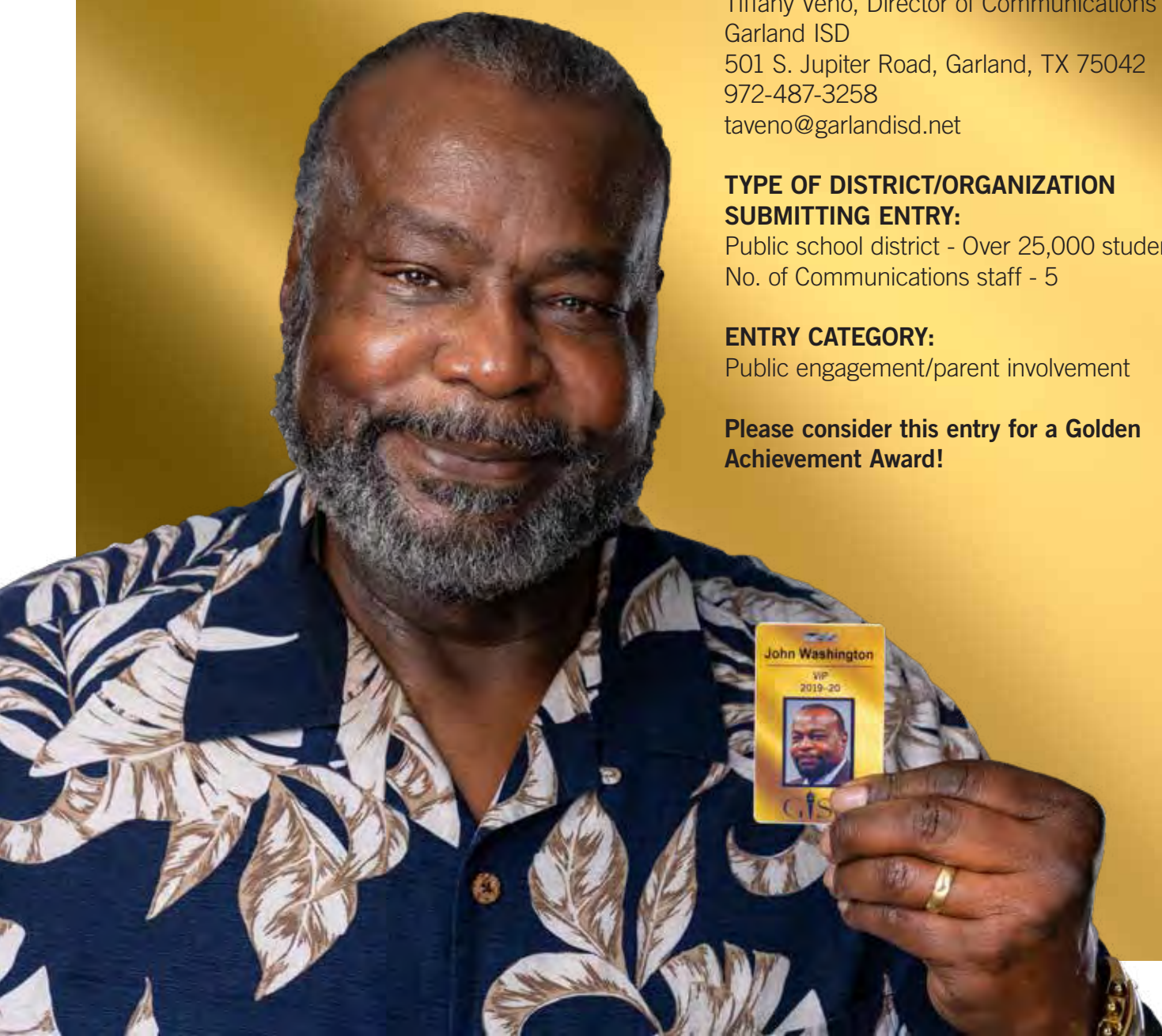


Senior Citizen VIP Pass



ENTRANT:

Tiffany Veno, Director of Communications
Garland ISD
501 S. Jupiter Road, Garland, TX 75042
972-487-3258
taveno@garlandisd.net

**TYPE OF DISTRICT/ORGANIZATION
SUBMITTING ENTRY:**

Public school district - Over 25,000 students
No. of Communications staff - 5

ENTRY CATEGORY:

Public engagement/parent involvement

**Please consider this entry for a Golden
Achievement Award!**

SYNOPSIS

Often described as a big district with a small-town, family feel, Garland ISD enjoys a rich history of more than 100 years. Many staff members spend their entire career in the district—the longest serving 68 years—and some even graduate from GISD as well. While a seasoned community is undoubtedly a point of pride, an aging demographic can also present its own challenge. Historic GISD data shows that voters 65 and older participate in most elections but do not initially favor school bond referendums. Looking ahead to the future, Garland ISD wanted to reconnect its senior citizens with the district to give them an accurate perspective. More importantly, GISD also wanted to honor those who helped build its tri-city community.

In August 2019, the district launched a senior citizen VIP pass program, offering free admission to all GISD-hosted athletics and fine arts events. The district's Communications Department was also challenged with a goal of 1,000 cardholders by the end of the first year. To help spread the word, tactics included an announcement in the Superintendent's State of the District address, digital billboards, electronic and printed newsletters, the district's website, social media and more.

GISD celebrated its 1,000th VIP in just three-and-a-half short months and continues to gain new members almost every day. The perks have also grown to include specially designed district tours which showcase innovations in education, such as 1:1 Chromebooks in secondary classrooms; Career and Technical Education, including a student-prepared lunch; and new facilities made possible by GISD's 2014 Bond Program.

"I was amazed at the changes—the way GISD has evolved since my three children went through the system," was just one of the numerous positive comments the district has received since launching this program. But perhaps the most prized response stated, "Next year when I go to pay our GISD tax bill, I will have a smile on my face!"

The district looks forward to continued engagement with its senior citizens and also plans to add veterans to the VIP pass program next school year.

RESEARCH

A tradition-rich district, Garland ISD's history spans more than 100 years. In that time, GISD has passed five bond elections. Voters approved \$79 million in 1986, \$110 million in 1992, \$156 million in 1996, \$385 million in 2002 and \$455.5 million in 2014. The district's most recent election passed with 62 percent of voters in favor, but this was after months of hard work. GISD conducted a phone survey of the district's tri-cities before the Board of Trustees put a bond on the November 2014 ballot, and the baseline question asked respondents whether they vote in all, most, only some, very few, or none of the local elections dealing with bond issues, taxes and local development projects. The highest percentage of respondents answering "all" belonged to voters 65 and older. Another question mentioned that Garland ISD was considering calling a bond election and asked whether respondents would vote yes, in favor, or no, against, the issuance of \$450 million in bonds to construct, renovate, and equip school buildings and make other improvements with the levying of property tax. This time, voters 65 and older had the highest percentage answering that they would not support the bond.

Armed with the knowledge that GISD's senior citizen community needs extra consideration in regard to bond elections, the district received a demographer's report in 2017 showing this to be the largest-growing population group. In 2010, citizens 65 and older equaled 7.5

Write-up

percent of the district's population. By 2015, that number had grown to 11.4 percent. And, all other age groups presented a decline as well.

This means that GISD's tri-cities are blessed with stalwarts who have grown up and raised children in the district. For example, GISD's Student Services Center was recently rededicated in honor of the Valle family. Manuel and Maria Valle moved to Garland in 1929 as the city's first Hispanic residents. Their eight children graduated from Garland High School—the most in school history from a single family—and now at least one of them still resides in the city. Pascual was the first all-state football player from Garland, and he and his son, Tony, were also the first father-son duo inducted as members of the Garland Sports Hall of Fame. Pascual still remains a local celebrity throughout GISD. Another icon is the district's former Executive Director of Athletics. Homer Johnson graduated from Garland High School in 1945 and returned in 1948 as a coach. In 1962, he became GISD's first athletic director and eventually retired from the district in 2016 after serving 68 years.

These pillars of the community undoubtedly helped lay the foundation for GISD's past, present and future successes. In fact, they are often called upon for advice during strategic planning or other public forums. In June 2019, the district began its current strategic plan process with surveys, summits and focus groups. A Design Team then developed a rubric to evaluate all GISD facilities. With a district goal of ensuring all students graduate prepared for college, careers and life, architects also conducted site walks to determine needs. This assessment will now be used in future bond election discussions.

