



Communications & Creative Services | Marketing & Client Engagement

Board Presentation

June 22, 2022

DREAM BIG



Communications & Creative Services

Dave Einsel

Director

Lorena Cozzari

Communications Manager

Debra Sanchez-Treese

Multimedia Manager

Joshua Wilson

Graphic Design Manager

Oliver Dyke

Web Content Coordinator

Juan Lopez

Creative Content Coordinator

Maritza Loera

Multimedia Production Coordinator

Sara McCullough

Communications Coordinator

Vianey Torres

Creative Content Coordinator

Victoria Cortinas

Administrative Assistant



System Support

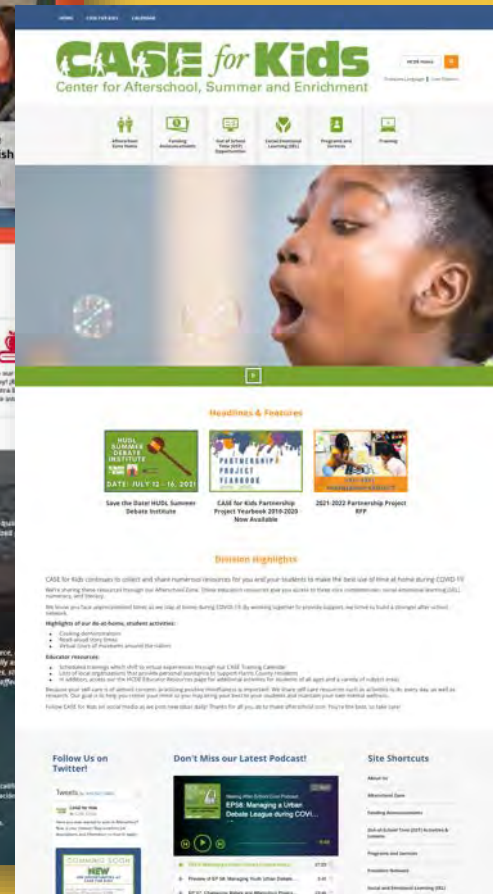
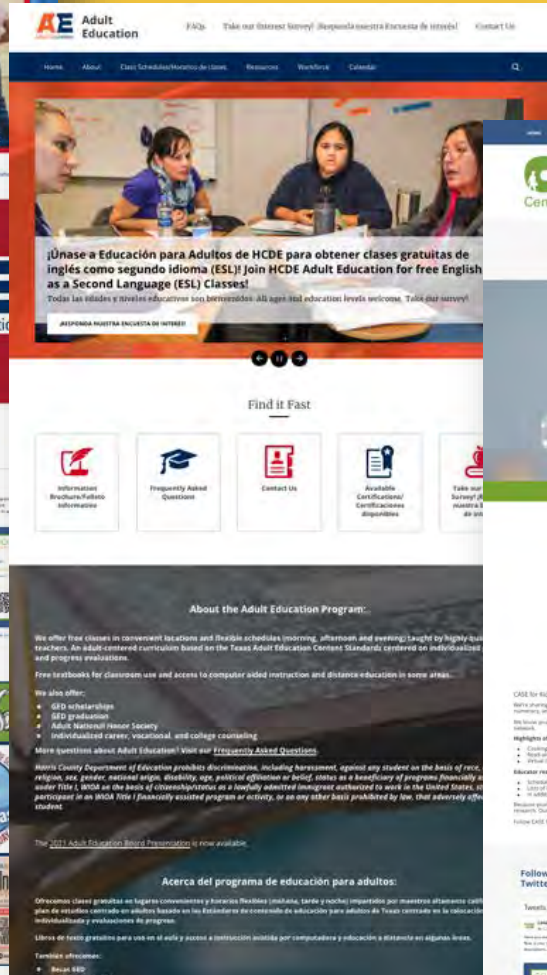
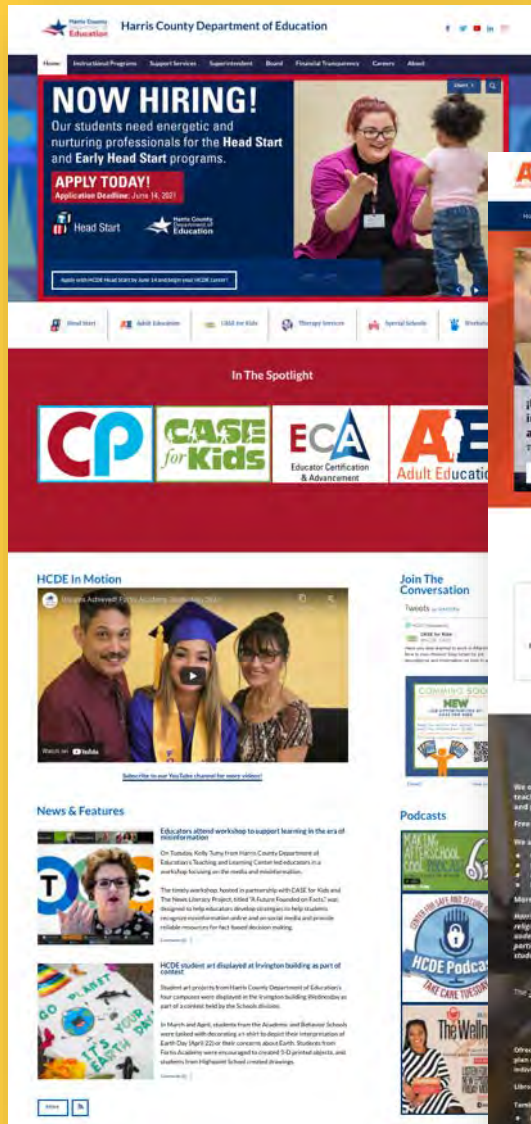


