



Marketing & Client Engagement

Board Presentation
June 16, 2021

SEE THE IMPACT



Who We Are

Marketing and Client Engagement Team



Stephanie De Los Santos
Director

Janet Wachs
Assistant Director

Teresa Juarez
Coordinator

Hugo Jimenez
Coordinator

Victoria Cortinas
Administrative Assistant



Division Goals

- ✓ Create, implement and monitor all marketing efforts for HCDE's two enterprise divisions and revenue-generating divisions:
 - Choice Partners (CP)
 - Records Management (RM)
 - Center for Safe and Secure Schools (CSSS)
 - Teaching and Learning Center (TLC)
 - Educator Certification and Advancement (ECA)
- ✓ Provide support to the overall marketing efforts of HCDE



What We Do

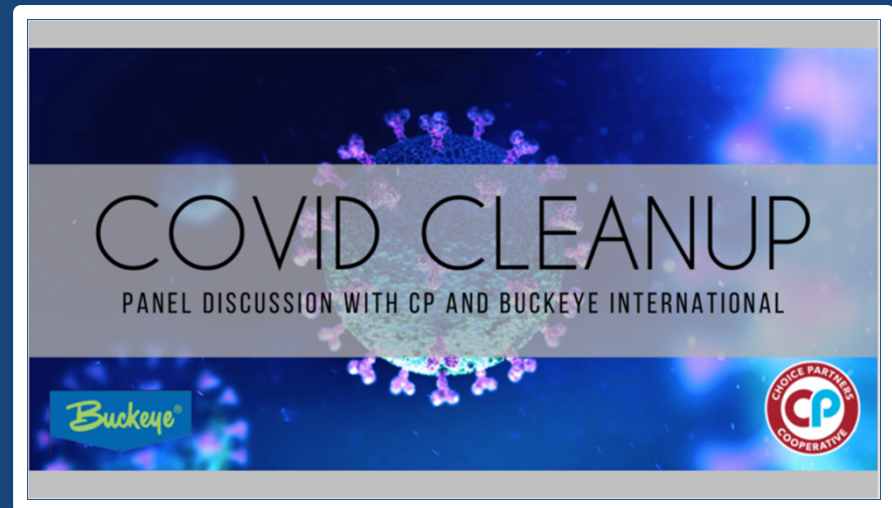
Services Provided:

- ✓ Trade Shows / Conferences
 - ✓ Branding / Image packaging
 - ✓ Advertising
 - ✓ Social Media (LinkedIn, YouTube, Twitter, Facebook)
 - ✓ Event planning / Presentations
 - ✓ Analytics (eblasts / social media)
 - ✓ Promotional items
- ✓ Maintain database for CP and RM membership / contact lists
 - ✓ Collaboration with COMMs to provide divisions with marketing collateral and content:
 - Flyers / Graphics
 - Videos
 - Media relations
 - Social media
 - Website



Key Highlights


- ✓ Launched virtual member trainings and vendor orientations for CP
- ✓ Launched first webinar and first panel discussion for CP



Key Highlights

- ✓ Launched *Take Care Tuesday* podcast for CSSS
- ✓ Working on launch of *Choice Chat* for CP

From Law Enforcement to Education



This week's podcast features Safer Schools Together's lead trainer and threat analyst Nick Chernoff and his discussion on the importance of threat assessment training.

Listen to this week's podcast via the button below:

[LISTEN NOW](#)

Center for Safe and Secure Schools | A Division of Harris County Department of Education
6005 Westview, Houston, TX 77055



CHOICE PARTNERS COOPERATIVE

CHOICE CHAT

PODCAST



Key Highlights

- ✓ Launched quarterly newsletter (*The Records Keeper*) for RM
- ✓ Streamlined process for sending out newsletters for CP and CSSS

May 2021, Issue 3



Digital processes ease the burden of managing records



Well into 2021, the U.S. is still in a pandemic mode of thought and action. Peering into the future, we see that more of the U.S. workforce has returned to work with a smaller percentage still at home. This situation increases the need to fast-track digital transformation of records management before another catastrophic event happens.

Over the last few months, digital processes have shown a world of possibilities for districts and other agencies to manage their records, opening their minds to automation. In a recent visit with Vidor ISD, Records Management (RM) talked about saving the district through digitizing their student records. After weeks of conversations and a bid process, Vidor ISD selected HCDE's records management services for the job. RM began with digitizing their student records, then moved forward with digitizing payroll and financial records too.

