



Marketing & Client Engagement

Stephanie De Los Santos, Director

Communications & Creative Services

Lindsey Sanders, Director

Board Presentation

May 15, 2024

BE EXCEPTIONAL



Harris County
Department of
Education

Marketing & Client Engagement



Stephanie De Los Santos
Director

Janet Wachs
Assistant Director

Andrey Cuellar
Marketing Coordinator

Lanette Gonzales-Tonsul
Marketing Coordinator

Luis Sanchez
Client Engagement Coordinator

TBD
Translations Coordinator

Julia Suan
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*)
- ✓ Continue 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

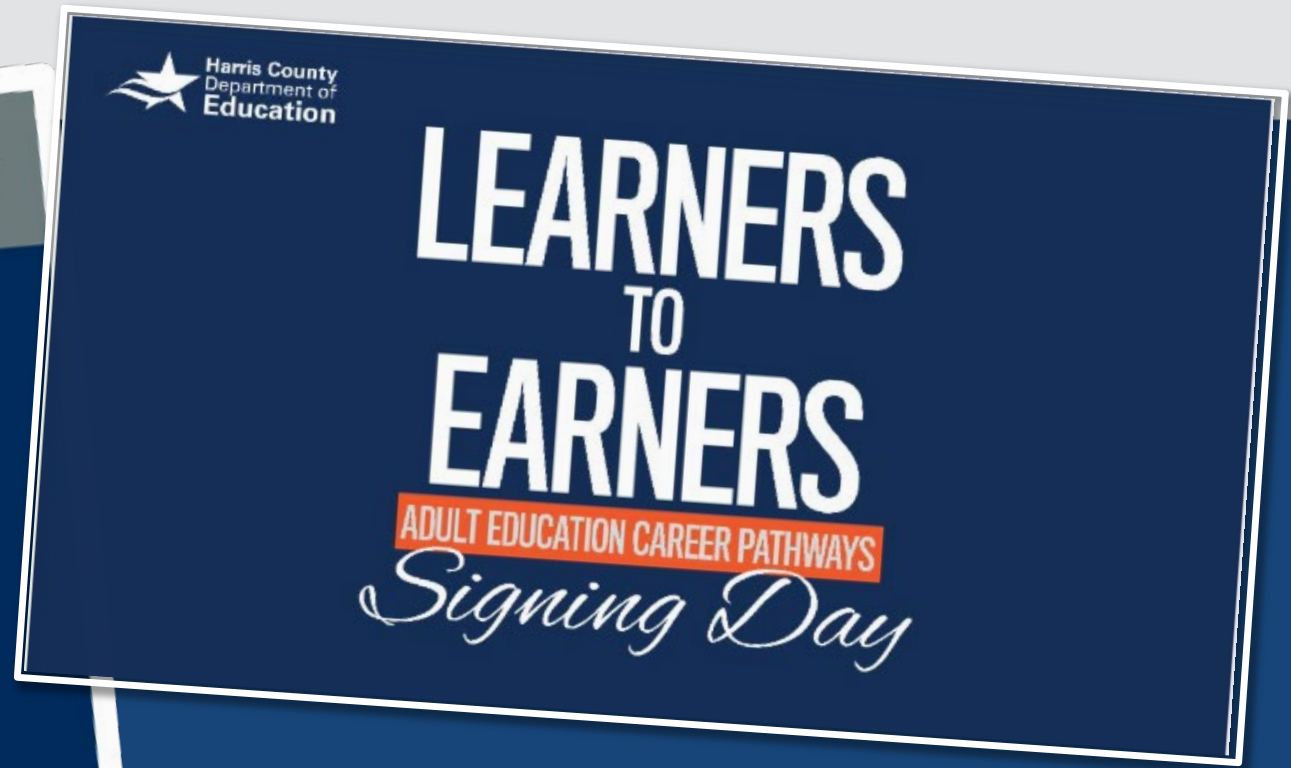


CALL TO ACTION

- ✓ Trade Shows / Conferences
- ✓ Branding / Image Packaging
- ✓ Reputation Management
- ✓ Marketing Campaigns
- ✓ Advertising
- ✓ Website
- ✓ Social Media (LinkedIn, YouTube, Twitter, Facebook, Spanish SM)
- ✓ Exhibit Support Services
- ✓ Translations 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



Successfully helped launch HCDE Ed Foundation's first **Heart of Education** fundraiser luncheon and Adult Ed's first **Signing Day**.



