



#TeamSISD

The right choice for
ENDLESS OPPORTUNITIES.

2019 NSPRA National School Communication Award Gold Medallion Award Entry

Comprehensive, Strategic, Year-Round Communication Program

Socorro Independent School District

K-12 Public school district
46,800+ students
SISD Public Relations Department
12 public relations staff members

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SYNOPSIS

With the leadership and vision of Superintendent Dr. José Espinoza, the Socorro Independent School District carried out a comprehensive, successful campaign to promote Team SISD as a destination district with endless opportunities available for every student to succeed now and in the future. The #TeamSISD – The Right Choice for Endless Opportunities campaign was designed to market the district’s 100-percent commitment to giving every student a high-quality education with college and career readiness.

With reports of a highly lauded charter network moving into the El Paso area, it became imperative that all SISD stakeholders should be fully educated about the reasons why Team SISD was indeed the right choice for students to be enrolled in our district. SISD leadership learned the charter school network planned to open two campuses within SISD boundaries by 2018 and 20 schools total in the El Paso region in the coming years. In addition, neighboring school districts with declining enrollment and open enrollment policies were increasing recruiting efforts to lure SISD students.

Extensive research was conducted to learn all that we could about the incoming charter network. The research provided a clear understanding of the charter network’s strengths and weaknesses and helped establish a roadmap to promote Team SISD and keep students in our district. The Endless Opportunities campaign was developed to fulfill two objectives: 1- To ensure the SISD and greater El Paso community become fully aware of the educational opportunities available for every student in the district to succeed, 2- To ensure that enrollment in SISD was maintained or increased as it consistently had done for a decade.

The Endless Opportunities campaign made a tremendous impact throughout the year. It resulted in increased enrollment in SISD and the incoming charter school network missed its enrollment projection at its two new schools. Input from sources revealed that officials from the charter network said they had never experienced the kind of competition/marketing that SISD had delivered. The carefully crafted Endless Opportunities messaging and brand made an indelible mark in the SISD and El Paso community.

RESEARCH

The Socorro Independent School District executed a successful year-long campaign during the 2017-2018 school year to promote the Endless Opportunities that are available for every student to succeed at all campuses in the district. The #TeamSISD Endless Opportunities campaign had its origin in 2016 and was inspired by the vision of SISD Superintendent José Espinoza, Ed.D., to market the district's 100-percent commitment to giving every student a high-quality education with college and career readiness, no matter their interest, ability, grade level, or location in the district. As the endless opportunities idea grew in presence, frequency, and familiarity, the slogan was developed -- #TeamSISD – The Right Choice for Endless Opportunities – and resonated with SISD stakeholders who identified with it and helped carry on the momentum of the campaign.

THE CHALLENGE/NEED: With reports of a highly lauded charter network moving into the El Paso area, it became imperative that all SISD stakeholders should be fully educated about the reasons why Team SISD was indeed the right choice for students to be enrolled in our district. With SISD leadership's proactive awareness and research, it was soon learned that **the charter school network planned to open two campuses within SISD boundaries by 2018** and 20 schools total in the El Paso region in the coming years. In addition, neighboring school districts with declining enrollment and open enrollment policies were increasing recruiting efforts to lure SISD students.

Dr. Espinoza's direct experience as a former principal of a school next door to a charter school in Houston led the efforts to learn all that we could about the incoming charter network, promote Team SISD, and work tirelessly to keep our students. More intensive research was taken by SISD's collaborative leadership team of academics, finance, technology, operations and public relations departments. The SISD team analyzed a collection of articles from newspapers, magazines, blogs, and websites about charter schools' successes, failures, claims, plans to expand, locations in Texas where the charter school network exists, and how they are benefitting or not benefitting students and communities.

KEY RESEARCH: A large part of the research examined a series of articles titled "A 'Fuller' Look at Education Issues" by Dr. Ed Fuller, a Pennsylvania State University professor who thoroughly studied the charter network, including where the school originated, their claims to success, deficiencies, efforts to expand in other markets, recruiting practices, staffing, achievement gaps, and other topics.

The SISD team also analyzed data from publicly available reports, such as the Texas Academic Performance Report, the Texas Education Agency Accountability Ratings and Reports, and data from the Texas Higher Education Coordinating Board to have a solid understanding of how SISD students were succeeding vs. students in the charter schools and neighboring school districts. The team collected information on characteristics of students such as race/ethnicity, poverty, and academic performance of students in charter schools vs. public schools, failure/success rates in college for SISD graduates vs. graduates from the charter network, local school districts and the state. Other key information gathered included graduation rates, attendance rates, drop-out rates, what programs SISD offered that the charter school network/other districts do or do not. A useful reference data sheet was created for principals which detailed SISD student performance vs. the charter network's student performance and the programs and opportunities that SISD offers which the charter schools do not. It was helpful for principals to have the research compiled for reference in conversations with parents who expressed interest in moving their children out of the district.

Other research sources and methods included:

- Personal conversations with key education experts/public school district supporters in the city/region/state
- Personal conversations with professionals with connections to charter schools
- Input from parents seeking other education options or those in support of public schools
- Constant online research, including tracking social media and public comments regarding charter schools and school choice

RESEARCH (Continued)

GOAL: With this extensive research and with growing familiarity of the Endless Opportunities branding in Team SISD, it was highly evident that it was time to evolve the campaign to meet the overarching goal of informing not just SISD stakeholders, but the greater El Paso community that Team SISD provides a well-rounded, equitable, and outstanding education that prepares students for success in college, careers, and life.

By the start of the 2017-2018, the district was poised to ramp up the Team SISD Endless Opportunities campaign to market Team SISD as a destination district. The campaign was designed to fulfill the following objectives:

OBJECTIVE 1: To ensure that not only the Team SISD community become fully aware of the opportunities in the district available for every student, but to increase that awareness in the greater El Paso community, in the state, and nationally.

OBJECTIVE 2: To ensure that enrollment in Socorro ISD was maintained or, ideally, increased as it consistently had done for the last decade.

A "Fuller" Look at Education Issues

Examining K-12 and higher ed issues across the country by Dr. Ed Fuller

Are IDEA Charter Schools a Good Idea for Austin?

Posted on November 15, 2011

10

Should Austin ISD enter into a contract with IDEA Charter Schools to address concerns about low performance in East Austin schools? To answer this question, the school board would need have an independent analysis of the efficacy of IDEA in improving the achievement of students, especially low-income, low-performing, Latino students. And this study, while not exhaustive in nature, aims to examine the track record of IDEA.

Neither, one of the two, or both could be true. Regardless, it does not matter what the intentions of IDEA are. The fact remains that IDEA systematically enrolls students who are more advantaged than students remaining in the local public schools. This directly CONTRADICTS the claim by IDEA that they educate "underserved" students. In fact, IDEA has STILL NOT communicated how they define "underserved" students.

1) IDEA Charter schools do not enroll "underserved" students regardless of the measure used to identify "underserved." Specifically, as compared to schools in the same market, IDEA schools enroll lower percentages of economically disadvantaged students, special graduates is the group of students examined. If we consider the number of students starting in the 9th grade as the cohort of students of interest, then the percentage of IDEA students entering post-secondary institutions of higher education is, at best, around 65% for the cohort of 9th grader students in 2009.

3) One reason why IDEA secondary schools outperform high schools in the same area is because IDEA Charter schools lose a greater proportion of lower performing students than higher performing students. This disproportionate disappearance rate of students would increase overall TAKS scores at the school and district levels even if the remaining students made no increase in achievement

While further study of additional cohorts is needed, this preliminary study strongly suggests that claims of academic superiority and helping the "underserved" students in the Rio Grande Valley are simply false or misleading. More importantly, this study calls into serious question the claim that IDEA Charter schools have the background, experience, and track-record necessary to educate *all types of*

An IDEA spokesperson claims that the lower percentage of special education students is a result of not mis-labeling children as special education. This means that IDEA is charging other schools in the Rio Grande Valley with mis-identifying children as special education.

However, in a more recent analysis focusing on 5th grade students in 2010 entering the 6th grade in 2011, economically disadvantaged students were 30% less likely to enroll in an IDEA Charter school. In mathematics, students taking the English-language TAKS were no more or less likely to enroll in an IDEA Charter school, while students taking the English-language TAKS test in reading were 2.65 times more likely than students taking the Spanish-language TAKS to enroll in an IDEA charter school. However, the finding was statistically significant only at the $p < .10$ level rather than the standard $p < .05$ level.

