



Communications & Creative Services | Marketing & Client Engagement

Danielle Clark, APR | Stephanie De Los Santos

Board Presentation

June 21, 2023

BE EXCEPTIONAL



Marketing & Client Engagement



Stephanie De Los Santos

Director

Janet Wachs

Assistant Director

Andrey Cuellar

Marketing Coordinator

Hugo Jimenez

Marketing Coordinator

Teresa Juarez

Client Engagement Coordinator

Mark Perez

Translations Coordinator

Lanette Gonzales-Tonsul

Administrative Assistant



Division Goals

- ✓ Continue marketing support for enterprise and revenue-generating divisions (*Choice Partners, Records Management, Center for Safe & Secure Schools, Center for Educator Success*)
- ✓ Increase marketing support for other divisions (*Adult Education, Therapy Services, Center for Grants Development, Business Services, Human Resources, and more*)
- ✓ Support overall marketing efforts of HCDE



Ways We Support HCDE



CALL TO ACTION

- ✓ Trade Shows / Conferences
- ✓ Branding / Image Packaging
- ✓ Reputation Management
- ✓ Marketing Campaigns
- ✓ Advertising
- ✓ Website
- ✓ Social Media (LinkedIn, YouTube, Twitter, Facebook, Spanish SM)
- ✓ Exhibit Support Services
- ✓ Event Planning / Presentations
- ✓ Analytics (Eblasts, Social Media)
- ✓ Promo Items / Swag
- ✓ Podcasts
- ✓ Instructional PSAs
- ✓ E-newsletters / Weekly Eblasts
- ✓ Maintain database for CP/RM membership / contact lists
- ✓ Collaboration with ALL divisions



Key Highlights

MCE
played a
key role in
Choice
Partners
rebate
program
and
Amazon
rollout

Register Today

SPEND MONEY

CHOICE CASH

MAKE MONEY

CAPITALIZE ON CP'S NEW REBATE PROGRAM

Join us for the Rebate Launch!

Tuesday, Aug. 30, 2022
11 a.m. - 1 p.m.

Location:
6005 Westview Drive, Conference Rooms
Houston, TX 77055
Lunch will be provided.

CHOICE PARTNERS COOPERATIVE

Look who was awarded a CP contract!

amazon business

Amazon Business, contract #22/045KN-01, is now available through Choice Partners.

CHOICE PARTNERS
The Right Resources. Right Now.

6005 Westview Dr, Houston, Texas 77055
1- 877- 696 - 2122
www.choicepartners.org

Harris County
Department of
Education



Key Highlights

Successfully helped launch Business Services' first **iPASS** event and Adult Ed's new program

FMLI (Family Math Literacy Initiative)



Registration is Open

Register for the first annual iPASS (Internal Procurement Annual Supplier Showcase) event.

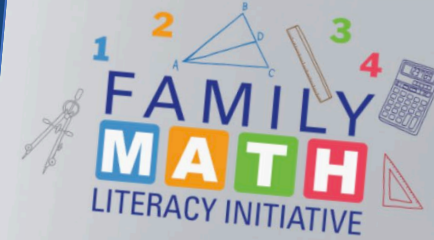
Friday, Sept. 30, 2022
8:30 a.m - 5p.m.

6300 Irvington Blvd., Houston TX, 77022
Fifth floor conference center

This inaugural event will provide informative presentations on financial services, legal aspects of procurement and school safety along with an opportunity to visit with 20+ awarded vendors to consider their products and services.

Register below and don't miss out!

REGISTER TODAY



Make the Most of Your Summer

Math can sometimes feel challenging, but with our **Family Math Literacy Initiative (FMLI)** program, we can provide the support you need. Our free program is designed to help Texas adult learners and their families enhance their understanding of basic math operations while improving digital skills.