Knowing that a referendum could be called in the near future, GISD wanted to start its informational campaign as soon as possible. And why not start with the population that had been removed the longest? In an effort to give back to those who built the district while also engaging them to reconnect, GISD decided to implement a discount program for senior citizens. The name "VIP" was strategically chosen to denote their significance, and research of other districts around the area revealed that many already had similar programs in place. In fact, GISD's Athletics Department allowed residents 65 and older to attend all non-varsity football games for free during the 2018-19 school year. The district decided to bolster that pilot for 2019-20.

PLANNING

Convening a committee of district leadership and representatives from the communications, athletics and fine arts departments, GISD's new senior citizen VIP pass program was formed. Planning meetings began in May 2019 with a target launch date of Aug. 1. The committee first discussed benefits and agreed to offer free admission to all non-playoff athletic events hosted at district facilities, in addition to all fine arts events. Discussing logistics, the committee determined a photo ID badge, similar to an employee's, made the most sense. The process would then include a qualifying senior stopping by the GISD Print Shop, presenting a driver's license, taking a photo and ultimately receiving a VIP pass. During sign-up, the district would collect contact information as well, including a mailing address, email address and phone number. This would allow Communications to deliver important program information in addition to future bond election collateral. To help VIP members become actively engaged, the process would also allow signees to express interest in volunteering at a campus.

When envisioning a design for the pass, Willy Wonka's golden ticket came to mind since the pass would allow seniors free access to events. Gold cards are also often associated with discount programs, and the color itself symbolizes royalty. Communications wanted program

Write-up

participants to feel special, so the pass contains a gold background. In addition, the photo on the front alleviates the need for additional identification, which was an improvement upon athletics' pilot program.

GISD leadership wanted to improve upon the original number of cardholders as well. In 2018-19, less than 50 senior citizens took advantage of the free athletics events. The 2019-20 VIP pass goal was set at 1,000. Communications even designed a special pass for the lucky recipient. Compared to participation in other districts' senior citizen programs, this was going to be a lofty goal. One that was chosen not only to motivate staff to work extra hard to achieve it, but also to make sure that a large number of community stalwarts received recognition.

Preparing to launch the program, GISD set a budget that would not have a financial impact on the district. The Print Shop would purchase an ID badge machine for approximately \$5,000 with revenue generated from jobs for out-of-district entities. Communications would then pay for all printed marketing materials with existing funds, not to exceed \$500. And, digital marketing via GISD-operated platforms would be free, in addition to a digital billboard that could be run as part of a pre-existing contract.

As Aug. 1 neared, Communications created garlandisd.net/vippass, which included instructions on how to obtain the card, as well as contact information and a link to athletics and fine arts schedules. Staff wanted the experience to be as easy as possible for its senior citizen audience, so everything was housed on one page and all other collateral linked to it. Administration also wanted to ensure fidelity of the program's implementation across the district. That's why all coaches and fine arts staff were emailed VIP treatment expectations. To prepare marketing materials, Communications conducted a photoshoot with a few community influencers. One graduated and retired from the district and has several ongoing connections. Another couple has chaired the Garland Association for Hispanic Affairs for several years.

IMPLEMENTATION

GISD's superintendent officially kicked off the new senior citizen VIP pass program marketing in July during his State of the District tour to chambers of commerce and other organizations. He not only announced the upcoming program but also an exclusive deal he made with neighboring Wylie ISD. Since GISD and WISD share their own athletic district, each superintendent agreed to honor the other's senior citizen cards. This information was shared at approximately one dozen tour stops.

Communications continued that community outreach Aug. 1 by sending an informational flyer to all libraries, senior centers, recreation centers, churches and supermarkets within GISD's tri-cities—over 300 locations. Featuring a brief call to action, it included text in English, Spanish and Vietnamese—the district's three most widely spoken languages. An accompanying letter asked each recipient to post the flyer and to inform patrons when possible. This flyer strategically pictured the couple who has strong ties throughout the community in order to encourage a sense of endorsement.

Additional print marketing included a story and a brief in two editions of the district's ConnectEd newsletter. This quarterly publication is printed in-house and mailed to every home in the area—approximately 112,000. Posters were also hung in the front entry at all 85 GISD facilities. This poster strategically pictured the alumnus and former employee in order to foster a sense of loyalty. Lastly, vinyl banners were displayed on fences near the Print Shop to direct senior citizens where to go.

Write-up

As mentioned previously, all digital marketing built on the district website by leading audiences to it. GISD's social media accounts twitter.com/gisdnews, twitter.com/gisdnoticias and facebook.com/choosegarlandisd each introduced the program and chronicled the journey to VIP No. 1,000. With more than 72,000 followers on Twitter and 2,000 likes on Facebook, Communications made sure to reach these audiences repeatedly. Staff also enlisted others, like the City of Garland, to share information via their own social channels. On Aug. 1, the district's e-newsletter was sent with VIP pass information to the families of GISD's more than 55,000 students. A digital billboard also ran for four weeks along an interstate and state highway, totaling approximately 1-2 million impressions. Lastly, digital signage on the video boards at the district's two athletic stadiums thanked VIPs in attendance at a few dozen events.

In just three-and-a-half short months, GISD issued its 1,000th VIP pass to Billy Burleson. Commemorating this milestone, Communications organized a small photo shoot and gifted Burleson with a bag of district swag. He commented that he learned about the senior citizen program through GISD's ConnectEd newsletter.

EVALUATION

Boasting more than 1,100 VIPs to date, the word keeps spreading and new senior citizens keep signing up. The most recent recipients received their passes March 5—just one day before the district left for Spring Break. And, GISD uses their contact information to send weekly emails with upcoming events.

Communications also contacts the group with other opportunities or important information. After achieving the once lofty goal of 1,000 VIPs, staff began to evaluate how they could further benefit these senior citizens. Every year, Communications hosts district tours with Leadership Garland, Rowlett and Sachse groups, and without fail, they all leave saying, "Wow! I didn't realize all of the great things happening in Garland ISD." Shouldn't the senior citizen community see more than just athletics and fine arts? Shouldn't they see the greatness that their tax dollars fund? These questions led to the formation of the district's first-ever senior citizen VIP tour. At 5 p.m. Friday, Dec. 6, Communications sent an email announcing 30 available spots. Each one was filled by midnight, and in fact, a second date had to be added to accommodate respondents from the rest of the weekend. Seventy VIPs in total toured GISD Jan. 23 and Feb. 20. Kicking off the morning at breakfast with the Superintendent, attendees were served by special education students in a transitional job skills program. The group then visited the district's highest-achieving middle school to see 1:1 Chromebooks and a secured entryway—both products of the 2014 Bond Program. Stopping at an elementary to see GISD's newest magnet program, Montessori, VIPs witnessed this unique, individualized learning in action. The group then drove by the construction site of the district's Natatorium and ended the day at the Gilbreath-Reed Career and Technical Center, two additional Bond 2014 products. After eating a lunch prepared by culinary students, the VIPs explored more state-of-the-art learning spaces, including a student-run animal grooming business open to the public, a working cross-section of an ambulance, and an innovation lab complete with 3-D printers. GISD's video department filmed the second tour and compiled a highlight reel with testimonials, which can be viewed at youtube.com/garlandisdnews.

Some of the most heartwarming feedback received from cardholders was sent after the Jan. 23 tour. One participant stated, "Thank you so much for the visits today. They were absolutely uplifting. What a great job GISD is doing for the students and community. I am spreading the

Write-up

word.” Another wrote, “Thank you for treating us like VIP citizens. All the information and school visits were interesting, and we learned a lot about GISD today. I retired from GISD eleven years ago as a counselor, and it sure has changed. Happy to see the new natatorium that I fought for almost 45 years ago when our daughter was a competitive swimmer at North Garland High School. We were happy to finally visit the Career and Technical Center as well...an amazing building. We felt so lucky and proud to be supporters of GISD.” The most prized piece of feedback read, “My wife and I thoroughly enjoyed the day. Next year when I go to pay our GISD tax bill, I will have a smile on my face!”

And, these are not the only emails that have been received. On March 4, Communications asked VIPs how much they had utilized their passes and what they would change, if anything, about the program. By March 14, nearly 50 responses had been received, all with positive feedback. The average cardholder attended 10 events, saving \$2-8 each time. And as hoped, this financial benefit made a huge impact. “I received an email from one of our VIPs,” commented GISD Superintendent Ricardo López. “She told me how her daughter used to pay for her to see the grandchildren perform. She felt like such a burden because the daughter had her own financial stresses. She said this program lifted a weight off her shoulders and allowed her to attend more events.”

