



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 revenue-generating 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

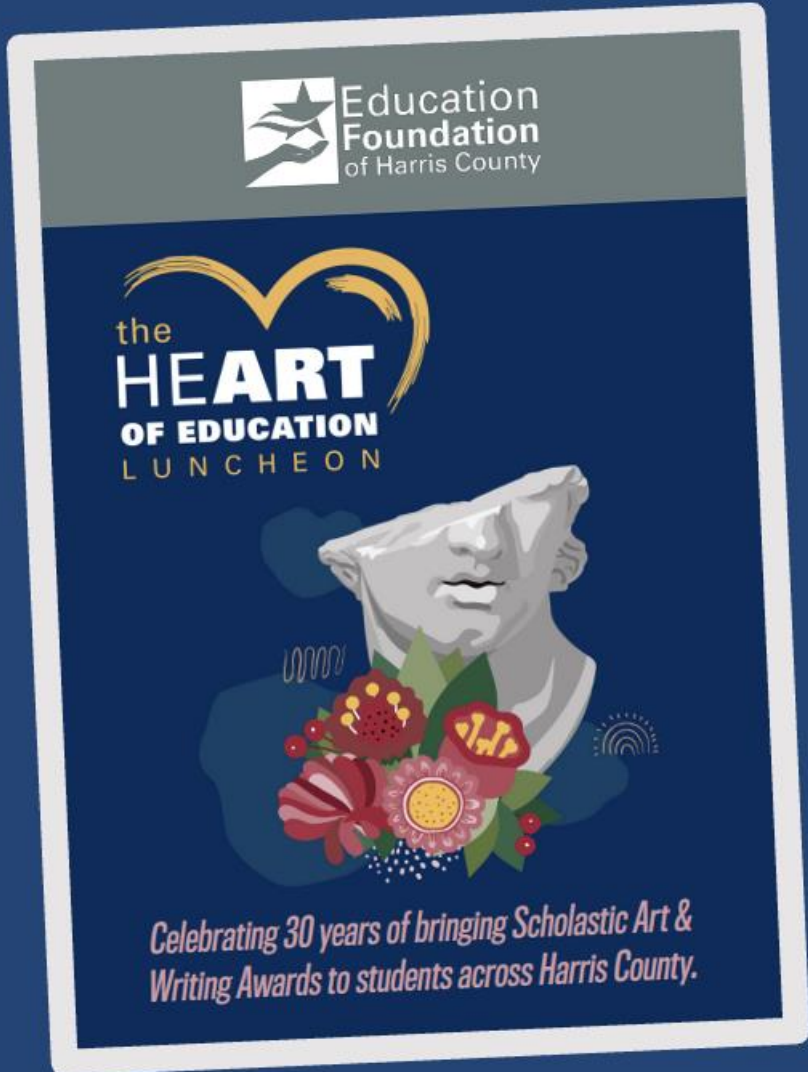
MCE team is launching HCDE's first inaugural Professional Translators & Interpreters Conference on July 24 - the first-of-its-kind in Texas designed for educators.