Students passing the TAKS mathematics test were almost two times more likely to enroll in an IDEA Charter school than students who did not pass.

Students passing the TAKS reading test were twice as likely as students not passing the TAKS reading test to enroll in an IDEA Charter school.

school, but at least public schools held on to at least 70% of 9th grade students. IDEA Charter schools could only keep about 64% of students at the school. Worse yet, only slightly greater than 60% of 9th grade students advanced one grade level per year and were

When the analysis is restricted to only first-time 9th grade students (students were enrolled in the 8th grade in 2008), the discrepancy between public schools in the IDEA Charter market and IDEA Charter schools grows wider. Indeed, for simply retaining students in the same school, the percentage for public schools was 10 percentage points greater than for IDEA schools. In addition, the difference for

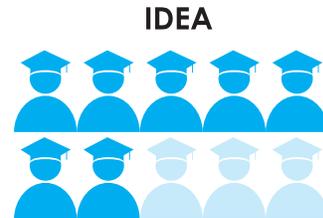
DATA SHEET

Socorro ISD is the **BEST** school choice!

Socorro ISD's commitment to treat and educate ALL students as if they are our own children by providing them with ENDLESS OPPORTUNITIES to succeed is unmatched by any charter schools - and here is the data to prove it!

*The claim that 100% of charter school students graduate and attend college is misleading.**

- A **SIGNIFICANT** percentage of students fail to graduate from IDEA and Harmony charter schools.
- Only about 70% of students from IDEA's Class of 2016 cohort graduated from their charter high schools.



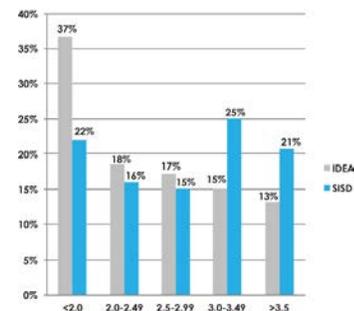
IDEA Enrollment (District)**

	2011-12	2012-13	2013-14	2014-15	2015-16
Pre-K	0	0	0	100	394
K	1130	1443	1706	2083	2578
1	1133	1453	1718	2131	2453
2	911	1454	1717	2036	2367
3	565	1011	1506	1700	2061
4	347	654	998	1584	1708
5	334	407	644	1005	1597
6	1207	1516	1736	2132	2668
7	966	1218	1646	1762	2144
8	716	984	1205	1642	1768
9	787	684	892	1116	1539
10	710	708	631	811	1006
11	489	598	610	565	718
12	210	437	526	560	524

Class of 2016 cohort

*Socorro ISD graduates are **SIGNIFICANTLY** more successful in college than IDEA charter schools.*****

- 55% of IDEA graduates in the class of 2016, who enrolled in a Texas four year public university, earned less than a 2.5 GPA (37% earned less than 2.0).
- Only 28% earned a 3.0 or better.
- 46% of Socorro ISD graduates earned a 3.0 or higher.

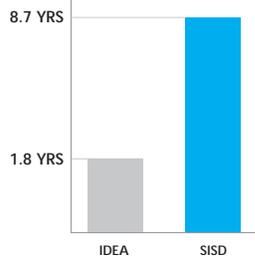


*Socorro ISD K-5 class sizes are **SIGNIFICANTLY** smaller than class sizes at IDEA charter schools, which are even larger than the state average.***

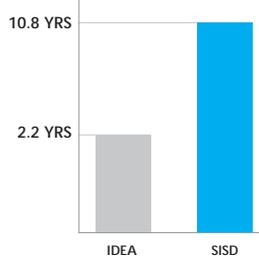
	IDEA	STATE	SISD
K	28.0	18.8	17.2
1	28.2	18.8	16.5
2	27.5	18.9	17.2
3	29.1	19.0	17.7
4	29.3	19.0	17.6
5	28.6	20.9	20.9

*Socorro ISD teachers make a **SIGNIFICANTLY** longer commitment to serve their students and community than charter schools teachers.***

Average Years Tenure



Average Years Experience



**A 'Fuller' Look at Education Issues: Examining K-12 and higher ed issues across the country" by Dr. Ed Fuller

**Texas Education Agency Academic Performance Reports

***Texas Higher Education Coordinating Board and Texas Education Agency



#TeamSISD

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Leading • Inspiring • Innovating

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ENDLESS OPPORTUNITIES.

Socorro Independent School District does not discriminate on the basis of race, color, religion, gender, sex, national origin, age, disability, military status, genetic information, or any other basis prohibited by law in its employment practices or in providing education services, activities, and programs, including career and technical education (vocational programs). For additional information regarding Socorro Independent School District's policy of nondiscrimination contact: (915) 937-0201, 12440 Rojas Dr., El Paso, TX, 79928.

DATA SHEET

Socorro ISD students have **SIGNIFICANTLY** more academic, co-curricular, and extra-curricular opportunities that successfully prepare them for college and careers than charter school students.

	SISD	Area Charters
Can complete 12+ College Hours	46,500+	0
Can enroll in Associates Degree Program	46,500+	0
Can participate in UIL Fine Arts Programs	46,500+	0
Can participate in UIL Athletics Programs	46,500+	0
Can choose from 7 Advanced Academics Academies	46,500+	0
Can choose from 46 Career & Technical Programs	46,500+	0

Don't miss out on the outstanding opportunities available to your children in the Team SISD community. Whether it is earning an associate's degree at the same time as a high school diploma or learning how to become a healthcare professional with real-world experience, Team SISD offers countless, amazing experiences to develop students into confident, inspired young adults.

Overall #1 Student Performance

Overall, SISD students outperform the state and region in STAAR/EOC exams.

Advanced Career & Technical Training

Team SISD's Career and Technical Education program provides unmatched opportunities for students to graduate from high school prepared for the workforce with industry recognized certifications and licenses.

Award-Winning Fine Arts Programs

SISD offers award-winning, diverse and competitive fine arts programs to enhance student creativity, coordination, and discipline for a complete educational experience.

One-of-a-Kind WIN Academy

The unique WIN Academy provides students who struggle in a traditional education setting more instructional time with a digital device, digital curriculum, and a teacher who loops with them for multiple years.

World-Class Facilities

SISD facilities are of the highest-quality, and well-maintained to ensure students have the best learning environments. Continued improvements and new schools provide modern classrooms, specialized, and collaborative learning spaces.

Free College Classes

SISD gives students the opportunity to earn an associate's degree or 60 college credit hours, concurrent with a high school diploma, in one of four early college high school programs and through various degree plans at every high school.

Innovative Advanced Academic Academies

Every comprehensive high school in SISD offers a unique advanced academics academy to give real-world experiences and specialized classes and training.

- Libertas (Law) Academy at Americas High School
- The School of Advanced Technology Applications (SATA) at Eastlake High School
- The International Baccalaureate (IB) program at El Dorado High School
- SYNERGI at Montwood High School
- The Health Professions Academy (HPA) at Socorro High School
- The Sparta Business Academy at Pebble Hills High School
- Aztec Architecture Academy (AAA) El Dorado High School

Championship Athletes & Teams

The SISD athletic program develops student athletes who excel on the playing field, win numerous championships, and thrive in the classroom.

Free Pre-K for ALL SISD residents

SISD ensures young students receive the support and instruction they need to be successful in pre-kindergarten and beyond with a FREE Pre-K program.

State-of-the-Art Technologies

Through Operation Future Ready, Team SISD is committed to invest in the latest instructional technology tools and resources for students and teachers to ensure digital learning is taking place in classrooms across the district.

SISD Career and Technical Education Opportunities

Thousands of SISD students are enrolled in the district's award-winning CTE program. Through the 16 available career clusters and more than 46 specialized tracks, students earn roughly 6,000 industry-recognized certifications annually.

16
Career clusters

6K

INDUSTRY-RECOGNIZED
CERTIFICATIONS

SISD Dual Credit Opportunities

Through an aggressive approach to expand dual credit and advanced academic programs, Team SISD students are getting a head start in college and saving their families millions in tuition costs. For the 2017-2018 school year, Socorro ISD students collectively enrolled in college courses to earn some 26,000 college credit hours valued at some \$9 million in college cost savings.

