



ALL EDUCATION  
IS **NOT** EQUAL.  
ARE YOU CHOOSING  
THE **BEST?**

ENTRANT:

Tiffany Veno  
Director of Communications  
Garland ISD  
501 S. Jupiter Road  
Garland, TX 75042

972-487-3258  
taveno@garlandisd.net  
garlandisd.net

TYPE OF SCHOOL/ORGANIZATION

SUBMITTING ENTRY:

School District: Over 25,000

ENTRY CATEGORY:

Marketing/Branding Campaigns

PLEASE CONSIDER THIS ENTRY FOR A  
GOLDEN ACHIEVEMENT AWARD!

**#CHOOSEGARLANDISD**

# All Education Is **Not** Equal. Are You Choosing The **Best?** **#ChooseGarlandISD**

With school choice a contested issue across the United States, Garland ISD wants to ensure that every family living in the district makes an informed decision. GISD not only offers true choice by allowing families to attend any school in the district—whether it's down the street or across town—but it also boasts 17 selective magnet campuses, access to six different world language options, a free associate degree, over 200 career-training programs, transportation, comprehensive special education services, a 100 percent highly qualified teaching staff, and more.

No other educational entity in the cities of Garland, Rowlett and Sachse can claim this expansive list of options. However, GISD has seen a steady decline in enrollment for the past five years. This comes at a time when the Texas Legislature continues to decrease funding for public schools and competition from popular charter and private schools continues to increase.

Looking ahead to the future, the district knew it must become the area's No. 1 choice, which meant reaching beyond just sharing good news to begin selling the district itself. During the 2017-18 school year, Garland ISD Communications launched its #ChooseGarlandISD campaign with a goal of informing students, staff, parents, businesses and the community about everything the district offers and what sets it apart from other educational options. It utilized many tried and true mediums such as Twitter, websites, billboards and videos but also ventured into first-time territory with print and digital advertising as well.

At the end of the school year, GISD's enrollment numbers were higher than first day, and more than 150 new early childhood students joined the district. Stakeholders also rallied around the hashtag to share why they were proud to live, work and learn in Garland ISD.

## **Research**

The Garland Independent School District exists as a diverse community with a shared vision that serves to provide an exceptional education to all of its students. With a tradition of excellence dating back more than 100 years, GISD spans the cities of Garland, Rowlett and Sachse. It ranks as the second-largest district in Dallas County, fourth-largest in Dallas-Fort Worth and 13th-largest in Texas with more than 56,000 students, 7,500 staff members and 72 campuses. In January 2017, an Interim Superintendent had just taken the reigns of GISD, examining district data, processes and programs. As she worked with the GISD Board of Trustees to chart a path of continued improvement, a demographic study was commissioned to analyze changing populations, economic developments and enrollment numbers. The district's tri-cities all reported, and the information left GISD leadership unsettled.

Data from Census 2010 and Census 2015 showed the number of residents aged 65+ increased 4 percent while all other age ranges decreased 1-2 percent. Enrollment numbers from 2011-16 also revealed a drop of more than 800 students. And, GISD appeared to be one of just two districts in the region with declining enrollment.

The demographic study included projections as well that were based on economic developments. While it appeared that the city of Garland would remain a manufacturing hub without drawing many new young homebuyers, the cities of Rowlett and Sachse promised exciting new growth with lakeside developments and new business opportunities. The enrollment projections included low, mid and high-range scenarios, with both the low and mid ranges continuing GISD's pattern of enrollment decline. The high-range projection, however, included a small but steady growth over the next 10 years.

Armed with these findings, the district began its budget workshops for the 2017-18 school year, which underscored the importance of not only retaining all current GISD students but also attracting young

families to move to the area. The district receives more than \$5,000 in revenue for each student, and budget projections were showing a decrease in state funding of more than \$4 million. Coupled with increased expenditures due to operations and educational innovation, GISD was preparing for a \$14 million shortfall.

Meanwhile, the district continued to receive letters from charter schools with an intent to build within GISD boundaries. On average, one letter was received every month. And, while research showed that most of the plans did not come to fruition, the potential for increased competition made district leadership call for action.

## **Analysis**

The first step was to identify competition already within GISD's tri-cities. This included charter and private schools where district students currently attended or could leave to attend in the future. GISD's Geographic Information Systems Department created a map, which plotted locations not only in Garland, Rowlett and Sachse but also the entire North Texas region. In total, 101 charter schools and 226 private schools were pulling from public school districts' enrollment. Those numbers were five and 12, respectively, within GISD's tri-cities. The district then put names to its competition, such as International Leadership of Texas (ILT), Harmony Science Academy, Harmony School of Innovation, Harmony School of Business, Garland Christian Academy and New World Day School.

The second step was to uncover why families may choose to leave GISD. Implementing an exit survey, the district asked families where they were headed and why. Approximately half of the respondents simply moved out of the area. However, program offerings ranked as a main reason the other half chose to withdraw. Results also showed that the most popular competition schools included ILT and the three Harmony campuses. This meant that GISD needed to understand the draw of charter schools and how the district could combat it.

In April 2017, GISD Communications heard a presentation from BOK Financial Securities during a meeting of the School Public Relations In North Texas group—a regional chapter of the Texas School Public Relations Association. BOK provided an overview of charter school operations in Texas, including how they differ from public schools and a growth plan to reach 1 million students, or approximately 17 percent of Texas' enrollment, by 2025. Upon realizing that GISD's biggest competition came from ILT and Harmony, Communications asked BOK to tailor a presentation specifically for the district's Executive Council. This presentation showed that more than 3,000 students who live within GISD's tri-cities could be attending charter schools, equaling more than \$22 million in lost revenue. It also showed that ILT and Harmony dedicate less resources to providing excellence in education and have higher class sizes in addition to less experienced teachers. BOK then helped break down the charter school's brand, which centers around exclusivity, international curriculum and college readiness. The company also provided tips on how to develop a marketing, branding and student retention/recruitment program.

With the support of GISD leadership, Communications began to plan a campaign like none other. It needed to "sell" the district for the first time in history. While marketing, or sharing information, would be a main component, the overarching goal would be branding. In the words of BOK Financial Securities, "Your brand is the story your stakeholders tell. It needs to match the story you want told."

Communications came up with the campaign #ChooseGarlandISD for three reasons. First, it was intended to capitalize on the school choice movement throughout the U.S. Second, it could signify one of the district's most exclusive attributes, its robust Choice of School program. Lastly, it encouraged conversation through the use of a hashtag.

Campaign strategies included utilizing GISD's in-house graphic designer, videographer and Print Shop to offer a cost-effective, comprehensive campaign. Tapping into the district's social media channels, website and existing digital billboard contract, as well as creating videos and content for pre-scheduled printed

and email newsletters, would provide no-cost options. The GISD Print Shop could then offer unbeatable prices for all other collateral, including the installation of bus ads. But, since having to “sell” the district was uncharted territory, Communications knew it had to utilize new approaches including print and digital advertising. An advertising budget of \$50,000 was set for the first year, with an intent to potentially expand efforts in subsequent years. All other printing costs would be absorbed into yearly operations.

Preparing to launch in July 2017, Communications created an 8.5” by 11” English/Spanish postcard that would be mailed to every home within GISD’s tri-cities—approximately 109,000. The opening statement, “All education is NOT equal. Are you choosing the BEST?” became the campaign’s long-term slogan. It then listed a sampling of what sets the district apart from its competition, including certified teachers and registered nurses at every school, arts and extracurriculars at every grade level, special education services, transportation and more. Because the mailer included a URL for readers to learn more, Communications also created [www.garlandisd.net/choosegarlandisd](http://www.garlandisd.net/choosegarlandisd), which used the same verbiage and provided more in-depth information, as well as hyperlinks to accompanying pages on the district website. To help kick-start awareness, Communications created a bumper sticker/window decal for Principals, Assistant Principals and the GISD Council PTA as well. It featured a graphic representation of the hashtag, which became the campaign’s logo.

## Communication

After the postcard was sent out, the district’s Board of Trustees President talked about it during a board meeting. He commented that GISD had thrown down the gauntlet against charter and private schools and that this was just the beginning. His statement proved entirely true.

Communications began implementing its plan with a tweet that included the postcard and slogan. A video was also created featuring five GISD parents, two of whom were district principals and one who was the Mayor of Garland. This video wove together their testimonials to create a powerful branding piece. “Choice of School is an amazing benefit this district offers that you can’t find anywhere else. For our kids to be able to pick and choose which programs brought out their unique strengths and talents, that’s a step for life. [My daughter’s] education from GISD has her working with seven different languages [in college],” said one of the parents.

Additional videos included a man-on-the-street style piece asking district students and staff why they #ChooseGarlandISD, as well as the nation’s first school district music video. Partnering with Flocabulary to produce “Garland ISD Proud,” the district harnessed the power of hip hop to share its many opportunities and accomplishments. Flocabulary is a resource traditionally used in the classroom to help students learn by pairing information with song. The rap featured in the video was created and performed by Ike Ramos, a Texas educator turned musician who has appeared with Lil Wayne, Ne-Yo, Method Man and Rakim. The chorus was sung by the North Garland High School Express choir and the footage was shot by GISD’s GRS-TV. All three videos can be viewed at [www.youtube.com/garlandisdnews](http://www.youtube.com/garlandisdnews). Together, they have amassed more than 10,000 views.

Following its initial tweet, Communications continued to use the #ChooseGarlandISD hashtag regularly to share brag-worthy news and information via district accounts at [www.twitter.com/gisdnews](http://www.twitter.com/gisdnews) and [www.twitter.com/gisdnoticias](http://www.twitter.com/gisdnoticias). Nearly 50 campaign-specific tweets have been posted since August 2017, with many linking the hashtag to one of more than 150 stories chronicling student and staff success published to the district website during the same time frame. Several tweets have risen to the top of GISD’s accounts in regard to impressions and engagements as well.

Communication’s plan also included strategically utilizing different features of the district’s printed newsletter, ConnectEd, which is mailed quarterly to all 109,000 households within GISD’s tri-cities. This visually rich, magazine-style publication features a main story, photo collage and community poll in addition to top 10 briefs. During 2017-18, every edition spotlighted the #ChooseGarlandISD campaign in a different way. The main story in February 2018 interviewed the family of a high school basketball

standout who was ranked among the top state and national recruits. When asked why they chose to stay in Garland ISD, the family said, "It feels good to know you're surrounded by people who really care. The district offers skills that open the door to unlimited career opportunities. Overall, GISD provides a platform for success!"

The district's e-newsletter offered another avenue to share brag-worthy news and information linking back to the GISD website. It is sent at the beginning of every month to all email addresses within the district's student information management system, as well as to local media contacts. Media coverage throughout 2017-18 resulted in more than 1,000 pieces, including several with links to the #ChooseGarlandISD hashtag.

Tapping into the district's existing digital billboard contract, more than 10 advertisements have run since August 2017. They not only featured the hashtag or URL but also targeted campaign messages referencing college and career readiness, international curriculum, exclusive offerings and more. Each ad ran between two-four weeks along an interstate and state highway, totaling approximately 1-2 million impressions.

This past summer, three bus ads were launched as well. Designed, printed and installed in-house, each one featured an English and Spanish side with the same target messaging. Ten routes were chosen throughout Garland, Rowlett and Sachse to maximize coverage.

Trying out an all-new tactic, Communications created an identity packet. This multifaceted piece was created to make it as easy as possible for realtors to sell houses within the district. GISD's identity packet puts all of the information they may need into one place. A brochure gives a general overview of the district, while four flyers provide in-depth details about GISD's unique Choice of School program, selective magnet campuses, state-of-the-art Career and Technical Center, and more. A fifth flyer contains numerous bragging-type facts, and a sixth flyer introduces district leadership. Because a second purpose of the packet was to inform the community and prospective families about all of the great things happening in GISD, the pocket folder featured a design reminiscent of a yearbook. The intent was to use nostalgia to entice people to pick up the folder in doctor's offices, etc. The district has received several compliments from its target audiences regarding design and usefulness. The packet has also now been translated into Spanish and Vietnamese.

Print and digital advertising provided an additional new tactic. During the campaign's first year, advertisements mirroring the initial postcard were placed in two special sections of *The Dallas Morning News*, "Guide to Charter Schools" and "Guide to Private Schools." The same ads were also placed in two editions of *Dallas Child*, a free monthly parenting magazine available in high-trafficked areas across Dallas County, as well as *The Garland Guide* and *Livability Rowlett*, two magazines targeting businesses and homeowners. From March-September 2018, a 45-second movie theater commercial was shown at three theaters as well, totaling more than 500,000 impressions. And, in August 2018, a one-month geo-fencing program was launched in partnership with CBS 11. It included an email blast, website banners and sponsored social media posts.