Professional Translators & Interpreters Conference



Key Highlights



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



Key Highlights



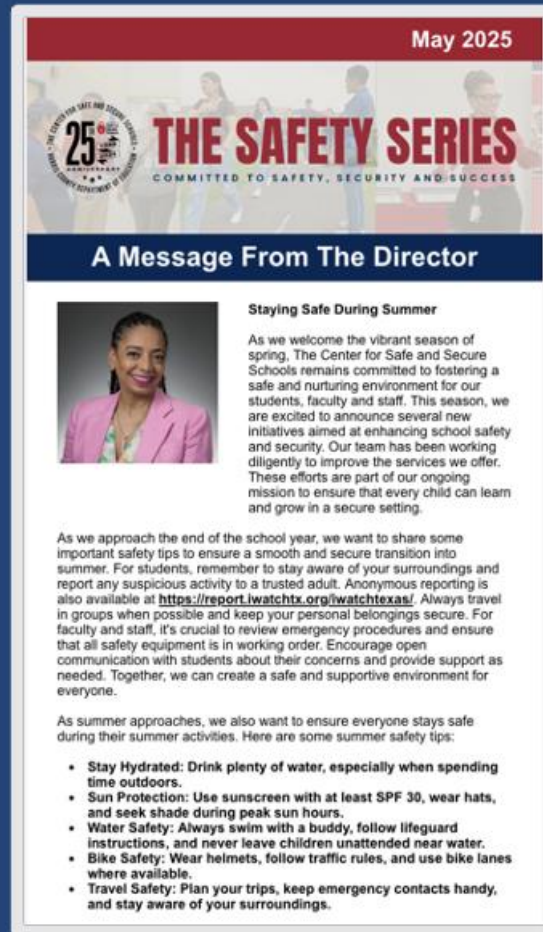
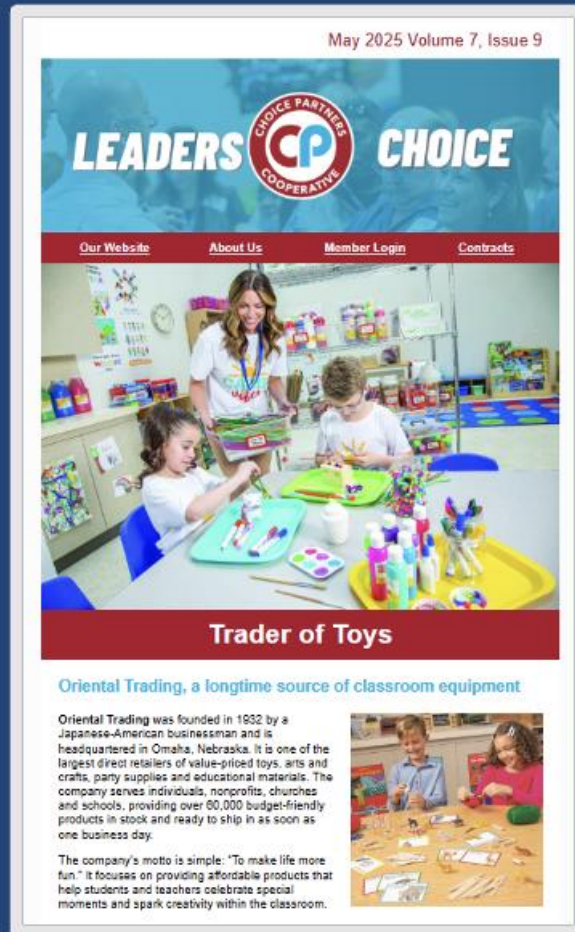
- **11 State** (Texas School Public Relations Association) Awards, including a *Best of Category*
- **20 Presentations** (CP Vendor/Member Workshops; TSPRA & PRSA Breakout Sessions; CRM training; Chamber Sound-off)



E-Newsletters & Podcasts

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

30+
total



Systems & Processes

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

Marketing/Communications Timeline for [PTIC 2025]

Activity	End Date	Team Lead	Status
Develop graphics Save the Date Social Media graphics Web slider / Employee Portal Speaker placement graphic Invitation for Board	February - May 2/26 3/31 5/20 5/23	COMMS COMMS COMMS COMMS	Complete Complete In progress In progress
Landing Page Create inaugural landing page Add Registration (Sponsors/Attendees) Update/post Sponsorship Opportunities Add Keynote and Featured Speakers/Bios Add Presenters/Session Description/Bios Add AGENDA	4/14 - ongoing April/May April May June	MCE/COMMS (Steph/Oliver) MCE MCE/COMMS MCE/COMMS MCE/COMMS MCE/COMMS	In progress Completed Completed In progress (almost complete) In progress
Call For Proposals Eblasts <ul style="list-style-type: none">Eblast 1 - Submit your proposalEblast 2 - Deadline extendedEblast 3 - Proposal acceptedEblast 4 - Reminder to submit proposalEblast 5 - Proposal accepted	4/4 4/17 4/17 4/24 5/2	MCE (Steph) MCE (Steph) MCE (Steph) MCE (Steph) MCE (Steph)	Complete Complete Complete Complete Complete

Due April 25

EVENT RUN OF SHOW


Name of Event: 2025 Vendor Exhibit (Theme: School Pride)