June 2021



A Message From the Director

It's June, which means many of you will take a much-needed summer vacation. This school year has been like nothing we have ever seen before, and yet, we persisted and finished strong. I want to take a moment to say THANK YOU to all educators for a job well done!

As the director for the Center for Safe and Secure School with Harris County Department of Education, my number one goal this year was to support as many educators in our county districts as possible with free or low-cost training, and we have accomplished just that.

A BIG thank you to the staff at The Center who worked at times around the clock to ensure we supported all of our clients' needs.

Continue to stay tuned to our upcoming workshops for school safety leaders and school district personnel. We have some exciting workshops and cohorts launching in June and July. So have a restful and safe summer.



Julia Y. Andrews
Director, HCDE Center for Safe and Secure Schools

Safety Tip of the Month

The Center for Safe and Secure Schools continues to offer courses through Mental Health First Aid (MHFA) that equip educators and the community in helping others during mental health challenges.

According to the National Council for Mental Wellbeing, The MHFA Action Plan, which includes five steps and can be used in any order, aids in providing support to someone who may be experiencing a distressed situation.

June 2021, Issue 31



Family-Owned Food Service Equipment Supplier and Fabricator

If you are responsible for procuring food equipment and small wares such as, pots and pans, table top items and food preparation utensils, it would be great to be able to find it all under one roof. You can do that with Budget Restaurant Supply. They are a family-owned, full-service food service and supply company. They started in 1982, in Houston, Texas. Their large showroom with more than 50,000 square feet stocks 75,000 products including COVID-19 personal protection equipment supplies.



The company is able to offer catalog equipment by representing the top tiers of manufacturers in the food service industry including, but not limited to, Hobart, Vulcan, True, Manitowoc and Cambro Rubbermaid. These manufacturers are consistently voted "Best In Class" by food service consultants and end users.



Budget Restaurant Supply has an in-house custom stainless steel fabrication shop that builds to NSF (National Sanitation Foundation) standards. They recently installed a custom stainless steel counter for a snack bar at Westfield High School for Spring ISD in Texas. Having worked with the district in the past, they moved quickly when called to meet the need for a custom piece. From start to finish, the project was completed during a two week break in the school's schedule. David Chan, Budget Restaurant Supply resident, said, "... with our trusted business partners and team of experts on staff, we can do any type of project big or small."



Key Highlights

✓ Streamlined processes for efficiency (*Publication Schedules, Marketing Timelines, Strategic Marketing Plans, Advertising Schedules*)

Marketing/Communications Timeline for [ECA Teacher & Principal Prep Program]

Eblasts

Activity	Start / End Date	Team Lead	Status
INFO MEETINGS MARKETING			
Eblast #1	April 12 (Monday)	Hugo	In Progress
Eblast #2	April 20 (Tuesday)	Hugo	In Progress
Eblast #3 (Reminder)	April 26 (Monday)	Hugo	In Progress
EARLY BIRD MARKETING			
Eblast #1	May 3 (Monday)	Hugo	In Progress
Eblast #2	May 21 (Friday)	Hugo	In Progress
Eblast #3	May 28 (Friday)	Hugo	In Progress
Eblast #4	June 1 (Tuesday)	Hugo	In Progress
Eblast #5	June 18 (Friday)	Hugo	In Progress
Eblast #6 (Early Bird Reminder)			
REGULAR MARKETING			
Eblast #1			
Eblast #2			
Eblast #3			
Eblast #4			
Eblast #5			
Eblast #6 (Reminder)			