To round out its marketing and branding efforts, Communications created separate pieces during GISD's Choice of School selection periods, which included English and Spanish flyers, billboards and bus ads. The Department also helped host the district's inaugural #ChooseGarlandISD Day April 7, 2018. The purpose of this one-day event was to attract more early childhood students before the end of the current school year. Not only would this reduce the amount of students missing instructional time on the first day of school due to last-minute enrollments, but it would also start families in the district at a young age so that they would hopefully finish their entire prekindergarten-12th grade education with GISD. Promotion included a flyer, yard sign, billboard and bus ad produced in both English and Spanish. During the event, staff also sported #ChooseGarlandISD T-shirts and took pictures of all new enrollees as well. More than 150 families signed in to the event to enroll and visit information stations that day.

## Evaluation

Looking back over the district's #ChooseGarlandISD campaign, success can be evidenced in several ways. First and foremost, enrollment figures showed an increase from the first to last days of class in 2017-18. Starting the school year with 54,875 students, end of year numbers grew by nearly 1,500 to 56,210. The number of students who filled out exit surveys saying that they were leaving for a charter school also decreased slightly from the 2016-17 school year.

Staff surveys provide another positive indicator. Polling district employees periodically, one survey question asked respondents whether they were proud to work for GISD. Serving as baseline data before the #ChooseGarlandISD campaign, 2015 responses displayed an 87 percent agreement with that statement. After the #ChooseGarlandISD campaign launch in 2017, 92 percent of district employees said they were proud to work for GISD—an increase of 5 percent.

Perhaps the biggest sign of success, however, is the hashtag itself. #ChooseGarlandISD was truly embraced by the district and its tri-cities. Tracking from November 2018-March 2019 produced approximately 1,000 tweets. While hashtag analytics were not tracked from the beginning of the campaign, the average of 200 uses per month could potentially mean a total of 4,000 tweets. This shows that GISD students, staff, parents and community members want to spotlight the district's exceptional education and have become brand ambassadors.

Additional indicators include website and digital advertising analytics. Because [www.garlandisd.net/choosegarlandisd](http://www.garlandisd.net/choosegarlandisd) was included in advertisements, print and digital collateral, etc., whenever possible, the URL garnered more than 7,500 page views during the first year of the campaign. CBS 11's sponsored social media posts and website banners also delivered nearly 130,000 impressions while its email blast delivered more than 150,000 impressions.

And, #ChooseGarlandISD-specific media coverage spanned the district's tri-cities. The local *Rowlett Lakeshore Times* newspaper published a story featuring the district's partnership with Flocabulary to create the first-ever school district music video. GISD's Superintendent was also interviewed on a local radio station by a Sachse City Councilman. And, the Garland Chamber of Commerce ran a full spread of district information in its 2018 *Garland Guide* publication, which is distributed to approximately 9,000 businesses and homes throughout the city.

While GISD counts its campaign a success, the district's efforts are far from over. Data from the beginning of 2018-19 shows additional students transferred to competing schools, and projections continue to show a trend of enrollment decline.

The #ChooseGarlandISD brand is just getting started, though, and will continue to grow. Communications has launched a new yearlong movie theater commercial and has added *Suburban Parent* magazine to its list of print advertisements. Because a brand is built by the interactions that stakeholders have with an organization, Communications is also hosting community groups such as Leadership Garland, Rowlett and Sachse in order to give them insight into the innovation occurring across GISD, as well as positive stories to share with family, coworkers and friends. But, as efforts increase, so do budget costs. For this reason, Communications has not renewed its advertisements with *The Dallas Morning News* and *Dallas Child* in 2018-19.

# DEMOGRAPHIC STUDY

Garland ISD commissioned a demographic study to analyze the population within its tri-cities, as well as enrollment trends. Data showed that the district's population was aging and that enrollment numbers had decreased approximately 800 students since 2011. GISD was also one of just two districts in the region with declining enrollment, which meant that retaining every student was necessary. New discussions began about a push to attract new families to the area as well.

## Demographic Analysis and Enrollment Projections for the Garland Independent School District

2016-2017 Update

May 23, 2017

Principal Investigator:  
Dennis D. Harner, Ph.D.

Table 3. Recent Demographic Trends, Garland ISD

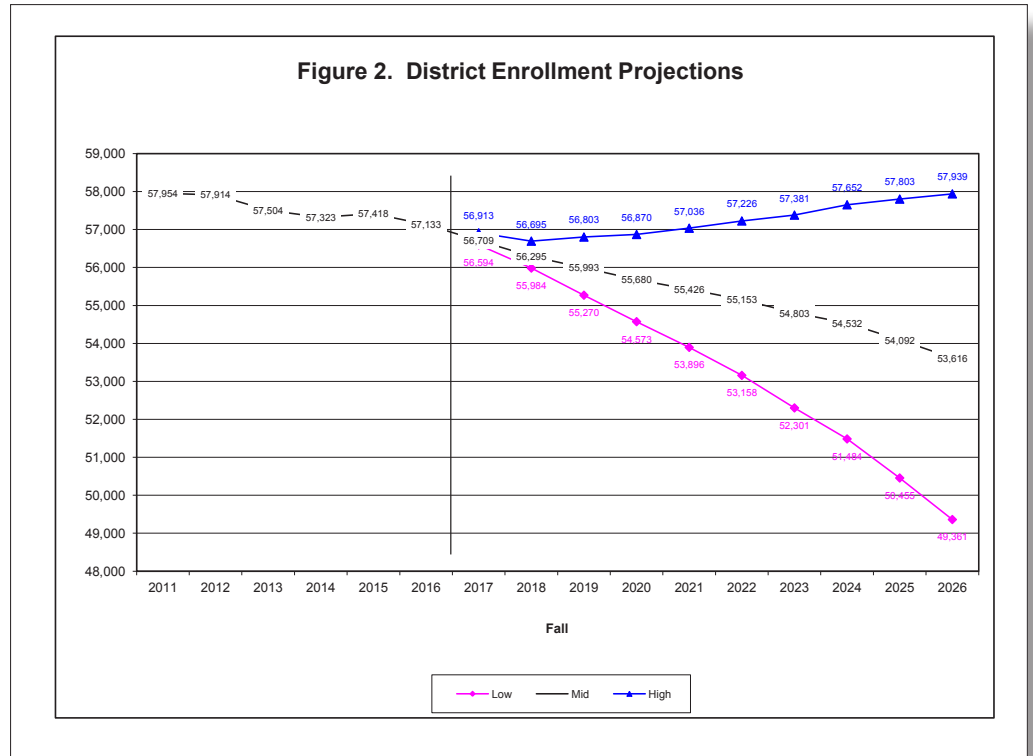
	Garland ISD Annual Survey Results						Total USA
	2010	2011	2012	2013	2014	2015	
<b>Total Population</b>	279,097	283,890	290,761	285,335	295,965	287,764	321,498,888
<b>Age</b>							
0-4	34.0	32.0	34.0	34.1	35.8	35.2	34.4
5-9	7.8%	8.8%	8.9%	7.1%	8.4%	7.1%	7.2%
10-14	20.9%	20.8%	21.9%	21.4%	20.6%	19.6%	19.0%
15-19	64.2%	62.8%	62.4%	62.2%	62.4%	61.9%	62.4%
20-24	7.9%	8.7%	9.4%	9.3%	10.6%	11.4%	11.7%
<b>Race/Ethnicity</b>							
Hispanic	38.3%	36.9%	36.9%	37.3%	38.9%	34.9%	38.9%
Non-Hispanic White	29.2%	37.8%	33.4%	36.2%	38.9%	38.2%	42.9%
Non-Hispanic Black	14.2%	11.8%	10.3%	14.8%	12.5%	16.3%	11.7%
Non-Hispanic Asian	7.8%	9.9%	9.7%	7.1%	7.7%	8.6%	11.7%
Non-Hispanic Other	3.2%	4.2%	3.6%	3.8%	2.9%	2.3%	17.6%
<b>Economy</b>							
Median Household Income	\$69,804	\$55,273	\$55,012	\$51,076	\$56,696	\$60,691	\$66,653
Median Family Income	\$68,421	\$69,346	\$69,054	\$66,656	\$70,758	\$74,509	\$78,802
Median Per Capita Income	\$64,008	\$61,173	\$60,338	\$57,490	\$63,669	\$66,582	\$70,378
Unemployed Civilians	\$73,264	\$72,010	\$71,973	\$72,071	\$76,541	\$79,366	\$88,200
<b>Workers by Industry</b>							
Manufacturing	8.9%	11.2%	9.2%	8.0%	9.3%	4.1%	5.8%
Construction	11.8%	8.6%	9.3%	8.0%	10.3%	8.7%	6.4%
Retail	2.7%	3.1%	3.0%	3.4%	2.6%	3.3%	3.0%
Healthcare	6.3%	11.5%	12.0%	11.4%	11.9%	11.7%	11.0%
Education	2.7%	3.4%	4.8%	4.8%	5.2%	4.7%	5.7%
Government	11.4%	8.9%	16%	3.7%	11.9%	11.7%	11.0%
Professional	21.0%	11.9%	9.9%	8.9%	2.3%	3.4%	5.7%
Transportation	8.9%	8.9%	9.9%	11.2%	7.4%	7.9%	18%
Information	1.6%	1.6%	1.6%	2.0%	1.3%	1.6%	2.7%
Arts and Entertainment	0.8%	0.8%	0.2%	7.8%	0.9%	2.3%	11.4%
Other	2.4%	6.0%	6.2%	7.6%	8.6%	7.3%	11.3%
Unemployed	2.0%	2.2%	2.6%	2.9%	6.5%	9.1%	22.9%

Table 5. Historic Enrollment Data

Enrollment by Grade and Year	Grade												All	EE-6	6-8	9-12				
	5th	6th	7th	8th	9th	10th	11th	12th	4006	57,954	27,517	12,886					17,251			
Fall	2419	4087	4288	4202	4199	4207	4120	4251	4381	4256	4280	4350	4287	4706	4396	4156	57,914	27,754	12,754	17,372
2011	2471	4250	4138	4317	4207	4120	4251	4381	4256	4280	4350	4287	4706	4396	4156	57,914	27,754	12,754	17,372	
2012	2287	4129	4261	4166	4259	4198	4157	4179	4167	4230	4406	4691	4451	4285	3965	57,323	27,149	12,893	17,695	
2013	2097	3883	4251	4262	4214	4210	4232	4273	4212	4212	4269	4868	4499	4218	4110	57,418	27,030	12,893	17,695	
2014	2122	3695	4050	4354	4308	4228	4273	4223	4286	4233	4243	4751	4541	4237	4095	57,133	26,787	12,762	17,584	
2015	2122	3695	4050	4354	4308	4228	4273	4223	4286	4233	4243	4751	4541	4237	4095	57,133	26,787	12,762	17,584	
2016	2216	3647	3860	4093	4390	4358	4223													
<b>Year-to-Year Absolute Change</b>																				
Fall to Fall	PK	KG	KG+1	1-2	2-3	3-4	4-5	5-6	6-7	7-8	8-9	9-10	10-11	11-12	All					
2011-2012	53	163	51	29	5	-79	10	-16	-7	17	356	-287	-277	-123	-40					
2012-2013	-184	-246	122	1	48	-49	34	-30	51	47	423	-302	-291	-142	-181					
2013-2014	-190	-246	122	1	48	-49	34	-30	51	47	423	-302	-291	-142	-181					
2014-2015	25	-188	167	103	46	14	63	-30	21	31	482	-192	-233	-163	-286					
2015-2016	94	-48	165	43	36	50	-5	36	-25	18	23	440	-275	-240	-143	-164				
Avg. last 5	-41	-88	103	41	15	-15	36	-25	18	23	440	-275	-240	-143	-164					
Avg. last 2	60	-116	166	73	41	32	29	-4	33	35	473	-260	-248	-169	-95					

# ENROLLMENT PROJECTIONS

Along with the demographic and enrollment study, Garland ISD received projections for the future. Two out of three scenarios continued the declining enrollment trend. But, since new developments were scheduled in two of the district's three cities, one scenario reversed that trend. GISD was committed to doing everything possible to try and meet the high-range projections.