Date of Event: Friday, April 4

DATE	TIME	ACTIVITY	RESPONSIBLE
ONE DAY PRIOR TO EVENT			
Thursday, April 3	4 to 6 p.m.	Go to North Conference Center to meet with reps regarding overall set up	Jane, Jeff and Brandy
MORNING OF EVENT <i>Attire: CP Polo, nice blue jeans, white tennis preferred</i>			
Friday, April 4	8:30 a.m.	All staff should arrive for final preparation for the event	All Staff
		Set up Vendor Tables: <ul style="list-style-type: none">Place table tent cards with booth number and vendor namesPlace CP seal on each table	Sahar, Steve G.
		Set up signage: <ul style="list-style-type: none">On-Net Center signSealant in PlaceDirectional signage on glass doorsWelcome posters	Brandy
		Setup Welcome signs on easel: <ul style="list-style-type: none">Place welcome sign near entrancesSet up CPU before and right upAvoid with other banner set up, if needed	Michael, Terri
		Set up Vendor Sign-in Table and sign: <ul style="list-style-type: none">Vendor Sign-in Table signVendor sign-in sheetStaff sign-in sheetMaster map for questionsDonation form and cart to transfer prices to luncheon for distribution	Arita, Lakisha, Shondra
		Set up banners: <ul style="list-style-type: none">Place 3 new banners together in hallway leading to the conference room	Bethany, Sylvia, Lucia
		Light-up banner: <ul style="list-style-type: none">Set up banner in the hallway near the buffet line set up	Trish, Janet, Ashlon
		Set up Exposit/Stack Pick-up Station: <ul style="list-style-type: none">3 lines by entry (A-E) (F-J)(K-Z)Largest stacksBoxes of backpacks behind the tables for packing outTraffic signs	Christina, Lisa, Cindy, Luis, Wendy

2024-2025 Advertisement Publication Schedule

	DATE	CP / HCEN	PUBLICATION DATE	AD NEW / SPECS	COST
Number of a (Magazine)	June 14, 2024	HCEN	July 1, 2024	Back cover page 20.5 x 27.75 in. Area: 4.37 x 11"	\$1,825
Number of a (second Number)	August 6, 2024	HCEN / CP	August 1, 2024	Back to Top! Back to Top! Product Time, presented on the event PPT, Organized on some hand as sponsor on nearby tables. Photo ops with various organizations some table as sponsor on nearby tables. 14.75 x 20.5 in. Area: 4.75 x 7.50	\$250
July a)	December 1, 2024	CP	October 1, 2024	Full Page Color 4.75 x 7.50	\$1,350
July a)	November 1, 2024	CP	December 1, 2024	Full Page Color 4.75 x 7.50	\$1,350
July a) (1 column) July a) (2 column)	June 2024 June 2024 June 2024				
2024-2025 July)	June 2024				



Harris County
Department of
Education

Strategic Marketing

VISION: See the impact. Be the impact.

Mission: Harris County Department of Education supports all educational opportunities and providing value through services.

OVERALL GOALS:

- Impact education by responding to the evolving needs
- Deliver value to Harris County by utilizing resources and be fiscally responsible.
- Advocate for all learners by using innovative methods potential.
- Provide cost-savings for school districts by leveraging

© 2027

By the Numbers

HCDE Swag Distribution ►



30
Trade Shows



Approx.
\$10,000
value



By the Numbers

40+
Email
Campaigns

350+
Eblasts



By the Numbers

30+
Events

Assisted in
the planning
and served
on day of
event



Friday, April 4, 2025
10 a.m. - 1 p.m.

Norris Conference Center
16 Town and Country Blvd #210, Houston, TX 77056

changing things
by 2 hours of exhibit time
warded vendors, each showing
products, equipment and

After the showcase, stay for
networking lunch, where you
t with industry leaders
bring innovative solutions



YOU TO JOIN US
SPECIAL EVENT
OUR STUDENTS'
ACCEPTANCE.

April 4, 2025 | 10 a.m. - 1 p.m.

Education Learning Center
Conference Center
Blvd. | Houston, TX 77022

Harris County
Department of
Education



By the Numbers

120+



New CP members

(welcome emails, phone calls)

130+



Translations & Interpretations

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

80+



Ads / PSAs

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

100+



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 Coordinator
Jessica Lieng	Multimedia Content Coordinator
Shelby Trahan	Communications Coordinator
Shelby Buchtien	Events Coordinator
Emily Ortiz	Administrative Assistant