- **STORYTELLING**
- Web Site
- Social Media
- Photography
- Graphics
- Video
- Publications
- Flyers and other collateral
- Presentations
- Internal Communications
- Media Relations
- Event Planning | Convocation
- Reputation Management
- **Collaboration** with **ALL** divisions



Digital Communications - Website

www.hcde-texas.org



823 Pages

1,890 Documents

350,000 Page Views



Digital Communications - Social Media



13,000
Followers



616,000
Impressions



48,000
Views



External Communications - Publications



**Harris County
Department of
Education**

**SUPERINTENDENT
ANNUAL REFLECTION
2020-2021**



HARRIS COUNTY DEPARTMENT OF EDUCATION

BOARD RETREAT
JUNE 4, 2022

AGENDA

- BREAKFAST
- HCDE Property Review
- Construction Update
- LUNCH
- Board Operating Procedures
- JJAP Update | How to Proceed
- Board Initiative Discussion



**Harris County
Department of
Education**

Superintendent

resilience

**SCHOOL-BASED THERAPY SERVICES
CALENDAR 2021-2022**






SPECIAL SCHOOLS
ACADEMIC AND BEHAVIORAL SCHOOLS - HIGHPOINT SCHOOL EAST - FORTIS ACADEMY



Center for Educator Success

New Teacher Institute

Training begins **Monday, July 25.**
Register today at
hcde-texas.org/ces.