**Table 6. District Projections**

Low Range																		
Fall	EE-PK	KG	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	All	EE-5	6-8	9-12
2017	2186	3599	3750	3901	4108	4375	4387	4198	4304	4256	4683	4476	4293	4078	56,594	26,306	12,758	17,530
2018	2156	3551	3702	3791	3916	4093	4404	4362	4216	4327	4696	4408	4228	4134	55,984	25,613	12,905	17,466
2019	2126	3503	3654	3743	3806	3901	4122	4379	4380	4239	4767	4421	4160	4069	55,270	24,855	12,998	17,417
2020	2096	3455	3606	3695	3758	3791	3930	4097	4397	4403	4679	4492	4173	4001	54,573	24,331	12,897	17,345
2021	2066	3407	3558	3647	3710	3743	3820	3905	4115	4420	4843	4404	4244	4014	53,896	23,951	12,440	17,505
2022	2036	3359	3510	3599	3662	3695	3772	3795	3923	4138	4860	4568	4156	4085	53,158	23,633	11,856	17,669
2023	2006	3311	3462	3551	3614	3647	3724	3747	3813	3946	4578	4585	4320	3997	52,301	23,315	11,506	17,480
2024	1976	3263	3414	3503	3566	3599	3676	3699	3765	3836	4386	4303	4337	4161	51,484	22,997	11,300	17,187
2025	1946	3215	3366	3455	3518	3551	3628	3651	3717	3788	4276	4111	4055	4178	50,455	22,679	11,156	16,620
2026	1916	3167	3318	3407	3470	3503	3580	3603	3669	3740	4228	4001	3863	3896	49,361	22,361	11,012	15,988
Mid-Range																		
Fall	EE-PK	KG	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	All	EE-5	6-8	9-12
2017	2099	3650	3782	3917	4121	4399	4391	4209	4312	4262	4700	4484	4297	4086	56,709	26,359	12,783	17,567
2018	2073	3605	3784	3839	3945	4130	4431	4376	4234	4341	4719	4432	4240	4146	56,295	25,807	12,951	17,537
2019	2126	3697	3739	3941	3867	3954	4162	4417	4402	4263	4797	4451	4188	4089	55,993	25,386	13,082	17,525
2020	2120	3687	3832	3796	3869	3875	3986	4148	4442	4431	4720	4530	4207	4037	55,680	25,185	13,021	17,494
2021	2121	3688	3821	3889	3824	3876	3908	3972	4173	4471	4887	4452	4286	4056	55,426	25,129	12,616	17,881
2022	2121	3689	3822	3878	3917	3833	3910	3893	3997	4202	4928	4620	4208	4135	55,153	25,170	12,092	17,891
2023	2122	3690	3823	3879	3906	3925	3865	3896	3919	4026	4658	4680	4376	4057	54,803	25,210	11,841	17,752
2024	2122	3691	3824	3880	3907	3915	3958	3851	3921	3948	4483	4391	4416	4225	54,532	25,297	11,720	17,515
2025	2123	3692	3825	3881	3908	3916	3947	3943	3876	3950	4404	4215	4147	4265	54,092	25,292	11,769	17,031
2026	2123	3693	3826	3882	3909	3917	3948	3933	3969	3905	4407	4137	3971	3996	53,616	25,298	11,807	16,511
High Range																		
Fall	EE-PK	KG	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	All	EE-5	6-8	9-12
2017	2109	3700	3813	3933	4134	4422	4394	4219	4319	4268	4716	4491	4301	4094	56,913	26,505	12,806	17,602
2018	2085	3658	3866	3886	3974	4166	4458	4390	4252	4354	4741	4456	4251	4158	56,695	26,093	12,996	17,606
2019	2218	3891	3824	3939	3927	4006	4202	4454	4423	4287	4827	4481	4216	4108	56,803	26,007	13,164	17,632
2020	2233	3918	4057	3897	3980	3959	4042	4198	4487	4458	4760	4567	4241	4073	56,870	26,086	13,143	17,641
2021	2262	3968	4084	4130	3938	4012	3995	4038	4231	4522	4931	4500	4327	4098	57,036	26,389	12,791	17,856
2022	2290	4018	4134	4157	4171	3970	4048	3991	4071	4266	4995	4671	4260	4184	57,226	26,788	12,328	18,110
2023	2319	4068	4184	4207	4198	4203	4006	4044	4024	4106	4739	4735	4431	4117	57,381	27,185	12,174	18,022
2024	2347	4118	4234	4257	4248	4230	4239	4002	4077	4059	4579	4495	4288	4117	57,652	27,673	12,138	17,841
2025	2376	4168	4284	4307	4298	4280	4286	4235	4035	4112	4532	4319	4239	4352	57,803	27,979	12,382	17,442
2026	2404	4218	4334	4357	4348	4330	4316	4262	4268	4070	4585	4272	4079	4096	57,939	28,307	12,600	17,032



# BUDGET PROJECTIONS

## 2017-18 Proposed General Fund Budget

<b>Estimated Total Revenue</b>	<b>\$ 448,133,283</b>
Estimated Payroll	\$ 384,819,624
Estimated Non-payroll	\$ 77,991,183
<b>Estimated Total Expenses</b>	<b>\$ 462,810,807</b>
Change in Fund Balance	\$ (14,677,524)
End of Year Transfer Out	\$ (10,250,000)
<b>Change in Fund Balance After End of Year Transfer Out</b>	<b>\$ (24,927,524)</b>

Estimated Payroll expenses decreased by (\$39,000) as a result of a reduction of two bus drivers.

Estimated non-payroll expenses were adjusted (increased) to capture one million for roof replacements

The decrease to fund balance shown above is before any pay raise consideration.

## EXPENDITURES - INCREASE

• Salary Increase	\$7,600,000
• FTE's (New Positions) Added	\$4,531,062
• Balanced Literacy	\$3,485,011
• Department and Campus Requests	\$4,981,307
• One Time Requests (for 17-18 only)	\$833,325
• Roof Replacements	\$3,200,000
• Budget Reductions - Strategic Abandonment	(\$1,374,850)
• Increase in TRS- Care Contribution (.55% to .75%)	\$370,000
• TRS- On Behalf (offset by revenues)	\$600,000
• Contingency (CCC, Unpaid Meals, Legal, Facilities)	\$1,289,000
<b>TOTAL INCREASE TO BUDGET</b>	<b>\$25,514,855</b>

## COMPARISON TO PRIOR YEAR REVENUE

	2016-17	2017-18	Change	% Change
Local	\$162,030,206	\$176,744,264	\$14,714,058	
State	\$299,575,893	\$295,221,323	(\$4,354,570)	
Federal	\$800,000	\$1,700,000	\$900,000	
<b>Total Revenue</b>	<b>\$462,406,099</b>	<b>\$473,665,587</b>	<b>\$11,259,488</b>	

## COMPARISON TO PRIOR YEAR EXPENDITURES

	2016-17	2017-18	Change	% Change
Payroll	\$400,918,562	\$414,695,487	\$13,776,925	3.4%
Contracted Services	\$35,190,006	\$42,296,186	\$7,106,180	20.2%
Supplies & Materials	\$22,806,609	\$27,079,392	\$4,272,783	18.7%
Other Operating	\$7,471,434	\$7,785,141	\$313,707	4.2%
Capital Outlay	\$109,341	\$154,601	\$45,260	41.4%
<b>Total Expenditures</b>	<b>\$466,495,952</b>	<b>\$492,010,807</b>	<b>\$25,514,855</b>	<b>5.5%</b>

While demographic and enrollment studies were ongoing, Garland ISD began its budget workshops for 2017-18. These painted a dire picture of what could become the new reality if the district continued to lose students. A projected shortfall of more than \$14.5 million would mean dipping into GISD's Fund Balance. This shortfall was caused by less money from the state and ADA, as well as increased costs of operations and educational innovation. The projection also did not include a raise for staff, which had been possible for several years prior.

# POTENTIAL COMPETITION



## GOLDEN RULE SCHOOLS, INC.

District Office:  
2002 W. Illinois Ave. #6 Dallas, TX 75232  
Tel: 214-433-8330 or Fax: 214-333-9338  
[www.goldenruleschools.org](http://www.goldenruleschools.org)

March 29, 2018

Dr. Ricardo Lopez, Superintendent  
Garland ISD  
501 S. Jupiter Rd.  
Garland, TX 75042

Larry H. Gluck, Board President  
Garland ISD  
301 S. Jupiter Rd.  
Garland, TX 75042

Dear Superintendent and/or Board President:

This is to inform you that our charter school intends to submit an expansion amendment request for consideration by the commissioner of education to add a new campus.

Golden Rule Charter School  
County District # 057835  
1809 Cheyenne Rd  
Dallas, TX 75217

As part of the amendment process, charter schools are required to notify any school districts that are likely to be affected by the new campus. Please see the enclosed Statement of Impact form regarding the proposed new campus.

The enclosed form may be completed by any district that may be affected, signed by the district's superintendent or board of trustee's board president, and submitted electronically to the Texas Education Agency, Charter Schools Division at [CharterAmendments@tea.texas.gov](http://CharterAmendments@tea.texas.gov).

Sincerely,

Chair of the Charter Holder Governing Body

"Educating Tomorrow's Leaders Today"

"Educando Con Calidad De Mañana Hoy"



## A.W. BROWN LEADERSHIP ACADEMIES

March 21, 2018

Dear Superintendent and/or Board President:

This is to inform you that our charter school intends to submit an expansion amendment request for consideration by the commissioner of education to add a new campus.

A.W. Brown Leadership Academies  
057-816  
8701 Red Bird Center Drive, Dallas, TX 75237

As part of the amendment process, charter schools are required to notify any school districts that are likely to be affected by the new campus. Please see the enclosed Statement of Impact form regarding the proposed new campus.

The enclosed form may be completed by any district that may be affected, signed by the district's superintendent or board of trustee's board president, and submitted electronically to the Texas Education Agency, Charter Schools Division at [CharterAmendments@tea.texas.gov](http://CharterAmendments@tea.texas.gov).

Sincerely,

  
George Collins  
Board President



## INTERNATIONAL LEADERSHIP OF TEXAS

Tuesday, January 31, 2017

Delivered by CERTIFIED MAIL

Superintendent  
Garland ISD  
501 S. Jupiter  
Garland, TX 75042-7108

Dear Superintendent and President of the District's Governing Body:

This is to inform you that the following charter school intends to submit an amendment request to the commissioner of education:

Charter School:	International Leadership of Texas
County-District #:	037841
Charter School Address:	1829 N. Glassville Drive, Suite 100, Richardson, TX 75081

As part of the amendment process, charter schools are required to notify any districts that are likely to be affected by the change. The enclosed Statement of Impact form indicates the type of amendment request being made.

Specifically, Texas Education Agency guidelines require that the Statement of Impact form be sent to each district that may be affected. Information is requested if the proposed change may adversely impact a district financially or if the proposed change may impact the student enrollment of a district in a manner that impairs the district's ability to comply with a court order. The enclosed form may be completed by any district that may be affected, signed by the district's board president and superintendent, and returned to the Texas Education Agency, Charter Schools Division, 1701 North Congress Avenue, Austin, Texas 78701-1404.

Please review the enclosed form and notify the Texas Education Agency if your district will be impacted by the request.

Sincerely,

*Curtis Donaldson*

Curtis Donaldson  
President of the Board of Directors  
International Leadership of Texas

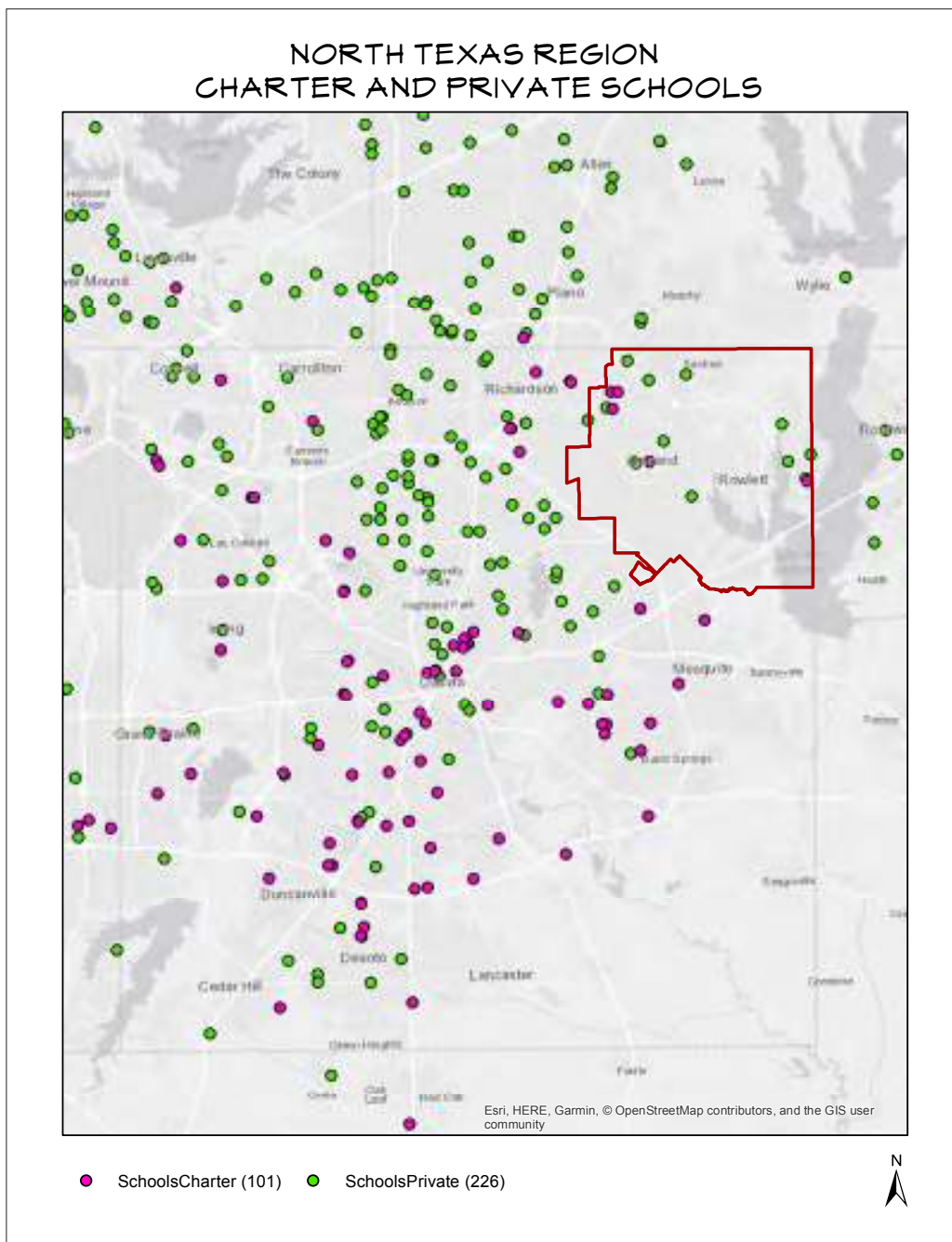
Encl. Form "Statement of Impact / AMENDMENT" (quantity filed; two page)

Exhibit A: List of Independent School Districts to be added by expansion of the geographic boundary of International Leadership of Texas pursuant to Charter Amendment Request

Exhibit B: List of proposed new International Leadership of Texas campuses and their locations and effective dates to be attached pursuant to Charter Amendment Request

Every time a charter school is thinking about opening a location within Garland ISD's boundaries, the district's Superintendent receives a letter of intent. While many do not come to fruition, the letters average about one a month. This prevalence of possible competition, coupled with a dire need to retain and attract students, led GISD to develop its #ChooseGarlandISD campaign.