26,000
college credit hours

\$9+ MILLION
IN COLLEGE COSTS SAVINGS



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ANALYSIS/PLANNING & COMMUNICATION/IMPLEMENTATION

An analysis of the data collected in our research highlighted frequent topics that needed to be addressed, imperative questions that needed to be answered, and misconceptions that needed clarifying. Most of all, it became apparent what Team SISD needed to emphasize about ourselves – the unmatched endless opportunities that amount to the overall high-quality, well-rounded education we provide for all students for free, transparently, and equitably.

IDENTIFYING FOCUS TOPICS: Among the items considered included the incoming charter network’s claims that 100 percent of their graduates are enrolled in college, their focus on personalized learning, STEM instruction, class sizes, and the items they did not seem to offer or have strength in: fine arts, athletics, a large variety of clubs/organizations/competitions.

We also continued our ongoing efforts to listen and learn and welcome public input from parents and district stakeholders, **considering the all-important question – What do parents want for their children when it comes to their education?**

The analysis of the data gave us the road map for our marketing efforts on what programs, schools, other topics to reinforce in our promotions, and breathed new life into a motto that SISD superintendent José Espinoza, Ed.D., had made popular in the district – “Team SISD is committed to treating and educating all students as if they are our own children.”

While we had consistently been marketing our strategic directions (Safe and Supportive Learning Environment; College and Career Readiness; Highly Qualified, Effective Faculty and Staff; Home, School, Community Partnerships; and Accountability for ALL), we saw the need to escalate and refine our endless opportunities marketing strategies that also already had been in the works.

CONSISTENT MESSAGING: Endless Opportunities became our consistent messaging on all our publications, postcards, billboards, signage, press releases, guest newspaper columns, speeches, talking points, PowerPoint presentations, and social media. (*Timeline:* July 2017-June 2018)

- Number one message throughout all materials: #TeamSISD – The Right Choice for Endless Opportunities. (*Timeline:* Developed in July 2017)
- 10 opportunities in Team SISD that we consistently planned to promote were: (*Timeline:* Developed in July 2017)
 - Overall #1 Student Performance
 - Free College Classes
 - Advanced Career & Technical Training
 - Innovative Advanced Academic Academies
 - Award-Winning Fine Arts Programs
 - Championship Athletes & Teams
 - One-of-a-Kind WIN Academy
 - Free Pre-K for ALL SISD residents
 - World-Class Facilities
 - State-of-the-Art Technologies

STRATEGIES, TACTICS, AUDIENCES:

- We strategized to promote SISD Endless Opportunities in as many avenues as possible – print, website, social media, media coverage, talking points, etc. Wherever we listed our opportunities we included a brief description of each so that our audience would understand quickly and thoroughly what all our schools offered for all students. (*Timeline:* July 2017-June 2018)
- To ensure audiences knew how to connect with us and get more information, wherever possible, we included a consistent listing of all our social media avenues. Knowing most parents are active on social media, we wanted to make sure they

ANALYSIS/PLANNING & COMMUNICATION/IMPLEMENTATION

would know how to find out more about SISD on Twitter, Facebook, YouTube, Instagram and the district website, and engage with us via those outlets. We also planned to promote the Endless Opportunities in as many social media posts as possible, using our full slogan or “endless opportunities” consistently and frequently in posts about a variety of topics, such as achievements, previews, college/career readiness, reminders, etc. (*Timeline*: July 2017-June 2018). In addition, Facebook/Twitter ads were purchased to promote the free Pre-K opportunity/registration day for SISD residents (*Timeline*: March-April 2018) and the Endless Opportunities in general. (*Timeline*: August 2018)

- We emphasized how SISD provides opportunities for students to be college and career ready. We focused heavily on the outstanding preparation SISD provides and that is unmatched by the neighboring school districts and the incoming charter network: (*Timeline*: July 2017-June 2018)
 - Associate degrees and college credit hours that students could earn through four early college high school programs (the most ECHS programs offered in a district in the region)
 - Dual credit courses and advanced academic academies at all high schools (The fact that SISD students earned thousands of college credit hours and millions in college cost savings was a strong and consistent point. 23,000+ hours and \$7+ million in 2016-17 and 26,000+ hours and \$9+ million in 2017-18.)
 - Advanced Career & Technical Education courses for students to be job and career ready with licenses and certifications upon graduation
 - The unique WIN Academy to give students from kindergarten through 9th grade extra support and resources to be academically successful
 - A strong educational foundation for our youngest students with free Pre-K for all SISD residents
- The target audience in our efforts was identified by the areas and grade levels that would be impacted the most by the incoming charter schools and recruiting from other school districts: (*Timeline*: Developed in July 2017)
 - Pre-kindergarten
 - Kindergarten
 - Fifth grade
 - Eighth grade
 - These grade levels in the Pebble Hills and Socorro high school feeder areas (where the incoming charter schools were going to be located).
- We also maximized opportunities to reach all SISD parents, SISD constituents, SISD employees, and the greater El Paso community when appropriate (SISD is not an open enrollment district, so while we wanted a larger audience to know about Team SISD, we are strategic in marketing/advertising our Endless Opportunities to use budget/reach sensibly for the right audiences.)

ACTIVITIES/COMMUNICATION: The implementation of our yearlong Endless Opportunities campaign **was conducted completely in-house with all materials produced and distributed by our SISD Public Relations team.** (*Timeline*: July 2017-July 2018) We relied on tried and true methods:

- Our 2017-2018 Back to School press release, we detailed our endless opportunities available for students and highlighted new and improved opportunities. (*Timeline*: July 2017)
- The SISD PR graphics artists produced 52 projects focused on Endless Opportunities, including numerous flyers, postcards, brochures, billboards, signs, banners, web pages, web banners, mobile ads, posters, handouts. (*Timeline*: July 2017-June 2018)

ANALYSIS/PLANNING & COMMUNICATION/IMPLEMENTATION

- A strategic billboard campaign prominently displayed SISD's free college classes, free universal pre-k, athletics, fine arts, graduates and the #TeamSISD – The Right Choice for Endless Opportunities slogan. The campaign ran at strategic times during the year on poster billboards, digital billboards and a traditional billboard on I-10, Loop 375 and Alameda, which are major thoroughfares within SISD boundaries. (**Timeline:** The ads ran for four- to 16-week runs during the year with start dates and updates in content on the digital and poster billboards in July and December 2017, February, April, and May 2018. The traditional billboard ran for a 16-week run from May to August 2018.)
- The PR graphics team also produced and strategically placed Endless Opportunities signs directly in front of the new charter school location within the district and in the Socorro area. (**Timeline:** April 2018-present)
- The PR video team produced an engaging one-minute commercial featuring two SISD elementary students (<https://bit.ly/2SOCfKI>). The well-received video ran in movie theaters (Timeline: 12-week run from March to May 2018), was shown at numerous events (**Timeline:** March to June 2018), and viewable on the district website and YouTube page (March 2018 to present). It garnered more than 10,000 views.
- The PR graphics team created eye-catching vehicle wraps featuring students in our advanced academic academies, fine arts and athletics. (**Timeline:** April 2018 and May 2018)

New, innovative activities also were implemented:

- The PR team launched a unique geofencing mobile ad campaign to showcase Endless Opportunities on Internet devices. We focused on our target areas of Pebble Hills and Socorro to ensure parents who might have been contacted by the incoming charter network would see our mobile ads. (**Timeline:** February to March 2018)
- In March 2018, Team SISD embarked on an unprecedented event, dubbed the Stand and Deliver Walk, to visit some 10,000 student homes in one day. Some 3,300 teachers, counselors, principals, administrators and staff members took to the SISD neighborhoods to personally talk to parents about SISD as a destination district. The PR team was key in coordinating the event and produced numerous documents to arm all the participants with helpful, informative resources for the event. (**Timeline:** January to March 2018)
- In May 2018, the SISD State of the District event included a reception for guests, a formal State of the District address by Dr. Espinoza, and a unique panel discussion among Team SISD students, administrators, teachers, parents, and Partners in Education who talked about their own personal experiences with SISD's Endless Opportunities. (**Timeline:** January to March 2018)
- Another impactful project, spearheaded by the SISD PR team, was mailing personalized Endless Opportunities postcards that contained handwritten messages to every student in our target groups. The postcard project was a follow-up activity to our Stand and Deliver event. SISD delivered some 13,600 personalized postcards to students to ensure they knew Team SISD was eager to welcome them back for the 2018-2019 school year. (**Timeline:** May to June 2018)