Key Highlights



- **10 State** (Texas School Public Relations) Awards, including a *Crystal Commendation*
- **26 Presentations** (CP Vendor/Member Workshops; TSPRA Online Learning; Breakout Sessions; CRM training; Chamber)



Key Highlights

MCE team members featured in the news:
on **Fox 26 News** and
on **Univision**.



E-Newsletters & Podcasts

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

30
total



Systems & Processes


✓ Streamlined processes for efficiency (*Event Run of Show, Marketing Timeline, Translations Services Rollout Plan, Publication Schedules, Formstack, Redbooth etc.*)

EVENT RUN OF SHOW

Name of Event: 2023 Adult Ed Graduation Ceremony

Date of Event: Saturday, June 24

DATE	TIME	ACTIVITY	RESPONSIBLE
Friday, Jan. 23	8 a.m. - noon	(Stage, chairs, tables, etc.)	Facilities/ Julie Carson
		Set up stage	
		Set up tables / chairs	
		Set up 500s and lobby area	
		Set up caps can gowns in the 100s	May/Rao
		Set up breakfast/snack area for students	May/Rao/Luis
		Set up step & repeat	MCE (Andrey/Mark)
		Set up all signag e w/easels (Welcome, elevator, tables, etc.)	
		Set up programs	Adult Ed / MCE
		Set up certificates	
		Decorations/balloons, check-in tables and step & repeat	Laura Aguirre
		Stage set up (3 plants set up on stage)	Facilities
		Set up sound system / AV (mics, music, PPT)	IT - Stephen / Luis
		Sound check (National Anthem, Processional, Recessional)	IT / May
		Test Mics	
		AV run through (with PPT Slide Deck)	
		Set up reserved seating (VIP – Board / Partners)	MCE



Redbooth

2023 Translation Services Rollout Plan

Research. Communicate. Serve.

PHASE 1 / YEAR 1 (January 2023 - January 2024)

Research

Communicate

Serve

- Create needs assessment survey to gather information regarding translations within the organization.
- Send email with survey link to division directors.
- Send follow up email to those who have not completed the survey.
- Research online training courses to provide translator with professional development.
- Find books to build library of resources for quality translations.
- Research the need for translations outside the organization (call school districts to find out if they have internal translations teams or do they source out their translations)
- Find out need for translations in languages other than Spanish within local school districts
- Gather local, state and national data on the need for translations (specifically in Spanish)

- Provide guidelines for translations using rule of thumb (250 words per hour, give or take).
- Ensure divisions know and

- Schedule meetings with divisions regarding the needs gathered from survey.
- Discuss any additional needs not included in the survey.

Marketing/Communications Timeline for [2023 CP Food Show]