# ASSESSING THE COMPETITION



Garland ISD's Geographic Information Systems Department created a map of charter and private schools in the area, allowing the district to see its competition. While the map showed approximately 17 campuses within district boundaries, four of them seemed to be the most popular: International Leadership of Texas, Harmony Science Academy, Harmony School of Innovation and Harmony School of Business. GISD staff then visited a few of these campuses to see what they had to offer. One staff member reported that pizza was ordered for students' lunch and at least one class consisted of students straightening each other's hair in the library.

# EXIT SURVEY

#ChooseGarlandISD Exit Survey

Q2 Which Garland ISD campus did they last attend?

Answered: 104 Skipped: 0

#	RESPONSES	DATE
1	Herfurth Elementary	10/28/2018 6:28 PM
2	Weeb middle school	9/4/2018 11:17 AM
3	Abbett	9/3/2018 9:58 PM
4	Rowlett high school	9/1/2018 8:13 PM
5	Abbett elementary	8/30/2018 1:23 PM
6	Club Hill	8/28/2018 10:01 AM
7	attends DISD- Dealey Montessori and International Academy	8/28/2018 5:45 AM
8	North Garland HS	8/27/2018 7:34 PM
9	Ethridge Elementary	8/27/2018 6:56 PM
10	Rowlett high school	8/27/2018 6:51 PM
11	SOUTHGATE ELEMENTARY	8/27/2018 3:57 PM
12	Coyle Middle School	8/27/2018 10:35 AM
13	Shugart Elementary	8/27/2018 10:34 AM
14	Shugart Elementary	8/27/2018 10:33 AM
15	Rowlett High School	8/27/2018 10:32 AM
16	SGHS	8/27/2018
17	Naaman Forest High School	8/26/2018
18	None	8/25/2018
19	Armstrong	8/25/2018
20	Hudson	8/25/2018
21	Sellers Middle School	8/25/2018
22	Bussey Middle School	8/24/2018
23	South Garland HS	8/24/2018
24	CR Lyles middle School	8/24/2018
25	Seller's Magnet Middle School	8/24/2018
26	Jackson Middle school	8/24/2018
27	Dorsey Elementary	8/24/2018
28	Rowlett HS	8/24/2018
29	Garland Classical	8/24/2018
30	BULLOCK ELEMENTARY	8/24/2018
31	Rowlett HS	8/24/2018
32	Florece Parsons Pre K	8/24/2018
33	lakeview centennial	8/24/2018
34	North garland	8/24/2018
35	Katherine Stephens Elementary	8/24/2018

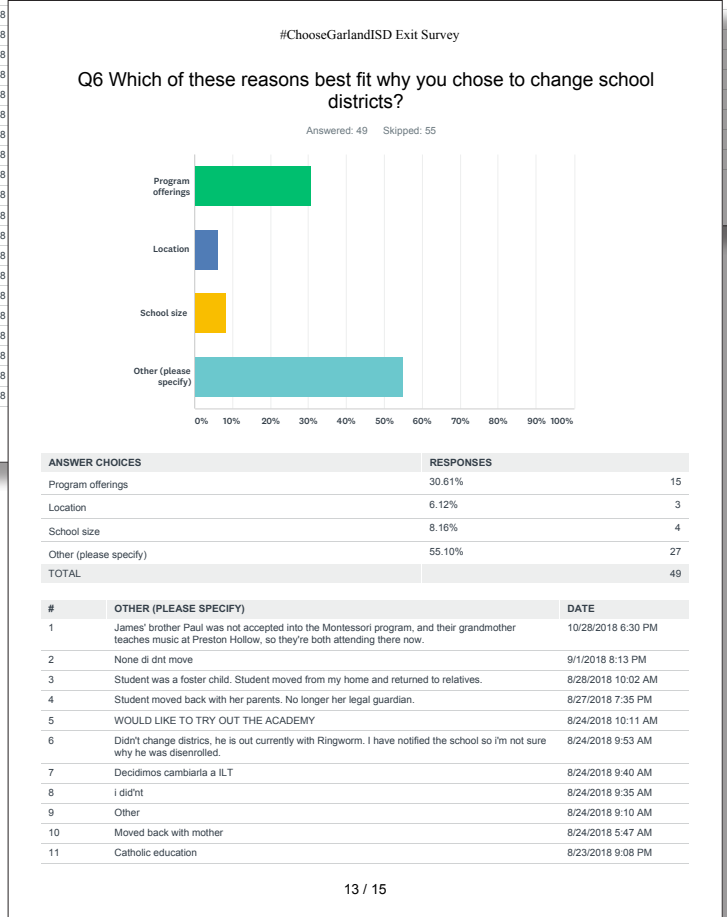
4 / 15

#ChooseGarlandISD Exit Survey

Q1 Student's First and Last name

Answered: 104 Skipped: 0

#	RESPONSES	DATE
1	James Mazur	10/28/2018 6:28 PM
2	Yonathan Getachew	9/4/2018 11:17 AM
3	Michael Tran	9/3/2018 9:58 PM
4	Austin philip	9/1/2018 8:13 PM
5	Diana Diaz Ortiz	8/30/2018 1:23 PM
6	Kaiden Fisher	8/28/2018 10:01 AM
7	Taylor Johnson	8/28/2018 5:45 AM
8	Denise Gonzalez Santiago	8/27/2018 7:34 PM
9	Vy Dang	8/27/2018 6:56 PM
10	Emily Esparza	8/27/2018 6:51 PM
11	MICHAEL BROWN	8/27/2018 3:57 PM
12	Sara Ramirez	8/27/2018 10:35 AM
13	Ava Torres	8/27/2018 10:34 AM
14	Adela Torres	8/27/2018 10:33 AM
15	Anica Murillo	8/27/2018 10:32 AM
16	Alexander Rivera	8/27/2018 6:26 AM
17	Maya Darnell	8/26/2018 6:20 PM
18	Shiva Sathya Hiremath	8/25/2018 5:53 PM
19	Riley Walker	8/25/2018 3:54 PM
20	Jaden Walker	8/25/2018 3:53 PM
21	Abigail Hernandez	8/25/2018 7:18 AM
22	Tykeisha Tillman	8/24/2018 6:14 PM
23	Nicholas McIntire	8/24/2018 4:27 PM
24	Christian VanZandt	8/24/2018 4:12 PM
25	Ethan Nguyen	8/24/2018 2:46 PM
26	Bernie Rayo Ortiz	8/24/2018 2:20 PM
27	Mia Solis	8/24/2018 1:18 PM



Garland ISD wanted to fully understand why its families may choose to leave district schools, so an exit survey was created. Questions asked which GISD school students currently attended and where they were now headed, as well as why they were choosing to leave. Approximately half of the respondents moved out of the area. However, program offerings was a main reason the other half chose to withdraw. This meant the district needed to spread the word that it had the same and even more programs to offer than competing private and charter schools.

# EXPERT ADVICE

After hearing BOK Financial Securities present an overview of the competition arising from charter schools across the Dallas-Fort Worth metroplex, Garland ISD asked the company to tailor information specifically for the district. This helped GISD learn more about the differences between the two educational options, as well as how charter schools have built their brand. BOK offered several eye-opening statistics, including a potential loss of \$22 million from student transfers, which helped unite the district behind its #ChooseGarlandISD campaign.

**GISD**

**Overview of Texas Open-Enrollment Charter Schools Marketing, Branding and Student Retention/Recruitment**

Provided by  
**BOK FINANCIAL SECURITIES**  
Tuesday, June 6, 2017

Securities, insurance and advisory services offered through BOK Financial Securities, Inc., member FINRA/SIPC and a subsidiary of BOK Financial Corporation. BOK Financial Securities is not a bank. BOK Financial Securities is not FDIC insured. NOT A BANK GUARANTEE. MAY LOSE VALUE.

**Texas School Districts and Open-Enrollment Charter Schools - General Differences**

- A school district must continually educate “low performing” students and a charter school may voluntarily close an “improvement required” campus or ask for “alternative academic accountability status” to protect its perceived educational quality;
- School district Boards of Trustees are elected by their community and charter schools appoint their governing board;
- School districts are required to receive community approval to issue bonds and charter schools may issue bonds to construct school facilities in the same school district without community approval;
- School districts have a debt limit (i.e. “50-Cent Debt Test”) and charter schools do not have a debt limit;
- School districts do not typically charge “student fees” and various charter schools charge student fees for uniforms, computers (e.g. Chromebook), athletics, clubs/organizations and the ability to wear jeans;

are typically one of the largest employers in a community and the “quality of life” consideration for many current and future residents. As such, your school district is an economic driver of the success of your community and the perception of a school community.

**The “Brand” of Texas Charter Schools**

- ❑ **“Status”**
  - **Exclusivity** – Only a few students win the “lottery”
  - **Accomplishment** – My child was “accepted.”
  - **Select/Specialized** – “College Preparatory”, “Tuition Free”
  - **World Class Education** – “International Curriculum”
- ❑ **How parents make “school choice” decisions:**
  - 47% of parents enroll their child in a school without seeking information.
  - 80+% of public school parents rely upon friends and other parents to help them make their decision.
  - 59% of public school parents were likely to discuss school options with friends.
  - Most parents make decisions based upon perception and emotion.

**Students Within Certain Region 10 ESC School Districts Transferring to Charter Schools - Year 2016/17**

- ❑ The following summarizes the number of students transferring to charter schools during year 2016/17 within certain Region 10 ESC school districts.
- ❑ With the average State funding per student equal to \$9,027, charter schools currently receive approximately \$573 million of State funds in Region 10 ESC.

**Summary of Students Within Certain Region 10 ESC School Districts Transferring to Charter Schools - Year 2016/17**

School District	Public Education	Life School	Homeschool	Responsive Education	Texas Gift Academics	Washburne Faith Family Academics	International Leadership Academy	A.W. Brown Fellowship Leadership Academy	KIPP Dallas-Fort Worth	Trinity Public Prep	Universal Prep	Advantage Academy	Other	Total
Dallas ISD	7,817	1,802	---	---	---	---	---	---	---	---	---	---	---	9,619
Frisco ISD	1,542	6	---	---	---	---	---	---	---	---	---	---	---	1,548
Garland ISD	609	N/A	1,144	349	9	2,188	207	18	1,803	1,771	1,544	55	426	10,744
Grand Prairie ISD	596	N/A	---	---	---	---	---	---	---	---	---	---	---	596
Irving ISD	457	1,015	353	546	665	---	---	---	---	---	---	---	---	3,976
DeSoto ISD	217	376	76	72	N/A	---	---	---	---	---	---	---	---	661
Colleyville ISD	158	---	283	31	---	---	---	---	---	---	---	---	---	472
Lancaster ISD	245	495	283	31	---	---	---	---	---	---	---	---	---	1,054
Menard ISD	140	964	95	80	31	79	432	26	---	---	---	---	---	2,681
Richardson ISD	39	6	17	17	10	24	---	---	---	---	---	---	---	103
Plano ISD	9	N/A	141	225	64	16	25	122	28	5	9	549	307	2,997
Dallas	11	---	527	149	115	38	---	---	---	---	---	---	---	1,800
Other	248	N/A	391	149	19	---	---	---	---	---	---	---	---	1,800
<b>Total</b>	<b>12,128</b>	<b>5,016</b>	<b>5,520</b>	<b>3,883</b>	<b>2,634</b>	<b>2,542</b>	<b>2,537</b>	<b>2,242</b>	<b>1,974</b>	<b>1,829</b>	<b>1,706</b>	<b>1,487</b>	<b>15,403</b>	<b>63,500</b>

Note: “N/A” represents fewer than five (5) students. Source: Texas Education Agency – PEIMS Transfer Reports