#TeamSISD – The Right Choice for Endless Opportunities Budget 2017-2018	
Purpose	Amount
Transportation & police facility artwork (Endless Opportunities banner)	\$3,190
Billboard on Police Services building (Best in Education/Endless Opportunities)	\$2,094
Endless Opportunities banners at the Student Activities Complex	\$2,510
New banner outside Escontrias Elementary gym -- SISD Endless Opportunities	\$3,870
Signage in Socorro area to promote Endless Opportunities	\$8,400
Digital geofencing & digital billboard advertising for Stand & Deliver Campaign	\$23,720
Bulletins & junior posters for continuous SISD Endless Opportunities advertising	\$9,600
Digital billboard to promote SISD & Endless Opportunities at Rojas & Joe Battle	\$10,880
Vinyl banners and boards for Endless Opportunities advertising	\$1,300
Two 30-second Endless Opportunities commercials Cinemark movie theaters	\$16,990
Facebook/Twitter ads Endless Opportunities/marketing purposes	\$4,000
15,000 postcards to welcome back students in targeted grades Endless Opportunities/Stand and Deliver	\$1,425
Total	\$87,979

BACK-TO-SCHOOL PRESS RELEASE



NEWS

For information call: Daniel Escobar at 937-0282 or 309-0053

July 27, 2017

For Immediate Release

Back to school in Team SISD

More than 46,000 students return to classes on July 31

The Socorro Independent School District will welcome back more than 46,000 students to 47 campuses on Monday, July 31, 2017. Team SISD is committed to offering students endless opportunities for a well-rounded educational experience using the latest technology advances, more personalized learning programs and numerous courses to earn college credit. The district is expanding and refining many programs and resources for student success. Among the endless opportunities offered in Team SISD for the 2017-2018 school year, include:

WIN Academy -- The successful program is now offered at 19 campuses across the district and provides students, who struggle in a traditional education setting, more instructional time with a digital device and digital curriculum, and a teacher who loops with them for multiple years. The WIN Academy has expanded this year to H.D. Hilley Elementary School, Salvador H. Sanchez Middle School and Socorro High School.

Traillblazers Early College at Americas High School -- This is the district's fourth early college high school program. TEC offers students an opportunity to earn an associate's degree or 60 college credit hours and a high school diploma in a comprehensive high school environment. Team SISD offers the most early college high school programs in the region.

Dual credit opportunities are offered at every high school -- More and more Team SISD students are earning college credit while in high school by taking dual credit courses. The rigorous classes challenge students and allow them to get ahead and save money. Courses are available at all SISD high schools. In the 2016-2017 school year, students and their parents saved over \$9 million in college tuition.

--more--

Advanced academic academies -- Every comprehensive high school in SISD offers an advanced academics academy to give real-world experiences and specialized classes and training. Students have a choice of a Business Academy at Pebble Hills High School; School of Advanced Technology Applications at Eastlake High School; SYNERGI² at Montwood High School; International Baccalaureate Diploma Programme at El Dorado High School; Health Professions Academy at Socorro High School; or Libertas -- Law Academy at Americas High School. For the first time this school year, the IB program at El Dorado High School is open to out-of-district students to apply for enrollment.

Pebble Hills High School Sparta Business Academy and GECU Partnership -- The district's newest advanced academic academy has partnered with GECU to open a mini branch on-site for students and district employees beginning Aug. 14. Sparta students will have the opportunity to work at the branch and be exposed to an actual working environment in the business and finance field.

State-of-the-art facilities -- Team SISD is working proactively to manage the rapid growth in the district and plan for the future while maximizing existing facilities to ensure all students are provided high-quality, safe and equitable learning environments.

SISD's successful \$297.4 million Bond 2011 program resulted in the construction of three new elementary schools, one middle school, the completion of Eastlake and Pebble Hills High Schools and improvements throughout the district. Due to great management and a positive construction market, the district completed all Bond 2011 projects on time and well under budget saving \$37.4 million, which allowed for the modernization of four middle schools and the construction of a new elementary school that will open for the 2018-2019 school year in the Pebble Hills area in far east El Paso.

Operation College Bound and Operation Future Ready -- Operation College Bound ensures every campus embraces a college-bound culture, raising awareness and offering activities on post-secondary education. Students are motivated and guided to reach their college aspirations. In turn, Team SISD develops globally competitive students who graduate from high school prepared for the college and career of their choice. As part of Operation Future Ready, Team SISD continues to invest in technology and has expanded its Digitally Nurturing Academics Program (DNA 1:1), placing laptop devices in the hands of more students in the district.

For the first time this year, all SISD freshmen at every high school will receive a personal laptop to use for their four years in high school. Also, for the first time, all Socorro High School students (freshmen to seniors) have a personal laptop for 24/7 digital learning. The DNA program started with Socorro High freshmen in 2014.

Career and Technical Education -- Team SISD's CTE students earn about 6,000 industry-recognized certifications annually in nationally recognized programs showing proof they are ready with the skills and knowledge to succeed in the workforce. SISD offers 16 career clusters and more than 45 specialized tracks for student to choose from. The district's Career Awareness Showcase and College, Career,

--more--

and Job Expo showcases the educational and career opportunities available to students while in high school and after graduation.

Free half-day universal Pre-Kindergarten

All four-year-old students in Team SISD are eligible for free half-day Pre-Kindergarten regardless if they meet state requirements for free pre-k. In addition, Team SISD offers free full-day pre-k on a first-come, first-served basis to those who qualify, and a tuition-based half-day program to those who do not qualify for free pre-k to combine the free half-day with a tuition-based half-day for a full-day option.

-30-

POSTCARD/HANDOUT



Overall #1 Student Performance

Overall, and in each of the five tested subjects, SISD students outperformed the state and region in STAAR/EOC exams administered in 2017.

Advanced Career & Technical Training

Team SISD's Career and Technical Education program provides unmatched opportunities for students to graduate from high school prepared for the workforce with industry recognized certifications and licenses.

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SISD offers award-winning, diverse and competitive fine arts programs to enhance student creativity, coordination, and discipline for a complete educational experience.

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The unique WIN Academy provides students who struggle in a traditional education setting more instructional time with a digital device, digital curriculum, and a teacher who loops with them for multiple years.

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Every comprehensive high school in SISD offers a unique advanced academics academy to give real-world experiences and specialized classes and training.

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The SISD athletic program develops student athletes who excel on the playing field, win numerous championships, and thrive in the classroom.

Free Pre-K for ALL SISD residents

SISD ensures young students receive the support and instruction they need to be successful in pre-kindergarten and beyond with a FREE Pre-K program.

State-of-the-Art Technologies

Through Operation Future Ready, Team SISD is committed to invest in the latest instructional technology tools and resources for students and teachers to ensure digital learning is taking place in classrooms across the district.

To learn more about SISD's endless opportunities, visit www.sisd.net/endlessopportunities.

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ENDLESS OPPORTUNITIES.

Socorro Independent School District does not discriminate on the basis of race, color, religion, gender, sex, national origin, age, disability, military status, genetic information, or any other basis prohibited by law in its employment practices or in providing education services, activities, and programs, including career and technical education (vocational programs). For additional information regarding Socorro Independent School District's policy of nondiscrimination contact: (915) 937-0201, 12440 Rojas Dr., El Paso, TX 79928.



Primer Lugar en Desempeño General

En general y en cada una de las cinco materias evaluadas, los estudiantes de SISD superaron al estado y la región en los exámenes STAAR / EOC administrados en 2017.

Entrenamiento Técnico y Profesional Avanzado

El programa de Educación Técnica y Profesional del Equipo SISD brinda oportunidades incomparables y garantiza que los estudiantes se gradúen de preparatoria listos para triunfar en la fuerza laboral, contando con certificaciones reconocidas por la industria.

Programas Galardonados de Bellas Artes

SISD ofrece diversos y competitivos programas de bellas artes que han sido galardonados y que fomentan la creatividad, la coordinación y la disciplina de los estudiantes para que estos tengan una experiencia educativa completa.