Activity	Target date	Team Lead	Status
Select theme	January	CP/CE	Completed
Save the date generic pushcard.	June 8	MCE/Comm (Juan)	Completed, Printed and sent for TASBO
Save the date and social media (members only)	June 21	MCE/Comm (Andrey)	Completed
Save the date pushcard (250 printed)	July 3	MCE (Andrey)	In-Progress
Design graphic for shows (3)	June 15 (First draft)		In-progress
Posters – 2	July 26 (Final Graphic)	MCE/Comm (Juan)	
T-shirt - 1	July through October	MCE/Comm (Andrey)	
Promote event in June, July, August, September and October e-newsletters	July through October	MCE/Comm (Andrey)	In-Progress
Design graphics for Socio	June 30	MCE/Comm (Juan, Stephanie)	
Upload graphic to Socio	June 30	Choice (Ashlee, Jane)	
Printed invitations for HCDE board/email image (10)	July 6	MCE/Comm (Juan, Janet)	
Design CP web banner and VISA graphic	July 10	MCE/Comm (Juan)	
Post web banner, send VISA graphic to Comm., post on social media	July 12	MCE/Comm (JL, IT, Andrey)	
Design push cards – front and back, be handed out; print 200	July 1 (Design)	MCE/Comm (Juan, Stephanie)	
Send 1 st e-blast, post on social media (registration for both members and vendors)	July 27	MCE (Andrey)	
	July 27	MCE/Comm (Juan, Stephanie)	
Design large posters;	July 27		
Send large posters to printer	July 31	MCE (Andrey)	

2023-2024 Leaders Choice

Publication Schedule

Publication	Start Date/ Page Budget	To Review	Make Edits	Finalize	Published	Post to WEB
Leaders' Choice	Aug. 7	Aug. 14-15	Aug. 16	Aug. 18	Aug. 21	Aug. 22
		Sept. 11-12	Sept. 13	Sept. 15	Sept. 25	Sept. 26
		Oct. 16-17	Oct. 18	Oct. 20	Oct. 23	Oct. 24
		Nov. 13-14	Nov. 15			
		Dec. 11-12	Dec. 13			
		Jan. 15-16*	Jan. 17			
		Feb. 19-20	Feb. 28			
		April 15-16	April 17			
		May 20-21	May 22			
		June 17-18	June 19			
		July 15-16	July 17			

staff events and/or Board Meeting Date.



formstack



By the Numbers

HCDE Swag Distribution ►



Approx.
\$10,000
value



By the Numbers

30+ Email Campaigns

See You At the 2024 NCNC Conference!



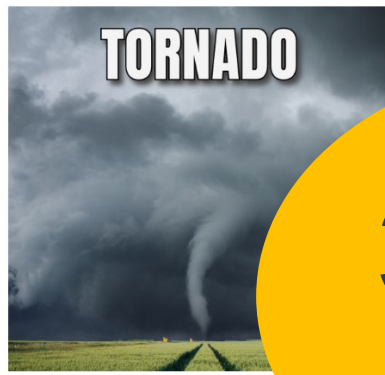
GOOD AND EQUIPMENT CONTRACTS
SAVE TIME AND MONEY
Access Board-Approved, Quality, Legal, Competitively Bid Contracts
USDA Compliant Food Contracts
BECOME A MEMBER

SAFETY TIPS

The good news is that you can survive severe storms! However, being prepared is critical. The Center for Safe and Secure Schools has compiled safety tips you can use to protect yourself and your family from nature's most violent storms.

Severe Weather Tips

TORNADO



300+ Eblasts



An Exciting Opportunity

FRIDAY, SEPT. 15, 2023
9 a.m - 2 p.m.

6300 Irvington Blvd.
Fifth Floor Conference Center
Houston TX, 77022

Discover the power of
iPASS 2023 Small Business:
Empowering Small Businesses

- Propel your organization to new heights:**
- Amplify your organization's visibility within the region
 - Forge valuable connections with school districts and like-minded small businesses for collaboration
 - Tap into new markets by unraveling the secret business with the federal government, the City of Houston, and the Harris County Department of Education

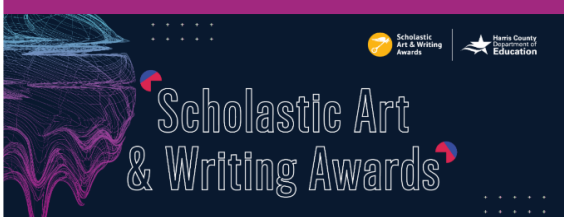
Don't miss out! Register now for just \$25 to receive invaluable insights and forge connections to

REGISTER TODAY

FREE PARKING, REFRESHMENTS

For questions regarding the event, contact Edna Johnson at 713-696-2104 | Edna.Johnson@hcned.org

CONGRATULATIONS



Hello Students, Teachers and Families!