# PROJECT AND BUDGET PLANNING

#ChooseGarlandISD smartshoed

Task Name	Status	Budget	Assigned To	Due Date	Notes
<b>#ChooseGarlandISD</b>		<b>\$121,400</b>			
<b>Launch postcard</b>		<b>\$17,000</b>			<b>8.31.11, double-sided English/Spanish</b>
Design	Complete		Tiffany Veno	8/22/11	
Printing	Complete		David Papp	8/22/11	
<b>Web page</b>		<b>\$0</b>			
Design	Complete		Amanda Clappitt	8/22/11	
Printing	Complete		David Papp	8/22/11	
<b>Track analytics</b>		<b>\$0</b>			<a href="http://www.garlandisd.net/choosegarlandisd">www.garlandisd.net/choosegarlandisd</a>
Design	In Progress		Loanika Pheon		
Printing	Complete		David Papp	8/22/11	
<b>Twitter</b>		<b>\$0</b>			
Design	Complete		Claren Rodriguez	8/22/11	
Printing	Complete		David Papp	8/22/11	
<b>Ongoing tweets</b>		<b>\$0</b>			<b>At least once a month</b>
Design	In Progress		Tiffany Veno		
<b>Video</b>		<b>\$0</b>			
Design	Complete		David Papp	8/22/11	
Printing	Complete		David Papp	8/22/11	
<b>Billboards</b>		<b>\$0</b>			
Design	Complete		Tiffany Veno	8/22/11	
Printing	In Progress		Tiffany Veno		<b>Run one whenever space in rotation allows</b>
<b>Newsletters</b>		<b>\$0</b>			<b>Printed and e-news</b>
Design	Complete		Tiffany Veno	8/22/11	

Page 1 of 3

Task Name	Status	Budget	Assigned To	Due Date	Notes
<b>2019</b>		<b>\$3,000</b>		<b>06/03/19</b>	<b>1/2 page</b>
Design	Complete		Tiffany Veno	5/22/19	
Printing	Complete		David Papp	5/22/19	
<b>Dec. Dec.</b>		<b>\$50,000</b>		<b>12/17/18</b>	<b>30 sec. spot, Garland, Rockwall and Wylie theaters</b>
Design	In Progress		Tiffany Veno		
Printing	Complete		David Papp	8/22/11	
<b>Choice of School</b>		<b>\$1,000</b>			
Design	Complete		Tiffany Veno	8/22/11	
Printing	Complete		David Papp	8/22/11	
<b>#ChooseGarlandISD Day</b>		<b>\$2,000</b>		<b>04/07/18</b>	
Design	Complete		Tiffany Veno	3/22/18	
Printing	Complete		David Papp	3/22/18	

Page 2 of 3

Task Name	Status	Budget	Assigned To	Due Date	Notes
<b>Identity packet</b>		<b>\$2,200</b>			
Design	Complete		Tiffany Veno	8/22/11	
Printing	Complete		David Papp	8/22/11	
<b>Leadership Garland, Rowlett and Sachse</b>		<b>\$500</b>			<b>Oct. 22, Feb. 26 and April 15</b>
Design	In Progress		Tiffany Veno		
Printing	Complete		David Papp	8/22/11	

Page 3 of 3

With an in-house graphic designer, videographer and Print Shop, Garland ISD knew it had several resources to launch a comprehensive campaign. Planning began with the most cost-effective strategies. Tapping into the district's social media channels, website and existing digital billboard contract, as well as creating videos and content for pre-scheduled printed and email newsletters, would provide no-cost options. The GISD Print Shop could then offer unbeatable prices for all other collateral, including the installation of bus ads. But, since having to "sell" the district was uncharted territory, GISD knew it had to utilize new approaches including print and digital advertising. An advertising budget of \$50,000 was set for the first year, with an intent to potentially expand efforts in subsequent years. All other printing costs would be absorbed into yearly operations.

# PREPARING TO LAUNCH

#CHOOSEGARLANDISD



All education is **NOT** equal.

Are you choosing the **BEST**?

Only **ONE CHOICE** offers all this and more:

- ✓ Free public schools
- ✓ Certified, experienced teachers & registered nurses at every school
- ✓ Selective magnets
- ✓ Arts & extracurriculars, PreK-12
- ✓ Free PSAT, SAT & AP tests
- ✓ Hundreds of career training programs
- ✓ Special Education services
- ✓ Bilingual/Dual-Language programs
- ✓ Guidance & Counseling services
- ✓ Transportation



#ChooseGarlandISD

Learn more by visiting [www.garlandisd.net](http://www.garlandisd.net)



Preparing to kick off its #ChooseGarlandISD campaign, the district created an 8.5" by 11" postcard to be mailed to every home within GISD boundaries--approximately 109,000. The mailer singled out several things that set the district apart from other educational options in the area and also included a web address to learn more. The [#ChooseGarlandISD web page](#) deliberately features the same verbiage used in the mailer and provides more in-depth information, as well as hyperlinks to accompanying district website pages. As the first #ChooseGarlandISD promotional item, a sticker/window decal was handed out to Principals, Assistant Principals and the district's Council PTA. Due to its success, GISD has purchased additional promotional items, including umbrellas and pocket notebooks.

# MARKETING AND BRANDING

Our students are college and career **READY.**



#ChooseGarlandISD

Nuestros alumnos están **PREPARADOS** para una carrera universitaria o profesional.



#ChooseGarlandISD

**SIX LANGUAGE OPTIONS**  
AMERICAN SIGN LANGUAGE • FRENCH • GERMAN  
LATIN • MANDARIN CHINESE • SPANISH  
#CHOOSEGARLANDISD

**Art at every campus**  
#ChooseGarlandISD



february 2018

# connected



#CHOOSEGARLANDISD

**GISD** 2 Three cities. One district. Choose the best in education. 3 Middle schools kick off 1:1 pilot 7 GISD Planetarium reopens to rave reviews

Garland ISD regularly uses several communication channels to share important information, upcoming events and more. For its #ChooseGarlandISD campaign, the district strategically harnessed each one. Different features of the ConnectEd printed newsletter were utilized in each of the quarterly editions, including a feature story, photo gallery, Top 10 brief and community poll. Three bus ads in both English and Spanish were also targeted to 10 routes throughout GISD's tri-cities. And, more than 10 digital billboard ads were worked into the district's rotation, totaling approximately 1-2 million impressions along an interstate and state highway.



# MARKETING AND BRANDING CONTINUED



Garland ISD has produced three main videos for its #ChooseGarlandISD campaign. The launch video features testimonials from five district parents who represent the district's tri-cities. A second man-on-the-street style piece asks students and staff why they #ChooseGarlandISD. In a partnership with Flocabulary, the third video uses hip hop to share the district's many opportunities and accomplishments. Together, they have amassed more than 10,000 views. All three pieces can be viewed at [www.youtube.com/garlandisdnews](http://www.youtube.com/garlandisdnews). The district's [@gisdnews](https://twitter.com/gisdnews) and [@gisdnoticias](https://twitter.com/gisdnoticias) Twitter accounts also regularly share brag-worthy news using the hashtag. Nearly 50 tweets have been posted throughout the campaign.

# ADVERTISING



Montessori and Pre-K schools  
 Selective magnet campuses  
 Hundreds of career training programs  
**#ChooseGarlandISD**  
 LEARN MORE



Arts & extracurriculars at every grade level  
 Free PSAT, SAT & AP tests  
 Access to six different world language options  
**#ChooseGarlandISD**  
 LEARN MORE



**All education is NOT equal.**  
 Certified, experienced teachers & registered nurses at every school  
 Arts & extracurriculars, PreK-12  
 Selective magnets  
 Free PSAT, SAT & AP tests  
 Hundreds of career

Are you choosing **BEST?**

[choosegarlandisd](#)



**#CHOOSEGARLANDISD** 10711-494-8301  
 10711-494-8301

All education is NOT equal.  
Are you choosing the BEST?

Montessori and Pre-K schools, selective magnet campuses, hundreds of career training programs.  
 The only option for low-income students and families that attend any campus in the district, without its lower the level of academic focus.  
**Mount Choice**

Arts & extracurriculars at every grade level, free PSAT, SAT & AP tests, access to six different world language options.  
 Consider your individual needs and based on individual interests, learning styles, needs, neighborhood, and resources.  
**Choose Magnet**

Comprehensive special education services, bilingual dual language programs, and 22 languages.  
 Garland ISD is a vibrant community with a diverse student body of providing an exceptional educational experience.  
**Special Option**

Garland ISD Proud  
 Garland ISD is a proud member of the Texas Education Agency's list of schools that offer dual credit options.  
**Watch Video**

Award-Winning  
 Garland ISD is proud to be named a 2015 National Award-Winning school, providing quality, innovative and high-achieving students.  
**See More**

Follow Us





©2015 Garland Independent School District. All Rights Reserved.



WE ARE THE ONLY CHOICE THAT OFFERS:

- > A STATE-OF-THE-ART CAREER & TECHNICAL CENTER
- > SIX LANGUAGE OPTIONS
- > SELECTIVE MAGNET PROGRAMS
- > TRANSPORTATION
- > SPECIAL EDUCATION
- > FREE PSAT, SAT, AP AND IB TESTS

**GARLAND ISD: THE BEST EDUCATION IN THE CITIES OF GARLAND, ROWLETT AND SACHSE**

[www.garlandisd.net/choosegarlandisd](http://www.garlandisd.net/choosegarlandisd)



Instagram

CBS DPW with Garland ISD

**#ChooseGarlandISD**

Watch More

We're harnessing the power of music to share our many opportunities and accomplishments.



CBS DPW with Garland ISD

Sponsored

We're harnessing the power of music to share our many opportunities and accomplishments.

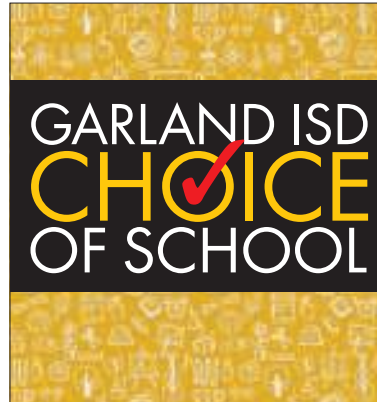
**#ChooseGarlandISD**

www.garlandisd.net/proud  
**Garland ISD Proud**  
 The only music video of its kind

WATCH MORE

With a goal of marketing and branding the district to attract and retain students, the #ChooseGarlandISD campaign included several digital and print advertising efforts. All were new ventures for GISD. A six-month movie theater commercial was shown at three theaters, totaling more than 500,000 impressions. A second commercial is now in an expanded yearlong run. A partnership with CBS 11 also produced an email blast, sponsored social media posts and website banners that targeted internet users' activity. Print ads were run in the largest daily newspaper serving the Dallas-Fort Worth metroplex, as well as a free monthly parenting magazine in high-trafficked areas across Dallas County and two magazines targeting businesses and homeowners in the district's tri-cities.

# CHOICE OF SCHOOL MARKETING



SIMPLE.  
SUCCESSFUL.  
EXCLUSIVELY FOR  
GISD FAMILIES.  
[WWW.GARLANDISD.NET/CHOICE](http://WWW.GARLANDISD.NET/CHOICE)



**GARLAND ISD CHOICE OF SCHOOL** SIMPLE. SUCCESSFUL. EXCLUSIVELY FOR GISD FAMILIES.

Offering the unique opportunity to customize education, Garland ISD is the only option for true choice when it comes to schools. Families can attend any campus in the district, whether it's down the street or across town. Want the Montessori experience without the private school price? Want to study dance or gymnastics, automotive repair or woodworking? Find your fit based on individual interests, learning styles, friends, neighborhoods, and much more.

**HOW DO I TAKE ADVANTAGE OF GISD'S CHOICE OF SCHOOL PROGRAM?**  
There are two 30-day Choice of School periods, one for students entering grades 1-12 and another for students entering Pre-K and kindergarten. Families can select up to three campuses online in Skyward Family Access or via a paper form.

**CAN I ATTEND MY NEIGHBORHOOD SCHOOL?**  
Absolutely! Just select that campus during the district's annual Choice of School periods. Please note that magnet schools have limited seats for neighborhood families. Visit [www.garlandisd.net/magnets](http://www.garlandisd.net/magnets) for program information.

**WHERE CAN I FIND INFORMATION ABOUT DIFFERENT CAMPUS CHOICES?**  
School websites offer a look into campus life, and a list can be found at [www.garlandisd.net/schools](http://www.garlandisd.net/schools). Families are also encouraged to schedule tours for a first-hand look.

**WHO SHOULD PARTICIPATE DURING CHOICE OF SCHOOL PERIODS?**  
Only students who wish to change their campus, are new to GISD or entering kindergarten, sixth and ninth grades must make selections. Current students have the right to remain at their campuses.

**WHAT IF I'M NOT ONE OF THE STUDENTS MENTIONED ABOVE, AND I LIKE MY CURRENT CAMPUS?**  
That's great! You do not need to submit a Choice of School form.