Divisions



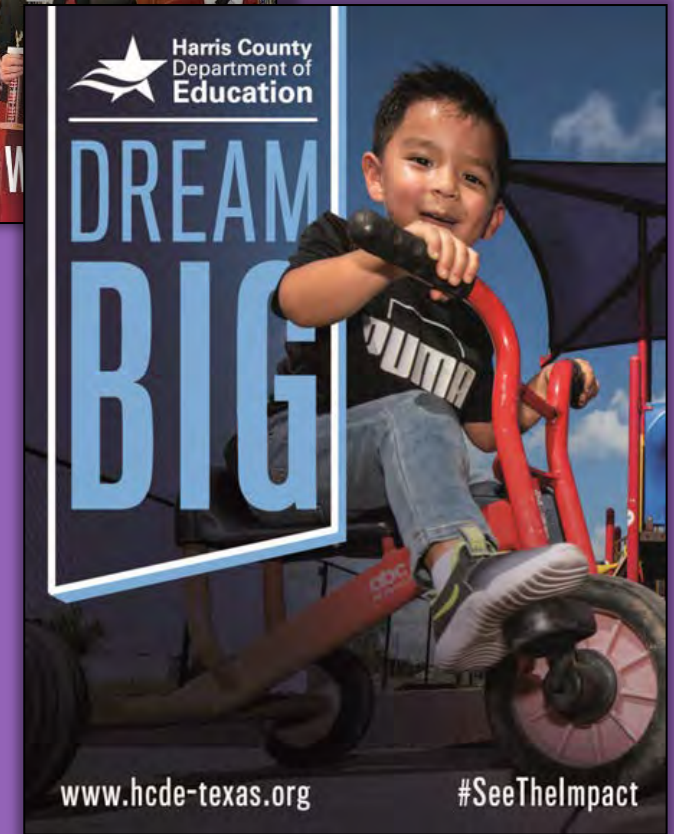
External Communications - Community Awareness



Social Media



Billboards



Mailer



External Communications - Recruiting Campaign



Website



Social Media Ads



Billboards



HCDE in Motion



Division Stories



HARRIET HUBACKER
ESL TEACHER
ADULT EDUCATION

Employee of the Month



JAMES COLBERT, JR.
HCDE SUPERINTENDENT
Superintendent Messages



Convocation



HCDE in Frame



Internal Communications – Newsletters

Weekly communications:

The Connector

The HUB

As Needed:

Emergency Calls to Staff

All HCDE Emails



Superintendent & Board



UPCOMING EVENTS

June 7

Wellness Webinar: 10 Ways to Manage Stress

June 22

Board Meeting

We ♥ HCDE Employees!



From tacos to tumblers, HCDE's newest tradition, Employee Appreciation Week included something for everyone! Employees gathered at several locations to bask in the sunlight and warm weather, and enjoy treats from various food trucks, games and music.

To view a gallery of photos from Picnic in the Parking Lot Events, click [here](#).

Door prizes were awarded to the following individuals:



Irvington

Blanca Brown, Head Start
Jonathan Murillo, Facilities
Montserrat Witne, Human Resources
Nicole Shanahan, Center for Educator Success
Ramona Burton, Head Start



North Post Oak

Andrea Colbert, Facilities
Brandon Fisher, Records Management
Janice Owolabi, CSSS
Jeff Drury, Choice Partners
Jesselyn Arceneaux, CASE for Kids

Staff



Communications by the Numbers

Connector Issues: 47

HUB Newsletter Issues: 50

Stories | Blog Posts: 133

Videos: 88

Media Mentions: 57

TSPRA Awards: 30

Social Media Posts: 2,009

Print Materials: 350

Events: 15



Looking Forward



- Continue to expand content across all communication channels (website, print, social media)
- Launch new homepage website design
- Redesign of HUB portal (intranet)
- Facility openings
- Continued employee recognition\appreciation events in collaboration with Human Resources
- Convocation 2022
- Highlight HCDE programs



Marketing & Client Engagement



Stephanie De Los Santos
Director

Janet Wachs
Assistant Director

Andrey Cuellar
Coordinator

Hugo Jimenez
Coordinator

Teresa Juarez
Coordinator

Cat Mai
Administrative Assistant (Temp)



Marketing Support Services



Center for
Educator
Success



The Center for
Safe and Secure Schools
Harris County Department of Education



Harris County
Department of
Education

Services Provided

- Trade Shows / Conferences
- Branding / Image packaging
- Advertising / Promo Items
- Division Social Media (Twitter, Facebook, LinkedIn, YouTube)
- HCDE Linked In
- Event planning / Presentations
- Analytics (eblasts / social media)
- CP and RM membership / contact lists
- Marketing collateral and content (fliers, social media, website content, brochures, SWAG)



Key Highlights

- Launch of CES division



ECA AND TLC ARE JOINING FORCES TO BETTER SERVE DISTRICTS




Center for Educator Success


- Designed to transform educator pipelines
- Reimagined recruitment, growth, advancement and leadership
- Customized in partnership with districts
- 100% focused on developing quality teachers

