



**“See the Impact”**  
Gold Medallion Entry

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Communication Staff: 7  
County Office of Education/Education Service Agency

**BACKGROUND:** The Harris County Department of Education (HCDE) is the last remaining county office of education in Texas. Chartered through state legislation with ad valorem taxes in the late 1800s, county offices of education were the original school districts in Texas. With the advent of Independent School Districts (ISDs), many county offices of education became obsolete and were dissolved.

HCDE has been providing services to Harris County since 1889, but the community is largely unclear on what the department does and often confuses it for Houston Independent School District. This lack of clarity is exacerbated by local legislators targeting the department for closure every two years using old information, twisted facts and skewed perspectives. In summer 2018, HCDE was the subject of several [negative press accounts alleging harm to a student](#). While the claims were ultimately proven unfounded, the department's reputation suffered. This negative press clearly showed that many in the county did not know or understand the full scope of HCDE and the impact the department has on the community, its children, schools and public education in the region. Supporters, advocates, clients and the community at large needed a greater understanding of the value of HCDE and the services it provides to the region to offset any future attacks, especially with the looming 2019 legislative session.

**GOAL:** *Create and implement a comprehensive branding campaign to increase awareness of HCDE and its impact to Harris County school districts, children, educators and the general community.*

**RESEARCH:** The size and scope of HCDE's influence and impact on the region continues to grow in terms of service delivery to client districts, educators, governmental entities and non-profit organizations.

*Primary Research:* Each year, HCDE compiles an annual service delivery report, analyzing the impact of the services provided by its 13 divisions the prior year. The [2018 Service Delivery Report](#) (based on 2017-2018 data), indicated that HCDE's services and programs continued to grow in terms of number of students supported, number of educators engaged and scope of services to local districts, non-profit organizations, governmental entities and charter schools. This delivery shows that HCDE is growing its footprint in the region, supporting more districts each year impacting hundreds of thousands of students and educators in the Greater Houston area.

The HCDE Business Office also analyzed the [economic impact](#) of these services on local districts, as verified by [Moak Casey](#), a leading financial authority in the state. The Business Office also charted HCDE's declining [tax rate over five years](#) and analyzed the [revenue and expenditure trends](#) during the same time period. This analysis showed that even as HCDE was growing programs and leveraging grants and fees, it was decreasing the tax burden on the local population.

In addition, Communications team staff reviewed comments from community advocates and [adversaries](#) in the [last few years](#) via videotaped board meetings and compiled a report of common words, phrases, misconceptions and trends of thought. This showed that advocates tended to rely on the value of services while critics focused on what they considered needless tax and wasteful spending.

HCDE staff also visited the Harris County state delegation and gathered and compiled sentiment regarding the department and any [potential bills to close it or subject it to Sunset Review](#). This information showed the majority of the delegation supported the department but that some did not see Sunset Review as a necessarily bad thing. This

analysis was used to refine key messaging as well as produce appropriate collateral material to address concerns and issues during the campaign.

Secondary Research: HCDE reviewed [election results from the 2018 election](#) via the Harris County Clerk's office, analyzing data in terms of "supporters" and "critics" in the local delegation as well as other [legislative upsets around Texas](#). This analysis showed that [many seats in the legislature "flipped" to Democratic](#), which indicated a higher rate of support for the department, as the Republicans historically lead the charge to close HCDE. Almost all supporters retained their seats, including the critical chairman of the [House Education Committee](#), Representative Dan Huberty.

In addition, [prior negative media coverage](#) and activist posts about HCDE Special Schools were scrutinized for critic commentary and to determine how best to counteract potential arguments at the state legislature. Comments were logged and themes noted for messaging throughout the campaign. Articles about a ["blue wave"](#) during the election were also reviewed to determine trends in voter sentiment locally and around Texas. This analysis showed [short-lived media publicity around negative events](#) and a local [voter swing toward democratic legislators](#) who were traditionally pro-education and voiced support for HCDE.

Media articles and [local broadcast reporting](#) on an [unfounded claim of harm to student](#) in summer 2018 were also analyzed for community sentiment, which seemed to be largely contained to anti-HCDE critics and traditionally anti-tax activists.

[Legislator opinions](#) were gauged using media articles and public comments regarding public education funding and the legislative session, which indicated that legislators saw education as a primary priority for the legislative session and many viewed HCDE as a part of that group.

All information was synthesized and used to craft messages for personal conversations with local legislators, to strategize with advocates in terms of fighting the bills that eventually came up and were defeated and to craft key messages for the different audiences of the campaign.

**PLANNING:** The [campaign](#) included various overarching strategic objectives including raising general community and client awareness of the HCDE brand; education of local officials on the size, scope and impact of services provided by HCDE each year; increased empowerment of HCDE staff to be ambassadors for the brand and maintaining or increasing support for HCDE services and programs from legislators and local officials.

Target audiences were identified based on their engagement with HCDE in the last five years, using the inside out method of communicating internally and then moving to external publics. External publics were identified based on their influence in the region and situational impact (ie. legislators during the legislative session). Target audiences included Executive Leadership Team, Leadership Team, HCDE Board of Trustees, HCDE staff, Client districts and educators, education supporters in Harris County, non-profit organizations and businesses, Harris County voters and property owners and state and local elected officials.