**HOW WILL MY SCHOOL ASSIGNMENT BE DETERMINED?**  
The district will do its best to honor your first choice and also place siblings at the same campus. Other factors include how close students live to their choices, building capacity, teacher-to-student ratios, court-ordered ethnicity requirements and the number of students with the right to remain at their campuses.

**HOW SUCCESSFUL IS THE PROGRAM?**  
More than 90 percent of families receive their first choice!

**SAVE THE DATE TO SECURE YOUR SEAT**

STUDENTS ENTERING GRADES 1-12	JANUARY-FEBRUARY
STUDENTS ENTERING PRE-K AND K	MARCH-APRIL

**CHOICE OF SCHOOL IS AN AMAZING BENEFIT THIS DISTRICT OFFERS THAT YOU CAN'T FIND ANYWHERE ELSE. FOR OUR KIDS TO BE ABLE TO PICK AND CHOOSE WHICH PROGRAMS BRING OUT THEIR UNIQUE STRENGTHS AND TALENTS, THAT'S A STEP FOR LIFE. LIFE'S BEST EDUCATION FROM GISD HAS BEEN WORKING WITH SEVEN DIFFERENT LANGUAGES SINCE 1974.**

—Scott Airham, Parent

**NEW TO GISD?**

Welcome! Students participating online and those who did not attend a school campus the previous year will need to email. Please bring the following items to your neighborhood school at the Manual and Marka Valley Student Services Center:

- Proof of residency in GISD
- Four recent school-level assessment results (if you were in school)
- Work schedule
- Immunization records
- Report card (if applicable)
- Social Security card (optional)

MANUAL AND MARKA VALLEY STUDENT SERVICES CENTER  
4214A SELL  
75710-2424  
www.garlandisd.net


**“COMING INTO GARLAND, WE JUST SAID, ‘GIVE IT YOUR BEST SHOT!’ WE GOT VERY, VERY LUCKY WITH THE FACT THAT WE HAVE THE OPPORTUNITY TO EXPLORE ALL OF THE SCHOOLS WITHIN GARLAND ISD. WHATEVER INTERESTS AND ABILITIES OUR DAUGHTERS BELIEVE THAT THEY REALLY WANT TO EXPLORE, WE HAVE THAT OPPORTUNITY.”**

—Yvonne Chaska, Parent

Scan the QR code to visit our Choice of School webpage: [www.garlandisd.net/choice](http://www.garlandisd.net/choice)

Garland ISD believes its true school choice is what makes the district the best educational option in Garland, Rowlett and Sachse. Flyers were produced in English and Spanish to ensure families understood their unique opportunity and didn't miss the windows to select preferred campuses. A bus ad and digital billboard were also created to help sell the exclusivity of GISD's Choice of School program. The billboard ran for one month along a state highway and interstate. The bus ad ran for three months throughout the district's tri-cities and was printed and installed in-house.

# #CHOOSEGARLANDISD DAY



One Day.  
One-Stop Enrollment.  
**#ChooseGarlandISD**  
April 7 • 9 a.m.-1 p.m.  
Gilbreath-Reed Career and Technical Center



Un día.  
Matriculación en un solo sitio.  
**#ChooseGarlandISD**  
7 de abril • 9 a.m.-1 p.m.  
Gilbreath-Reed Career and Technical Center



One Day.  
One-Stop Enrollment.  
9 a.m.-1 p.m. • GRCTC  
**April 7**  
**#ChooseGarlandISD**



One Day.  
One-Stop Enrollment.  
**April 7 • 9 a.m.-1 p.m.**  
Gilbreath-Reed Career and Technical Center  
4885 N. President George Bush Highway  
Garland, TX 75040  
**#ChooseGarlandISD**




One Day.  
One-Stop Enrollment.\*  
9 a.m.-1 p.m.  
**April 7**

*Now accepting students as young as 3 years old.*

**Gilbreath-Reed Career and Technical Center**  
4885 N. President George Bush Highway • Garland, TX 75040  
We'll walk you through each step of enrollment, help you choose the best campus for your child and also give you a jump-start on the 2018-19 school year.

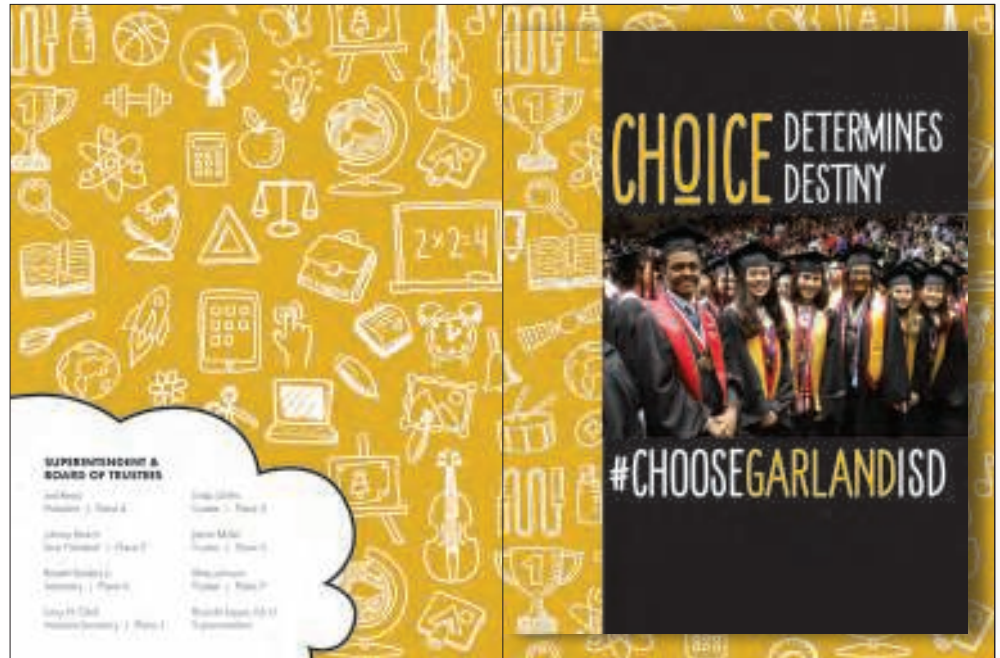
\* You do not need to attend this event if your child is already attending a GISD school.

**#ChooseGarlandISD**



Garland ISD held its inaugural #ChooseGarlandISD Day April 7, 2018, to attract more early childhood students. To market the event, a flyer was distributed to district families, local washaterias, grocery stores and other popular sites across GISD's tri-cities. Yard signs were also placed at all prekindergarten and elementary campuses--49 in total. Because the district wanted to make sure that families who may not be thinking about school yet received information about #ChooseGarlandISD Day, bus ads and digital billboards were utilized as well. The district created all promotional items in English and Spanish. During the event, staff sported #ChooseGarlandISD T-shirts and took pictures of all new enrollees.

# IDENTITY PACKET



Garland ISD's identity packet puts all of the information that realtors, prospective families and more may need into one place. A brochure gives a general overview of the district, while four flyers provide in-depth details about GISD's unique Choice of School program, selective magnet campuses, opportunity-packed high schools and state-of-the-art Career and Technical Center. A fifth flyer contains numerous bragging-type facts, and a sixth flyer introduces district leadership. The pocket folder features a design reminiscent of a yearbook in order to use nostalgia to entice people to pick up the folder in doctor's offices, etc. The packet has also now been translated into Spanish and Vietnamese.

# ENROLLMENT NUMBERS

Garland ISD started the 2017-18 school year with 54,875 students. After launching the #ChooseGarlandISD campaign, the district's end of year enrollment numbers grew by nearly 1,500 to 56,210. The number of students who filled out exit surveys saying that they were leaving for a charter school also decreased from the 2016-17 school year.

Charter School Leavers		17-18	16-17
High School		267	310
Middle School		68	47
Elementary		46	36
<b>Total*</b>		<b>381</b>	<b>393</b>

\*Information based on campus use of the code 'CH' and 'Withdrawal Comments' added by the clerk.  
**Most Reported in Campus Information**  
 Richard Collegiate  
 Garland CAN  
 Harmony  
 International Leadership Texas  
 Texas Virtual Academy  
 Evolution Academy  
 Responsive Academy  
 Texas Connections  
 Education Center International Learning  
 East Grand Preparatory (Rowlett)  
 Nova Academy