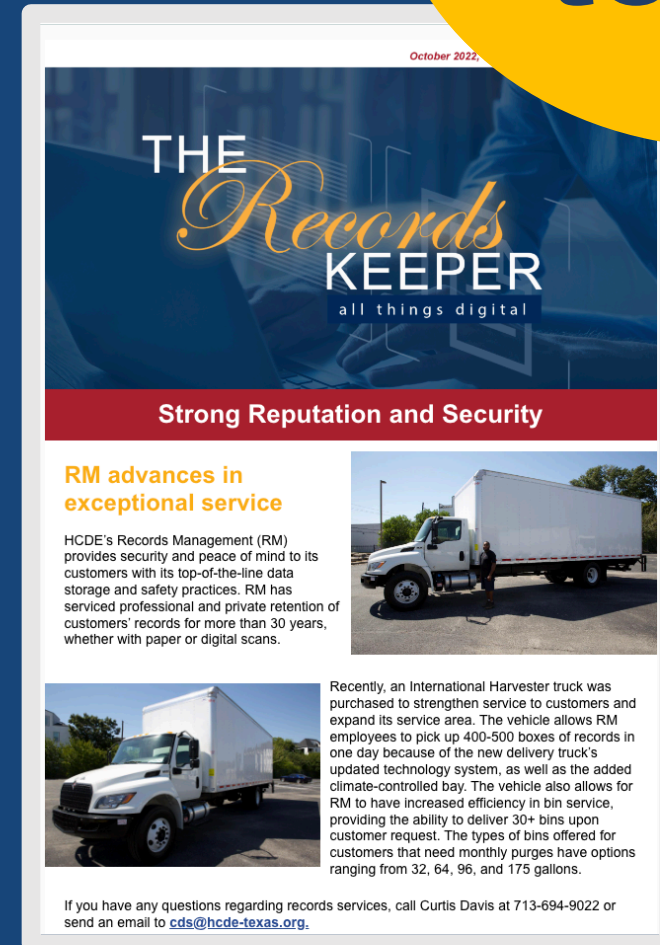
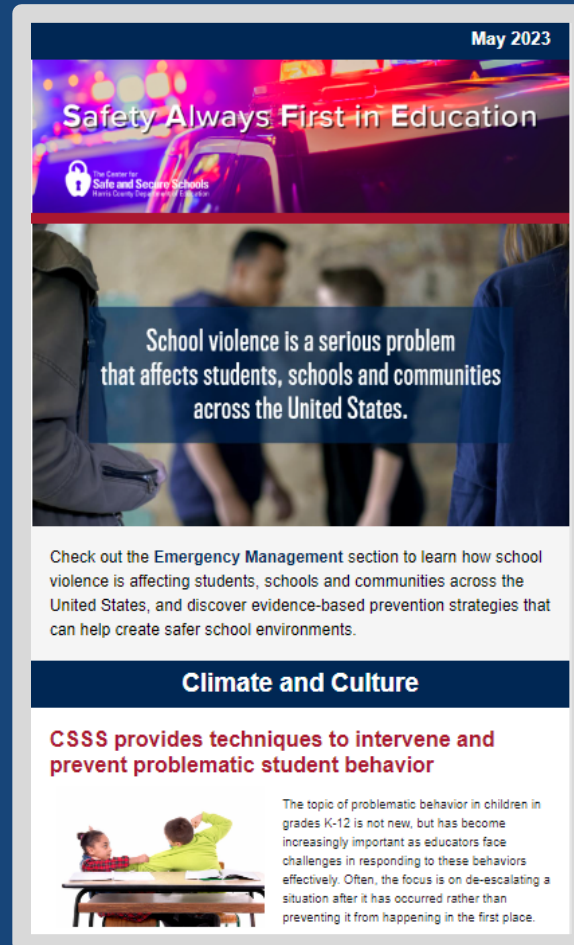
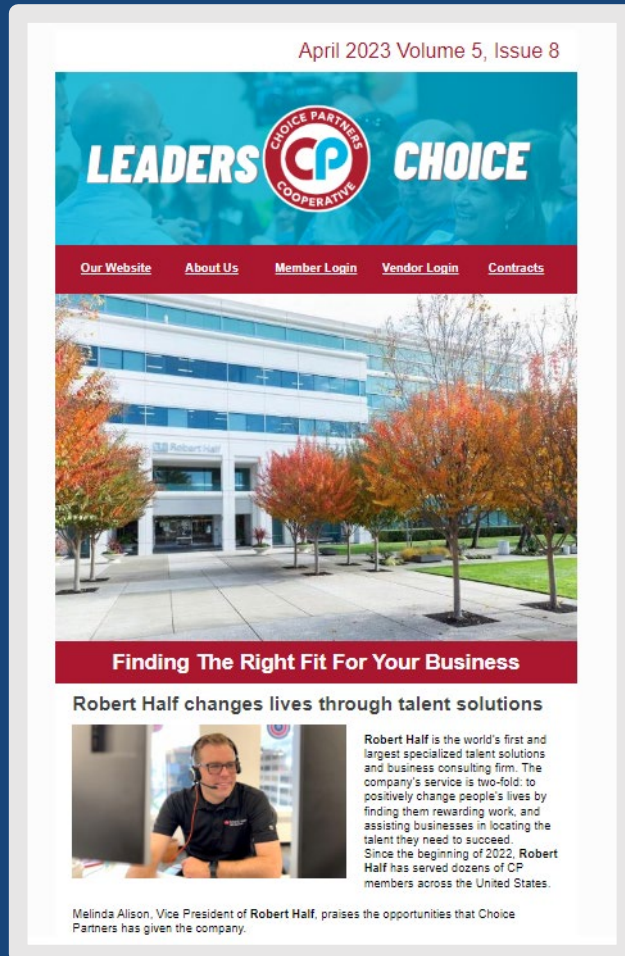
Throughout the summer, our qualified teachers provide support seven days a week from 7 a.m. to 10 p.m. Take advantage and set up your free session!



