

Marketing & Client Engagement Stephanie De Los Santos, Director

Board Presentation *June 18, 2025*

BE EXCEPTIONAL



Marketing & Client Engagement



Stephanie De Los Santos Director **Janet Wachs** Assistant Director **Lanette Gonzales-Tonsul** Client Engagement Coordinator Luis Sanchez Marketing Coordinator Wendy Utterback Translations Coordinator Jade Suan Administrative Assistant TBD Marketing Coordinator



Division Goals

✓ Continue marketing support for enterprise and revenuegenerating divisions (Choice Partners, Records Management, Center for Safe & Secure Schools, Center for Educator Success)

 Continue marketing support for other divisions (Adult Education, Business Services, Education Foundation, Therapy Services, Center for Grants Development, 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

MCE team is launching HCDE's first inaugural Professional **Translators & Interpreters** Conference on July 24 - the first-of-its-kind in Texas designed for educators.



INGUAGE

Professional **Translators &** Interpreters Conference



Professional **Translators &** Interpreters Conference

SAVE THE DATE | THURSDAY, JULY 24



Key Highlights



the E A OF EDUCATION LUNCHEON

Celebrating 30 years of bringing Scholastic Art & Writing Awards to students across Harris County.

Welcome

from the EFHC Board Chair

Welcome to our first annual HeART

of Education Luncheon, a fundraiser supporting educational programs that promote success for students and educators throughout the Harris County area. We are so thankful to all of you for taking time out of your busy schedules to join us for this exciting event.

30 years of bringing Scholastic Arts & Writing Awards to students During today's event, we are celebrating across Harris County. This year alone, we recognized more than 1,100 students who submitted outstanding works of art and writing, some of which are showcased in the hallway today. These recognitions are a primary example of our WHY ... why we do what we do as members of

During today's event, you will not only have the opportunity to learn more about our EFHC, but you will also be able to view the extraordinary artwork created by students from Harris County school districts. You will be able to make a difference through donations and participation in our silent auction. We are grateful to each of you for your contribution to EFHC and, most of all, for impacting our students and teachers through The HeART of Education

> Sincerely, Steven David

About Us

The Education Foundation of Harris County (EFHC) is a 501(c) (3) nonprofit organization that funds learning programs that inspire discovery, promote creativity and problem-solving, build confidence, and encourage each child to reach for the stars and envision a future beyond the classroom,

EFHC believes that every child is born with a natural desire to learn and can achieve their fullest potential if they experience motivating and imaginative opportunities that reveal and encourage their unique

Through its partnership with the Harris County Department of Education (HCDE), EFHC has funded programs impacting thousands of students throughout 25 independent school districts and cultivated a network of

In addition to existing programs, EFHC develops new initiatives by providing the tools, talent and technology that engage students in original curriculum aligned for success in the 21st Century.

EFHC also directly supports Harris County students and educators through district sponsorships, innovative campus grants, teacher school supplies for the classroom, and graduating student scholarships. Thank you for helping us meet the need across the county.

EFHC funding supports programs in greater Harris County.

Won **Best of Category** for the inaugural **EFHC** EFHC Heart of Education fundraiser luncheon



Key Highlights



- **11 State** (Texas School Public Relations Association) Awards, including a **Best of Category**
- 20 Presentations (CP Vendor/Member Workshops; TSPRA & PRSA Breakout Sessions; CRM training; Chamber Sound-off)



E-Newsletters & Podcasts

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



Trader of Toys

Oriental Trading, a longtime source of classroom equipment

Oriental Trading was founded in 1932 by a Japanese-American businessman and is headquartered in Omaha, Nebraska. It is one of the largest direct retailers of value-priced toys, arts and crafts, party supplies and educational materials. The company serves individuals, nonprofits, churches and schools, providing over 60,000 budget-friendly products in stock and ready to ship in as soon as one business day.

moments and spark creativity within the classroon





A Message From The Director

Staying Safe During Summer



As we welcome the vibrant season of spring, The Center for Safe and Secure Schools remains committed to fostering a safe and nurturing environment for our students, faculty and staff. This season, we are excited to announce several new initiatives aimed at enhancing school safety and security. Our team has been working diligently to improve the services we offer. These efforts are part of our ongoing mission to ensure that every child can learn and grow in a secure setting.

