving Thanks” Campaign in November 2025, inviting students, families, staff, and community members to submit messages of appreciation to CCS employees. Each message was then delivered directly to employees.
- This year’s campaign saw record engagement, with 2,725 submissions—an increase of 64% over last year and the highest total to date. The initiative reinforces what research and experience consistently show: expressing gratitude has a powerful, positive impact on school culture and individual well-being.
- CCS is deeply thankful for its supportive community, and the “Giving Thanks” tradition continues to grow each year. It remains a meaningful way to come together, spread kindness, and celebrate the people who make our district extraordinary.

- **Guilford County Schools**

- Cafeteria Choice Culinary Challenge. GCS partnered with local chefs to coach culinary students. Two schools faced off to create dishes their peers would vote on and become added to the lunch menu next year.

Updates/Resources

Public Records Request Resources

- A special thank you goes to [Kristina Wilson](#), Assistant Professor of Public Law and Government, who joined us for office hours in November.
 - [5 Things to Know about Public Records Law](#)
 - [North Carolina public records law](#)
 - [State Archives of North Carolina retention schedule](#)

Upcoming Deadlines

- Jan. 2: Deadline for students to accept direct admission offers through NC College Connect
 - Learn more here: <https://www.cfnc.org/nc-college-connect/>
- Feb. 1: Purple Star Award applications close
 - Learn more here: <https://www.dpi.nc.gov/students-families/student-support/nc-supports-military-children/purple-star-award>.
- March 2-31: Teacher Working Conditions Survey
 - Find more information here: <https://www.nctwcs.org/>

Helpful Links

- [Accessibility Resources](#)
- [Check out the 2025-26 notable events calendar.](#)
- [Sign up for updates via GovDelivery.](#)
- Recent GovDelivery Messages
 - [PSU Networks: December 2025 Strategic Plan Update](#)
 - [Statement from North Carolina Superintendent of Public Instruction Maurice “Mo” Green on Providing Safe Learning Environments for All North Carolina Students](#)

Save the date for upcoming PIO meetings!

- Monthly Office Hours:
 - Wednesday, Jan. 28 at 8:30 a.m.
 - Focus: Consolidated Data Report
- Quarterly Calls:
 - Wednesday, Feb. 11 at 11:30 a.m.
 - Thursday, May 21 at 8:30 a.m.
 - Wednesday, Sept. 9 at 8:30 a.m.
 - Tuesday, Dec. 15 at 11:30 a.m.

DPI Communications Contact Info

- General Office: communications@dpi.nc.gov
- Chief Communications Officer: [Mark Dessauer](#)
- Communications Director: [Jeanie McDowell](#)
- Communications Specialists: [Corrie Byrd](#) (Weekly Top Ten), [Mary Lee Belz](#), [Holly West-Pauley](#)

