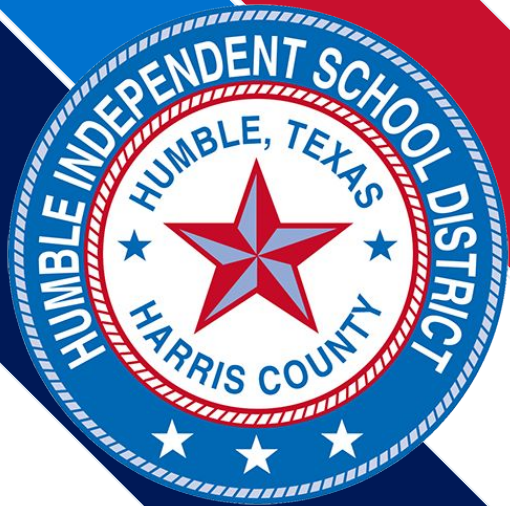




Building Relationships through Communication to Improve Tech Support

Melissa Holloway, CETL
Wednesday, June 24, 2026
TETL Summer Conference 2026

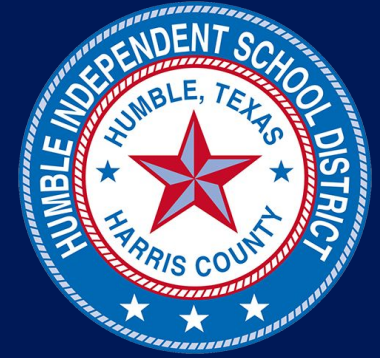


Session Description

Developing layered communication patterns with different stakeholders can change the way tech teams work. Those changes help IT departments move from reactive to proactive perspectives campuses and departments feel on a daily basis. This session will highlight specific communication patterns used in Humble ISD since 2022 that have led to positive changes and open the doors for more.

Examples are included that can be used, adapted, and taken away for immediate use within your organization.

Team Building & Staffing * Leadership & Vision * Strategic Planning



Bond 2022 Prop B

Planning, Big Picture Info, Individual Campus Comms



Bond 2022 Prop B

Planning, the Big Picture, Individual Campus Communications

Data Driven Planning based on Needs

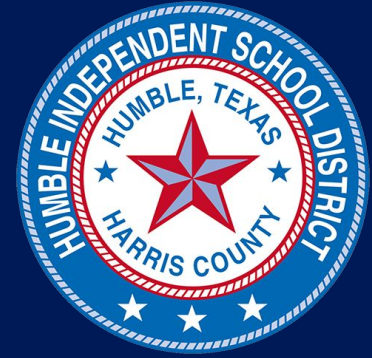
- Know the [Promises Made](#)
- Use [Most Objective, Meaningful Information Verifiable](#) to Offer Options
- Boost [Informed Decision Making](#) by District Leaders

Respect the Messengers & Make their Job Easy - Let the Public Communication Pros Translate the Details with Big Picture Clarity

- [District Webpage](#) & [Video on Each Campus Webpage](#)

Individualize Communications with Each Campus

- Share the [same information](#) specific to each campus [individually](#)
- Engage leaders, answer questions consistently, refine the experience



Secondary Technology Aides & Digital Integrationists (aka Campus ITs)

Adoption, Integration, Working Together



Campus ITs at All Campuses

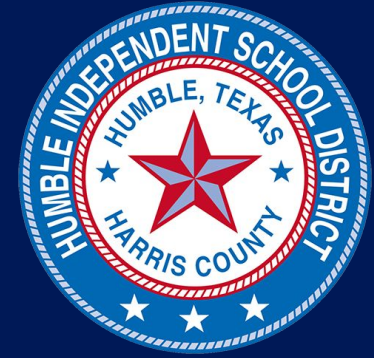
Adoption, Integration, Working Together

Secondary Technology Aides - 17 Tier 1 Support @ 17 campuses

- Consistent, scheduled contact and reliable accessibility in between
 - Zoom, Chat, More Chats, Call, Visit Campuses
- Gather strategically
 - BOY once school year is up and running, MOY usually around holidays, EOY a few weeks before end of school
- W@1 Continuing [Agenda](#) as a Tabbed Google Doc ([26-27 start](#))
- Sent Mid-Week Emails ([2025-26 Folder](#)) & Sharable [Resources](#)

Elementary Digital Integrationists - Teachers first, tech assist & tech asset custodians second