As we approach the end of the school year, we want to share some important safety tips to ensure a smooth and secure transition into summer. For students, remember to stay aware of your surroundings and report any suspicious activity to a trusted adult. Anonymous reporting is also available at https://report.iwatchtx.org/iwatchtexas/. Always travel in groups when possible and keep your personal belongings secure. For faculty and staff, it's crucial to review emergency procedures and ensure that all safety equipment is in working order. Encourage open communication with students about their concerns and provide support as needed. Together, we can create a safe and supportive environment for everyone.

As summer approaches, we also want to ensure everyone stays safe during their summer activities. Here are some summer safety tips:

- Stay Hydrated: Drink plenty of water, especially when spending time outdoors.
- · Sun Protection: Use sunscreen with at least SPF 30, wear hats and seek shade during peak sun hours.
- · Water Safety: Always swim with a buddy, follow lifeguard instructions, and never leave children unattended near water.
- Bike Safety: Wear helmets, follow traffic rules, and use bike lanes where available
- · Travel Safety: Plan your trips, keep emergency contacts handy, and stay aware of your surroundings.



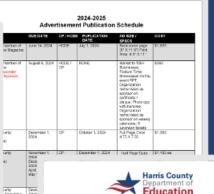
Systems & Processes

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

ctivity	End Date	Team Lead	Status
Develop graphics Save the Date Social Media graphics Web sidier / Encipyee Portal Speaker placement graphic Invitation for Board	February - May 2/26 2/26 3/31 5/20 5/23	COMMS COMMS COMMS COMMS COMMS	Complete Complete In progress In progress
Landing Page Create insugural landing page Add Rogistation (Sponsons/Mondees) Updat/post Sponson/tip Opportunities Add Keynote and Featured Spackers/BIOS Add Presenters/Session Description/BIOS Add AGENDA	4/14 - ongoing AprilMa y April May May June	MCE/COMMS (Steph/Oliver) MCE MCE/COMMS MCE/COMMS MCE/COMMS MCE/COMMS	In progress Completed Completed Completed In progress (almost complete) In progress
Call For Proposale Ethasts • Ebiast 1 – Submit your proposal • Ebiast 2 – Deadline estonded • Ebiast 3 – Proposal accepted • Ebiast 4 – Reminder to submit proposal • Ebiast 5 – Proposal accepted Dea April 25	4/4 4/17 4/17 4/24 5/2	MCE (Steph) MCE (Steph) MCE (Steph) MCE (Steph) MCE (Steph)	Complete Complete Complete



DATE	TIME	ACTIVITY	RESPONSIBLE
ONE DAY PF	IOR TO EVENT		
Thursday, April 3	4 la 6 p.m.	Go to Nomis Conference Center to meel with reps regarding overall set up	Jane, Jeff and Brandy
ORNING O	F EVENT 5, rice blue Jeans, wi	iko torretis profesnod	
Friday	630 a.n.	All staff should arrive for final preparation for	Al Staff
April 4		the event Set up Vender Tables: • Place table test cards with booth number and vendor names • Place CP seal on each table	Salman, Slave C.
		Set up signape: - Do Not Enter sign - Session in Mace - Directional signape on gives doors - Welcome posters	Brandy
		Setup Welcome signs on easel: Place volcome sign near entrances Set up CPU letters and light up Assist with other berner set up, if needed	Michael, Tarri
		Set up Vender Sign-Im Table and signe: • Vender Sign-Im Table sign • vender signin in choot • staft sign in sheet • master may for usedoins • desetion forma and cant to transfer prizes to bunchroom for distribution.	Airita, Laneta, Shandra
		Set up banners: • Piece 3 new banners together in halvay leading to the conference room	Bethany, Sylvia, Lucila
		Light-up berner: • Set up banner in the halfway near the buffet line set up	Trish, Janet, Ashloo
		Set up BadgetBackpack Pice up Station: Sites by entity (A-E) (F-(B/K-Z)) Lavyeed stands Bores of backpacks behind the tables for passing out Failly Scheba	Christina, Hiba, Gindy, Luis, Wendy



Strategic Marketing Plan

VISION: See the Impact. Be the Impact.

- MISSION: Harris County Department of Education supports Harris County by enriching educational opportunities and providing value through services
- OVERALL GOALS:
- Impact education by responding to the evolving needs of Harris County;
 Deliver value to Harris County by utilizing resources in an othical, transparent, and focally responsible manner, Advocate for all learners by using innovative methods to maximize students'
- potential, Provide cost-savings for school districts by leveraging tax dollars; and Recruit and maintain a high-quality professional staff.