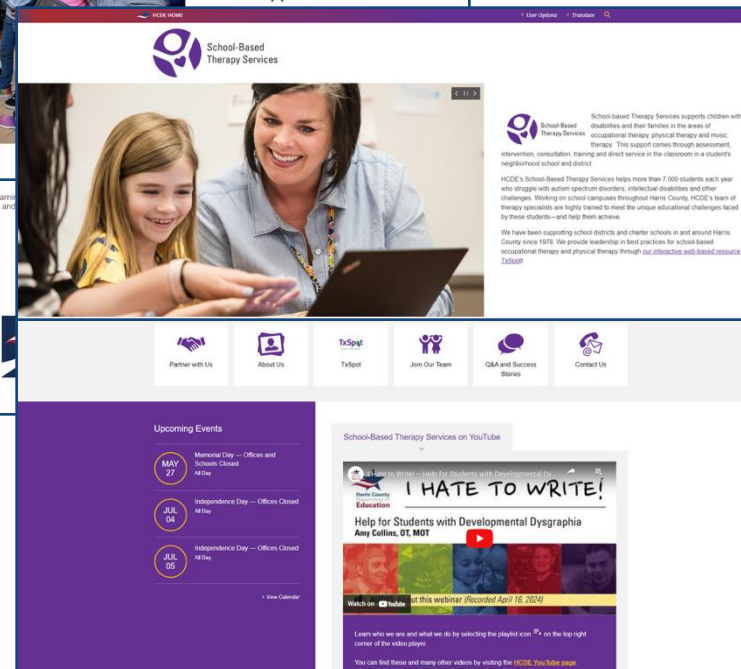
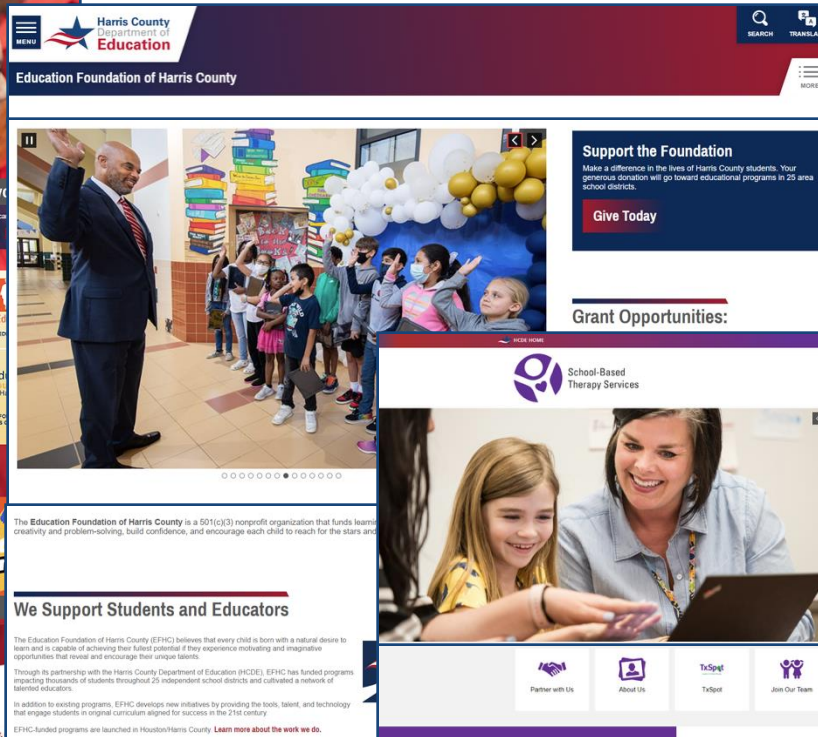
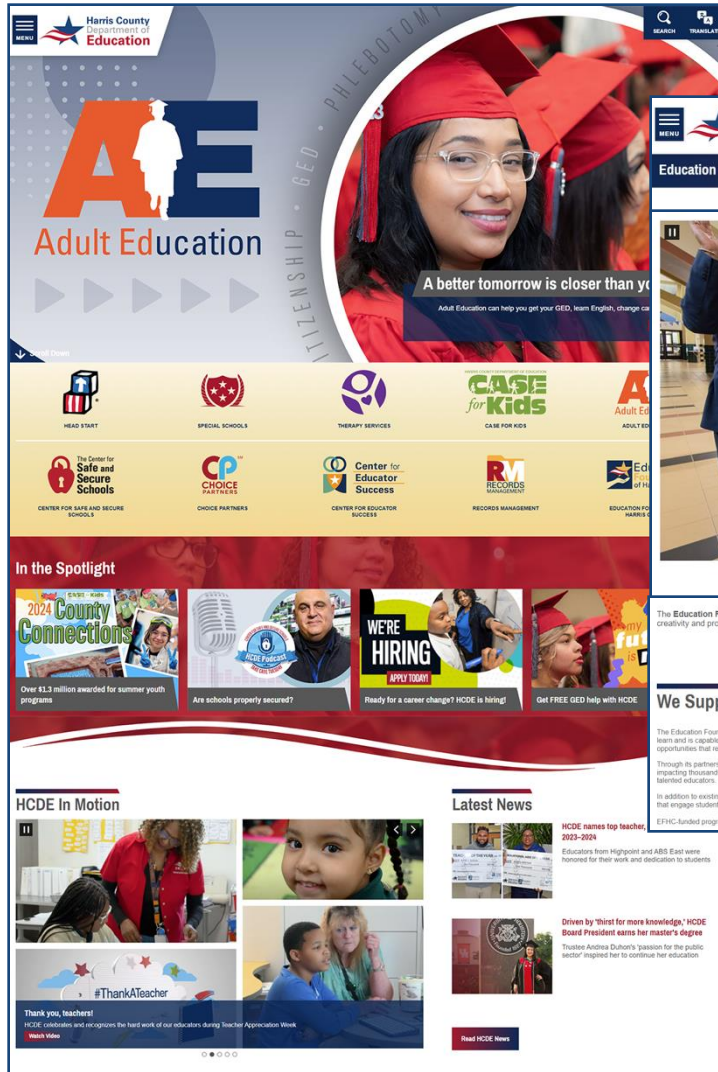