16-17 Date	16-17 Enrollment	16-17 ADA Membership	16-17 Net of Withdrawals	16-17 Date	16-17 Enrollment	16-17 ADA Membership	16-17 Net of Withdrawals	16-17 Date	16-17 Enrollment	16-17 ADA Membership	16-17 Net of Withdrawals	16-17 Date	16-17 Enrollment	16-17 ADA Membership	16-17 Net of Withdrawals
8/25	56,252	55,215	99,891	8/24	55,832	54,883	99,891	8/23	55,770	54,834	99,891	8/22	55,708	54,785	99,891
8/26	56,857	55,818	99,916	8/25	56,571	55,601	99,916	8/24	56,285	55,385	99,916	8/23	56,000	55,100	99,916
8/27	57,095	56,038	99,941	8/26	56,883	55,901	99,941	8/25	56,597	55,715	99,941	8/24	56,311	55,523	99,941
8/28	57,219	56,162	99,966	8/27	57,004	56,026	99,966	8/26	56,718	56,144	99,966	8/25	56,432	56,268	99,966
8/29	57,270	56,195	99,991	8/28	57,105	56,115	99,991	8/27	57,000	56,115	99,991	8/26	56,905	56,115	99,991
8/30	57,318	56,228	99,991	8/29	57,179	56,144	99,991	8/28	57,074	56,144	99,991	8/27	56,978	56,144	99,991
8/31	57,366	56,261	99,991	8/30	57,250	56,173	99,991	8/29	57,145	56,202	99,991	8/28	57,040	56,231	99,991
9/1	57,414	56,294	99,991	8/31	57,324	56,202	99,991	8/30	57,219	56,231	99,991	8/29	57,114	56,260	99,991
9/2	57,462	56,327	99,991	9/1	57,398	56,231	99,991	8/31	57,214	56,260	99,991	8/30	57,109	56,289	99,991
9/3	57,510	56,360	99,991	9/2	57,472	56,260	99,991	9/1	57,313	56,289	99,991	8/31	57,204	56,318	99,991
9/4	57,558	56,393	99,991	9/3	57,546	56,289	99,991	9/2	57,387	56,318	99,991	9/1	57,279	56,347	99,991
9/5	57,606	56,426	99,991	9/4	57,620	56,318	99,991	9/3	57,461	56,347	99,991	9/2	57,354	56,376	99,991
9/6	57,654	56,459	99,991	9/5	57,694	56,347	99,991	9/4	57,535	56,406	99,991	9/3	57,443	56,406	99,991
9/7	57,702	56,492	99,991	9/6	57,744	56,376	99,991	9/5	57,608	56,435	99,991	9/4	57,517	56,435	99,991
9/8	57,750	56,525	99,991	9/7	57,796	56,406	99,991	9/6	57,682	56,464	99,991	9/5	57,591	56,464	99,991
9/9	57,798	56,558	99,991	9/8	57,842	56,435	99,991	9/7	57,766	56,493	99,991	9/6	57,665	56,493	99,991
9/10	57,846	56,591	99,991	9/9	57,888	56,464	99,991	9/8	57,850	56,522	99,991	9/7	57,739	56,522	99,991
9/11	57,894	56,624	99,991	9/10	57,930	56,493	99,991	9/9	57,914	56,551	99,991	9/8	57,818	56,551	99,991
9/12	57,942	56,657	99,991	9/11	57,976	56,522	99,991	9/10	57,950	56,580	99,991	9/9	57,862	56,580	99,991
9/13	57,990	56,690	99,991	9/12	58,020	56,551	99,991	9/11	58,004	56,609	99,991	9/10	57,916	56,609	99,991
9/14	58,038	56,723	99,991	9/13	58,064	56,580	99,991	9/12	58,038	56,638	99,991	9/11	57,968	56,638	99,991
9/15	58,086	56,756	99,991	9/14	58,100	56,609	99,991	9/13	58,072	56,667	99,991	9/12	57,992	56,667	99,991
9/16	58,134	56,789	99,991	9/15	58,134	56,638	99,991	9/14	58,108	56,696	99,991	9/13	57,992	56,696	99,991
9/17	58,182	56,822	99,991	9/16	58,178	56,667	99,991	9/15	58,152	56,725	99,991	9/14	57,992	56,725	99,991
9/18	58,230	56,855	99,991	9/17	58,224	56,696	99,991	9/16	58,196	56,754	99,991	9/15	57,992	56,754	99,991
9/19	58,278	56,888	99,991	9/18	58,268	56,725	99,991	9/17	58,242	56,783	99,991	9/16	57,992	56,783	99,991
9/20	58,326	56,921	99,991	9/19	58,316	56,754	99,991	9/18	58,286	56,812	99,991	9/17	57,992	56,812	99,991
9/21	58,374	56,954	99,991	9/20	58,364	56,783	99,991	9/19	58,334	56,841	99,991	9/18	57,992	56,841	99,991
9/22	58,422	56,987	99,991	9/21	58,412	56,812	99,991	9/20	58,384	56,870	99,991	9/19	57,992	56,870	99,991
9/23	58,470	57,020	99,991	9/22	58,460	56,841	99,991	9/21	58,430	56,900	99,991	9/20	57,992	56,900	99,991
9/24	58,518	57,053	99,991	9/23	58,508	56,870	99,991	9/22	58,480	56,929	99,991	9/21	57,992	56,929	99,991
9/25	58,566	57,086	99,991	9/24	58,556	56,900	99,991	9/23	58,520	56,958	99,991	9/22	57,992	56,958	99,991
9/26	58,614	57,119	99,991	9/25	58,604	56,929	99,991	9/24	58,574	56,987	99,991	9/23	57,992	56,987	99,991
9/27	58,662	57,152	99,991	9/26	58,652	56,958	99,991	9/25	58,626	57,016	99,991	9/24	57,992	57,016	99,991
9/28	58,710	57,185	99,991	9/27	58,700	56,987	99,991	9/26	58,670	57,045	99,991	9/25	57,992	57,045	99,991
9/29	58,758	57,218	99,991	9/28	58,748	57,016	99,991	9/27	58,718	57,074	99,991	9/26	57,992	57,074	99,991
9/30	58,806	57,251	99,991	9/29	58,796	57,045	99,991	9/28	58,766	57,103	99,991	9/27	57,992	57,103	99,991
10/1	58,854	57,284	99,991	9/30	58,844	57,074	99,991	9/29	58,814	57,132	99,991	9/28	57,992	57,132	99,991
10/2	58,902	57,317	99,991	10/1	58,894	57,103	99,991	9/30	58,864	57,161	99,991	9/29	57,992	57,161	99,991
10/3	58,950	57,350	99,991	10/2	58,942	57,132	99,991	10/1	58,912	57,190	99,991	9/30	57,992	57,190	99,991
10/4	59,000	57,383	99,991	10/3	59,000	57,161	99,991	10/2	59,000	57,229	99,991	10/1	57,992	57,229	99,991
10/5	59,050	57,416	99,991	10/4	59,050	57,190	99,991	10/3	59,050	57,268	99,991	10/2	57,992	57,268	99,991
10/6	59,100	57,449	99,991	10/5	59,100	57,219	99,991	10/4	59,100	57,307	99,991	10/3	57,992	57,307	99,991
10/7	59,150	57,482	99,991	10/6	59,150	57,248	99,991	10/5	59,150	57,346	99,991	10/4	57,992	57,346	99,991
10/8	59,200	57,515	99,991	10/7	59,200	57,277	99,991	10/6	59,200	57,385	99,991	10/5	57,992	57,385	99,991
10/9	59,250	57,548	99,991	10/8	59,250	57,306	99,991	10/7	59,250	57,424	99,991	10/6	57,992	57,424	99,991
10/10	59,300	57,581	99,991	10/9	59,300	57,335	99,991	10/8	59,300	57,463	99,991	10/7	57,992	57,463	99,991
10/11	59,350	57,614	99,991	10/10	59,350	57,364	99,991	10/9	59,350	57,502	99,991	10/8	57,992	57,502	99,991
10/12	59,400	57,647	99,991	10/11	59,400	57,393	99,991	10/10	59,400	57,541	99,991	10/9	57,992	57,541	99,991
10/13	59,450	57,680	99,991	10/12	59,450	57,422	99,991	10/11	59,450	57,580	99,991	10/10	57,992	57,580	99,991
10/14	59,500	57,713	99,991	10/13	59,500	57,451	99,991	10/12	59,500	57,619	99,991	10/11	57,992	57,619	99,991
10/15	59,550	57,746	99,991	10/14	59,550	57,480	99,991	10/13	59,550	57,658	99,991	10/12	57,992	57,658	99,991
10/16	59,600	57,779	99,991	10/15	59,600	57,509	99,991	10/14	59,600	57,697	99,991	10/13	57,992	57,697	99,991
10/17	59,650	57,812	99,991	10/16	59,650	57,538	99,991	10/15	59,650	57,736	99,991	10/14	57,992	57,736	99,991
10/18	59,700	57,845	99,991	10/17	59,700	57,567	99,991	10/16	59,700	57,775	99,991	10/15	57,992	57,775	99,991
10/19	59,750	57,878	99,991	10/18	59,750	57,596	99,991	10/17	59,750	57,814	99,991	10/16	57,992	57,814	99,991
10/20	59,800	57,911	99,991	10/19	59,800	57,625	99,991	10/18	59,800	57,853	99,991	10/17	57,992	57,853	99,991
10/21	59,850	57,944	99,991	10/20	59,850	57,654	99,991	10/19	59,850	57,892	99,991	10/18	57,992	57,892	99,991
10/22	59,900	57,977	99,991	10/21	59,900	57,683	99,991	10/20	59,900	57,931	99,991	10/19	57,992	57,931	99,991
10/23	59,950	58,010	99,991	10/22	59,950	57,712	99,991	10/21	59,950	57,970	99,991	10/20	57,992	57,970	99,991
10/24	60,000	58,043	99,991	10/23	60,000	57,741	99,991	10/22	60,000	58,009	99,991	10/21	57,992	58,009	99,991
10/25	60,050	58,076	99,991	10/24	60,050	57,770	99,991	10/23	60,050	58,048	99,991	10/22	57,992	58,048	99,991
10/26	60,100	58,109	99,991	10/25	60,100	57,800	99,991	10/24	60,100	58,087	99,991	10/23	57,992	58,087	99,991
10/27	60,150	58,142	99,991	10/26	60,150	57,829	99,991	10/25	60,150	58,126	99,991	10/24	57,992	58,126	99,991
10/28	60,200	58,175	99,991	10/27	60,200	57,858	99,991	10/26	60,200	58,165	99,991	10/25	57,992	58,165	99,991
10/29	60,250	58,208	99,991	10/28	60,250	57,887	99,991	10/27	60,250	58,204	99,991	10/26	57,992	58,204	99,991
10/30	60,300	58,241	99,991	10/29	60,300	57,916	99,991								

# STAFF SURVEYS

**2015 EMPLOYEE SATISFACTION SURVEY**  
PARTICIPANTS: ALL RESPONSES

ITEM	COUNTS					PERCENTAGES			COMBINED			
	Strongly Agree (weight = +3 pts)	Agree (weight = +1.5 pts)	Disagree (weight = -1.5 pts)	Strongly Disagree (weight = -3 pts)	N/A or No Opinion (no weight)	Strongly Agree	Agree	Disagree	Strongly Disagree	% S.A. or A. % D or SD	WEIGHTED	
<b>JOB SATISFACTION</b>												
I am proud to work for Garland ISD.	789	1260	228	72	...	34%	54%	10%	3%	87%	13%	1.60
I like what I do.	1285	1044	67	20	...	53%	43%	3%	1%	96%	4%	2.18
On most days I feel good about what I accomplished.	944	1267	170	31	...	47%	46%	6%	1%	93%	7%	2.00
I understand what is expected of me in my job.	1143	1111	139	22	...	34%	39%	16%	11%	73%	27%	1.02
I would recommend my campus or department to a friend as a good place to work.	795	915	368	257	...	40%	49%	8%	3%	90%	10%	1.76
My job allows me to use my skills and abilities.	974	1184	184	65	...	32%	46%	14%	8%	78%	22%	1.22
I would recommend this district to a friend as a good place to work.	748	1083	329	177	...	27%	51%	16%	6%	78%	22%	1.15
<b>WORKING CONDITIONS</b>												
The hours I work are reasonable.	651	1230	381	150	...	19%	48%	24%	9%	67%	33%	1.49
My workload is appropriate for my position.	451	1151	587	218	...	23%	56%	17%	4%	79%	21%	1.16
I feel secure in my employment with this district.	695	1369	243	74	...	23%	56%	17%	4%	65%	15%	1.44
I have the equipment, tools, and supplies I need to do my job.	564	1337	408	98	...	31%	54%	10%	5%	85%	15%	1.44
<b>SAFETY AND SECURITY</b>												
I work in an environment that is safe.	744	1293	251	110	...	31%	54%	10%	5%	...	...	...
I feel physically safe on the grounds (e.g., parking lot, playground, building entries, etc.) surrounding my primary work location during the work day.	...	...	...	...	...	...	...	...	...	90%	10%	1.89
I feel physically safe in/around my primary work location outside the work day.	...	...	...	...	...	...	...	...	...	89%	11%	1.77
I know the security procedures and what to do in an emergency situation at my primary work location.	1009	1123	209	53	...	42%	47%	9%	2%	94%	6%	2.00
I feel safe and secure attending events at other district facilities.	1098	1164	113	22	...	54%	38%	6%	1%	92%	8%	2.06
<b>RELATIONSHIPS WITH COWORKERS</b>												
I can depend on my coworkers.	1297	906	153	33	...	47%	39%	10%	4%	76%	24%	1.13
I like the people I work with.	1129	927	246	86	...	31%	44%	18%	7%	75%	25%	1.10
I feel loyal to my immediate team or work group.	731	1049	427	168	...	26%	56%	15%	4%	73%	27%	0.97
My team works well together.	621	1327	346	85	...	27%	46%	20%	7%	73%	27%	0.97
<b>RELATIONSHIPS WITH SUPERVISORS</b>												
My supervisor sets clear goals and objectives.	639	1101	468	170	...	30%	42%	17%	10%	62%	18%	1.32
I get the training I need to do my job effectively.	713	998	405	244	...	30%	52%	12%	6%	72%	28%	0.92
I receive useful feedback on my job performance.	719	1125	293	140	...	28%	44%	18%	11%	75%	25%	1.10
My supervisor provides the support I need with problems on the job.	665	1032	415	250	...	34%	40%	15%	11%	79%	21%	1.11
I am allowed to make decisions within my scope of authority.	813	947	351	216	...	35%	43%	12%	9%	74%	26%	1.08
I can communicate openly and honestly with my supervisor.	820	1016	329	264	...	37%	41%	13%	10%	75%	25%	0.95
My work is appreciated by my supervisor.	799	915	329	219	...	24%	60%	13%	3%	84%	16%	1.34
I trust my supervisor.	648	939	283	219	...	20%	55%	20%	5%	75%	25%	0.97
<b>DISTRICT COMMUNICATIONS</b>												
I understand how my efforts contribute to the district's goals.	569	1410	302	72	...	20%	62%	8%	3%	89%	11%	1.56
Policies and procedures affecting my work are communicated clearly.	473	1306	479	118	...	15%	52%	25%	8%	67%	33%	0.61
The district shares important news and events.	662	1462	191	62	...	13%	44%	29%	14%	57%	43%	0.21
The district recognizes employee accomplishments.	335	1183	575	179	...	13%	44%	29%	14%	69%	31%	0.69
Employees have a way to express concerns to district leaders.	295	1004	659	309	...	17%	52%	20%	10%	69%	31%	0.52
<b>DISTRICT LEADERSHIP</b>												
I trust the district leadership team to act in the best interest of students.	396	1198	470	233	...	14%	52%	21%	12%	60%	40%	0.25
I believe district leaders are honest and trustworthy.	309	1125	461	268	...	13%	46%	25%	16%	60%	40%	0.25
I believe district leaders value the employees of this district.	289	1046	555	358	...	13%	46%	25%	16%	60%	40%	0.25

Garland ISD periodically surveys its staff regarding job satisfaction. A 2015 survey provided baseline data before the #ChooseGarlandISD campaign. At that time, 87 percent of district employees said they were proud to work for GISD. After the #ChooseGarlandISD campaign launch in 2017, 92 percent of district employees said they were proud to work for GISD--an increase of 5 percent.