Singular Academia WIN

La singular Academia WIN ofrece más tiempo de instrucción a los alumnos que hoy en día tienen en un sistema escolar tradicional, ofreciéndoles un dispositivo digital, un plan de estudios también digital y un maestro que permanece con ellos por varios años.

Instalaciones de Clase Mundial

Las instalaciones de SISD son de la mejor calidad y están bien cuidados para garantizar que los alumnos tengan el mejor ambiente de aprendizaje. Con las mejoras continuas y la construcción de nuevas escuelas se dota a los alumnos de salones modernos y espacios de aprendizaje especializado y colaborativo.

Clases de Colegio Gratuitas

SISD les da a los estudiantes la oportunidad de obtener un certificado técnico o 60 horas de créditos universitarios, junto con un certificado de preparatoria, en uno de los cuatro programas de preparatoria de estudios universitarios anticipados y a través de varios planes de grados en cada escuela secundaria.

Academias de Estudios Avanzados Innovadoras

Todas las preparatorias comprensivas de SISD ofrecen academias de estudios avanzados únicas para que los alumnos tengan experiencias prácticas, así como clases especializadas y entrenamiento.

Athletas y Equipos de Campeonato

Los programas deportivos de SISD desarrollan estudiantes atletas que sobresalen en el campo de juegos, ganan numerosos campeonatos y les va bien en el salón de clases.

Pre-Kinder Gratis para TODOS los residentes de SISD

SISD procura que los niños reciban el apoyo y la enseñanza necesarios para triunfar en pre kinder y en los grados sucesivos con un programa de pre-k gratuito.

Tecnología de Vanguardia

Con la Operación Listos para el Futuro, el Equipo SISD está comprometido a invertir en las más modernas herramientas y recursos de tecnología educativa para que estudiantes y maestros para garantizar que el aprendizaje digital se lleve a cabo en todos los salones del distrito.

Para conocer más acerca del sinfín de oportunidades de SISD, visite la página www.sisd.net/endlessopportunities.

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La mejor opción para un
SINFÍN DE OPORTUNIDADES.

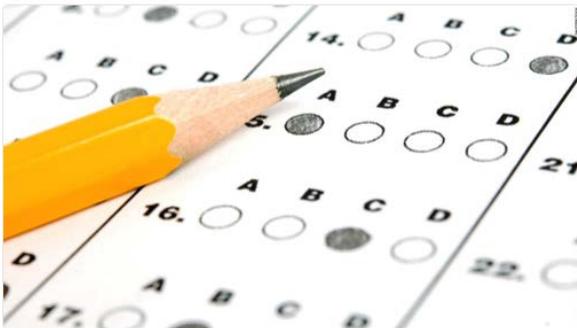
El Distrito Escolar Independiente de Socorro no discrimina personas en sus prácticas de empleo, programas de educación, actividades y servicios, incluyendo educación técnica y profesional (programas vocacionales) por motivo de raza, color de piel, religión, género, sexo, origen nacional, edad, discapacidad, estatus militar, información genética, o cualquier otro motivo prohibido por la ley. Para más información sobre la política de no discriminación del Distrito Escolar Independiente de Socorro llame al (915) 937-0201 o acuda al 12440 Rojas Dr. en El Paso, TX, 79928.

SOCORRO MEDIA

Socorro ISD @SocorroISD · Mar 11
 Opportunity is everywhere in Socorro ISD! Our team goes above and beyond to ensure the success of our students. We are #TeamSISD - The right choice for **ENDLESS OPPORTUNITIES**. Watch:



Socorro ISD @SocorroISD · Mar 7
 Socorro ISD has done it again! 🎉 #TeamSISD juniors are taking the SAT test today at no cost to our families. #TeamSISD providing ENDLESS OPPORTUNITIES to succeed in college, careers, and beyond! Good luck, juniors! #SISD_OCB



Socorro Independent School District added 4 new photos from May 24.
 Published by Daniel Escobar [?] · May 24 · 🌐

The Socorro Independent School District presented the 2018 State of the District event to update the community on the district's progress and achievement in providing endless opportunities for students to succeed now and in the future.



Socorro Independent School District
 Published by Daniel Escobar [?] · June 28 · 🌐

Dual Credit Summer Program allows students to get ahead, earn free college credit. Read more: bit.ly/2KrSopn



Socorro Independent School District
 Published by Daniel Escobar [?] · June 12 · 🌐

Aztec Architectural Academy at El Dorado High School welcomes its first cohort. Read more: <https://bit.ly/2t2KTKP>



Socorro Independent School District
 Published by Daniel Escobar [?] · May 2 · 🌐

SISD earns Best Communities for Music Education Award for 2nd year in a row. Read more: <https://bit.ly/2reNBg2>



SOCORRO MEDIA

Socorro ISD @SocorroISD · Jan 7
 #TeamSISD is proud to offer Endless Opportunities for ALL students to succeed!
 #SISD_OCB

Students showcase made-from-scratch robots at ROBOCOM



Students showcase made-from-scratch robots at ROBOCOM
 ROBOCOM 4.0 sounds like some sort of made-for-tv spinoff featuring a former California governor, but in reality it's so much cooler.
 elpasotimes.com

Socorro ISD @SocorroISD · 9 Aug 2017
 Dr. Espinoza welcomed over 150 new employees to #TeamSISD, shared the ENDLESS OPPORTUNITIES available to ALL employees and students!



Socorro ISD @SocorroISD · Jan 24
 Dr. Espinoza and Cabinet visited Hernando MS classrooms to see integration of technology in everyday lessons. Highly qualified, effective faculty paired with investments in the best student resources results in **endless opportunities** for student success! #TeamSISD



Socorro ISD @SocorroISD · 27 Jun 2017
 WIN Academy students celebrate year of STEAM training in interactive Tech-E program. Read more: bit.ly/2sdqfK



Socorro ISD @SocorroISD · May 24
 Superintendent José Espinoza presented his State of the District address. A panel discussion followed featuring #TeamSISD students, parents, staff and Partners in Education from EPCC and UTEP. The panel spoke about their own experiences in Socorro ISD.



Socorro ISD @SocorroISD · Mar 3
 #TeamSISD is set to visit thousands of students' homes today in unprecedented Stand and Deliver Walk! Over 3,000 teachers, administrators will talk to parents about the district's **ENDLESS OPPORTUNITIES!**



DIGITAL BILLBOARDS

Award-Winning
FINE ARTS PROGRAMS

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Championship
ATHLETES AND TEAMS

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Free Pre-K for
ALL SISD RESIDENTS

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Free
COLLEGE CLASSES

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POSTER BILLBOARDS

Award-Winning
FINE ARTS
PROGRAMS



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TRADITIONAL BILLBOARD

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STREET SIGNS



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WE WILL...
graduate from Socorro High School with a
FREE COLLEGE DEGREE
...AND SO CAN YOU!

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Socorro Independent School District
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MOBILE ADS

Championship **ATHLETES AND TEAMS**



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COMMERCIAL



Watch the commercial at
<https://bit.ly/2SOCfKI>

#Team SISD - The Right Choice for Endless Opportunities (Spring 2018)
10,564 views

Socorro ISD
Published on Feb 28, 2018
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VAN WRAPS



DISTRICT FACT SHEET

#TeamSISD

The right choice for
ENDLESS OPPORTUNITIES.

District Fact Sheet
Socorro Independent School District
Leading • Inspiring • Innovating

Welcome to Team SISD

The Socorro Independent School District goes above and beyond to provide a first-class education for all students. We are proud to treat and educate our students as if they are our own children! Which is why we never let up our laser-sharp focus on providing endless opportunities in academics, athletics, fine arts and specialized programs.

Our daily work is always guided by our five strategic directions to ensure every need and expectation is met for our students, employees, parents, and community members. Our strategic directions are: 1) Safe and Supportive Learning Environment; 2) College and Career Readiness; 3) Highly Qualified, Effective Faculty and Staff; 4) Home, School, Community Partnerships; and 5) Accountability for ALL.

With these priorities in mind and an unmatched dedication to academic excellence, SISD has achieved unprecedented success over the last five years. Most notable is our No. 1 overall student performance among major districts in the region on state STAAR/EOC tests. For the fourth consecutive year, SISD surpassed the state passing rates in all reported STAAR subject/exams for students in grades three through eight.