HOW IT WORKS

ENGAGE	GROW	ADVANCE	LEAD
Attract and certify teachers to place in schools or partner with districts to create an internal recruitment and certification program	Ensure the long-term success of early career teachers through our induction program or create customized high-quality induction program for districts	Provide professional development, coaching and certification for teachers pursuing the roles of principal, AP, instructional coach or mentor	Consult with district leadership to design and implement the most effective program through advocacy and policy



Center for Educator Success



Engage. Grow. Advance. Lead.

HCDE divisions join forces to better serve school districts

HCDE's Teaching and Learning Center (TLC) and Educator Certification and Advancement (ECA) have merged to become the Center for Educator Success (CES) in an effort to partner with school districts and provide customized services to better meet the needs of all educators. CES was developed and designed to:

Transform educator talent pipelines by partnering directly with districts to reimagine a comprehensive approach to educator recruitment, growth, advancement and leadership with the primary goal to inspire a new generation of educators to teach and lead in ways that generate real results and new opportunities for all children.

All programming provided by CES is 100% focused on developing quality educators.



- Launch Choice Partners Podcast
- Plan launch of Choice Partners Rebates



Division Newsletters (Monthly or Quarterly)

June 2021, Issue 31



Quality, Service and Experience You Can Trust

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** president, said, "... with our trusted business partners and team of experts on staff, we can do any type of project big or small."

Choice Partners

June 2021



The Center for
Safe and Secure Schools
Harris County Department of Education

Safety Always First in Education

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 Schools 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.


CSSS

May 2021, Issue 3




THE
Records
KEEPER

OUTLOOK FOR 2021 AND BEYOND



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 serving 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.

Records Management



Process Efficiency

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/HCDE	Publication Date	Size of Ad
Communities Impact	April 2020	HCDE	May 2020	Full page
Insight	August 1, 2020 November 1, 2020 March 1, 2021 June 1, 2021	HCDE	Fall 2020 Winter 2021 Spring 2021 Summer 2021	Full page 7.5" x 10"
TASA	Feb. 7, 2021	HCDE	Feb. 2021	1/2 page ad
TASA Directory (Who's Who Member)	July 31, 2020 for free profile in Buyer's Guide 10/19/2020	CP	Dec./Jan. 2021	1/2 pg. color Vertical, 3.33" x 4.583"
TASA Directory (Who's Who Member)	July 31, 2020 for free profile in Buyer's Guide 10/19/2020	HCDE	Dec./Jan. 2021	1/2 pg. color Vertical, 3.33" x 4.583"
TASA online	July 31, 2020 for free profile in Buyer's Guide 10/19/2020	CP & HCDE	Monthly same copy from directory	1/3 pg. color, Vertical 3.33" x 4.583"
Texas Lone Star Magazine (TASMag) (Issue of School Records)	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	HCDE	Sept/Oct 2020 Nov. 2020 Dec. 2020 Jan./Feb. 2021 March 2021 April 2021 May 2021 June 2021 July 2021	1.5" x 10" Full page
TASMag	September 25, 2020	CP	Fall 2020 issue	1/2 page vertical
TASMag Report	Dec. 12, 2020 April 1, 2021 July 18, 2021	HCDE	Jan. 2021 May 2021 Aug 2021	1/2 page vertical
TASMag Report	Dec. 12, 2020 April 01, 2021 July 18, 2021	CP	Jan. 2021 May 2021 Aug 2021	Full page-OSC
Texas County Directory	Oct. 19, 2020	HCDE	Nov. 2020	1/2 pg.
Texas County Directory	Oct. 19, 2020	CP	Jan. 2021	Full page 6.75" x 7.50"
Texas County Progress Magazine	Nov. 10, 2020 Dec. 10, 2020 April 10, 2021 May 10, 2021	CP	12/03/2020 01/05/2021 05/01/2021 06/01/2021	1/2 page 4.75" x 3.625" in magazine
Texas ISD.com	Anytime-ad needs to maintain same dimensions as original	CP	Monthly	Banner on right side: 180 x 150 BU and Maximum Size of 40k. IAB also dictates a maximum file for an animated logo.