Measurable objectives were identified for each target audience including revising 100% of all HCDE marketing collateral to fit within the campaign brand by June 30, 2019; ensuring 100% of HCDE's Executive Leadership Team and Leadership Team know and support the campaign and applicable branding guidelines by March 2019; increasing community traffic on the HCDE website by 20% by June 30, 2019 with special attention to the campaign webpage;

increasing advocate reiteration of key messages by 20% by June, 2019; defeat of 100% of all legislative bills targeting HCDE for closure or sunset review by June 1, 2019; and having 80% of the Harris County legislative delegation support HCDE during the session.

Strategies used to implement these goals and objectives varied based on the target audience and desired outcome. Frequently used strategies included client district engagement and communication, community engagement and communication, legislative engagement and communication, legislative advocacy and staff engagement and communication.

Key messaging focused on the size and scope of HCDE services in terms of how many students and staff are served every year along with the impact these make on not only Harris County, but the greater Houston region.

[Commentary about the small amount of tax dollars the average homeowner pays](#) to make a big impact on education was woven into the tapestry of the overall campaign messaging. HCDE's fiscal prudence in leveraging grants, fees for services and the purchasing cooperative to turn every \$1 of property taxes into nearly \$5 of services was highlighted throughout the campaign to show impact and value. **See the Impact** and **See the Change your Change Makes** were tapped for the campaign slogans.

Varied communication vehicles were identified for the campaign, based on effective reach to the greater audience as well as impact to specific demographic targeted audiences. Traditional media in the form of [radio](#), [billboard](#) and [print advertising](#) was selected for its mass reach and consumption while [social media](#) was used to target more specific audiences in the Greater Houston region. With the advent of [video](#) as the largest tactic for consumption, the campaign utilized Google for [both ads and video placement on YouTube](#). Traditional collateral material was also produced in the form of an [annual report](#) and a [quad-fold brochure](#) to hand out to supporters and critics alike during the campaign period. [Branded division materials](#) were also produced to create synergy between the campaign and [external presentations](#) by HCDE divisions.

The [communication plan](#) was implemented with a budget of approximately \$90,000 for agency creative and traditional media placement and \$2,000 for collateral printing. HCDE contributed hundreds of hours in staff time to create, plan, implement, monitor and evaluate the plan. The [Phase II budget](#) increased to \$205,000 and included traditional media ([radio](#), print, [theater](#), OTT), [social media](#) and [billboard placements](#) along with work by the HCDE Communications team in terms of additional branded collateral material and continued [organic social media posts](#) supporting campaign messaging.

**IMPLEMENTATION:** [Phase I of the awareness campaign](#) began in February 2019 and ended in August 2019. Phase II began in September 2019 and runs through July 2020. [Constant monitoring of outcomes](#) led to consistent revisions of campaign messaging and methods based on feedback and analysis of established metrics against industry benchmarks.

In November 2018, the initial plan was presented to HCDE's Executive Leadership Team (ELT) for feedback and input regarding messaging and [branding specific to each division](#). ELT indicated support and the plan was presented to the greater Leadership Team in January 2019 for further consideration and review. Once each division had buy-in into the plan, the [campaign was formally presented to the HCDE Board of Trustees](#) in April 2019, highlighting key messages and methods for communication. The campaign was also showcased in the weekly [Connector newsletter](#),

which is sent to all board members. The plan was further communicated to the staff as a whole through the HCDE [intranet \(HUB\)](#) as well as a story on the website.

Key messages were revised and refined based on input from division leaders as well as client districts and HCDE supporters. Messaging was individualized for each target audience based on the method of communication and tactic used. Activities detailed within the plan flowed based on input from these stakeholders. The campaign was refined as new information was received and the legislative session progressed in the Spring of 2019.

Tactics included personal meetings and appearances, targeted traditional advertising, [branded collateral material](#), [website](#) stories and [social media](#).

The HCDE Superintendent met individually with each superintendent in Harris County and several members of the Harris County legislative delegation to discuss the [size and scope of the impact HCDE](#) makes on the community. At each of these meetings, he handed out [District fact sheets](#) showing how HCDE supports the individual school districts. In addition, newly [branded collateral](#) was also handed out, with some items tailored for specific ISDs and legislative districts. The HCDE Chief of Staff also handed out [collateral material to supporters of public education](#) at the Texas capitol and to prominent legislative staff, including [large notebooks for each member of the Harris County legislative delegation](#) showing all the school districts in their territory and how HCDE supports the children and staff in their district.

All but three [superintendents in Harris County signed a letter of support for HCDE](#) which was presented to the Texas Senate Education Committee in addition to letters of support from [parents with children in HCDE's special schools](#). The Superintendent also testified before the Senate Education Committee, directly answering questions about HCDE for the legislators and personally combatting erroneous information.