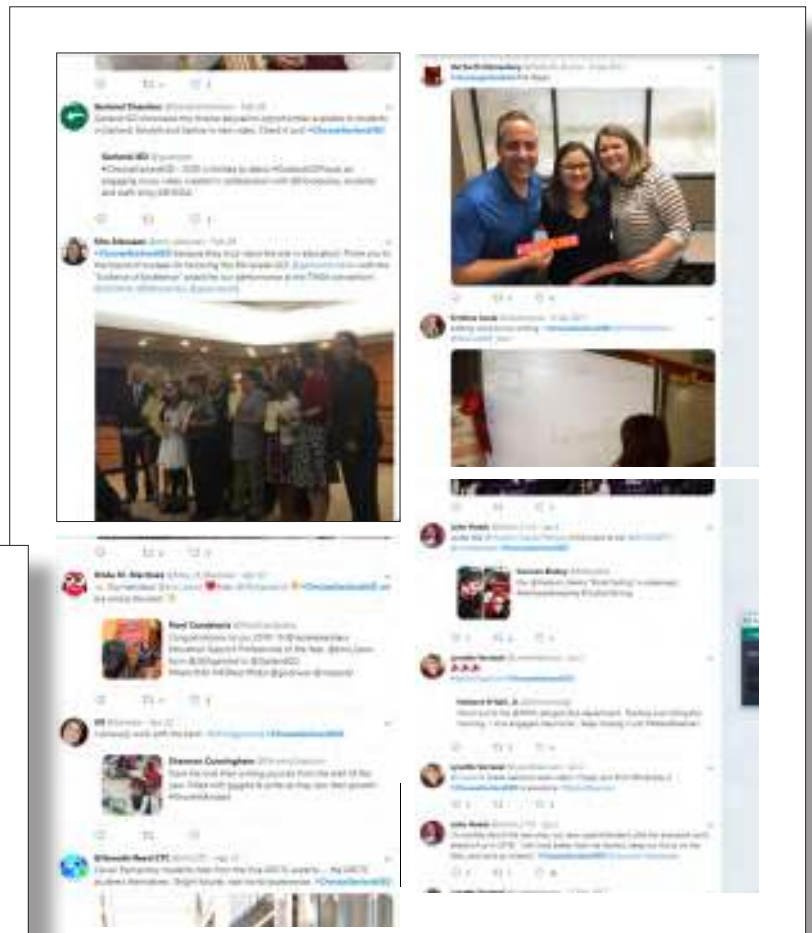
**2017 EMPLOYEE SATISFACTION SURVEY: All GISD Responses**  
(participants include all participants combined together)

FACILITY: ALL GISD PARTICIPANTS (n = 3887)

ITEM	COUNTS					PERCENTAGES			COMBINED			
	Strongly Agree (weight = +3 pts)	Agree (weight = +1.5 pts)	Disagree (weight = -1.5 pts)	Strongly Disagree (weight = -3 pts)	N/A or No Opinion (no weight)	Strongly Agree	Agree	Disagree	Strongly Disagree	% S.A. or A. % D or SD	WEIGHTED	
<b>JOB SATISFACTION (general district, general campus &amp; teacher participants = 3887)</b>												
I am proud to work for Garland ISD.	1536	1957	234	59	106	41%	52%	6%	2%	92%	10%	1.84
I like what I do.	2188	1578	92	22	14	55%	41%	2%	1%	97%	8%	1.85
On most days I feel good about what I accomplished.	1622	2024	92	22	14	42%	52%	5%	1%	94%	6%	2.25
I understand what is expected of me in my job.	2027	1649	165	29	14	52%	42%	4%	1%	95%	5%	1.93
I would recommend my campus or department to a friend as a good place to work.	1475	1725	45	19	8	39%	37%	15%	1%	76%	24%	1.21
I would recommend this district to a friend as a good place to work.	1844	1392	567	359	8	48%	45%	6%	2%	90%	10%	1.21
My job allows me to use my skills and abilities.	1431	1739	238	68	101	38%	40%	11%	4%	84%	16%	1.95
My workload is appropriate for my position.	1289	1860	531	192	22	33%	48%	14%	5%	81%	19%	1.31
I feel secure in my employment with this district.	944	1791	780	340	39	24%	46%	20%	9%	71%	29%	1.36
<b>SAFETY AND SECURITY (general district, general campus &amp; teacher participants = 3887)</b>												
I feel physically safe within the facility of my primary work location during the work day.	1419	1979	314	118	64	37%	52%	8%	3%	89%	11%	1.78
I feel physically safe on the grounds (e.g., parking lot, playground, building entries, etc.) surrounding my primary work location during the work day.	1150	2018	552	149	25	30%	52%	14%	4%	82%	18%	1.67
I know the security procedures and what to do in an emergency situation at my primary work location.	1674	1767	307	128	18	43%	46%	8%	3%	92%	8%	1.81
I feel safe and secure attending events at other district facilities.	1520	1926	315	112	21	39%	50%	8%	3%	89%	11%	1.76
<b>RELATIONSHIPS WITH COWORKERS (general district, general campus &amp; teacher participants = 3887)</b>												
I can depend on my coworkers.	1436	1930	360	103	65	38%	50%	9%	3%	88%	12%	1.66
I like the people I work with.	2036	1759	72	17	10	52%	45%	2%	0%	98%	2%	2.01
I feel loyal to my immediate team or work group.	1506	2153	125	18	93	40%	57%	3%	0%	96%	4%	1.57
My team works well together.	1273	1738	317	71	45	45%	45%	8%	2%	92%	8%	2.21
<b>RELATIONSHIPS WITH SUPERVISORS (general district, general campus &amp; teachers = 3887)</b>												
My supervisor sets clear goals and objectives.	1896	1779	135	27	57	49%	46%	4%	1%	90%	10%	1.84
I get the training I need to do my job effectively.	2259	1365	169	42	59	59%	36%	7%	6%	96%	4%	2.10
I receive useful feedback on my job performance.	1952	1454	322	99	67	51%	38%	8%	3%	89%	11%	1.80
My supervisor provides the support I need with problems on the job.	1441	1642	488	249	74	38%	43%	13%	7%	81%	19%	1.39
I am allowed to make decisions within my scope of authority.	1289	1939	442	151	73	34%	45%	15%	7%	84%	16%	1.48
I can communicate openly and honestly with my supervisor.	1252	1710	589	262	81	33%	51%	12%	4%	81%	19%	1.39
My work is appreciated by my supervisor.	1483	1498	561	262	81	38%	39%	15%	7%	78%	22%	1.22
I trust my supervisor.	1334	1809	346	182	94	38%	39%	15%	7%	78%	22%	1.22
<b>DISTRICT COMMUNICATIONS (general district, general campus &amp; teacher participants = 3887)</b>												
I understand how my efforts contribute to the district's goals.	1605	1444	518	324	97	39%	47%	9%	8%	77%	23%	1.00
Policies and procedures affecting my work are communicated clearly.	1616	1487	359	335	83	42%	39%	14%	9%	86%	14%	1.60
The district shares important news and events.	1596	1621	427	313	119	42%	39%	10%	8%	78%	22%	1.48
The district recognizes employee accomplishments.	1661	1395	430	342	131	43%	37%	11%	9%	80%	20%	1.40
Employees have a way to express concerns to district leaders.	1406	1406	367	297	163	45%	38%	10%	9%	79%	21%	1.38
<b>DISTRICT LEADERSHIP (general district, general campus &amp; teacher participants = 3887)</b>												
I trust the district leadership team to act in the best interest of students.	1276	2172	312	58	76	33%	57%	8%	2%	90%	10%	1.69
I believe district leaders are honest and trustworthy.	1044	2042	588	147	73	27%	53%	15%	4%	81%	19%	1.28
I believe district leaders value the employees of this district.	767	1823	803	213	69	32%	59%	7%	6%	73%	27%	0.88
	692	1765	872	314	251	19%	48%	24%	9%	67%	33%	0.67
	781	1980	700	198	235	21%	54%	15%	5%	75%	25%	1.00
	650	1868	705	231	437	19%	54%	20%	7%	73%	27%	0.87
		1763	844	305	332	18%	49%	24%	9%	68%	32%	0.68

# HASHTAG ANALYTICS AND FEEDBACK

#ChooseGarlandISD was truly embraced by the district and its tri-cities. While hashtag analytics were not tracked from the beginning of the campaign, tracking from November 2018-March 2019 produced approximately 1,000 tweets. On average, the hashtag is used more than 200 times a month to showcase the students, staff, programs, etc., that make Garland ISD great.

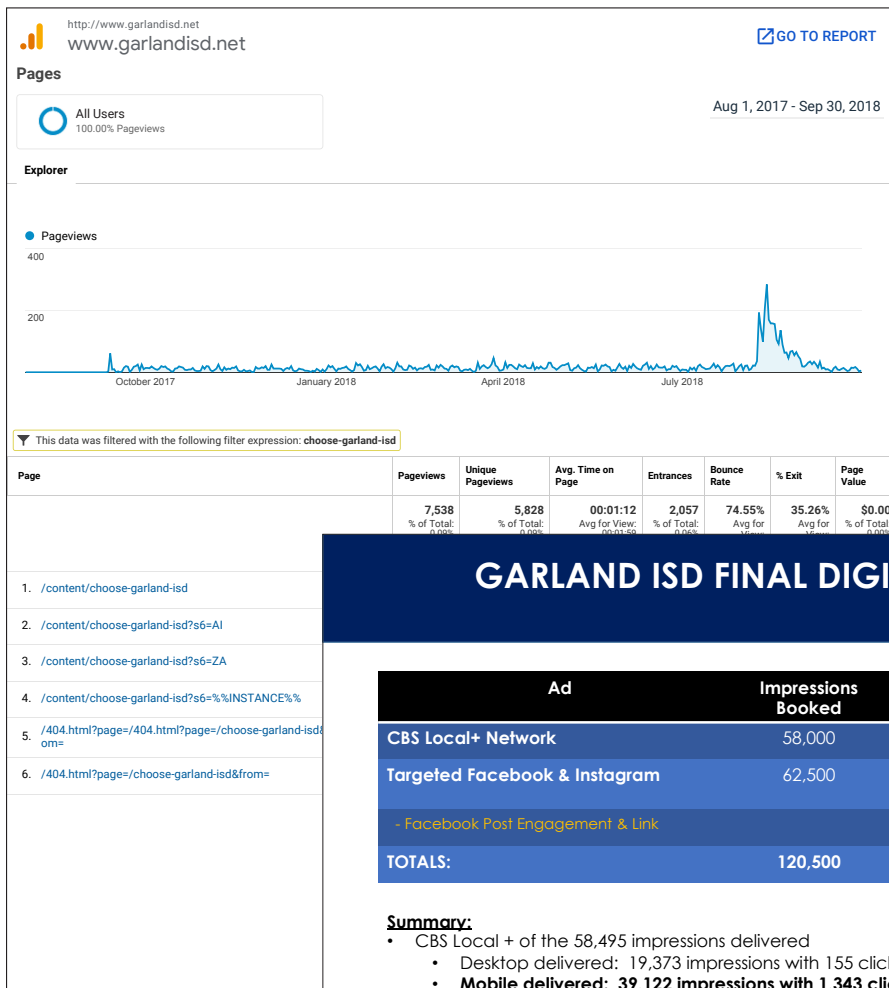


Garland ISD received positive feedback from several realtors regarding its identity packet. Many said they wished all school districts offered a similar resource. The City of Garland even created a packet of its own after seeing GISD's. Other positive feedback was received as well regarding the district's movie theater commercial and tours for community groups such as Leadership Garland, Rowlett and Sachse.





# WEBSITE AND DIGITAL ADVERTISING ANALYTICS



Whenever possible, the URL [www.garlandisd.net/choosegarlandisd](http://www.garlandisd.net/choosegarlandisd) was included in advertisements, print and digital collateral, etc. Website analytics for the first year of the campaign showed more than 7,500 page views.

## GARLAND ISD FINAL DIGITAL RECAP

Ad	Impressions Booked	Impressions Delivered	Clicks	CTR
CBS Local+ Network	58,000	58,495	1,498	2.56%
Targeted Facebook & Instagram	62,500	70,515	2,284	3.24%
- Facebook Post Engagement & Link		1,506	1,235	1.75%
<b>TOTALS:</b>	<b>120,500</b>	<b>129,010</b>	<b>3,782</b>	<b>2.93%</b>

### Summary:

- CBS Local + of the 58,495 impressions delivered
  - Desktop delivered: 19,373 impressions with 155 clicks for a 0.80% CTR
  - Mobile delivered: 39,122 impressions with 1,343 clicks for a 3.43% CTR**

high CTR's, exceeding the [Remark Data] targeting display ads

## GARLAND ISD DIGITAL RECAP - EMAIL

### EMAIL RESULTS:

- Creative: ChooseGarlandISD
- Subject Line:
  - Are you choosing the BEST school?#ChooseGarlandISD
- 110,066 Emails Deployed
- 18,647 Total Emails Opened**
- 16,893 Unique Emails Opened
- 1,607 Total Clicks**
- 16.94% Open Rate**
- 8.62% CTR

### RETARGETING RESULTS:

- 151,408 Impressions
- 633 Clicks**
- 0.42% CTR**

Link	Click Percentages
GISD Calendar	22.53%
discover choice cta	18.79%
children hero img	17.49%
#choose garlandisd preahder	8.21%
graduate image	8.15%
explore options cta	6.29%
customize education cta	4.23%
music image	2.61%
see news cta	2.55%
watch video cta	2.24%
robotics image	1.74%
GISD	1.43%
cooking image	1.31%
youtube	0.44%
twitter	0.37%
privacy policy	0.37%
legal notices	0.31%
Special Education services image	0.25%
accessibility	0.25%
terms of use	0.25%
follow us	0.19%



Garland ISD's first-ever digital advertising campaign, in partnership with CBS 11, ran for one month and exceeded all of the set expectations. Sponsored social media posts and website banners delivered nearly 130,000 impressions while an email blast delivered more than 150,000 impressions.



# IN THE NEWS



The district's #ChooseGarlandISD campaign garnered media coverage across GISD's tri-cities. The local "Rowlett Lakeshore Times" newspaper published a story featuring the district's partnership with Flocabulary to create the first-ever school district music video. GISD's superintendent was also interviewed on a local radio station by a Sachse City Councilman. And, the Garland Chamber of Commerce ran a full spread of district information in its 2018 "Garland Guide" publication, which is distributed to approximately 9,000 businesses and homes throughout the city.