E-Newsletters

- ✓ Produced monthly and/or quarterly newsletters for revenue generating divisions (CP, CSSS and RM)

25
total

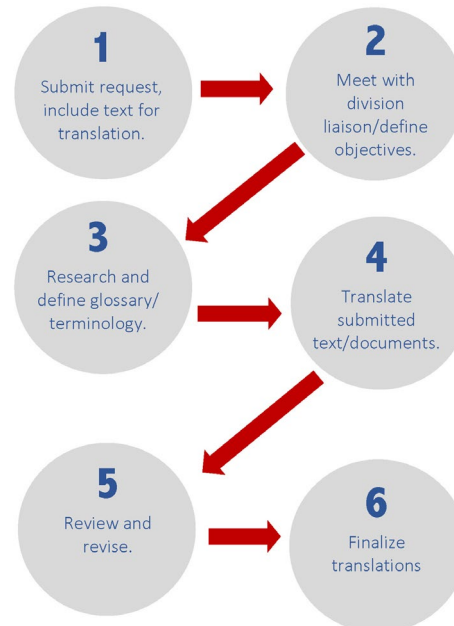


New Processes

- ✓ Streamlined processes for efficiency (Conference Schedule, Translations Services, Podcast Schedules, HubSpot integration for CP Vendors)