If you are receiving this email, you have been chosen as a student recipient of a **2024 Scholastic Art & Writing Regional Award**.

With over 8,500 art submissions and 7,000 writing submissions, this is truly an amazing accomplishment to be proud of! All award recipients are listed on the Harris County Department of Education (HCDE) Website: **2024 Scholastic Regional Winners**.

Earning a **Scholastic Award** is often the first moment of validation for a young artist or writer, which can lead to a lifelong commitment to developing their creative talents, whether as a career or hobby. Now more than ever, it is important to recognize creative accomplishments and provide students with support and resources. HCDE is proud to sponsor the **Regional Scholastic Art & Writing Awards** program as it seeks to recognize excellence in student work.

Check the HCDE website for updates:
HCDE Scholastic Awards.

Sincerely,

The Center for Educator Success Team

General Procurement Workshop
for Disasters and Beyond:
FEMA, BABA, ARPA, and more!

Presented by:



Thursday, April 18, 2024

10 a.m. - 2 p.m.

Landry's Seafood

Kemah Boardwalk, Kemah, TX 77665

Event is in-person only.



By the Numbers

30+
Events

Assisted in
the planning
and served
on day of
event



By the Numbers

170+



**New CP
members**

*(welcome emails,
phone calls)*

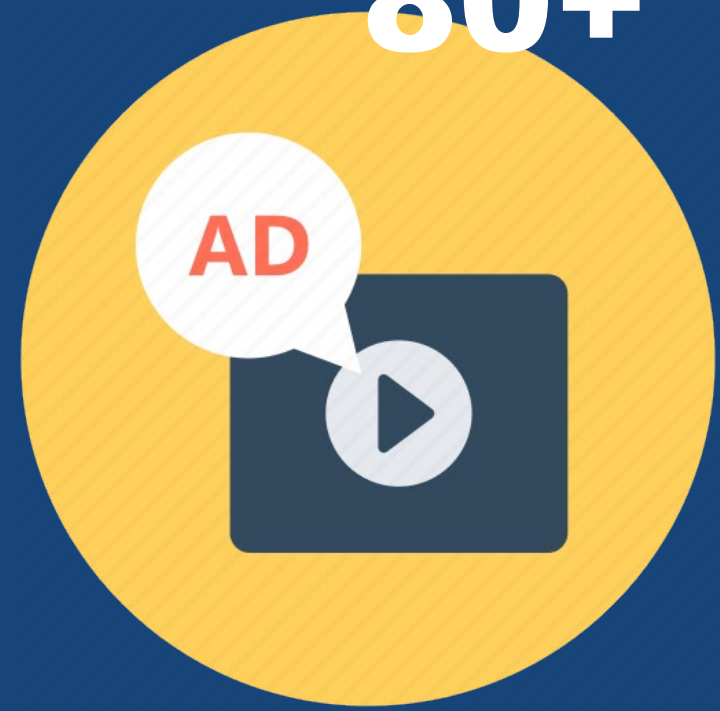
150+



Translations

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

80+



Advertisements

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



Looking Forward

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





Marketing & Client Engagement

Stephanie De Los Santos, Director

Communications & Creative Services

Lindsey Sanders, Director

Board Presentation

May 15, 2024

Communications & Creative Services

Lindsey Sanders

Director

Angel Verdejo

Communications Manager

Carl Glatzel

Graphic Design Manager

Debra Sanchez-Treese

Multimedia Manager

Oliver Dyke

Web Content Coordinator

Juan Lopez

Creative Content Coordinator

Razzak Akorede

Creative Content Coordinator

Maritza Loera

Multimedia Production Coordinator

Jessica Lieng

Multimedia Content Coordinator

Shelby Trahan

Communications Coordinator

Shelby Buchtien

Events Coordinator

Emily Ortiz

Administrative Assistant



Supporting HCDE



- **STORYTELLING**
- Website | 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