OBJECTIVES:

- Conduct annual inventory audits of data to ensure records retention compliance Become industry leaders (Subject Nather Experts for high quality programs and services analysishe to decaderate all entries. Provide finit-rate customer service 24/7, high quality digital services and low-cost
- programs and services Grow customer base within and outside of Harris County

TARGET AUDIENCES:

- New Harris County clients school districts and charter schools. New clients outside Harris County that are governmental entities
- Existing clients school districts.

MARKETING STRATEGIES / TACTICS:

- Objective 1: · Email campaign to contact existing clients:
- o more one-on-one meetings with existing/potential clients



Crisis PR Plan

Purpose

This plan outlines the communication protocols for responding to crises, ensuring timely, accurate and transparent information is shared with stakeholders while prioritizing student and staff safety.

Roles and Responsibilities

- · Campus Principal/Head Start Center Manager Initiates emergency response and notifies Department leadership.
- · Senior Director of Schools Assesses situation and coordinates with Department leadership, including director of Center for Safe and Secure Schools.
- Director of Center for Safe and Secure Schools Provides guidance and assists in facilitating safety measured
- Assistant Superintendent of Schools Provides oversight and ensured alignment with Department polici
- Chief Communications Officer and stakeholder communication
- Superintendent Serves as the
- management

Incident Protocol

- When an incident occurs at an HCDE 1. Principal or campus manager infe Ned and Executive Leadership assistant superintendent for acad
- 2. Appropriate ELT member assess to the Superintendent James Co 3. Superintendent Colbert make







HCDE Swag Distribution









By the Numbers

$\begin{array}{c} 120+\\ & 130+\\ & 130+\\ & 100+\\ &$

New CP members

(welcome emails, phone calls)

Translations & Interpretations

(collatera<mark>l</mark>, eblasts, social media, website, media interviews)

Ads / PSAs

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

SM Posts

(HCDE division posts and LinkedIn– published locally, statewide and nationally)



Looking Forward

 Increase visibility of HCDE and divisions at the national level through an increased number of:
 conferences; and

presentations.

✓ Increase number of:
 ✓ social media posts
 ✓ translations
 ✓ instructional PSAs
 ✓ advertisements







Communications & Creative Services

Lindsey Sanders, Director

Board Presentation

June 18, 2025



Communications & Creative Services

Lindsey Sanders	Director
Angel Verdejo	Communications Manager
Carl Glatzel	Graphic Design Manager
Debbie Sanchez-Treese	Multimedia Manager
Oliver Dyke	Web Content Coordinator
Juan Lopez	Creative Content Coordinator
Razzak Akorede	Creative Content Coordinator
Mitzi Loera	Multimedia Production Coordinate
Jessica Lieng	Multimedia Content Coordinator
Shelby Trahan	Communications Coordinator
Shelby Buchtien	Events Coordinator
Emily Ortiz	Administrative Assistant



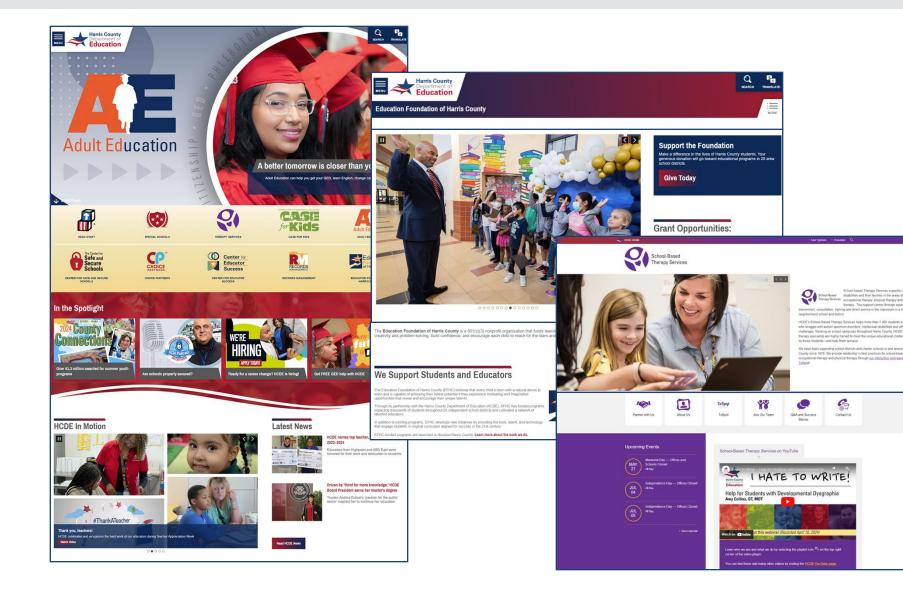
Supporting HCDE



- STORYTELLING
- Website | Intranet
- Social Media Management
- Photography
- Graphic Design
- Video Production
- Publications
- Presentations
- Internal Communications
- Media Relations
- Event Planning | Convocation
- Reputation Management
- Collaboration with ALL divisions