As we move forward in our unrelenting quest to ensure every student succeeds, we remain committed to provide outstanding instruction and superb customer service to the entire SISD community. It takes a team to educate a child and Team SISD has worked together in extraordinary ways to improve our school district and win top awards at the local, state, and national levels.

Specifically, I was humbled and honored to earn the 2017 Escalante-Gradillas Best in Education Prize. I thank and congratulate every Team SISD board member, teacher, student, administrator, and parent for their invaluable contribution to earn this prestigious national award. This honor showcases to a global audience that Team SISD is a destination district where instructional greatness is resulting in unprecedented student success.

Team SISD is the right choice for endless opportunities! I am proud to be providing these opportunities to all of our students together with you in Team SISD.

Respectfully,
José Espinoza
José Espinoza, Ed. D.
Superintendent of Schools

Academic Achievement

• District Accountability Rating	Met Standard	45
• Campuses that Met Standard		0
• Campuses that Did Not Meet Standard		144
• Number of graduates in 2017		3,319
• Graduation rate (Class of 2016)		89.4%
• Scholarships and grants earned by graduates (Class of 2017)		\$36.3 million

Demographics

Our Students		
• Current Student Enrollment	46,500+	
• Hispanic	92.6%	Asian 0.6%
• White	3.6%	Native American 0.2%
• African American	2.2%	Multirethnic 0.7%
• Pacific Islander	0.1%	
• English Language Learners (ELL)		21.4%
• Students eligible for free or reduced price lunch		71.2%
• Student attendance rate		96.3%

Our Staff

Total Full Time Employees	5,536
Teachers	2,590
Professional Support	578
Campus Administration	148
Central Administration	37
Educational Aides	334
Auxiliary Staff	1,849

Our Schools

- 47 campuses
- 6 comprehensive high schools
- 9 middle schools
- 6 Pre-K-8 schools
- 22 elementary schools
- 4 specialty campuses

* Data based on district reports and the 2016-2017 Texas Academic Performance Report

GET SOCIAL WITH SOCORRO ISD!

FACEBOOK: www.facebook.com/SocorroISD
 INSTAGRAM: [@socorroisd](https://www.instagram.com/socorroisd)
 TWITTER: [@SISD_Espinoza](https://twitter.com/socorroisd)
 SUPERINTENDENT'S TWITTER: [@jespinoza_SISD](https://twitter.com/jespinoza_SISD)
 SUPERINTENDENT'S WEB PAGE: www.sisd.net/superintendent
 YOUTUBE: [youtube.com/SocorroISD](https://www.youtube.com/SocorroISD)
 SMUGMUG: sdcphotogallery.smugmug.com
 ENEWSLETTER: www.sisd.net/enews
 WEBSITE: www.sisd.net

#TeamSISD

DID YOU KNOW?

- SISD serves more than 46,500 students in 47 campuses over 135 square miles in East El Paso, El Paso County, the City of Socorro and Horizon City.
- Every SISD campus is equipped with security surveillance cameras, which are monitored 24/7 by SISD's Police Services team, and a digital check-in system that conducts a background check on every visitor.
- Team SISD is ensuring all students are future ready with Operation College Bound, which is establishing a college-bound culture districtwide with interactive activities for students and staff and career readiness programs to supplement student learning.
- SISD's innovative Operation Future Ready Initiative ensures students and staff are prepared for future success by staying at the forefront of digital learning through ongoing investments in technology and teacher development.
- SISD's innovative WIN Academy is a student-centered program created to help students who have not been successful in a "traditional" school setting gain two or more years worth of knowledge in a fast track, demanding, flexible education system.
- Advanced academics academies are offered at every high school with specialized instruction in law, technology, post-secondary studies, health professions, business and finance, Science, Technology, Engineering and Mathematics (STEM), and architecture (to open in fall 2019).
- Every student in Team SISD receives free breakfast regardless of income status. Breakfast in the Classroom is served at all elementary, middle and K-8 schools. Breakfast is offered in the cafeteria, snack bars and portable stations at the high schools.
- SISD has more than 8,700 registered volunteers and more than 300 Partners in Education, who continually support students and teachers with hours of service and monetary donations.
- SISD is connected with several units from Fort Bliss, which are active Partners in Education. The district has 3,179 military-connected students enrolled in its schools.
- The SISD Board of Trustees has maintained its commitment to a modest tax rate of \$1.27 per \$100 valuation for multiple years. The rate includes \$0.98 for maintenance and operations, which is well below the rate permitted without voter approval of \$1.04. The passage of Bond 2017 will add \$0.11 to the total tax rate beginning in 2018-19. SISD still will have the lowest total tax rate among the area's large districts.

ACHIEVEMENTS

- 2017 Best in Education Award**
Superintendent José Espinoza, Ed. D.
- 2017 Best Communities for Music Education Award**
Fine Arts
- 2017 Consortium for School Networking Team Achievement Award**
Technology Services
- H-E-B Excellence in Education Finalist**
District award • Two years in a row
- H-E-B Excellence in Education Award Semi-Finalist**
Board of Trustees • Two years in a row
- Region 19 Board of the Year**
Board of Trustees • Two times
- Texas Honor Board**
Board of Trustees
- Three Transparency Stars Texas Comptroller of Public Accounts**
Financial Services
- Perfect rating in the School Financial Integrity Rating System of Texas**
Financial Services
- 2017 Texas Association of School Business Officials Award of Merit for Purchasing & Operations**
Financial Services



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To learn more about SISD's endless opportunities, visit www.sisd.net/endlessopportunities.

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- Instagram: [@socorroisd](https://www.instagram.com/socorroisd)

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Socorro ISD Board of Trustees
Cynthia A. Najera, President • Angelica Rodriguez, Vice President
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David Guerra, Trustee • Michael A. Najera, Trustee
Superintendent of Schools
José Espinoza, Ed. D.

STAND AND DELIVER PRESS RELEASE



NEWS

For information call: Daniel Escobar at 937-0282 or 309-0053

March 3, 2018

For Immediate Release

Team SISD's first Stand and Deliver Walk results in great experiences, powerful connections

Some 3,000 Socorro Independent School District teachers, administrators and staff spent the morning visiting 10,000 student homes in the Socorro Independent School District making a powerful impact in the first-ever Stand and Deliver Neighborhood Walk on March 3.

The unprecedented Stand and Deliver event allowed Team SISD teachers to personally visit parents to talk with them about the endless opportunities the district offers to ensure students are ready for success in college, careers and life.

"Today is the day that we let our entire SISD community know that we stand united in our efforts to support all of our 46,000-plus students in our district," said SISD Superintendent Dr. José Espinoza as he kicked-off the walk event. "We are about to embark on an unprecedented event -- something that NO school district has ever attempted in the region, state or, I believe, even in the nation! We reaffirm our unrelenting commitment to educate and treat all of our students as if they are our own children!"

The event captured the spirit of legendary Los Angeles educator Jaime Escalante's commitment to provide all students a high-quality, rigorous education no matter their socioeconomic status or ethnicity.

Team SISD is committed to the same ideology and follows Escalante's footsteps by having the *ganas* or desire to do more for students, demonstrating high expectations of all students, and putting effective systems in place to help students succeed.

"I had a wonderful experience," said Sarah Carrasco, an English language teacher at Socorro Middle School. "One mom in particular kept raving about the district. She was so grateful for what the district has done for her son, who is in special education. I am so glad I did this. This experience just reinforced what I feel about this district. I love working here. I have been here for 13 years and I know this is the right place. This is the right district."

As Team SISD staff walked the neighborhoods, they talked one-on-one with parents and grandparents across the school district. They explained the innovative programs provided in the district and highlighted the benefits for students who start and remain in SISD schools until they graduate.

The team members returned from their walks talking about the great experiences and conversations they had with Team SISD.

"One parent we talked to has an 11-month-old. He is excited for his baby to come and see us," said Melissa Arellano, art teacher at Col. John O. Ensor Middle School. "When we spoke to that gentleman, he was so nice and so excited about his own baby coming to us. That was great to see and great to hear. I am so proud of the wonderful things SISD offers."

Prior to walking in the neighborhoods, the Team SISD teachers and staff met at each high school in the area and at Sanchez Middle School in the Socorro area, where they started with a rally and heard inspiring words from Dr. Espinoza.