HCDE's Education and Enrichment leadership team also presented to every school district board of education within Harris County for "face-time" with superintendents and boards and to emphasize the support HCDE provides to individual districts. The department also increased its presence at education conferences such as TASA/TASB, TASBO and TASA Mid-Winter with a [redesigned booth that mimicked the campaign branding](#), exposing more than 20,000 attendees to HCDE's programs and services.

To target the greater community, a [:90 video](#) was posted on the HCDE website. In addition, [:30 ads](#) were placed on YouTube, targeting specific ages, interests and income levels within the greater Houston MSA. The video also played before every board meeting. The video was also [placed with local theaters](#) and played prior to several summer blockbusters including Godzilla, Lion King and Superman.

Other traditional media was also used to raise awareness within the target audience. [Fifteen-second radio ads](#) were flighted on [two different radio stations, in three-week increments](#), over four months, targeting specific audiences based on the station's demographic reach. [Full page print ads](#) were strategically placed in Texas education publications and community newspapers and a [rotating billboard](#) moved around the county for four months beginning in October 2019.

Social media was also used extensively. [Ads were placed on Facebook](#) with a [carousel of rotating images](#) and key messages. HCDE's main Facebook and Twitter accounts featured [organic posts](#) about the campaign with key messages and images that were boosted to those with an interest in education in the region.

All advertisements and posts featured the **See The Impact** and **See the Change Your Change Makes** slogans and hashtags, driving audiences to a [landing page on the HCDE website](#) with detailed information.

**EVALUATION:** Initial metrics proved the campaign very successful, with results from website, social media and traditional media advertising metrics indicating many campaign objectives were met.

Specifically, [metrics](#) showed hundreds of thousands of impressions through [social media advertisements](#) and print advertisements in Phase I of the campaign. In addition, the video had nearly 90,000 video views on YouTube in May alone with had an impressive 52% view-through rate (industry standard is considered high at 25%.) The video continued to receive high view through rates throughout [Phase I of the campaign](#) and had a total of nearly 1 million views as of January 2020.

The [special landing page on the HCDE website](#) had more than 600 unique hits in the first month of the campaign, spiraling up towards 2,000 by January 2020.

Social Media engagement totaled nearly 450,000 impressions through [Facebook ads](#) during Phase I, increasing to close to a million by [January 2020](#). HCDE's [Facebook and Twitter accounts](#) also increased in following by roughly 20% during Phase I and another 5% through January 2020.

[Traditional media](#) had the highest impact in terms of numbers of community members reached. The billboards generated millions of impressions with theater videos adding thousands of impressions to the total. Radio spots garnered thousands of impressions as well and with radio's consistent placement throughout Phase I and II of the campaign, the frequency of the reach increased to 3+, the magical number in advertising.

In addition, while [four bills surfaced to either close HCDE or put it under Sunset Review](#) during the legislative session, none passed. Two of the bills were heard in the House but never made it out of committee. However, two bills did pass through the Senate, but without House bills to accompany them, the bills died.

During the campaign, ad-hoc comments from the community, employees, advocates and critics were harvested regarding perception and visibility of the campaign. Comments ranged from wonderings about who HCDE is to statements about the value of the programs and how the community thrives because of them. The communications team received consistent comments about advertisements in statewide publications as well as billboards around the county and videos in the theaters.

The Superintendent was supplied with [monthly reports](#) of advertising and social media metrics to gauge engagement along with detailed analysis of comments received from workshops, presentations and emails. These two metrics were analyzed individually and together to paint a picture of awareness of HCDE in the community.

Media articles also showed a propensity toward positive coverage during Phase I of the campaign including stories on [HCDEs special schools](#) (which had previously received critical media commentary) as well as HCDE programs such as Adult Education, Therapy Services and [teacher certification](#). The media continued to cover positive stories for HCDE throughout 2019, with the only negative coverage coming from blogs with anti-tax conservative backers targeting [commentary to the state legislator](#) who consistently pushes to close HCDE each legislative session.

Many of the campaign's Phase I specific objectives were met including 100% of bills failing in the legislature, 100% rebranding of external collateral material and a 20% increase in advocate repetition of key messages. However, the campaign fell short of meeting several objectives including increasing the number of advocates testifying before the

legislature in support of HCDE. While the department had a handful of advocates travel two hours to Austin to testify, this number was not a 50% increase from the 2017 session. In addition, while the plan called for pre- and post-surveys to the community to gauge quantifiable awareness increase, the expense of sending a survey to the nearly 2.3 million registered voters in Harris County proved cost prohibitive. As a result, evaluation for the awareness objectives relied heavily upon anecdotal conversations, comments at conferences and gatherings around the county and state as well as analysis of HCDE division workshop evaluations.

Using the totality of evaluation from the first phase of the project, it became clear that overall, the campaign succeeded in elevating the brand of HCDE throughout the county. This was evidenced by increased commentary about HCDE from clients and districts and anecdotal stories from staff about engagement and awareness of HCDE within their spheres of influence.

However, several board members and senior leaders felt [the campaign](#) did not provide enough detail to adequately describe all HCDE services and programs. During these conversations it was noted that the campaign was always designed to be implemented in phases, and that Phase II was set to go deeper into the services and programs of HCDE's five pillar divisions. These conversations and other commentary during the campaign showed that while community awareness of HCDE as a brand was increasing, more work was needed in terms of reputation management to enhance and build upon the ongoing awareness campaign.