Achieving its intended outcome of giving back to and recognizing the invaluable senior citizen community, GISD also achieved increased engagement. Communications has received several calls about additional tours, and some senior citizens even call to inquire about the weekly email with upcoming events. Others have started partnerships with campuses to volunteer, mentor or provide needed supplies.

This engagement has garnered local media coverage as well. Three of the district’s local newspapers featured the program and no doubt added to its visibility. With an increasing reach, GISD continues to evaluate its program. One change already implemented is that VIPs do not have to renew their passes every year. The district also plans to add veterans to the program in 2020-21. And this group has become a valuable resource—one that the district cares for and is staying in communication with throughout the coronavirus pandemic.

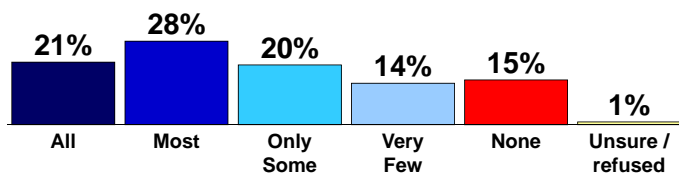
While GISD hopes these efforts will help lead to a favorable vote during future bond elections, if nothing else, the district has gained many new ambassadors.

Research I Bond 2014 Survey

VOTING BEHAVIOR

QC. Thinking about local elections for a moment -- would you say that you vote in all, most, only some, very few, or none of the local elections dealing with bond issues, taxes and local development projects?

	All	Most	Only some	Very few	None	Unsure / refused
18-44	5%	16%	26%	22%	29%	2%
45-54	16%	30%	21%	12%	20%	1%
55-64	20%	31%	26%	13%	9%	0%
65+	36%	34%	12%	10%	7%	1%
Parent	12%	20%	21%	18%	28%	1%
Non-par	26%	33%	20%	12%	8%	1%

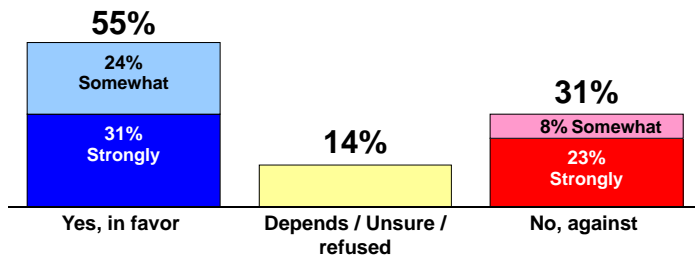


Baselice & Associates, Inc. Project# 14084

The results of the Bond 2014 Survey confirmed that community members 65+ had the highest voting average. Knowing that active voters are powerful allies, we wanted to create a program to connect with them.

INITIAL BALLOT

Q6. Garland ISD is considering calling a bond election to be held this November. If an election was held today, would you vote yes, in favor or no, against the issuance of 450 million dollars in bonds to construct, renovate, and equip school buildings and make other improvements with the levying of property tax?



Baselice & Associates, Inc. Project# 14084

This graph shows how important it is to engage senior citizens. More residents 65+ voted against, rather than for, the bond on the initial ballot question.

INITIAL BALLOT

	Base	TOTAL FAVOR	TOTAL AGAINST	DEPENDS / UNSURE	NET FAVOR
Total	400	55%	31%	14%	24%
Sample Regions					
West	117	53%	34%	13%	18%
South	126	53%	31%	16%	22%
North	157	58%	28%	14%	30%
Computed Age Groups					
18-44	84	64%	21%	15%	43%
45-54	91	70%	21%	10%	49%
55-64	95	55%	34%	11%	21%
65 and over	124	38%	41%	21%	-3%
RRACE - Race and Ethnicity					
Anglo	248	48%	35%	17%	14%
Non-Anglo	152	65%	25%	10%	41%
Annual Household Income					
Under \$60,000	112	47%	39%	14%	9%
\$60,000 - \$99,999	103	62%	22%	16%	40%
\$100,000 and over	127	62%	25%	13%	37%
Parent of GISD Student					
GISD Parent	142	65%	20%	14%	45%
Not GISD Parent	258	49%	37%	14%	13%