01/28/2021



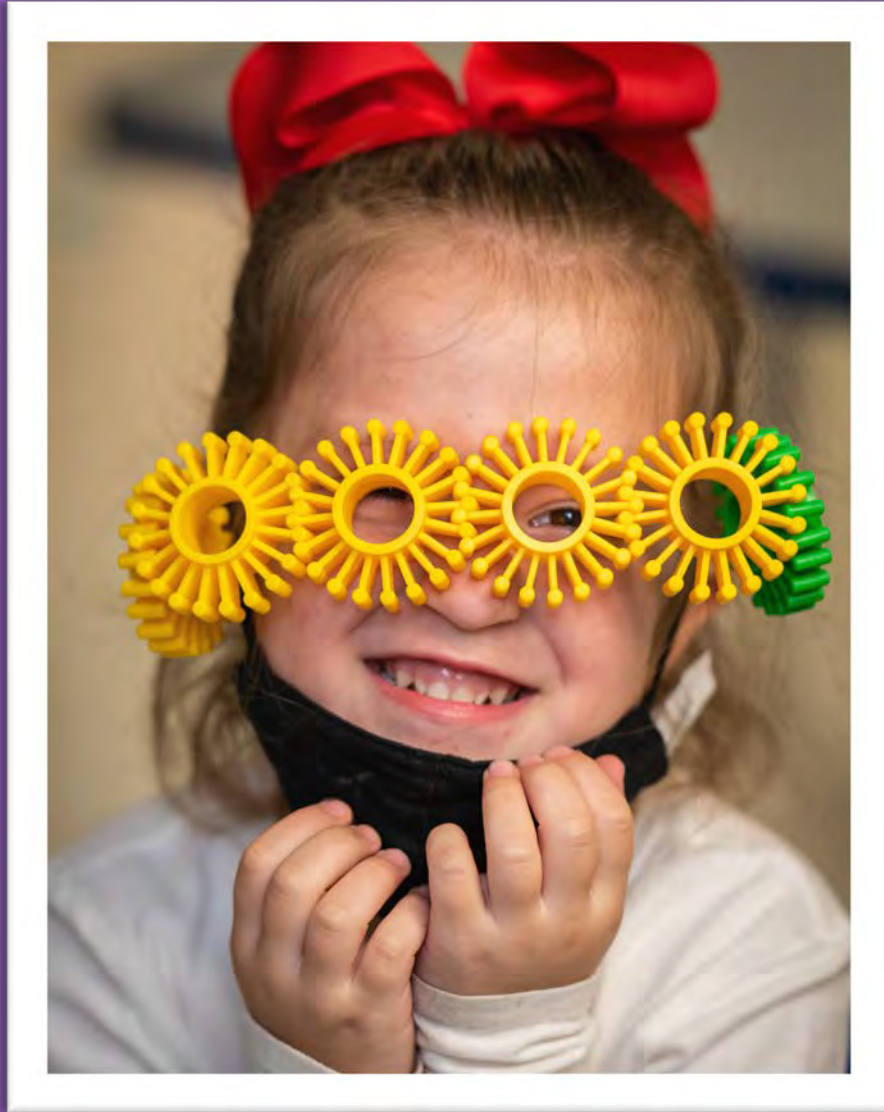
Marketing By the Numbers



- HCDE swag: \$10,000 distributed
- E-blasts: 250
- Marketing Campaigns: 50
- Tradeshows: 10
- New members processed: 120 (Choice Partners)
- Events: 10



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



Industry Awards – State Level



30

3 Crystal Commendations
14 Gold Star (2 best in category)
13 Silver Star

Storytelling
Video
Graphics
Photography
PR Campaigns



Industry Involvement – State Level

Most Valuable Member
Executive Committee
(VP At Large)



APR Chair

Presentations



Industry Involvement – National Level

Awards



Committees



Presentations





Questions?