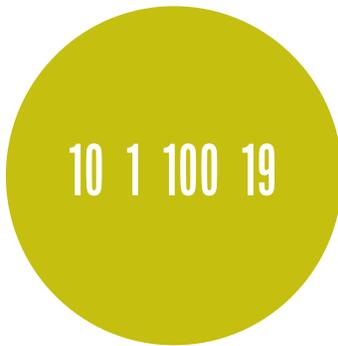
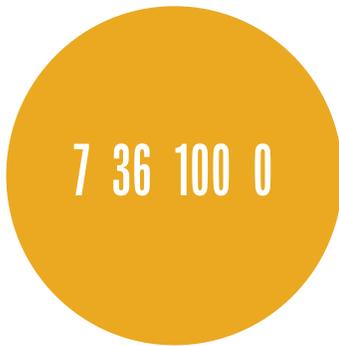
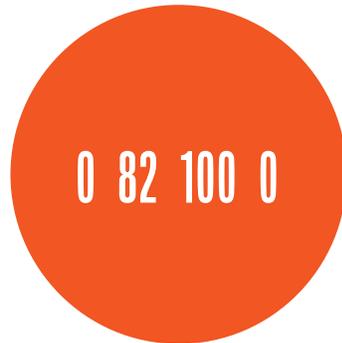
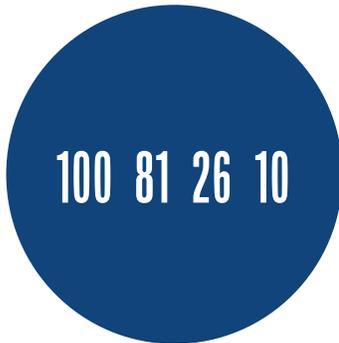
To aid in addressing these concerns, Phase II of the campaign was refined using feedback and evaluation from Phase I. Comments and concerns along with quantifiable data from the social media and traditional media metrics from Phase I formed the basis of research for the second phase of the campaign, launched in September 2019. This phase focused on the works of HCDE's [five pillar divisions](#), those that work directly with students.

The same tactics in terms of traditional media (radio, print, theater), [social media](#), branding and collateral were used for Phase II with greater emphasis on [outdoor billboards](#) and video.

For this phase new videos are being created in March 2020, focusing on the stories behind the students in each of the divisions. These will be posted on the division websites and again placed in theaters for summer 2020 viewing and on Google and YouTube. The communications staff is also creating additional branded collateral for handouts, detailing information about each division to support messaging from the video and websites.

This phase of the campaign is scheduled to conclude in August 2020, with the third phase set to begin in January 2021, focused on the impact to the community from HCDE's five revenue producing divisions.