2020-2021 School Safety & Security News Publication Schedule

Publication	Start Date/ Page Budget	Content due to Client Engagement / CE designs and formats	To CSSS for Review	To Client Engagement to Make Edits	Finalize	Published
e-Newsletter, Issue 1 Safety Tip	July 6	July 13-17	July 20-24	July 27-July 31	Aug. 3-4	Aug. 5
e-Newsletter, Issue 2 Safety Tip	Aug. 3	Aug. 10-14	Aug. 17-21*	Aug. 24-28	Aug. 31-Sept. 1	Sept. 2
e-Newsletter, Issue 3 Safety Tip	Sept. 8*	Sept. 14-18	Sept. 21-25	Sept. 28-Oct. 2	Oct. 5-6	Oct. 7
e-Newsletter, Issue 4 Safety Tip	Oct. 5	Oct. 12-16	Oct. 19-23	Oct. 26-30	Nov. 2-3	Nov. 4
e-Newsletter, Issue 5 Safety Tip	Nov. 2	Nov. 9-13	Nov. 16-20	Nov. 23-25*	Nov. 30-Dec. 1	Dec. 2
e-Newsletter, Issue 6 Safety Tip	Dec. 1*	Dec. 7-11	Dec. 14-18*	Dec. 21-22*	Jan. 4-5	Jan. 6
e-Newsletter, Issue 7 Safety Tip	Jan. 4	Jan. 11-15	Jan. 19-22*	Jan. 25-29	Feb. 1-2	Feb. 3
e-Newsletter, Issue 8 Safety Tip	Feb. 1	Feb. 8-12	Feb. 15-19	Feb. 22-26	March 1-2	March 3
e-Newsletter, Issue 9 Safety Tip	March 1	March 8-12*	March 22-26	March 29-Apr. 1*	April 5-6	April 7
e-Newsletter, Issue 10 Safety Tip	April 5	April 12-16	April 19-23	April 26-30	May 3-4	May 5
e-Newsletter, Issue 11 Safety Tip	May 3	May 10-14	May 17-21	May 24-27	May 28 & June 1*	June 2
e-Newsletter, Issue 12 Safety Tip	June 7	June 14-18	June 21-25	June 28-July 1	July 2 & July 6*	July 7

*Dates modified to reflect holidays.



Strategic Marketing Plan

VISION: An industry leader in records management offering dependable, efficient, quality service that is competitively priced.

MISSION: To provide records solutions to school districts, counties, municipalities, colleges and other governmental entities.

OVERALL GOAL: To grow client base inside and outside Harris County, increase awareness of large format scanner with new and current clients and expand use of other RM services with current clients.

OBJECTIVES:

- Conduct annual inventory audits of data to ensure records retention compliance
- Industry leader / Subject Matter Expert in records, retention and compliance
- Provide first-rate customer service 24/7, high quality digital services and low-cost records disposition
- Increase product usage in current clients
- Grow customer base outside of Harris County
- Manage existing fleet to meet increased customer demands

TARGET AUDIENCES:

- New Harris County clients expanding into universities, municipalities and charter schools.
- New clients outside Harris County that are governmental entities or not-for-profits.
- Existing clients

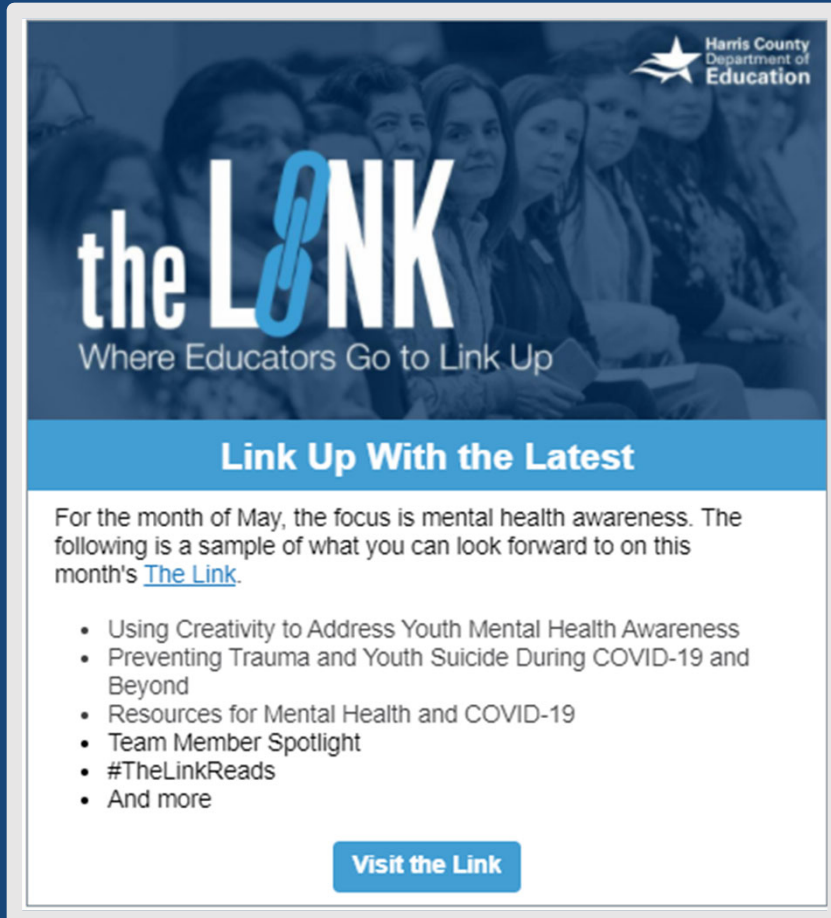
2020-2021 Advertisement Publication Schedule