Adult Education

A better tomorrow is closer than you

Adult Education can help you get your GED, learn English, change careers

HEAD START

SPECIAL SCHOOLS

THERAPY SERVICES

CASE FOR KIDS

ADULT EDUCATION

CENTER FOR SAFE AND SECURE SCHOOLS

CHOICE PARTNERS

CENTER FOR EDUCATOR SUCCESS

RECORDS MANAGEMENT

EDUCATION FOUNDATION HARRIS COUNTY

In the Spotlight

Over \$1.3 million awarded for summer youth programs

Are schools properly secured?

Ready for a career change? HCDE is hiring!

Get Free GED help with HCDE

HCDE In Motion

#ThankATeacher

Thank you, teachers!

HCDE celebrates and recognizes the hard work of our educators during Teacher Appreciation Week

Watch Video

Latest News

HCDE names top teacher, educator 2023-2024

Educators from Highpoint and ABIS East were honored for their work and dedication to students.

Driven by "thirst for more knowledge," HCDE Board President earns her master's degree

"Thriller" Andrea Cuhner's passion for the public sector inspired her to continue her education.

MENU


Harris County
Department of
Education

SEARCH

TRANSLATE

Education Foundation of Harris County

11



BACK HOME


Support the Foundation

Make a difference in the lives of Harris County students. Your generous donation will go toward educational programs in 25 area school districts.


Give Today

Grant Opportunities:

Partners in Education (PIE)



School-Based
Therapy Services




We Support Students and Educators

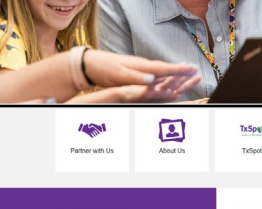
EFHC-funded programs are launched in Houston/Harris County [Learn more about the work we do.](#)


HCIDE HOME

[Home](#)
[About Us](#)
[Services](#)
[Contact Us](#)



School-Based Therapy Services







School Based Therapy Service


School based Therapy Services supports children with disabilities and their families in the areas of occupational therapy, physical therapy and music therapy. This support comes through assessment, intervention, consultation, training and direct service in the classroom in a student's neighborhood school and district.


HCIDE's School Based Therapy Services helps more than 7,000 students each year who struggle with autism spectrum disorders, intellectual disabilities and other challenges. Working on school campuses throughout Harris County, HCIDE's team of therapy specialists are highly trained to meet the unique educational challenges faced by these students—and help them achieve.


We have been supporting school districts and charter schools in and around Harris County since 1973. We provide leadership in best practices for school-based occupational therapy and physical therapy through our [interactive web-based resource hub](#).



Partner with Us


About Us


Teletip


Join Our Team


Q&A and Success Stories


Contact Us

Upcoming Events

MAY
27

Memorial Day – Offices and Schools Closed all day


JUL
04


Independence Day – Offices Closed all day


JUL
05

Independence Day – Offices Closed all day

School-Based Therapy Services on YouTube



Watch on  [at this webinar \(Recorded April 16, 2024\)](#)

Learn what we are and what we do by selecting this playlist from  on the top right corner of the video player.

You can find these and many other videos by visiting the [HCIDE YouTube page](#).