## COLOR PALETTE



## TYPEFACES

### PRIMARY

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**ABCD**

Titling Gothic FB Skyline - Standard

### SECONDARY

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**abcd**

Titling Gothic FB Narrow - Bold

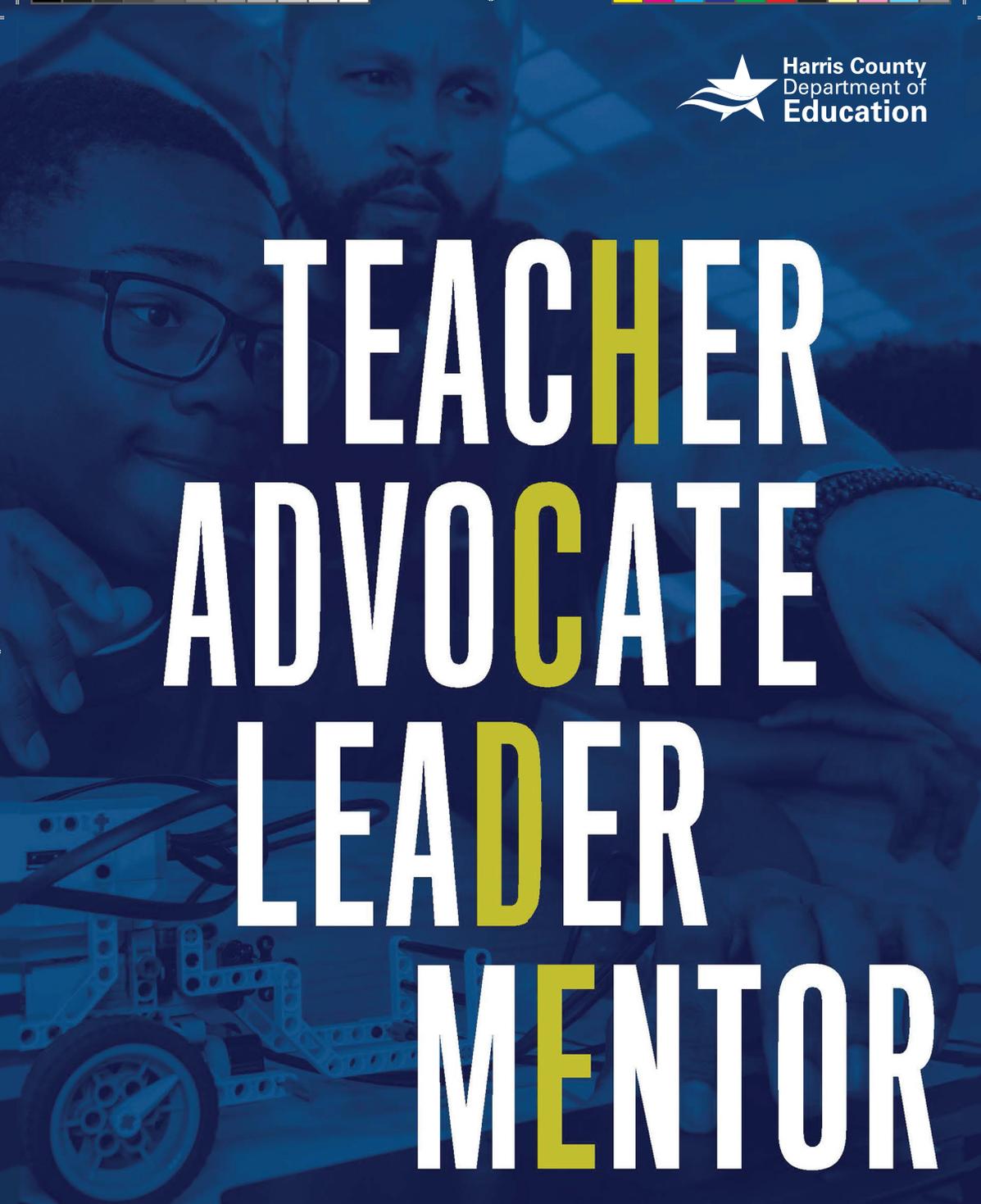
**abcd**

Titling Gothic FB Narrow - Regular

AVAILABLE FOR PURCHASE

<https://store.typenetwork.com/foundry/fontbureau/fonts/titling-gothic-fb>

AVAILABLE FOR USE ON ADOBE CC TYPEKIT



# TEACHER ADVOCATE LEADER MENTOR

Learn more about the impact of HCDE [#HCDEImpact](#)

[HCDE-TEXAS.ORG](http://HCDE-TEXAS.ORG)

# Support Provided to All Harris County School Districts 2017-2018



## Programs and Services

Number of  
Students and  
Educators Served

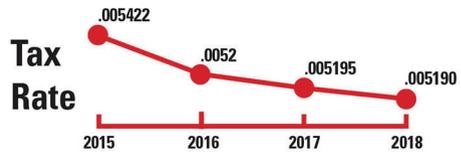
	Adult Education.....	<b>9,121</b>
	Center for Afterschool, Summer and Enrichment.....	<b>17,441</b>
	Center for Safe and Secure Schools.....	<b>51,655</b>
	Digital Education and Innovation.....	<b>91,219</b>
	Early Childhood and Head Start.....	<b>3,409</b>
	Educator Certification and Professional Development.....	<b>1,635</b>
	HCDE Schools.....	<b>729</b>
	School-Based Therapy Services.....	<b>13,898</b>
	Teaching and Learning.....	<b>9,200</b>

## Return on Investment

For every local property tax dollar collected, HCDE provides **\$4.86** in services. \*



**\$22.5** million in local property tax collections  
**\$109.3** million in services to support learners of  
all ages and educators in Harris County



## Fiscally Sound, Student Focused

- Tax rate reduced for 4 consecutive years; remains below effective tax rate and is less than **\$9** a year for the average homeowner
- Number of students served has increased each year

## Supporting Harris County Business

HCDE Choice Partners provided Harris County businesses the opportunity to sell more than \$100 million in goods and services in 2017-18 by utilizing fiscally sound, EDGAR-compliant contracts.

\*Moak, Casey & Associates 2019

## School-Based Therapy Services

HCDE serves **7,426** Special Education students on **550** school campuses throughout Harris county.

### HCDE provides 100% of Therapy Services for:

Cy-Fair ISD	Spring Branch ISD
Dayton ISD	Spring ISD
Houston ISD	Stafford MSD
Katy ISD	Tomball ISD
Kipp Schools	Yes Prep



## Facilities

**4 Schools**



**15 Head Start Centers**



Dollar amounts represent audited financial data for the 2017/2018 fiscal year. Due to the delivery of services between fiscal years, numbers do not total.