Data Highlights | Website



www.hcde-texas.org

217 Pages

3,065 Documents

1.3M Page Views

Data Highlights | Social Media



10% increase in audience growth across platforms

Harris County Department of Education

Data Highlights | Print & Digital Assets



AFTERSCHOOL IS COOL EXPO UH-DOWNTOWN | MAR. 29 | 8 A.M. - 2 P.M

6,000+ **Printed Projects**

Wellness Jubilee: Celebrating a Decade of Strengthening Minds and Families

OCT. 25, 2024

213

Written Stories





Internal/External Newsletters

Data Highlights | Videos, Photos





100+ Videos Produced

- More than 1.2 million video views
- Video views on social media up more than 100%



Data Highlights | Events





Scholastic Art & Writing Awards

Cullen Performance Hall 4300 University Drive Houston, Texas 77004

HCDE-Texas.org/Scholastic-Awards #HCDEAwards







13 Events Planned/Supported



Key Highlights | Intranet Launch



Most Requested Links

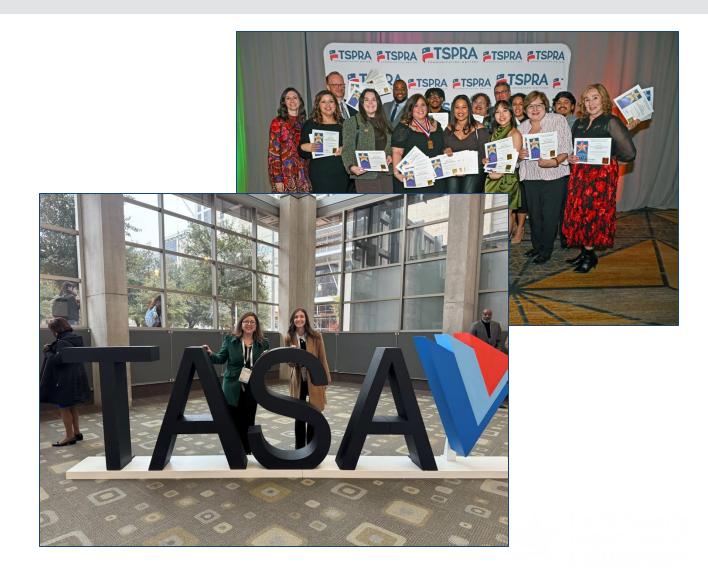


- Increased user functionality
- Enhanced engagement
- Easier resource sharing
- 284,000 views to date
- 28,000 mobile views

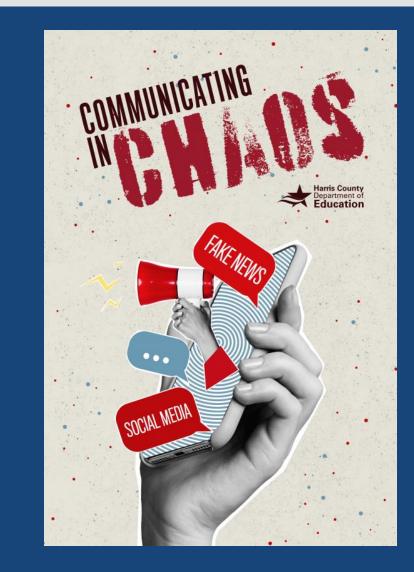


Key Highlights | Conferences

- 32 Texas School Public Relations Association Gold Star Awards – including "Best of" award
- Multiple presentations at state conferences



Key Highlights | School Communications Support



- Communicating in Chaos Mini Conference
- HASPRA Meet the Media





Marketing Campaigns



HCDE Awareness



Recruiting: Head Start



Recruiting: Schools



Addiction Awareness

Looking Forward



- Continue to expand content across all communication channels (website, print, social media, media relations)
- Enhanced internal communications/employee recognition events to increase engagement and belonging
- Continue being a leader in school public relations and provide support to surrounding districts



Communications & Creative Services

SEE THE IMPACT

Questions?