Name	Date	Location	Staff
August 2022			
CP-ACNT	Aug. 10	Grapevine	Charlie & Louise
CP & HCDE Convocation	Aug. 12	Kingdom Center	Janet
CP-NIGP (Sponsor)	Aug. 20-24	Boston, MA	Kristi, Trisha
CP-TAC Legislative Conference	Aug. 23-25	Austin	Ann Marie
CP-Vendor Orientation	Aug. 25	NPO	Monique
September 2022			
CP-NIGP Leadership Summit (Annual Forum & Products Expo)	Sept. 11-14	Anaheim, CA	Joann
CP-ISM-RGV	Sept. 22-24	South Padre Island	Steve, Stephen, Trisha
CP-TASB/TASB	Sept. 23-25	San Antonio	Kristi, Ann Marie
HCDE-TASA/TASB	Sept. 23-25	San Antonio	Janet, Andrey
CP-TCSA	Sept. 26-28	San Antonio	Trisha & Janet
CP-SETAPP (NIGP) Pres/Panel	Sept. 27	Houston (HCAD)	Jeff, Kristi
CP-TOTAL	Sept. 28-29	Denton	Ann Marie, Joann
October 2022			
CP-CAPPA	Sept. 3-Oct. 2	Niagra Falls, NY	TBD
CP-Food Show/Product Show	Oct. 13-14	Humble Civic Center	CP staff, MCE staff
CP-TML Annual Conference and Exhibition-Texas Municipal League	Oct. 5-7	San Antonio	Janet, Ann Marie
CP-TACA/TX Assn of County Auditors Annual Fall Conference	Oct. 11-14	Denton	TBD
CP-Lone Star Conference ???			
CP-CJACT 98th Annual Conference-South Texas Judges	Oct. 3-8	Cedar Creek, Hyatt	Ann Marie
CP-TACA 77th Fall Conference	Oct. 11-14	Denton	TBD
CP-TASBO Purchasing Academy	Oct. 13-14	San Antonio/Online	TBD
CP-ORAT	Oct. 19	Galveston	Kristi
CP-CIPA	Oct. 26	Round Rock	Kristi (w/Jeff Odum-Amazon)
CP-TASBO School Ops (Facility Masters)	Oct. 27-28	Frisco	Mo, Mi, Mar, Joann, Stephen
November 2022			
CP-Region 1 ESC Training	Nov. 3	McAllen	Ann Marie, Stephen, Janet
HCDE-CyFair Houston Chamber of Commerce	Nov. 15	Berry Center	Janet, Teresa
CP-TUPPA-Texas Public Purchasing Assoc.	Nov. 15-18	San Marcos	Stephen, Kristi, Jeff
CP-Vendor Orientation	Nov. 29	NPO	CP staff, Janet, Andrey, Stephanie
CP-Member Workshop	Nov. 30	NPO	Janet, CP staff
December 2022			
CP-Gulf Coast MCO Vendor Show	Dec. 8	Kennah	Jeff, Jo, MA, Mi, SK, Ma, Y, K
CP-Instr. Materials (IMACT)	Dec. 11-12	Galveston (Moody)	Steve
January 2023			
CP-NTFSA	Jan. 19		Louise, Charlie
CP-Vendor & Member Appreciation Luncheon	Jan. 27	NPO	CP staff, Stephanie, Andrey and Janet
CP-TASA Midwinter Conference	Jan. 29-Feb. 1	Austin	Michael and Ann Marie
HCDE-TASA Midwinter Conference	Jan. 30-Feb. 2	Austin	Stephanie, Andrey
CP-Gulf Coast MO			
February 2023			
CP-TASBO	Feb. 13-17	San Antonio	Jo, SK, Jane, MR, KN, YP, MN, MC
HCDE-TASBO Annual Conference	Feb. 13-17	San Antonio	Janet
HCDE-TASB-Texas Assn of Black School Educators	Feb. 15-19	Horseshoe Bay	DID NOT ATTEND

Harris County Department of Education Internal Translations Process



2022-2023 Choice Chat Season 1 Podcast Schedule

Episode	Start Date	Interview / Record Date	Make Audio Edits	Finalize and Publish on Anchor	Send Eblast / Post to Social Media	Post to Web
Episode 1	Aug. 3	Aug. 4-20	Aug. 23-27	Aug. 30	Aug. 31	Aug. 31
Episode 2	Sep. 7	Sep. 8-17	Sep. 20-24	Sep. 27	Sept. 28	Sept. 29
Episode 3	Oct. 5	Oct. 6-15	Oct. 18-22	Oct. 25	Oct. 26	Oct. 27
Episode 4	Nov. 2	Nov. 3-19	Nov. 3-12	Nov. 29	Nov. 30	Nov. 30
Episode 5	Dec. 7	Dec. 8-15*	Dec. 15-17*	Dec. 20	Dec. 21*	Dec. 21*
Episode 6	Jan. 4	Jan. 5-14	Jan. 18-21*	Jan. 24	Jan. 25	Jan. 26
Episode 7	Feb. 1	Feb. 2-11	Feb. 14-18	Feb. 21	Feb. 22	Feb. 23
Episode 8	March 1	March 2-11*	March 21-25	March 28	March 29	March 30
Episode 9	April 5	April 6-14*	April 18-22	April 25	April 26	April 27
Episode 10	May 3	May 4-20	May 23-27	May 30	May 31	May 31
Episode 11	June 7	June 8-17	June 20-24	June 27	June 28	June 29
Episode 12	July 5	July 6-15	July 18-22	July 25	July 26	July 27

*Dates modified to reflect holidays.

Intro to HubSpot

A guide on the HubSpot CRM



By the Numbers

HCDE Swag Distribution ►




Approx.
\$10,000
value



By the Numbers

16
Podcasts

300+
Eblasts




Scholastic Art & Writing Awards


Feedback Survey

Hello Scholastic parents, students and teachers,

We invite you to complete a short survey to help us enhance the programming and make our celebrations even more memorable for the upcoming year. Your feedback is vital and will directly impact the future of our program in an effort to provide an exceptional experience.