DISPLAY ADS



Harris County  
Department of  
Education



SEE HER  
SUCCESS



Harris County  
Department of  
Education



SEE HIS  
SUCCESS



Harris County  
Department of  
Education

SEE THE  
CHANGE  
YOUR  
CHANGE  
MAKES

LEARN  
MORE

#HCDEImpact

FACEBOOK POST - ORGANIC



Harris County  
Department of  
Education

162,322  
STUDENTS SERVED

47,269  
EDUCATORS SERVED

AN AVERAGE OF  
73¢ PER  
MONTH

#HCDEImpact

FACEBOOK POST - BOOSTED



SEE THE  
IMPACT



#HCDEImpact

FACEBOOK - CTW




162,322 STUDENTS



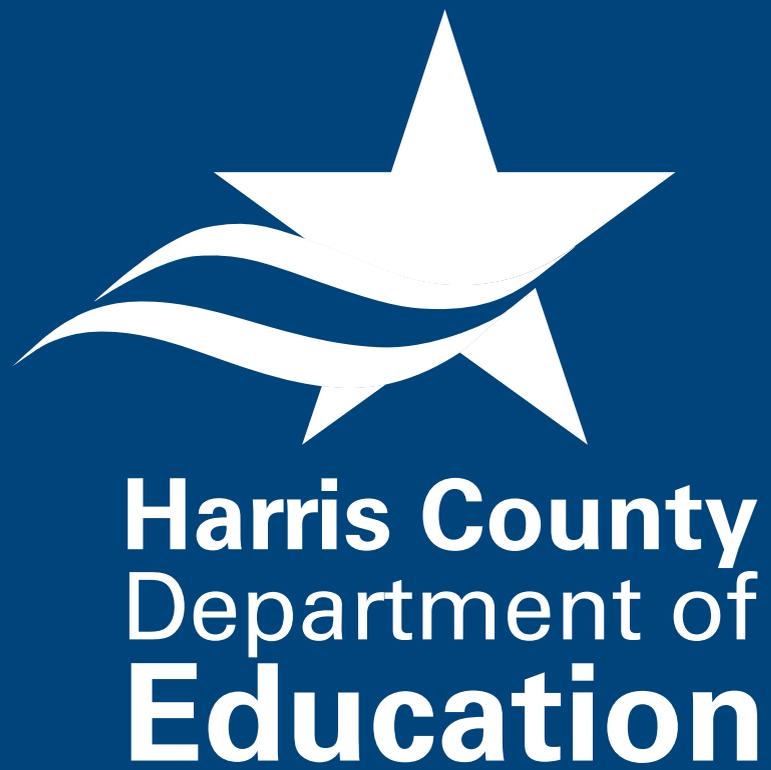

AND COUNTING



SEE THE  
IMPACT



#HCDEImpact



**SEE THE CHANGE  
YOUR CHANGE MAKES**



**HCDE-Texas.org**

**#HCDEImpact**

# SUPPORT PROVIDED TO ALL HARRIS COUNTY SCHOOL DISTRICTS 2017-2018

## Return on Investment

For every local property tax dollar collected, HCDE provides **\$4.86** in services.\*



**\$22.5** million in local property tax collections

**\$109.3** million in services to support learners of all ages and educators in Harris County

## Fiscally Sound, Student Focused

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- Number of students served has increased each year



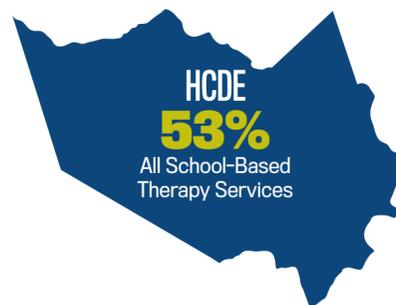
## Supporting Harris County Business

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\*Moak, Casey & Associates 2019

## HCDE provides 100% of Therapy Services for:

- Cy-Fair ISD
- Dayton ISD
- Houston ISD
- Katy ISD
- Kipp Schools
- Spring Branch ISD
- Spring ISD
- Stafford MSD
- Tomball ISD
- Yes Prep



## LARGEST PROVIDER OF ADULT EDUCATION IN TEXAS



Dollar amounts represent audited financial data for the 2017/18 fiscal year. Due to the delivery of services between fiscal years, numbers do not total.

## THE BOARD



**Josh Flynn**  
PRESIDENT  
Position 4, Precinct 3



**Dr. George Moore**  
VICE PRESIDENT  
Position 1, Precinct 2



**Richard Cantu**  
TRUSTEE  
Position 3, At-Large



**Eric Dick**  
TRUSTEE  
Position 2, Precinct 4



**Danyahel (Danny) Norris**  
TRUSTEE  
Position 6, Precinct 1



**Don Sumners**  
TRUSTEE  
Position 7, At-Large



**Mike Wolfe**  
TRUSTEE  
Position 5, At-Large



**James Colbert, Jr.**  
SUPERINTENDENT

Harris County Department of Education  
6300 Irvington Blvd. | Houston, Texas 77022 | 713.694.6300 | www.hcde-texas.org



Harris County Department of Education (HCDE) is a unique educational hybrid serving school districts, governmental entities and nonprofits in the third largest county in the country. As the last remaining county office of education in Texas, HCDE directly serves close to 30,000 students from birth to adults and provides services that support more than 160,000 students and 65,000 educators each year. HCDE also provides services to dozens of governmental agencies and nonprofits.

HCDE is a model of fiscal efficiency, turning every \$1 of property taxes into nearly \$5 in services. By leveraging property tax dollars through fees for service and grant funds, HCDE has become a model of fiscal efficiency and has won numerous financial accounting awards in Texas and around the country.