Baselice & Associates, Inc. Project# 14084

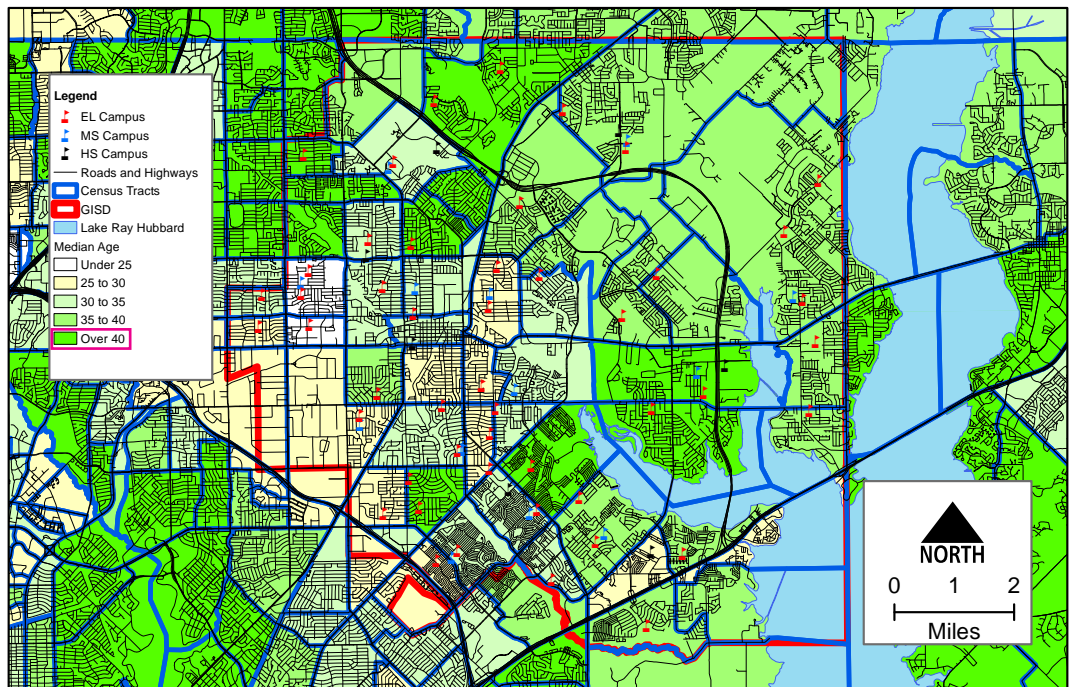
Research I 2017 Demographer's Report

Table 3. Recent Demographic Trends, Garland ISD

	Garland ISD Annual Survey Results						Texas	USA
	2010	2011	2012	2013	2014	2015	2015	2015
Total Population	279,097	283,890	290,751	285,315	295,185	287,754	27,469,114	321,418,816
Age								
Median	34.0	32.9	34.0	34.1	35.8	35.2	34.4	37.8
0 - 4	7.8%	8.8%	6.9%	7.1%	6.4%	7.1%	7.2%	6.2%
5 - 17	20.5%	20.8%	21.3%	21.4%	20.6%	19.6%	19.0%	16.7%
18 - 64	64.2%	61.6%	62.4%	62.2%	62.4%	61.9%	62.1%	62.2%
65+	7.5%	8.7%	9.4%	9.3%	10.6%	11.4%	11.7%	14.9%
Rac/Ethnicity								
Hispanic	35.3%	36.5%	39.9%	37.3%	36.9%	34.9%	38.9%	17.6%
Non-Hispanic White	39.2%	37.8%	33.4%	36.2%	38.5%	38.2%	42.9%	61.3%
Non-Hispanic Black	14.2%	11.8%	13.1%	14.5%	12.9%	15.3%	11.7%	12.3%
Non-Hispanic Asian	7.2%	9.5%	9.7%	7.8%	9.1%	8.5%	4.5%	5.3%
Non-Hispanic Other	3.2%	4.2%	3.6%	3.8%	2.8%	2.9%	1.7%	2.8%
Economy								
Median Household Income	\$59,004	\$55,273	\$55,012	\$510,76	\$58,696	\$60,695	\$55,653	\$55,775
Mean Household Income	\$68,421	\$69,346	\$68,064	\$65,659	\$70,796	\$74,509	\$78,862	\$78,378
Median Family Income	\$64,008	\$61,173	\$60,358	\$57,450	\$63,686	\$66,562	\$65,316	\$68,260
Mean Family Income	\$73,254	\$74,010	\$71,973	\$72,171	\$75,541	\$79,155	\$89,670	\$9,1561
Unemployed Civilians	8.5%	11.2%	9.2%	8.0%	9.3%	4.1%	5.5%	6.3%
Workers by Industry								
Construction	8.9%	8.6%	9.3%	8.0%	10.3%	7.4%	8.1%	6.4%
Manufacturing	11.8%	14.1%	12.7%	13.4%	9.9%	10.3%	8.7%	10.3%
Wholesale trade	2.1%	3.4%	3.0%	2.2%	2.6%	3.1%	3.0%	2.7%
Retail trade	11.3%	11.5%	12.0%	11.4%	11.9%	13.4%	11.7%	11.5%
Transportation/Utilities	5.3%	3.5%	4.6%	3.1%	5.2%	4.7%	5.7%	5.1%
Information	2.7%	3.4%	1.6%	2.1%	2.3%	3.4%	1.8%	2.1%
Finance, insurance, real estate	8.4%	8.9%	8.8%	8.5%	7.4%	7.9%	6.6%	6.5%
Professional, management	11.4%	11.9%	10.0%	13.2%	12.3%	13.3%	11.4%	11.3%
Educational and health services	21.0%	16.9%	19.5%	20.1%	19.8%	19.7%	21.2%	22.9%
Arts, food service	8.9%	9.8%	9.2%	7.5%	8.6%	7.3%	9.1%	9.8%
Other services	5.6%	5.0%	6.2%	7.0%	6.9%	6.5%	5.2%	4.9%
Public Administration	2.4%	2.0%	2.2%	2.6%	2.0%	2.1%	4.1%	4.6%
Housing								
Total Units	96,861	95,923	95,835	100,128	98,050	98,643	10,588,236	134,793,664
Occupied	90,106	88,338	89,976	94,785	92,376	93,778	9,421,142	118,208,248
Owner-occupied	63,164	60,670	61,388	61,270	63,901	62,210	5,752,826	74,506,532
Renter-occupied	26,952	28,668	28,588	33,515	28,475	31,568	3,668,316	43,701,736
Vacant	6,755	7,585	5,859	5,343	5,374	4,865	1,166,824	8,585,416
Type								
Single family	77,053	76,383	75,229	76,608	76,745	78,721	7,159,183	90,563,881
Mobile	1,046	1,436	1,147	690	957	406	763,428	8,452,221
Multi-Family	11,687	9,791	5,172	12,099	10,363	11,497	1,574,604	18,089,326
Year built								
2010 or later	-	-	-	-	-	-	-	-
2000 to 2009	-	-	-	-	-	-	-	-
Year moved in								

Garland ISD has a rising 65+ population, making a senior citizen-focused initiative a smart investment for our future.

Map 3. Median Age




The majority of our population is over 40. Having an established senior citizen-focused program would be a game changer in the long run.

Research | Facilities Assessment & Strategic Design Process

In May 2019, the district launched a facilities master plan. A sign that a bond could be considered in the future, engaging and informing our community's strongest voters became a priority.

Action Required



Garland Independent School District

DATE: May 17, 2019

TO: All Principals, Assistant Principals and Department Heads

FROM: Joel E. Falcon, Executive Director of Facilities & Maintenance

RE: 2019 Long-Range Facilities Master Plan

Garland ISD is developing a Long-Range Facilities Master Plan. PBK will be assisting with the creation of this master plan. A critical part of this plan is the Facility Condition Assessment. In order to accomplish this, an online survey will be issued to collect feedback then a team of architects and engineers will visit each campus to evaluate the current condition of facilities.

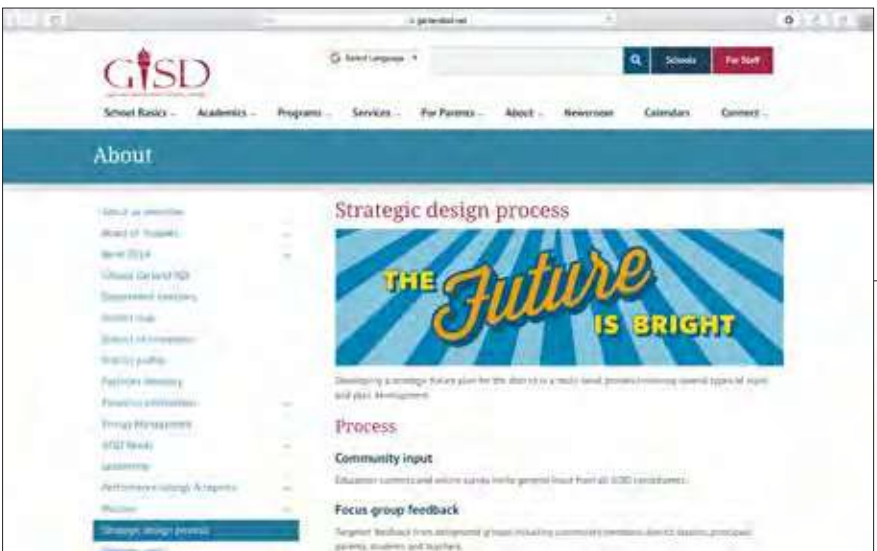
The 2019 Long-Range Facilities Master Plan, Academic Site Walk and Survey process will take place between **June 3, 2019 and August 30, 2019**. In addition to the initial meetings, PBK's expert assessors may return several times to review different aspects of existing sites such as morning and afternoon drop-off & pick-up. In addition, PBK assessors will also review student and staff use and circulation throughout the campus.

- ✓ **Online survey will take roughly 30 minutes to complete.**
- ✓ **Academic Site Walks will be performed without interrupting classroom instruction.**
- ✓ **Assessor visits will have minimum impact on Principal time.**

The master plan is the "blueprint" for daily decision making throughout a school district. It provides concrete documentation about the organization's needs and intentions. Moreover, it is a formal way of communicating the district's priorities, and establishes necessary documentation for funding authorities and other approving organizations. Good plans include short and long-term objectives, budgets, and timelines, all of which demonstrate organizational commitment to facilities maintenance and planning.

Your participation and feedback is an important component in the master planning process and we are very excited to have this opportunity to work with each of you.

11
WAIP 5-17-19



Leadership created a five-step strategic design process, which involved community input to help gauge our needs and wants for our district's bright future.

Learning innovation framework design

It is critical to help 1,000+ years of history for the vital district experience. Based on the philosophy, mission, and goals that our community defines for students in our schools.

Action team planning

Teams comprised of district staff, parents and community members design a list of specific, measurable, achievable goals.

Implementation

Align district resources, build capacity, implement, and continuously improve the strategic plan over the next three to five years.

Timeline

Date	Item
June 2019	Scientist Launching
	→ June 10 (Week 0/00)
	→ June 10 Community Input Survey 8-9 pm at GCC
	Online Survey parent June 10
	Field Survey
July 2019	→ June 11-13 at GISD
	Online Survey District June 28
Sept 2019	Learning Innovation Framework Design
	→ Sept 22-23, 24 at GISD
Dec 2019	1. Final Final Design

Research | Community Snapshot

GISD Manuel and Maria Valle Student Services Center 2014

**Rededicated
in honor of their commitment to the local community,
dedication to their country and ongoing support of education.**

The tri-cities of Garland ISD - Garland, Rowlett and Sachse - have maintained close-knit communities throughout periods of rapid growth. This kindred spirit extends far into the school district and can be attributed to pioneering families who established paths of success for generations to follow.

The Valle family is among this group of innovative leaders. Manuel and Maria Valle moved to Garland in 1929, searching for the American dream. As the city's first Hispanic residents, their legacy is one of togetherness. The entire community was considered members of the Valle household and the term "mi casa es su casa" became synonymous with their home at Avenue C and Santa Fe Street.

Education was a top priority for Manuel and Maria. This was made clear to their children. All eight siblings graduated from Garland High School - the most in school history from a single family. The family's commitment to its country is perhaps most admirable. All six sons served in the military while one daughter worked in the local defense plant during World War II. Athletics was also an area of excellence as one son, Pascual, was the first all-state football player from Garland. He and his son, Tony, were the first father-son duo inducted as members of the Garland Sports Hall of Fame.