[YOUR FEEDBACK](#)



 Harris County Department of Education
View as Webpage

Season's Greetings from RM

We wish you, your family and friends a **Merry Christmas and Happy New Year!**

During Christmas week, RM hours of operation will remain the same, 8 a.m. - 4 p.m., Monday - Friday. Contact csd@hcde-texas.org for assistance as needed.

Records Management looks forward to serving you in the new year!

 6005 Westview Houston, Texas 77055
1-877-696-2122
choicepartners.org

 Harris County Department of Education



CHOICE CHAT

PODCAST


Check Out Current Episode of Choice Chat!

Join Janet Wachs, assistant director, as she and Chuck Ainsworth, director of business development, talk about the practices that SFSPac has provided for proper safety and sanitation in school nutrition.

[Listen Today](#)

For more information regarding SFSPac, visit www.portionpac.com/

 CP CHOICE PARTNERS
The Right Resources. Right Now.




HCDE Podcast

TAKE CARE TUESDAY

The October episode of *Take Care Tuesday* features Jason Brown, lead counselor at Quail Valley Middle School in Fort Bend ISD. Jason discusses how to combat the bullying environment by providing students with opportunities to connect and express their creativity while gaining their voice to become stronger in bullying situations.

[LISTEN NOW](#)

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

 Harris County Department of Education



By the Numbers

**20+
Events**

**Assisted in
the planning
and served
on day of
event**



By the Numbers

150+



**New CP
members**

*(welcome emails,
phone calls)*

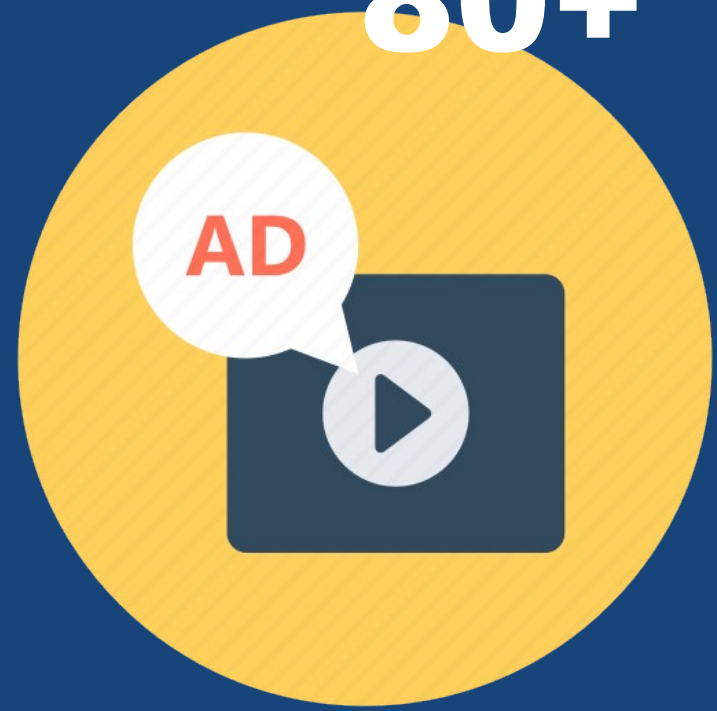
30+



Translations

*(collateral, eblasts, social
media, website, media
interviews)*

80+



Advertisements

*(HCDE and CP ads – published
locally, statewide and nationally)*



By the Numbers



100+

Posts &
Reposts

4,310

Total Followers

1,345

New Followers

3,646

Unique Visitors

8,325

Page Views

49,686

Total Impressions

2,813

Job Page Views

1,736

Clicks

20.8%

Engagement



Looking Forward

- ✓ Increase visibility of HCDE and divisions at the national level through:
 - More conferences
 - More presentations
- ✓ **Increase number of:**
 - ✓ social media posts
 - ✓ instructional PSAs
 - ✓ divisions we support
 - ✓ advertisements