Team SISD offers endless opportunities to all student in the district, such as free college classes available at every high school, free Pre-K for all four-year-olds in the district, award-winning fine arts programs, championship extracurricular teams, advanced academic academies, world-class facilities, and outstanding Career and Technical Education as well as SISD's efforts to meet the needs of all students.

Learn more about why Team SISD is the right choice for endless opportunities at www.sisd.net/endlessoportunities

Team SISD voices

The Stand and Deliver Neighborhood Walk was a tremendous success with teachers, administrators, board trustees and support staff talking one-on-one with Team SISD parents. Parents expressed their appreciation of Team SISD's innovative programs and endless opportunities offered to students. SISD teachers were enthusiastic about the welcoming response from parents across the school district. Here are some of the voices from the unprecedented Stand and Deliver Neighborhood Walk:

"It was extremely necessary to do this. One of the biggest advantages was getting the chance to talk face to face. Parents get to see the connection between teacher and the student. They get to put a face to the name SISD. If they got to meet us personally and talk to us. They see we are normal people. We are good people and that is really important. I think it's huge. It just reinforcing what SISD is trying to do."

--Mike Trevizo, English teacher at Pebble Hills High School

Socorro schools are great and I wouldn't want my children to go anywhere else. (SISD) is competitive throughout the whole school year and I'd rather have my kids go there than any other school district."

--Ricky Garcia, father of kindergarten student at Campestre Elementary

"We want them to know that we care about their children. They are like my kids. We spend so much time. They are just like our kids."

--Christina Gonzalez, second grade teacher at Lujan Chavez Elementary

"I am very happy ever since I moved my kids to the Socorro school district. I noticed the change in their grades. The teachers are really focused on them like getting tutoring, like that extra help they need to improve. They always call me. They always call me to see what we can do to help my son."

--Yvonne Puchi, mother of fifth grader at Campestre Elementary

"At one of the homes we talked to a grandmother of two children who attend SISD. Her daughter has been contacted by a charter school, but they told her they only wanted one child. It bothered her that they were trying to split the child and didn't want both of them. She was not interested in sending her children to a charter school. The grandmother did like the security SISD offers."

--Victoria Contreras, Robert R. Rojas Elementary

"I had one parent with twins. She not only was happy to see us, she invited us in to meet her children. They were both sleeping. She told us they had just moved back here from San Antonio so her twins could attend Campestre Elementary. She grew up in Socorro ISD and went to elementary, middle and high school here and was very proud to be from here. It was so rewarding to hear her. It reaffirms that we are moving in the right direction. Our ties with the community is getting stronger and they trust us so much with their kids. It was such a great experience."

--Carlos Berumen, teacher at Socorro Middle School

"My children are not moving anywhere. We are doing fine at our school."

--Marvia Zavala, a parent of students at H.D. Hilley Elementary

It was a beautiful experience. One of the parents had done research on charter schools and she said it was not a good idea. She said her son will continue to go to Socorro High School because at Socorro her son can actually take college credit hours and go try to get an associate degree. The parents were very happy to see and learn about the programs we had. They were happy to see us. This experience really opened the eyes for many of the parents. They know that Socorro ISD is the place to be.

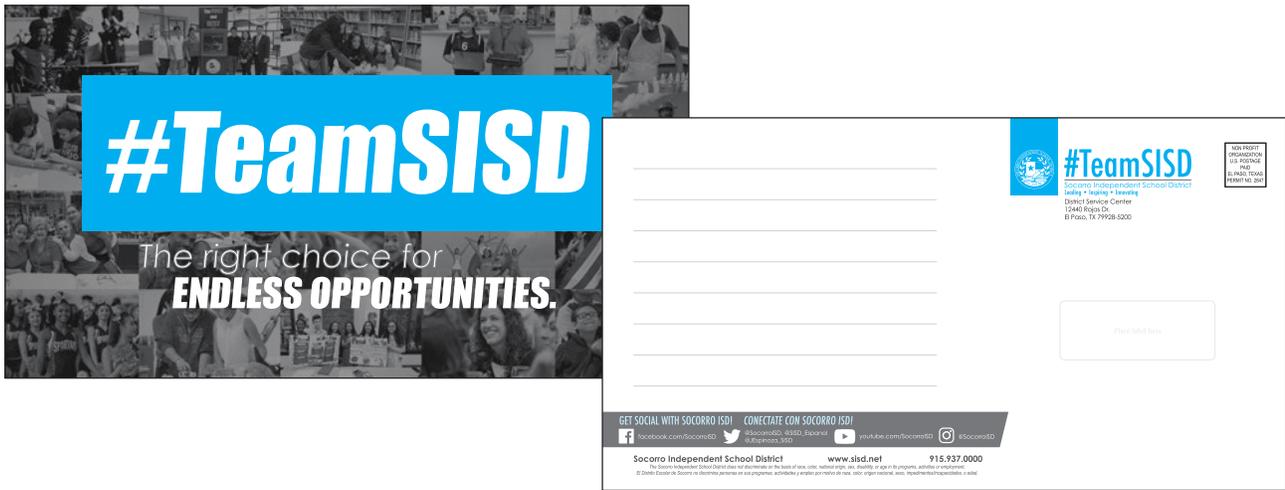
--Arceña López, a teacher at Salvador Sanchez Middle School

"We met a grandmother who would not send her kids anywhere else. She had sent her children, her grandchildren and great grandchildren to SISD. She had nothing but positive things to say about Campestre and Socorro Middle School."

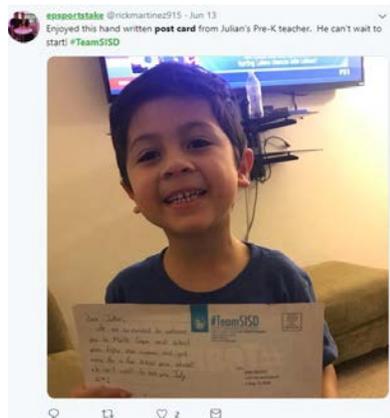
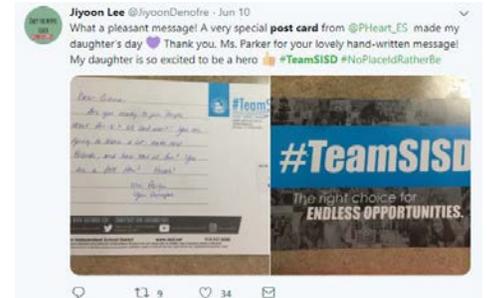
--Leslie Vicari, ESL English teacher from Socorro High School

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STAND AND DELIVER FOLLOW-UP POSTCARD



STAND AND DELIVER POSTCARD SOCIAL MEDIA POSTS



EVALUATION

The SISD Endless Opportunities campaign proved to be highly successful gaining widespread recognition and attention for Team SISD and making a tremendous impact on enrollment for both Socorro ISD and the incoming charter network for the 2018-2019 school year.

OBJECTIVE 1 SUCCESS: Throughout the Endless Opportunities campaign, the PR team reached thousands of stakeholders and local, regional, state and national audiences with:

- 175 video stories in 33 SISD-TV News shows with a total of 15,000 views;
- 62 unique videos garnering 34,349 views;
- 740 original social media posts from the official SISD Twitter and Facebook accounts, which all garnered hundreds of retweets and shares;
- 52 graphics projects with numerous online and print materials distributed to hundreds of stakeholders;
- 231 photo galleries containing thousands of photos of district events;
- some 300 web stories and some 300 press releases;
- and more than 650 news stories that were aired and published on local TV stations, newspapers, and online news sites garnering hundreds of thousands of dollars in estimated media publicity value and informing thousands of viewers and readers about SISD's Endless Opportunities.

In interviews and casual conversations, teachers, staff members, students echoed our message – “endless opportunities, the right choice, free college classes, early college programs, students prepared for college, careers, and life.” Our social media followers tag their posts with #TeamSISD and frequently reference Endless Opportunities. In addition, of the 3,264 surveys collected on the Stand and Deliver walk day, 74 percent of parents said they were aware of Team SISD's endless opportunities showing that the campaign was successful in reaching parents across the district.

OBJECTIVE 2 SUCCESS: Team SISD not only maintained its enrollment for 2018-2019, it continued to grow as a district of choice. SISD enrollment increased by some 400 students the first week of school compared to the same time frame the year before.