BOARD OF TRUSTEES

**RICK LAMBERT, PRESIDENT
LARRY GLICK, VICE PRESIDENT
SCOTT LUNA, SECRETARY
CHARLES AXE, ASST. SECRETARY**

**LINDA GRIFFIN, TRUSTEE
CINDY CASTANEDA, TRUSTEE
STEVE KNAGG, TRUSTEE
BOB MORRISON, ED.D., SUPERINTENDENT**

Garland ISD is tradition rich and has a history of giving back to those who have helped build our community. Our Student Services Center was rededicated to honor the Valle family, a longtime ally of the district as well as our community's first Hispanic family.

THREE-SPORT ATHLETE

1945 GARLAND HIGH SCHOOL GRADUATE

YOUNGEST COACH IN TEXAS

GARLAND ISD'S FIRST ATHLETIC DIRECTOR

1989 GARLAND SPORTS HALL OF FAME INDUCTEE

MEMBER OF FOUR HALLS OF HONOR

GHS DISTINGUISHED ALUMNI AWARD WINNER

THE DISTRICT'S MOST TENURED EMPLOYEE

THE MAN BEHIND THE LEGEND...

HOMER B.
JOHNSON



YOU ARE INVITED TO CELEBRATE

**AN INCREDIBLE
68 YEARS OF SERVICE**

TO THE STUDENTS, STAFF AND
COMMUNITIES OF GARLAND ISD.

2-5 P.M. • OCTOBER 28
CURTIS CULWELL CENTER ARENA

PLEASE RSVP TO JUDY CAMPBELL BY OCT 24.
972-494-8588 OR JCAMPBELL@GARLANDISD.NET

AFTER THE CELEBRATION, HOMER WILL CONDUCT THE COIN
TOSS DURING GARLAND HIGH SCHOOL'S HOMECOMING GAME
AT WILLIAMS STADIUM. KICKOFF IS AT 7 P.M.

GISD honored the district's longest-serving employee, Homer B. Johnson, with an incredible retirement bash. The legendary coach spent 68 years serving GISD's students, families and tri-cities community. Hundreds attended the celebration, including local media.

Research | Senior Citizen Programs Across the Area

Senior Citizen Programs - By District

School District	Program Name	Age of Seniors	When did you start your program?	How many members do you currently have?	What type of incentives do you offer your VIPs	How did you get the word out?	Other Information
Richardson ISD	Silver Advantage	55+	Years ago	unknown	Entrance to games, including city football games and play-off games. Entrance to Fine Arts	Mail-outs once or twice a year. Word of Mouth in the Senior Community.	
Plano ISD	RSVP Program	65+	3-4 years ago	2,209	Free & reduced admission to most sporting and fine arts events except playoff games and non-school events held at school facilities	Word of Mouth Website advertisement	
Wylie ISD	Gold Card	65+	2000	1,428 but there's no good way to track due to not knowing life status	General admission to home athletic events. admission to Fine Arts events	There's an email address and phone number on their website in contact, given popcorn at games to get the word out; are touched at least 7 - 8 times a year to encourage them to join	Includes retired WISD teachers. Their cards are the wallet cards. They also work with their Communications Dept. to be sure guests know about the program.
Wylie ISD	Senior Class						This group is a different group. This group meets regularly and gets coffee and donuts with the superintendent to learn more of what's going on in the district, receive birthday cards are sent football and musicals schedules. They do anything to get them involved with the district other than when they need them to vote.
Meaquite ISD	55+ Perks						Their card is accepted at GISD & RISD games when competing against MISD

VIP

FREE ADMISSION

for one senior citizen 65+ to all athletic events at GISD facilities except varsity football games.



*Photo ID will be required at entrance.

2018-19 SEASON

CONTACT

972-494-8588

A903@garlandisd.net

We researched and compiled a list of senior citizen-focused programs neighboring school districts offered. This helped us envision what we could offer our community members.

Athletics launched their own senior citizen program pilot in 2018-19. Seniors 65+ received free admission to any nonvarsity game hosted in GISD.

Planning I Meetings

purchasing, Robin will send us a mock up, **Cliff and Joe** will check with HR on getting machine to produce these.

VI. Other items to discuss? **Mida will set up next meeting for end of June.**

II. What events does it include? Can we track usage?

Notes: Includes only GISD events, for VAPA all events (90% are free already- only a few HS theater, drill team, etc. events that there is a charge for). Includes all Athletics.
Would be nice to track who is using them to identify who is using/invite to bond meetings.

VIP Senior Discount Cards Meeting Tuesday, June 25, 2019

Attendees: Cliff, Joe, Boyd, Robin, Mida, Susanna

Updates:

Joe and Cliff

Machines: same as the machine used in HR, comes with a camera. Cost is approx. \$5,000

Questions:

Can we customize the look of the badge? Boyd will check.

Do we need the Cloud? May have to pay anyway. Need to check on this.

Can we just use the Google Form?

Mida

Google Form with Excel spreadsheet created and shared

Lisa Ray said that we do not need to have any special verbiage about opting out of info

distribution

May be difficult to have this occur at HH reception.

Questions:

Can print shop do this? **Yes, tentative date: people can start on August 1-need design from**

Robin

Mida needs to share form with Risa Griffeth (check name)

Contact info: use Fine Arts and Athletics contact info

Mida will send info to Communications and Web Services to start planning to share in July

VIP Senior Discount Cards Meeting Wednesday, May 29, 2019

Attendees: Cliff Odenwald, Susanna Russell, Joe Figarelli, Boyd Pace, Mida Milligan, Robin Enriquez

I. Purpose of card

Notes: Purpose is to engage seniors and get their information. In the past, they went to Athletics and showed an ID and signed for card. Need to be 65 or older.

Actions/Person responsible: Need to add VAPA to this so that people can come to both Athletics and to HH to pick up a card. **Mida** will create an excel spreadsheet that will be used to enter information when people come sign up. VAPA and Athletics secretaries will add name, address, email, phone number of senior citizens to get card. **Mida** and communications will share info via website, tweets, FB, GRS-TV.

m/who will get that

them information?
a distribution list for

about verbiage

ity of this.

ay will show

Robin and Cliff will
explore vendor and

Due to the small gains of the pilot program, the possibility of a future referendum and the importance of keeping our stakeholders engaged, district leaders were set on enhancing the VIP initiative. District leadership met to redesign the program and set high goals.

Planning | Budget & Timeline

Senior Citizen VIP Pass

smartsheet

Task Name	Status	Budget	Assigned To	Due Date	Notes
Senior Citizen VIP Pass		\$5,370			
Gold card		\$5,000			2.5x3.25, double-sided
Buy-ID-badge-machine	Complete	\$5,000.00	Boyd-Pace	07/01/19	Get-with-HR-for-ordering-information
Design	Complete		Robin-Enriquez	07/01/19	Copy-in-comments
No.-1,000	Complete			07/01/19	Need-a-special-design
Web page		\$0			
Content	Complete		Jasmine-Preston	08/01/19	
How-to-get-a-pass	Complete				
Contact-information	Complete				
Athletics-schedule	Complete				
Fine-Arts-schedule	Complete				
Short-URL	Complete		Ali-Syed	08/01/19	www.garlandisd.net/vippass
Print Marketing		\$370			
Photoshoot	Complete		Tiffany-Veno	07/19/19	John-Washington-(alumnus/former-employee)-Lupita-and-Tony-Torres
Flyer	Complete	\$150			One-sided-with-English-Spanish-and-Vietnamese
Design	Complete		Robin-Enriquez	07/26/19	
Letter	Complete		Tiffany-Veno	07/26/19	To-accompany-the-flyer
Printing	Complete	\$150	Boyd-Pace	08/01/19	
Mailing	Complete		Boyd-Pace	08/02/19	Distribution-list-attached
Poster	Complete	\$100			Same-verbiage-as-flyer-but-change-image-to-couple
Design	Complete		Robin-Enriquez	07/26/19	
Printing	Complete	\$100	Boyd-Pace	08/02/19	Target-distribution-date--deliver-one-to-each-district-facility
Vinyl-Banner	Complete	\$120			Copy-in-comments
Design	Complete		Robin-Enriquez	07/26/19	
Printing	Complete	\$120	Boyd-Pace	08/01/19	Need-to-be-installed-by-go-live-date
State of the District announcement		\$0			
Presentation	Complete		Tiffany-Veno	07/12/19	Google-slides-link- https://docs.google.com/presentation/d/1fE2GhZK65vgD9E-w7C-g4USK5fkW6LFA3KPgm380k/edit?ts=5d434146
Social media		\$0			
Launch-post	Complete		Caren-Rodriguez	08/01/19	Copy-in-comments
Ongoing posts	In Progress		Caren Rodriguez		
Billboards		\$0			
Launch-billboard	Complete		Tiffany-Veno	08/01/19	Copy-in-comments
Ongoing billboards	In Progress		Tiffany Veno		Run one whenever space in rotation allows
Newsletters		\$0			Printed and e-news
ConnectEd	Complete		Tiffany-Veno		
Story	Complete			08/12/19	
The-Top-10-brief	Complete			11/18/19	Tease-No.-1,000

Page 1 of 2

Task Name	Status	Budget	Assigned To	Due Date	Notes
From-the-Newsroom	Complete		Caren-Rodriguez		
Story	Complete			08/01/19	
Video board slides		\$0			
Design	Complete		Robin-Enriquez	08/19/19	Thank-you-and-promotion
Air	Complete		Delbert-Richardson	08/22/19	Every-game-at-Williams-and-HBJ-stadiums

The program, designed to be budget-neutral, was finalized in late June and set to launch Aug. 1—a short, ambitious timeline.