Communications & Creative Services

Dave Einsel

Director

Lorena Cozzari

Communications Manager

Carl Glatzel

Graphic Design Manager

Debra Sanchez-Treese

Multimedia Manager

Oliver Dyke

Web Content Coordinator

Juan Lopez

Creative Content Coordinator

Maritza Loera

Multimedia Production Coordinator

Vianey Torres

Creative Content Coordinator

Shelby Trahan

Communications Coordinator

Emily Ortiz

Administrative Assistant



Supporting HCDE



- **STORYTELLING**
- Web Site | Intranet
- Social Media Management
- Photography
- Graphic Design
- Video Production
- Publications
- Fliers, programs, brochures, etc.
- Presentations
- Internal Communications
- Media Relations
- Event Planning | Convocation
- Reputation Management
- **Collaboration** with **ALL** divisions



www.hcde-texas.org

3,771 Documents

1.2M
Page Views



Social Media



14,341
Followers

280
Posts



4,385
Followers

335
Posts



1,802
Followers

171
Posts



Publications | Presentations | Fliers |

6,700 Printed Pieces



25

Special Reports



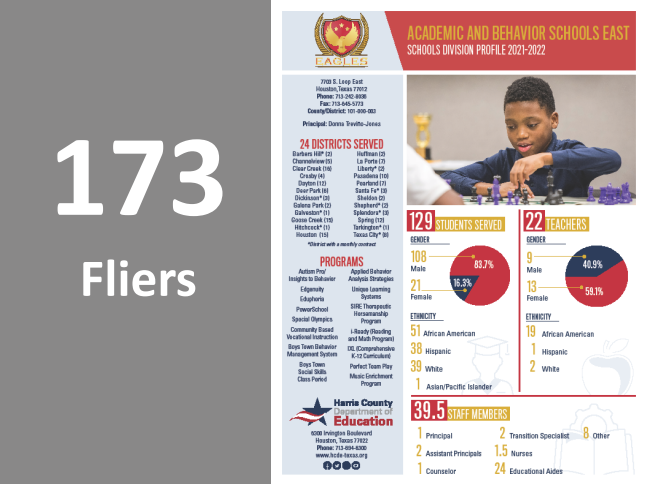
26

Presentations

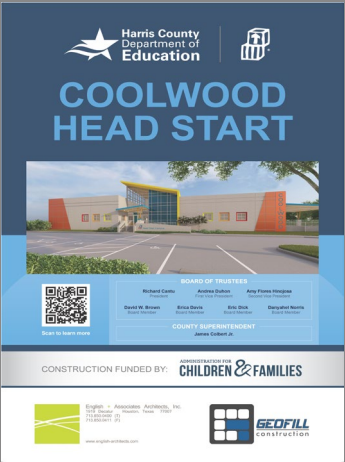


44

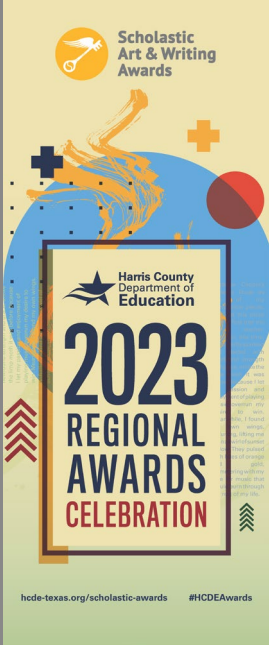
Connector Newsletters



173
Fliers



209
Signs



26
Banners



Digital Assets

44

Internal Newsletters



124

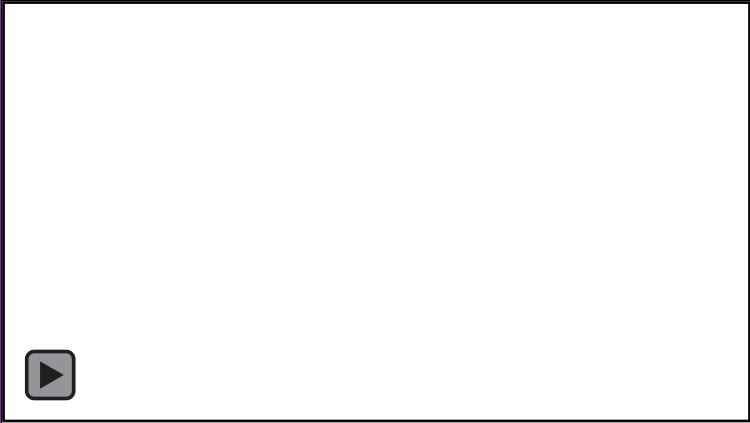
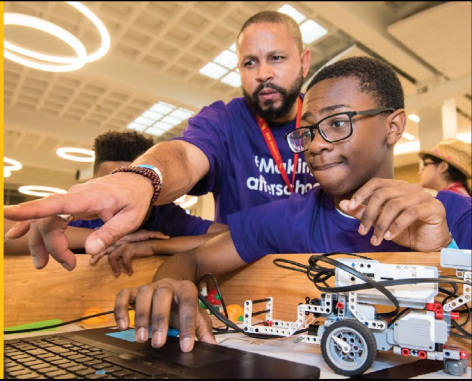
Social Media Graphics