- Live DI sessions 6 times a year with resources
- Reliable accessibility in between (Chat, Call, Add in District Support)
- Consistent Communication for Tech Info through Mid-Week Emails



Departments with Specific Big Picture Needs

Digital Integration, Assessment, Career & Technology
Education



Departments with Specific Needs

Digital Integration, Assessment, Career & Technology Education

Digital Integration

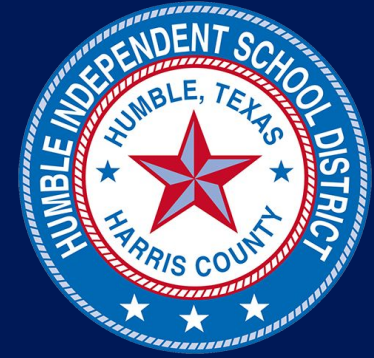
- Standing bi-weekly Zoom to keep solid partnership in sync

Student Assessment Team

- Initially, lending reliable tech to campuses in November, February
- Bond infusions allowed for increased reliable tech districtwide
- Attend Campus Testing Coordinator Conference each August
 - [One-Page Resource](#) with Devices Good for Testing [linked](#)
 - [Model & set expectation](#) for collaboration and communication
- Monthly Meetings now include Teaching & Learning, Advanced Academics, Language Acquisition, Assistive Technology teams

Career & Technology Education

- Developing similar relationship, meeting, support patterns



Activity-Specific Support for Campuses & Departments

Audits, Upgrades & Testing Support



Activity-Specific Campus Support

Audits, Upgrades & Testing Support

Campus Support at Campuses during Annual Inventory Audit

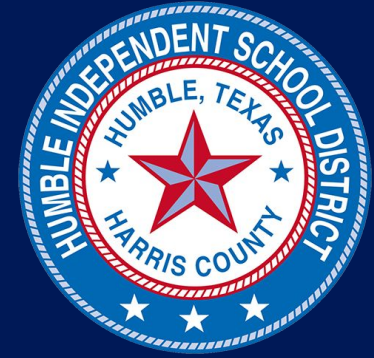
- Published schedule corresponds to regular campus assignments to greatest extent possible - [2026](#), 2025, [2024](#), 2023

Cohesive Support with Large Scale Upgrades

- Win10 to 11 coordination, communication, scheduled updating, next day support by district tech teams [reflected](#)

Appropriate Testing Support of Technology on Campuses

- Annual Test Security Training each October/November
- [Recorded](#) for easy playback & training with additional staff



Traditional Communication from Technology Services

Outage Emails, Monthly Cybersecurity Briefings



Traditional Tech Services Communications

Outage Emails, Monthly Cybersecurity Briefings

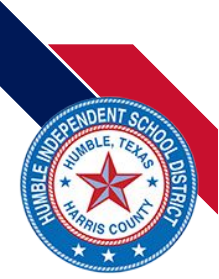
[Clear, concise emails](#) notifying all district staff of planned work

Clear, concise emails notifying all district staff about unexpected issues

- [Acknowledging issue](#)
- [Sharing resolution](#)

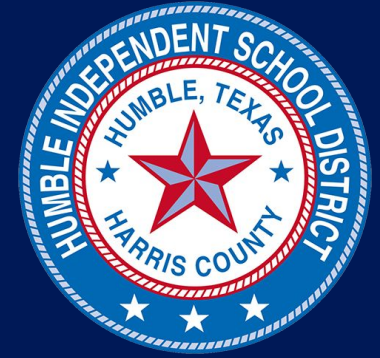
Monthly Cybersecurity Briefing emails - [May](#), [April](#), [March](#) editions

- Provides timely, relevant information for staff
- Linked in Mid-Week Email to All Campus ITs and District Techs for additional emphasis, sharing



Strategic Layered Communications Focus Since Summer 2022

- Bond 2022
 - Planning, Big Picture Info, Individual Campus Communications
- Secondary Technology Aides & Digital Integrationists
 - Adoption, Integration, Working Together
- Departments with Specific Big Picture Needs
 - Digital Integration, Assessment, Career & Technology Education
- Activity Specific Campus Support
 - Audits, Upgrades, Testing Support
- Traditional Communications from Technology Services
 - Outage Emails, Cybersecurity Briefings



Access these slides:
bit.ly/TETL26BuildCommImproveTech

Let's Connect!

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