An El Paso Times article reported the two charter schools opened with an enrollment below their goal. The executive director was quoted in the article addressing the schools' missed enrollment projection, saying they failed to communicate the schools' locations, that the schools were too far for some parents, and moving forward they would need to improve the quality of communication with parents. However, feedback received from various sources revealed that the charter networks officials also acknowledged they had not seen this level of competition from a local school district to keep its students. A review of the charter network's enrollment records, cross-referenced with SISD no-shows for the 2018-19 school year, shows that only some one third of the charter schools' students are from SISD. Not only did the charter miss its enrollment projections, it had to recruit students from other districts because SISD families in large part chose to remain in our schools.

The #TeamSISD – The Right Choice for Endless Opportunities campaign certainly ensured students stayed in our district, increased awareness about the district's Endless Opportunities, and has instilled a sense of pride, which will lead to more achievement, recognition, growth, and, most importantly, student success in the Socorro Independent School District.

NEXT STEPS: Currently, SISD PR continues to promote the district's Endless Opportunities and already has implemented new ways to spread the message that Team SISD is a destination district. SISD has executed a #TeamSISD T-shirt day on Mondays (all students in the district have been given a #TeamSISD T-shirt), distributed #TeamSISD bumper stickers, is exploring and venturing into more digital advertising opportunities, has launched an SISD Stand and Deliver team to attend events, activities, and gatherings in the community to tell more parents and stakeholders about the Endless Opportunities. The Endless Opportunities campaign and Stand and Deliver Walk generated widespread enthusiasm among employees, who expressed interest in continuing the efforts this year to inform parents and the community about Team SISD's success and benefits. Team SISD is planning another Stand and Deliver Day to reach out to a new segment of students and parents (about another 9,000 students) on May 18, 2019.

SISD ENROLLMENT COMPARISON (AUG. 2018 & AUG. 2017)

**Socorro ISD
Technology Services
2018 Enrollment Comparison to Prior Year**

Campus	Prior Year Enrollment Comparison				Building Capacity		
	August 3, 2018	August 4, 2017	Difference	% Difference	Building Capacity	Portables Capacity	Total Capacity
1 Socorro High School	2,400	2,391	9	0.38%	3,000	50	3,050
2 Montwood High School	2,705	2,608	97	3.72%	2,700	325	3,025
3 KEYS Academy	41	55	-14	-25.45%	225	0	225
4 Americas High School	2,522	2,462	60	2.44%	2,800	175	2,975
5 El Dorado High School	2,026	1,991	35	1.76%	3,000	200	3,200
6 JJAEP	0	0	0	0.00%	0	0	0
7 Mission Early College HS	475	477	-2	-0.42%	475	0	475
8 EastLake High School	2,233	2,109	124	5.88%	3,000	0	3,000
9 Options High School	96	89	7	7.87%	120	0	120
11 Pebble Hills HS	2,433	2,413	20	100.00%	1,750	0	1,750
41 Socorro Middle School	637	610	27	4.43%	775	50	825
42 Sanchez Middle School	631	646	-15	-2.32%	800	50	850
43 Slider Middle School	699	700	-1	-0.14%	775	250	1,025
44 Capt Walter E. Clarke	913	918	-5	-0.54%	900	325	1,225
45 Montwood Middle School	744	702	42	5.98%	900	0	900
46 Col. John O. Ensor Middle School	1,058	1,057	1	0.09%	775	350	1,125
47 Sun Ridge Middle School	862	923	-61	-6.61%	900	0	900
48 Spc Rafael Hernando	1,075	992	83	8.37%	900	200	1,100
49 SSG Manuel R. Puentes	1,022	971	51	5.25%	1,225	0	1,000
101 Robert R. Rojas	499	516	-17	-3.29%	880	0	880
102 H.D. Hilley	579	619	-40	-6.46%	826	0	826
103 OShea Keleher	858	870	-12	-1.38%	968	25	993
104 Campestre Elementary	509	565	-56	-9.91%	924	0	924
105 Horizon Heights	975	928	47	5.06%	968	50	1,168
106 Vista Del Sol Elementary	504	552	-48	-8.70%	880	0	880
107 Hueco Elementary School	520	539	-19	-3.53%	836	0	836
109 Myrtle Cooper Elementary	754	715	39	5.45%	1,012	0	1,012
110 Escontrias Early Childhood	358	367	-9	-2.45%	836	0	836
111 Escontrias Elementary	564	565	-1	-0.18%	880	0	880
112 Benito Martinez	541	580	-39	-6.72%	1,125	0	792
113 Sierra Vista Elementary	642	681	-39	-5.73%	1,012	0	1,012
114 Helen Ball	764	821	-57	-6.94%	1,002	100	1,102
115 Elfida P Chavez Elementary	758	772	-14	-1.81%	1,012	50	1,062
116 Jane A. Hambric School	1,046	1,153	-107	-9.28%	844	450	1,319
117 Ernesto Serna School	664	706	-42	-5.95%	844	100	944
118 Keys Elementary School	0	0	0	100.00%	0	0	0
119 Lujan-Chavez	1,076	1,113	-37	-3.32%	1,200	200	1,300
120 Desert Wind School	902	895	7	0.78%	866	250	1,116
121 Loma Verde Elementary	678	672	6	0.89%	1,000	0	1,000
122 Bill Sybert School	919	1,026	-107	-10.43%	1,000	350	1,350
123 Paso del Norte Elementary	1,048	1,163	-115	-9.89%	950	300	1,250
124 John Druagan School	1,142	1,124	18	1.60%	900	350	1,250
125 Hurshei Antwine School	1,008	1,033	-25	-2.42%	900	150	1,050
126 Dr. Sue A. Shook School	995	822	173	21.05%	860	150	1,010
127 SGT Roberto Ituarte	742	916	-174	-19.00%	900	250	1,150
128 Chester E Jordan Elementary	990	1,060	-70	-6.60%	950	300	1,250
129 James P. Butler	990	974	16	1.64%	877	200	1,077
130 Mission Ridge Elem	817	804	13	1.62%	873	150	1,023
131 Purple Heart Elem	834	902	-68	-7.54%	900	0	900
132 SGT Jose Carrasco Elem	737	0	737	100.00%			
Summary	45,985	45,567	418	0.92%	52,045	5,400	56,962

Provided by Technology Services

MEDIA ARTICLE

(DETAILS THE INCOMING CHARTER NETWORK FAILING TO MEET ENROLLMENT GOAL)

IDEA charter schools open in El Paso, with plans for 20 campuses by 2023



IDEA Public Schools plans to open 20 schools in El Paso by 2023

IDEA Edgemere opened this school year in far East El Paso at 15101 Edgemere Blvd. IDEA Public Schools, a Rio Grande Valley-based chain of charter campuses, plans to open 20 schools in El Paso by 2023, with its first West El Paso campus set to open at the start of the 2019-20 school year.



Sara Sanchez, El Paso Times Published 6:00 a.m. MT Sept. 10, 2018 | Updated 7:59 a.m. MT Sept. 10, 2018



CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

The first two El Paso campuses of a statewide charter chain are up and running, kicking off a period of expansion in the number of school options for parents and students.

(Photo: Mark Lambie/El Paso Times)

IDEA Public Schools, a Rio Grande Valley-based

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MORE STORIES



Students at IDEA Edgemere work on an assignment at the campus, which opened this school year in far East El Paso. (Photo: Mark Lambie / El Paso Times)

The IDEA Edgemere campus at 15101 Edgemere Blvd. cost about \$30 million to build and will be completed in two phases — the first phase is up and running, and the second one will be completed within three years, Cantu said.

There are 950 students enrolled at IDEA Edgemere, a number that Cantu said missed the projection mark by about 75. Cantu said he believes IDEA failed to properly communicate to interested families where the schools would be located, and that the campuses were too far for some parents.

"Those qualities of those conversations, that's where we missed," Cantu said. "We should've been more careful about, 'This is where the school is; these are the nonnegotiables.' Moving forward, that's what we're doing, being more careful on how we're onboarding our parents. At the end of the day it's like, 'This has to be the right choice for you and for us.'"

"We have to have schools where if anyone

The campus is surrounded by a black wrought-iron gate with an access code. Visitors need to be buzzed in before driving or stepping onto the campus. Cantu said safety was a vocal priority from parents during the planning part of construction.