Ad	Due Date	CP/HCE/E	Publication Date	Size of Ad
Community Impact	April 2020 August 1, 2020 November 1, 2020 March 1, 2021 June 1, 2021	HCE/E	Fall 2020 Winter 2021 Spring 2021 Summer 2021	Full page 7.5" x 10"
TABMS	Feb. 7, 2021	HCE/E	Feb. 2021	1/2 page ad
TASA Directory (Who's Who Member)	July 31, 2020 for free profile in Buyer's Guide-10/15/2020	CP	Dec./Jan. 2021	1/4 pg.-color Vertical, 3.333" x 4.583"
TASA Directory (Who's Who Member)	July 31, 2020 for free profile in Buyer's Guide-10/15/2020	HCE/E	Dec./Jan. 2021	1/4 pg.-color Vertical, 3.333" x 4.583"
TASA online	July 31, 2020 for free profile in Buyer's Guide-10/15/2020	CP & HCE/E	Monthly-same copy from directory	1/3 pg.-C w/clip, Vertical 3.333" x 4.583"
Texas Lone Star Magazine (TASLR - Assoc. of School Boards)	Aug. 21, 2020 Sept. 30, 2020 Oct. 30, 2020 Dec. 3, 2020 Jan. 28, 2021 March 01, 2021 March 31, 2021 April 29, 2021 May 28, 2021	HCE/E	Sept/Oct 2020 Nov. 2020 Dec. 2020 Jan./Feb. 2021 March 2021 April 2021 May 2021 June 2021 July 2021	7.5" x 10" Full page
TASNews TX Assoc. School Officials	September 15, 2020	CP	Fall 2020 issue	1/4 page vertical
TASRO Report	Dec. 12, 2020 April 5, 2021 July 18, 2021	HCE/E	Jan. 2021 May 2021 Aug 2021	1/4 page vertical
TASRO Report	Dec. 12, 2020 April 01, 2021 July 18, 2021	CP	Jan. 2021 May 2021 Aug 2021	Full page OBC
Texas County Directory	Oct. 15, 2020	HCE/E	Jan. 2021	logo
Texas County Directory	Oct. 15, 2020	CP	Jan. 2021	Full page 4.75 x 7.50
Texas County Progress Magazine	Nov. 10, 2020 Dec. 10, 2020 April 10, 2021 May 10, 2021	CP	11/01/2020 01/01/2021 05/01/2021 06/01/2021	1/4 page 4.75 x 3.625 in magazine
Texas ISO.com	Anytime-ad needs to maintain same dimensions as original	CP	Monthly	Banner on right side- 180 x 150 IMJ and Maximum Size of Ad: 148 pixels dictates a maximum 15 for an unrotated top.

01.28.2021



Key Highlights



Harris County Department of Education

the LINK

Where Educators Go to Link Up

Link Up With the Latest

For the month of May, the focus is mental health awareness. The following is a sample of what you can look forward to on this month's [The Link](#).

- Using Creativity to Address Youth Mental Health Awareness
- Preventing Trauma and Youth Suicide During COVID-19 and Beyond
- Resources for Mental Health and COVID-19
- Team Member Spotlight
- #TheLinkReads
- And more

[Visit the Link](#)

✓ Streamlined process for Education & Enrichment (E&E) Blog, *The Link*

Overall:

✓ 180+ eblasts sent out

✓ 40+ marketing campaigns



ECA Ready to Teach? Ready to Lead? Scholarships Available

Early Bird Special: Application fee waived if you apply May 1 - June 30

Our GOAL is YOUR SUCCESS

REGISTER TODAY



TLC A DAY OF EDUCATIONAL INNOVATION FEATURING RON CLARK

SAT APR 10TH 9AM-3PM

Theme: Reimagining The Possibilities for Urban Education

Embracing Our New Reality By Sparking Creativity

REGISTER TODAY



Looking Forward

- ✓ More advertising
- ✓ Increase visibility of HCDE and divisions at the national level through:
 - More conferences
 - More presentations
- ✓ Incorporate instructional (how-to) videos and more webinars
- ✓ Provide more training for trade shows, podcasts and virtual presentations