HCDE SERVES

**7,426** SPECIAL EDUCATION STUDENTS

on **550** school campuses throughout Harris County

SEE THE IMPACT



# STUDENTS AND EDUCATORS SERVED

GRADUATE  
DEDICATED  
PURPOSEFUL  
CATALYST  
PERSISTENT

ADULT EDUCATION  
**9,121**

 CENTER FOR SAFE AND SECURE SCHOOLS  
**51,655** Students and Educators

IMPACT  
ENGAGE  
DISCOVER  
ACHIEVE

CASE FOR KIDS  
**17,441**

 CHOICE PARTNERS  
**\$28** Million in Support for Districts

SUCCESS  
EDUCATION  
PREPARE  
NUTRITION  
HEALTH

HEAD START  
**3,409**

 EDUCATOR CERTIFICATION  
**1,489** Educators Served

STUDENT  
ACADEMIC  
ACHIEVER  
SCHOLAR  
OPPORTUNIST  
LEARNER

SPECIAL SCHOOLS  
**729**

 RECORDS MANAGEMENT  
**42** Government Agencies

TREATMENT  
HELPFUL  
BENEFIT  
UNDERSTANDING  
PATIENCE  
INSPIRE  
ANALYSIS

THERAPY SERVICES  
**13,898**

 TEACHING AND LEARNING CENTER  
**9,200** Educators Served

# SOCIAL MEDIA CREATIVE



Animated Click to Web



Carousel Ad

Honorable Senators,

We, the undersigned Superintendents of school districts in Harris County, individually and collectively declare our support for the Harris County Department of Education (HCDE).

Our districts depend on HCDE to provide indispensable and cost-effective services. HCDE's tax rate, while small in comparison to other entities in the county, provides a significant savings to taxpayers. Through prudent financial management, the department leverages each property tax dollar into nearly \$5 of services, efficiently providing critical support for the 1 million students in Harris County.

HCDE provides essential services directly to our students including special education therapy services in the classroom; special schools for students with profound physical, emotional and behavioral needs; the new substance abuse recovery school; and regional after-school programs. HCDE also provides our educators and leaders with numerous professional development opportunities, classes for professional certification and critical school-safety training and audits. HCDE's cooperative purchasing program saves our districts and taxpayers money while providing great choices and value for products and services.

HCDE is able to provide these crucial services for our students and staff below cost, allowing us to direct more money to the classroom and support all students. Without HCDE, our district budgets would be forced to bear the burden of another unfunded mandate, creating the need for a Tax Ratification Election (TRE) or dissolution of critical programs.

We value HCDE's high quality services as well as the Department's ability to provide these services in an affordable way. We count on HCDE to deliver exemplary, student-centered services that benefit our community, teachers, administrators and students.

HCDE is essential to the success of public education in Harris County, helping school districts to fulfill our ultimate mission: to provide high quality education to every student while being conscious stewards of taxpayer dollars.

**We assert our full support of HCDE.**

Dr. La Tonya Goffney  
*Superintendent, Aldine ISD*

H.D. Chambers  
*Superintendent, Alief ISD*

Dr. Gregory Smith  
*Superintendent, Clear Creek ISD*

Dr. Scott Davis  
*Superintendent,*

Dr. Mark Henry  
*Superintendent, Cypress-Fairbanks ISD*

Victor White  
*Superintendent, Deer Park ISD*

Dr. Angi Williams  
*Superintendent, Galena Park ISD*

Dr. Randal O'Brien  
*Superintendent, Goose Creek ISD*

Dr. Grenita Lathan  
*Superintendent, Houston ISD*

Dr. Benny Soileau  
*Superintendent, Huffman ISD*

Lloyd Graham  
*Superintendent, La Porte ISD*

Kenn Franklin  
*Superintendent, New Caney ISD*

Dr. DeeAnn Powell  
*Superintendent, Pasadena ISD*

Dr. John P. Kelly  
*Superintendent, Pearland ISD*

King Davis  
*Superintendent, Sheldon ISD*

Dr. Rodney Watson  
*Superintendent, Spring ISD*

Dr. Robert Bostic  
*Superintendent, Stafford MSD*

Dr. Martha Salazar-Zamora  
*Superintendent, Tomball ISD*

# Opportunity

## PROGRAM CONNECTIONS

### See the Impact: HCDE Launches Awareness Campaign



HCDE recently launched a multi-media campaign called “See the Impact” to raise public awareness about our programs and services. The campaign also highlights how critical HCDE services are to the success of public education in the Houston region and how it only costs the average homeowner 73 cents a month to support our programs and services.

We realize we have a lot to talk about, and everything HCDE does is important. The campaign features the five pillars of service programs that directly impact students in greater Harris County: Adult Education, CASE for Kids (afterschool), Head Start, Special Schools and School-Based Therapy Services. Support divisions like TLC, Choice Partners, Records Management, Educator Certification and the Center for Safe and Secure Schools are also highlighted in certain aspects of the campaign.