250
Pages

2,324
Documents

1.2M
Page Views



Social Media



15,131
Followers

303
Posts



4,549
Followers

409
Posts



2,100
Followers

299
Posts



Special Publications | Programs | Fliers |

7,100+ Printed Projects

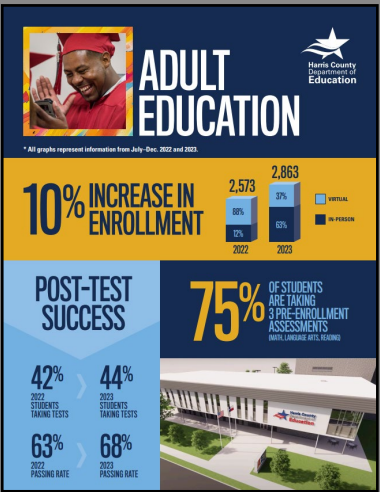
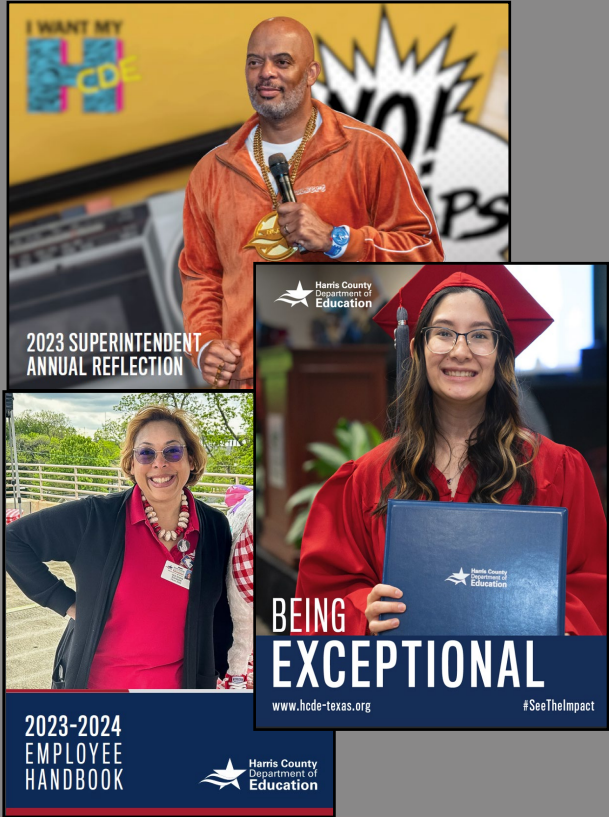
19
Save the
Dates/Invites

82
Fliers

12
Banners

253
Signs/Table
Tents

16
Special Reports



44
Newsletters



Digital Assets

46

Internal Newsletters



169

Social Media Graphics



194

Stories



Videos/Photos



140
Videos Produced



4,500+
Photos



Events



Harris County
Department of
Education



PICNIC *in the* PARKING LOT



A HCDE EMPLOYEE APPRECIATION EVENT



APRIL 12
Head Start @ Irvington
11:30 A.M. - 1:30 P.M.



APRIL 26
Irvington
11:30 A.M. - 1:30 P.M.

APRIL 19
North Post Oak
11:30 A.M. - 1:30 P.M.



MAY 16
Therapy Services @ North Post Oak
12:15 P.M. - 2:15 P.M.







Scholastic Regional Award Celebration

[HCDE-Texas.org/Scholastic-Awards](https://www.hcde-texas.org/Scholastic-Awards) [#HCDEAwards](https://twitter.com/HCDEAwards)