Planning | VIP Pass Design



Communications designed a special card for the 1,000th VIP pass recipient, which was the first year's goal.

Now branded a senior citizen VIP pass, GUSD's Communications team redesigned the card. The final sleek, gold design radiated the exclusivity of being a VIP.



Planning | Preparing to Launch

Senior citizen VIP pass

Senior citizens 65 and older can get free general admission to GISD-hosted athletics events and Fine Arts performances with a VIP pass.

Through a partnership with Wylie ISD, your VIP pass also entitles you to free general admission to games and events hosted by Wylie ISD. Garland ISD's Senior VIP pass and Wylie ISD's Gold Cards will be honored by both districts.

How to get your Garland ISD senior citizen VIP pass

1. Bring a government-issued picture ID to the [GISD Print Shop](#) between 9 a.m. to 3 p.m.
2. Provide your contact information and get your picture taken.
3. Receive your VIP pass.

Get free admission to games and performances

Use your pass to enjoy exciting athletic and fine art events hosted at district facilities. The VIP pass is good for general admission to all:

- In-district middle and high school regular season athletic events (no playoffs)
- Performances such as BandFest, theater musicals, GISD Children's Chorus performances and much more

Free admission is for the card bearer only. For more information, call:

- Athletics: 972-494-8588
- Visual & Performing Arts: 972-487-3172

Tuesday, March 3, 2020 at 11:20:53 AM Central Standard Time

Subject: IMPORTANT VIP Pass information
Date: Tuesday, October 1, 2019 at 11:20:45 AM Central Daylight Time
From: Brenda Hass
To: Choir HS, Choir MS, Dance/Drill, GISD HS Band, GISD MS band, Orchestra, TheatreHS, TheatreMS, Step - High School, Pianolab/Guitar/Mariachi
CC: Joseph Figarelli, David Sanders, Karen Caplinger, Lisa Burkhart, Tiffany Veno
Attachments: VIP photo.PDF, image003.png

[READ DETAILS OF ENTIRE EMAIL](#)

The following information is available on the district website. These community members are stakeholders when it comes to school taxes or bond programs to support the vision in GISD. Our VAPA students are the recipients of their financial support.

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Senior citizen VIP pass information was shared on the district website. To help GISD athletics and fine arts staff prepare, VIP treatment expectations were shared via email.

Several things you as a VAPA staff member need to know:

- We are attaching a photo of the badge so you know what it looks like.
- Verbally recognize our VIPs when you have a program or performance on your campus by having them stand rather than call by name.
- Put a note in your printed program
 "Thank you to our community VIPs that support the visual and performing arts in our community!"
- This VIP pass does not include fund raising events like madrigal dinners, etc.
- Should you have limited seating and a VIP shows up without reservations, please try your best to accommodate. We need to be supportive of their attendance and be grateful that they are coming.
- VIPs will receive an email about the theatre events regarding reservations when needed. We plan to post this on the GISD page as well where people see the VIP details. Just know some of this age will not have email.

THANK YOU in advance for supporting these community members who truly advance the goals of our Visual and Performing Arts Department.

BRENDA HASS
 COORDINATOR

972-487-3173 • 501 S. JUPITER RD. • GARLAND, TX 75042

BEST COMMUNITY FOR MUSIC EDUCATION
 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100

Planning | Photoshoot



To help with marketing, Communications held a photo shoot. The team strategically reached out to John Washington, an alumnus and retired employee, as well as Tony and Lupita Torres, a well-known and active couple. These photos were used on flyers, digital billboards and social media.

Implementation | State of the District Announcement



VIP Senior Cards

- Those 65 and over may gain access to all in-district fine arts and athletics events for free
- Includes general admission to varsity football for the first time
- Exchange with Wylie ISD
- Bring state photo ID to the GISD Print Shop at 414 Stadium Drive (behind Williams Stadium) starting August 1 to get your pass



Superintendent Dr. López helped implement the VIP pass. By sharing information at his annual State of the District tour, interest in our tri-cities soared.

Implementation | Community Outreach



Flyers with verbiage in English, Spanish and Vietnamese were distributed to over 300 locations in our tri-cities, including senior centers, libraries, supermarkets and churches.