The campaign will be carried out through various marketing publications, such as a new annual report and Quad-fold brochure with the “See the Impact” slogan along with a video and other advertising collateral. The video, built around the concept of “See the Change Your Change Makes,” showcases the impact HCDE makes by leveraging tax dollars through grants, fees and the purchasing cooperative to turn \$1 of property taxes into \$5 of services. It emphasizes that all of HCDE’s services are possible for an average of 73 cents a month in property taxes.



In the upcoming months, the campaign will appear on local radio stations, YouTube, Facebook display ads and through organic posts on other HCDE social media platforms. A short video will also play this summer in movie theaters around the Houston area before blockbuster films including Godzilla and The Lion King.

You may ask what all this has to do with us? We know we are better together, and we are HCDE’s greatest ambassadors. So, we want to share the impact of who we are and what we do through this campaign within our social circles. We can all do this by sharing social media posts and mentioning HCDE impact in simple conversations with friends and family.

The impact we make on the lives of children and educators in Harris County is tremendous, and we want to share the value of your efforts in our local communities.

Use the hashtags #HCDEimpact and #Seetheimpact to help spread the word.

View our annual report or see the video: [See the Change Your Change Makes](#). Like our [Facebook](#), [Twitter](#) and [Instagram](#) pages to catch new items as they are created. Check out our [LinkedIn](#) page and [YouTube](#) pages.

HCDE plays a critical role in public education in our region and our public needs to know who we are, what we do and how we affect schools around the greater Houston area. We hope you’ll help us share the impact!



## **See the Impact HCDE Launches Awareness Campaign**

HCDE recently launched a multi-media campaign called “See the Impact” to raise public awareness about our programs and services. The campaign also highlights how critical HCDE services are to the success of public education in the Houston region and how it only costs the average homeowner 73 cents a month to support our programs and services.

We realize we have a lot to talk about, and everything HCDE does is important. The campaign features the five pillars of service programs that directly impact students in greater Harris County: Adult Education, CASE for Kids (afterschool), Head Start, Special Schools and School-Based Therapy Services. Support divisions like TLC, Choice Partners, Records Management, Educator Certification and the Center for Safe and Secure Schools are also highlighted in certain aspects of the campaign.

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You may ask what all this has to do with HCDE employees? We know we are better together and you are HCDE’s greatest ambassadors. So, we want you to share the impact of who we are and what we do through this campaign within your social circle. You can do this in any way you want including sharing social media posts and mentioning HCDE impact in simple conversations with friends and family.

The impact you make on the lives of children and educators in Harris County is tremendous and we want to share the value of your efforts in our local communities.

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HCDE plays a critical role in public education in our region and our public needs to know who we are, what we do and how we affect schools around the greater Houston area. We hope you’ll help us share the impact!

# PPC Overview

MONTH	IMPRESSIONS	CLICKS	CPC	VIEWS	CTR	VIEW RATE
MAY	172,031	217	-	89,061	-	51.77%
JUNE	329,100	3,422	\$0.73	-	1.04%	-
JULY	188,007	154	-	107,166	-	57.02%
AUGUST	496,663	4,146	\$0.60	-	.83%	-
SEPTEMBER	412,499	352	-	223,330	-	54.14%
OCTOBER	867,068	6,922	\$0.50	-	.80%	-
NOVEMBER	172,000	159	-	99,263	-	57.61%

# Social Media Overview

	IMPRESSIONS	REACH	CLICKS	CPC
AUGUST	225,000	80,671	4,637	\$0.58
SEPTEMBER	269,515	108,185	3,890	\$0.68
OCTOBER	299,000	86,848	2,967	\$0.88
NOVEMBER	221,000	94,128	2,979	\$1.03
DECEMBER	218,000	88,832	2,405	\$1.14
<b>JANUARY</b>	<b>294,000</b>	<b>107,000</b>	<b>3,461</b>	<b>\$0.78</b>

# TRADITIONAL OVERVIEW

## OCTOBER

### Radio

- 94.5 FM KKHH - **653,300 Impressions**

### OTT

- 350,000 **Ordered Impressions**
- 351,400 **Delivered Impressions**
- Video completion rate of 100.4%
  - Under delivery completed in October

### Billboard

- I-45S S/O Dumble (10/7-11/03)
  - **696,458 Impressions**

### Print Community Impact

- **55,519 Subscribers**
  - Bellaire/Montrose/West University
  - (BMW) Edition
  - Quarter Page ad
- **105,139 Subscribers**
  - Heights/River Oaks/Montrose
  - (HRM) Edition
  - Quarter Page ad

# TRADITIONAL OVERVIEW

## NOVEMBER

### Radio

- 99.1FM KODA - **774,400 Impressions**
- 740 AM KTRH - **796,200 Impressions**

### OTT

- 350,000 **Ordered Impressions**
- 350,000 **Delivered Impressions**
  - Video completion rate of 100%

### Billboard (11/4-11/24)

- 59N N/O Jensen
  - **752,788 Impressions**

### Cinema Advertising

- **156,262 Impressions**

# TRADITIONAL OVERVIEW

## DECEMBER

### Billboard

- 45S S/O Dowling (11/2-1/05)
  - 805,923 Impressions

### Cinema Advertising

- 156,262 Impressions

5,809,913

4TH QUARTER IMPRESSIONS