190
Stories



Awareness Campaign



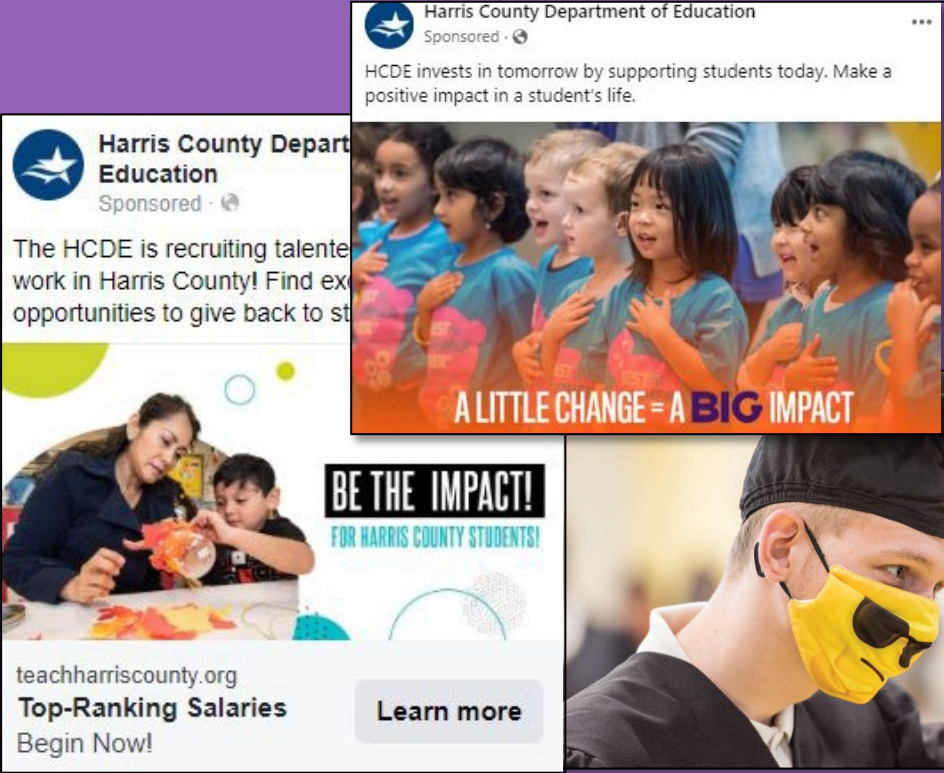
20 Billboards

908 TV Spots

193 Radio Spots

18 Social Media Campaigns

Reach: 1.53M
Engagement: 169K

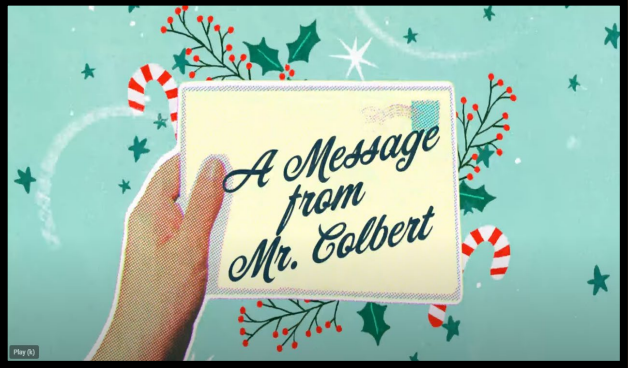


Videos

105
Videos Produced

We Are

The Center for
Safe and Secure Schools



Events



9
Events Supported



Looking Forward



- Continue to expand content across all communication channels (website, print, social media)
- Redesign and launch new Intranet (HUB)
- Event Coordinator
- Convocation 2023
- Ribbon Cutting/Open House Events
- Continued employee recognition\appreciation events in collaboration with Human Resources





Questions?