'Twas the HCDE Holiday Parties

13

Events Planned/Supported



Awareness Campaign

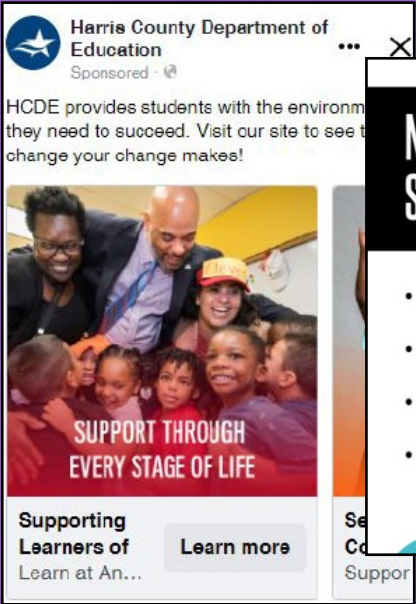


Billboards & Kiosks

Impressions: 33.9M

Social Media Campaigns

Reach: 3.31M
Engagement: 93K



TV & Radio Spots

Impressions: 8.9M



Highlights

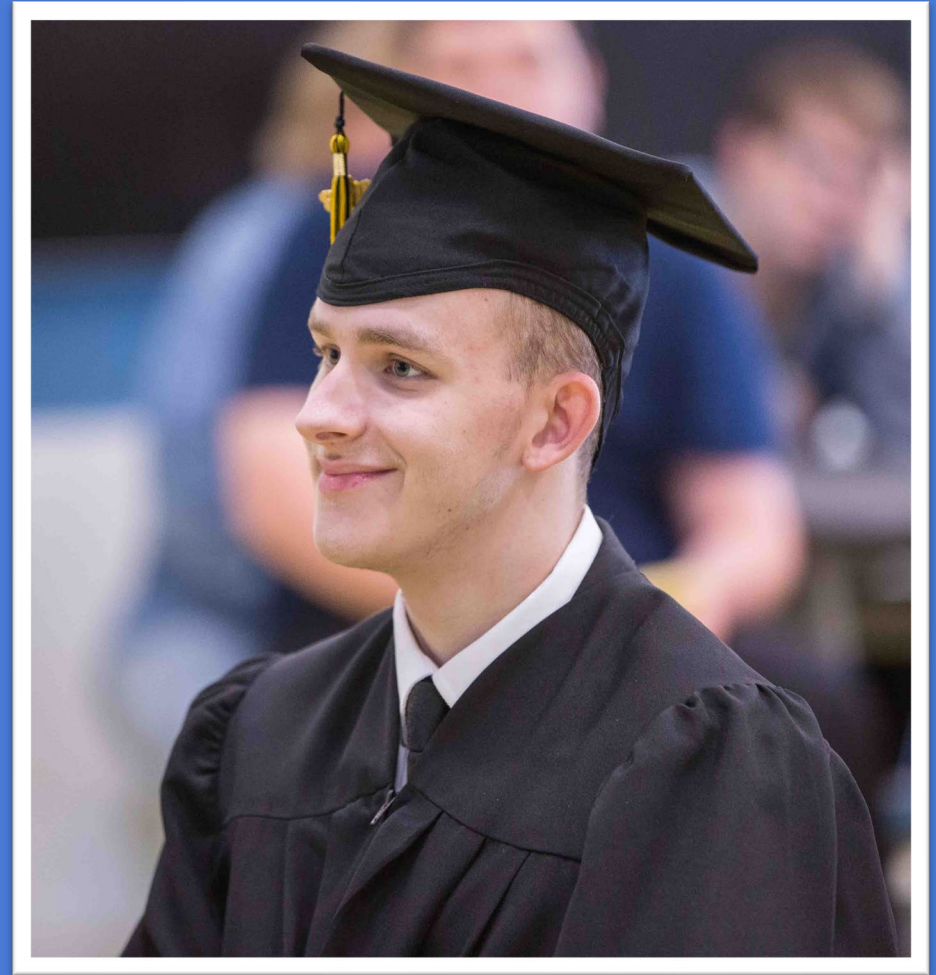


- 23 State (Texas School Public Relations Association) Awards
- 5 National (National School Public Relations Association) Awards
- Provided communications support to a local school district



Looking Forward

- Continue to expand content across all communication channels (website, print, social media)
- Launch redesigned Intranet (HUB)
- Enhanced media relations
- Continued employee recognition\appreciation events in collaboration with Human Resources





Questions?