Type of Facility	Name	Address	City	Zip
Library	Garland Central Library	625 Austin St.	Garland	75040
Library	North Garland Branch Library	3845 N. Garland Ave.	Garland	75040
Library	Rowlett Public Library	3900 Main St. #200	Rowlett	75088
Library	Sachse Public Library	3815 Sachse Rd	Sachse	75048
Library	South Garland Branch Library	4845 Broadway Blvd.	Garland	75043
Library	Walnut Creek Branch Library	3319 Edgewood Dr.	Garland	75042
Senior Centers	Garland Senior Activity Center	600 W. Avenue A	Garland	75040
Senior Centers	Rowlett Community Centre	5300 Main St.	Rowlett	75088
Senior Centers	Laura Schwenk Senior Activity Center	3815 Sachse Rd., Building A	Sachse	75048
Recreation Centers	Blal Community Center	1120 Main St.	Garland	75040
Recreation Centers	Bradfield Recreation Center	1146 Castle Dr.	Garland	75040
Recreation Centers	Carver Senior Center	322 Carver Dr.	Garland	75040
Recreation Centers	Fields Recreation Center	1701 Dairy Rd.	Garland	75040
Recreation Centers	Firewheel Estates MCA Swim & Recreation Center	7717 E. Markfield Rd.	Garland	75044
Recreation Centers	First Baptist Church, McDonald Activity Center	425 S. 9th St.	Garland	75040
Recreation Centers	Garland Parks and Recreation	634 Apollo Road	Garland	75040
Recreation Centers	Granger Recreation Center	1310 W. Avenue F	Garland	75040
Recreation Centers	Harris Hollabaugh Recreation Center	3925 W. Walnut St.	Garland	75042
Recreation Centers	Halford Recreation Center	2314 Homestead Pl.	Garland	75044
Recreation Centers	Suff & Swain Recreation Center	440 W. Oates Rd.	Garland	75043
Recreation Centers	Wainman Community Center	3221 Belt Line Rd.	Garland	75044
Recreation Centers	Rowlett Community Centre	5300 Main St.	Rowlett	75088
Churches	A New Community Church	601 N. 1st St.	Garland	75040
Churches	Abundant Life Church	1717 Castle Dr.	Garland	75040
Churches	Abundant Praise Fellowship	6710 Garner Rd.	Rowlett	75088
Churches	All Nations Fellowship Church	5146 S. County Club Rd.	Garland	75043
Churches	Alpha & Omega International Christian Fellowship	4118 Bobtown Rd.	Garland	75043
Churches	Andred Body of Christ Church	3909 Lawler Rd.	Garland	75042
Churches	Anapaho Road Baptist Church	2256 Anapaho Rd.	Garland	75044
Churches	Audubon Park Baptist Church	475 W. Oates Rd.	Garland	75043
Churches	Athletic Church	716 Main St.	Garland	75040
Churches	Axe Memorial United Methodist Baptist Church (M Monah)	1700 W. Kingsley Rd.	Garland	75041
Churches	Bethany Fellowship Ministries	240 E. Marganita Dr.	Garland	75040
Churches	Big Springs Baptist Church	1002 Rowlett Rd.	Garland	75043
Churches	Bliss & Fisk Church and Network	6538 N. Jupiter Rd	Garland	75044
Churches	Bobtown Road Baptist Church	4222 Rowlett Rd. #14	Garland	75043
Churches	Buckingham Road Church of Christ	4206 Bobtown Rd.	Garland	75043
Churches	Buckingham United Methodist Church	3020 W. Buckingham Rd.	Garland	75042
Churches	Cavalry Chapel Garland	1212 W. Buckingham Rd.	Garland	75040
Churches	Casa De Mi Gloria/ House Of My Glory	1546 Rowlett Rd. #115	Garland	75043
Churches	Casa View Baptist Church	3818 Lawler Rd.	Garland	75042
Churches	Caasita Drive Seventh-day Adventist Church	130 I 30	Garland	75043
Churches		157 Caasita Dr.	Garland	75040
Churches	Emmanuel Baptist Church	721 Wallace Dr.	Garland	75040
Churches	Ethiopian Evangelical Baptist Church	3001 Saturn Rd.	Garland	75041
Churches	Ethiopian Orthodox Tewahedo Debra Melkez Saint Michael Cathedral	1105 N. Jupiter Rd.	Garland	75042
Churches	Faith Missionary Baptist Church	6710 Garner Rd.	Rowlett	75088
Churches	Faith Orthodox Presbyterian Church	418 Cashmere Dr.	Garland	75041
Churches	Faithpoint Church of God in Christ	6405 TX 78	Sachse	75048
Churches	Firewheel Bible Fellowship	2402 Castle Dr.	Rowlett	75089
Churches	Firewheel United Church of Christ	801 W. Avenue D	Garland	75040
Churches	First Apostolic Church	2605 3rd St.	Garland	75041
Churches	First Assembly of God Church	3040 Bonita Dr.	Garland	75042
Churches	First Baptist Church	3500 Lawton Dr.	Garland	75040
Churches	First Baptist Church Rowlett	801 W. Avenue D	Garland	75040
Churches	First Baptist Sachse	4309 Main St.	Rowlett	75088
Churches	First Christian Church	2412 3rd St.	Garland	75040
Churches	First Christian Church	115 S. Glenbrook Dr.	Garland	75040
Churches	First Church of Christ Scientist	7301 Miller Rd.	Rowlett	75088
Churches	First Presbyterian Church	1321 W. Avenue F	Garland	75040
Churches	First Sagrada Familia Lutheran Church	930 W. Avenue B.	Garland	75040
Churches	First United Methodist Church - Rowlett	2903 Saturn Rd.	Garland	75041
Churches		4405 Main St.	Rowlett	75088
Churches	Iglesia Comunitaria Cristiana de P-E	811 W. 38th St.	Garland	75040
Churches	Iglesia de Dios Pena De Hambre	1001 Casco Dr.	Garland	75040
Churches	Iglesia De Dios Poder Y Gozo	1620 S. 5th St.	Garland	75040
Churches	Iglesia del Nazareno Restauracion	1624 Wynn Joyce Rd.	Garland	75043
Churches	Iglesia EL Nacimiento De Jesucristo	322 E. Buckingham Rd.	Garland	75040
Churches	Iglesia Evangelica Protetora Prenal	1311 S. Spish Rd	Garland	75042
Churches	Iglesia N. Cristo - Locales Et Dallas	2310 College Ave.	Rowlett	75088
Churches	Iglesia Vida Nueva	2920 S. 5th St.	Garland	75041
Churches	Iglesia Vision De Aquila El Shadai	2710 National Dr.	Garland	75041
Churches	International Apostolic Church of Dallas	3809 Miller Rd	Rowlett	75088
Churches	IPC-Hebron Dallas	1751 Wall St.	Garland	75041
Churches	Jesus Is Lord Holiness Church	2409 Parkcrest Dr.	Garland	75041
Churches	Kaiser Street Baptist Church	517 Kaiser St.	Garland	75040
Churches	Kingdom Hall of Jehovah's Witnesses	4702 O'Bannon Rd.	Garland	75043
Churches	Philippa Protestant Church	1918 Belt Line Rd.	Garland	75041
Churches	Pleasant Valley United Methodist Church	2915 Brooshey Blvd.	Sachse	75048
Churches		3015 Pleasant Valley Rd.	Sachse	75048

Implementation | Spreading the Word – Print

NEWSLETTER

6 Senior citizens invited to enjoy free games, performances

Garland ISD is proud to announce that all senior citizens will be granted free access to any athletic game and fine arts performance this school year. Community members age 65 and older can sign up for a senior citizen VIP pass—granted free of charge. The 2019-20 version of the card will now include free admission to all district middle and high school regular season athletic events, in addition to a variety of Fine Arts shows. VIP members can enjoy Bandfest, theatre musicals, GSD Children's Chorus performances and more at no cost. Like last year, free admission is for the card and card can only get for a senior citizen VIP pass—granted free of charge.

It's easy and free to sign up for this exclusive membership. To learn how to get your senior citizen VIP pass or renew last year's card, call 972-494-8588 or 972-487-3174.

Summer achievements in action

Garland ISD reached a long-awaited milestone, focused on community values and promoting learning this summer. The book kicked off with a grand celebration for the highly anticipated, state-of-the-art natatorium. Teachers, related officials, administrators and community members gathered to celebrate this historic moment. The summer of 2019 also centered on gathering valuable feedback to help with strategic decision making. A Citizens' Community Input Summit with more than 40 focus groups provided options on how to shape the district's future. Working towards a successful 2019-20, students, staff and board members continued gaining knowledge at enrichment camps, professional development sessions and enlightening conferences as well.

September

Attendance Absentee Months															National Daylight														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
2	9-13	17	18-20	21	27	30																							
Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD	Garland ISD

7 Celebrate Literacy for Life

Before Summer Break, Garland ISD launched its Literacy for Life initiative, teaming up with "Readers to provide students and community members access to literature through myON Reader and myON Books at no cost. The article daily—the Summer Reading Challenge's top contributors will receive a Kindle Fire, pizza party and other great prizes this fall.

For the goal of GSD's Literacy for Life initiative is not only to encourage love of reading in

connected

august 2019

Zach Wood Class of 2011

66 GSD provided and give us an article the challenges in life and teachers. 99

- New Orleans Saints
- Attended Dorsey and Howell High School

#TeamGISD

Garland ISD 2 Garland, TX 3 Get ready for #GarlandISD1stDay 4 Free games, shows & VIP pass! 5

To continue spreading the word, Communications included VIP pass briefs in our quarterly printed newsletter. Posters with verbiage in English, Spanish and Vietnamese were posted in 85 district facilities. And vinyl banners directing seniors to the Print Shop were displayed on fences near the facility.

2019-20 // Issue II

connected

Garland ISD moves on up

#GISDWeAreYouBack

New 2020-21 calendar approved

GISD

THE TOP 10

1. Celebrating our 100th anniversary, we are proud to announce that we have been named the "District of Distinction in Visual Arts" by the Texas State Board of Education.
2. Received 2019 District of Distinction in Visual Arts. GISD is one of the few districts in the state to receive this honor.
3. Celebrating our 100th anniversary, we are proud to announce that we have been named the "District of Distinction in Visual Arts" by the Texas State Board of Education.
4. Joining our group of elite athletes, we are proud to announce that we have been named the "District of Distinction in Visual Arts" by the Texas State Board of Education.
5. Our High School students have been named "All-County Athletes" for their outstanding performance in the state.
6. Celebrating our 100th anniversary, we are proud to announce that we have been named the "District of Distinction in Visual Arts" by the Texas State Board of Education.
7. Celebrating our 100th anniversary, we are proud to announce that we have been named the "District of Distinction in Visual Arts" by the Texas State Board of Education.
8. Celebrating our 100th anniversary, we are proud to announce that we have been named the "District of Distinction in Visual Arts" by the Texas State Board of Education.
9. Celebrating our 100th anniversary, we are proud to announce that we have been named the "District of Distinction in Visual Arts" by the Texas State Board of Education.
10. Celebrating our 100th anniversary, we are proud to announce that we have been named the "District of Distinction in Visual Arts" by the Texas State Board of Education.

POSTER

FREE entry to athletics and fine arts events for seniors 65+. Get your VIP pass at the GISD Print Shop.

Entrada **GRATUITA** a eventos de atletismo y bellas artes para personas de 65 años y más. Obtenga su pase VIP pass en el GISD Print Shop.

Vào cửa **MIỄN PHÍ** cho những buổi diễn kinh thể thao và mỹ thuật cho các vị cao niên 65+. Lấy thẻ VIP pass của bạn tại GISD Print Shop.

414 Stadium Drive
Garland, TX 75040

Info | Thông tin
972-494-8588, 972-487-3174

GISD

BANNER

**Seniors 65+,
Get Your
FREE VIP
Pass Here!**

GISD

Implementation I Spreading the Word – Digital

E-NEWSLETTER

Tuesday, March 3, 2020 at 10:15:43 AM Central Standard Time

Subject: From the Newsroom: GISD information just for you
Date: Thursday, August 1, 2019 at 3:54:48 PM Central Daylight Time
From: Garland ISD
To: Tiffany Veno
Attachments: ATT00001.jpg, ATT00002.jpg, ATT00003.png



[Join the #GarlandUSA team](#)
 Garland ISD is THE place to be. We're seeking exceptional teachers and bus drivers. Join one of the best districts in the nation and apply online today.

[Back-to-school forms available now](#)
 Families can review and complete back-to-school forms via Skyward Family Access. Secondary students who complete their forms by Aug. 7 will be able to view their schedules early.

[You're invited to the 2019 Health Fair and Back-to-School Rally](#)
 Get free health screenings, low-cost immunizations, resources and more from 9 a.m.-1 p.m. Saturday, Aug. 3, at the Curtis Culwell Center.

[Locals 65+ eligible to attend athletics, fine arts events for free](#)
 Any senior citizen age 65-plus can sign up to receive a VIP pass for free general admission to all in-district athletics and fine arts events.

[GISD profiled for building the workforce of the future](#)
 The Dallas Business Journal featured Garland ISD's Gilbreath-Reed Career and Technical Center for tackling one of Texas' biggest issues: producing a reliable, trained workforce.

[Plan your year with the 2019-20 academic calendar](#)
 Get ready for #GarlandISD1stDay, make note of scheduled breaks and more by reviewing Garland ISD's 2019-20 academic calendar. English, Spanish and Vietnamese print versions are available online.

Video spotlight

Page 1 of 3



SOCIAL MEDIA



BILLBOARD



FREE athletics and fine arts events for seniors 65+.

garlandisd.net/VIPpass



VIDEO BOARD SLIDE

Welcome, VIPs!

Thank you for your support!

garlandisd.net/VIPpass




Communications also marketed the VIP pass digitally. Messaging was shared via a monthly e-newsletter, social media, digital billboards and video boards at GISD's two athletic stadiums.

Implementation | 1,000th VIP



Garland ISD
Published by Jose Mata 171 · November 20, 2019 · 🌐

Congratulations to Billy Burleson for becoming the 1,000th VIP pass recipient! We hope you enjoy our gift and we look forward to seeing you at Garland ISD athletic and fine arts events in the future. #ChooseGarlandISD

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¡Felicitaciones a Billy Burleson por convertirse en el receptor número 1,000 del pase VIP! Esperamos que disfrute de nuestro regalo y esperamos verlo en los eventos deportivos y de bellas artes de Garland ISD en el futuro. #ChooseGarlandISD

See Translation



To celebrate our 1,000th senior citizen VIP pass holder—which was also our first-year goal—we surprised the lucky recipient with a special gift, photo op and shout-out on social media.

182 People Reached 25 Engagements Boost Post

👍 1

👍 Like 💬 Comment ➦ Share

Comment as Garland ISD



Evaluation I GRS-TV Video



To document the historic senior citizen VIP pass tour, GRS-TV filmed one tour and shared this video via YouTube and social media. The video garnered more than 330 views shortly after its publication.

Evaluation | Feedback

Thank you so much for the visits today. They were absolutely uplifting. What a great job that GISD is doing for the students and community. I am spreading the word.

Tiffany:

Pascual and I want to thank you for organizing and directing our VIP tour today.

Thank you for treating us like VIP citizens. All the information and school visits were interesting and we learned a lot about GISD today. I retired from GISD eleven years ago as a counselor and it sure has changed. Happy to see the new natatorium that I fought for almost 45 years ago when our daughter was a competitor swimmer at North Garland High School.

We were happy to finally visit the Career and Technical Center.....an amazing building.

And not to forget to mention the delicious lunch that was prepared by their students.

Thank you again for the VIP treatment. We felt so lucky and proud to be supporters of GISD.

Sincerely,

Pascual and Sylvia Valle

Tiffany, good morning. I want to again thank you and the entire team for the wonderful tour and information presented yesterday. My wife and I thoroughly enjoyed the day. Next year when I go to pay our GISD tax bill, I will have a smile on my face!
Herman & Hattie Fvette

I have enjoyed being a GISD VIP. Not only does it save money, I don't have to stand in line to buy tickets. I have three grandchildren in GISD (3 different schools) as well as a couple more kids that I claim. They are involved in cheerleading, basketball, theatre arts, and baseball. I attended three football games a week and then three basketball games, as well as theatre arts productions, for about 25 events.

We have two grandsons one in high school and one in middle school who play for their schools and have truly enjoyed the free admission (every little bit helps when you are retired). A truly enjoyable experience! No complaints about the program whatsoever. It works great just as it is. Thank you GISD for helping us seniors!

Since the program's inception, Communications has received positive feedback from several members.

Evaluation I Media Coverage

3/3/2020 Garland ISD senior citizen pass allows free access to school events | News | starlocalmedia.com
https://starlocalmedia.com/rowlett/lakeshoretimes/news/garland-isd-senior-citizen-pass-allows-free-access-to-school/article_1d157866-b873-11e9-94e8-671244564267.html

FEATURED

Garland ISD senior citizen pass allows free access to school events

Anny Sivilyay, asivilyay@starlocalmedia.com
 Aug 7, 2019

Last school year Garland ISD piloted its gold card program for senior citizens and received a lot of feedback on implementation and how this program could be improved. On Aug. 1, the district launched an improved version of its senior citizen VIP pass.



Chief Leadership Officer Susanna Russell said the district felt seniors are the heart of their communities and have laid a strong foundation for them to continue to build on in the tri-cities.

"We wanted to honor them and say 'thank you' to them, and so initially, when the gold card rolled out it allowed them entry into non-varsity athletic events," she said. "Based on feedback, we wanted to expand that and market it to a much broader audience. Ideally we would like every single senior citizen who lives in the Garland ISD area to have a gold card.

"We want them to feel that they're connected to our children, strong schools build strong communities, and strong communities build strong children. We want to allow them to see the students perform at are in our fine arts and our athletic events."

https://starlocalmedia.com/rowlett/lakeshoretimes/news/garland-isd-senior-citizen-pass-allows-free-access-to-school/article_1d157866-b873-11e9-94e8-671244564267.html

The popularity of the senior citizen VIP pass gained the interest of local media. Three media outlets highlighted the program, adding to its prestige.



(GARLAND, TX) — August 8, 2019 (Garland ISD, which includes the cities of Rowlett and Sachse, is excited to launch its enhanced senior citizen VIP pass. This grants free general admission to ISD-sourced athletics and fine arts to seniors 65 and older. Seniors can enjoy all in-district middle and high school regular season athletic events, as well as BandFest, theater musicals, Chorus performances and much more. To get your Garland ISD senior citizen pass, please follow these steps:

1. Bring a government-issued picture ID to the ISD Free Shop, located at Stadium Dr. in Garland, between 9 a.m.-5:30 p.m.
2. Provide your contact information and get your picture taken.
3. Receive your VIP pass the same day.

Use your pass to enjoy exciting events and fine arts events hosted at ISD. The VIP pass is good for general admission to all:

- In-district middle and high school regular season athletic events.
- Fine Arts performances such as BandFest, theater musicals, ISD Chorus performances and much more.

Free admission is for the card bearer only. For more information, visit the District's Senior Center at 975-484-8584 or the Fine Arts Department at 975-487-4874. Submitted by Garland ISD.

Our photos were provided by Sachse, Rowlett and Health, TX.

To see our good news and events, visit www.BlueRibbonNews.com. Subscribe today with our mobile App. Download it on the App Store or Google Play. Call us at 214-822-6052 or info@blueribbonnews.com.

GISD launches senior VIP passes

Senior citizens in Garland Independent School District boundaries have a new way to get involved in their community.

On Thursday, Aug. 1, the district began offering senior citizen VIP passes, also called gold cards.

By Morgan Howard - Staff Writer - news@sachsenews.com

For the full story, see the Aug. 8 issue or subscribe online.

Tags: [Top](#)



GISD has introduced the gold pass for seniors aged 65 and older. This VIP pass allows them to attend any school sporting or fine arts event for free. Sign-up is available at the district's printing office. (Morgan Howard/The Sachse News)