Supporting HCDE



- **STORYTELLING**
- Website | Intranet
- Social Media Management
- Photography
- Graphic Design
- Video Production
- Publications
- 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



16,212
Followers

630
Posts



5,000
Followers

585
Posts



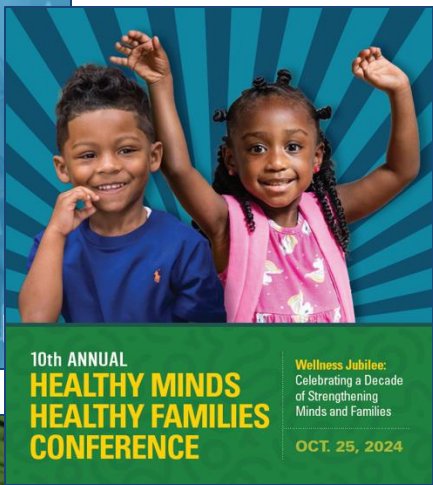
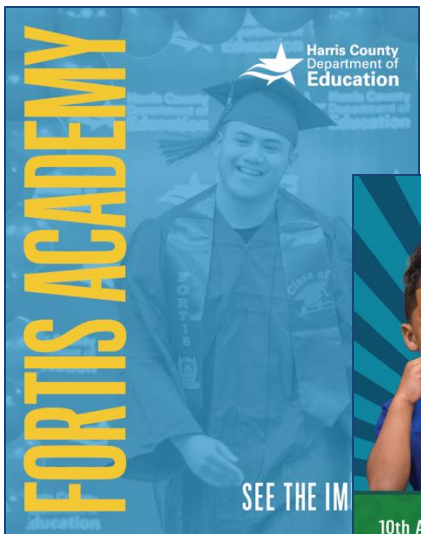
2,840
Followers

603
Posts

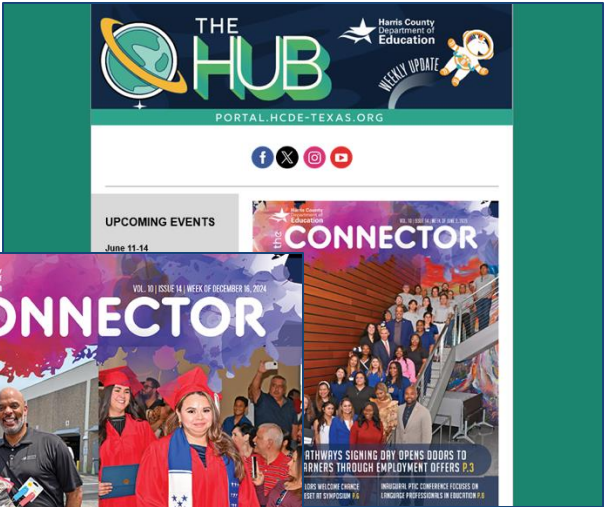
10% increase in audience growth across platforms

Data Highlights | Print & Digital Assets

213
Written Stories



6,000+
Printed Projects



95
Internal/External
Newsletters

Data Highlights | Videos, Photos

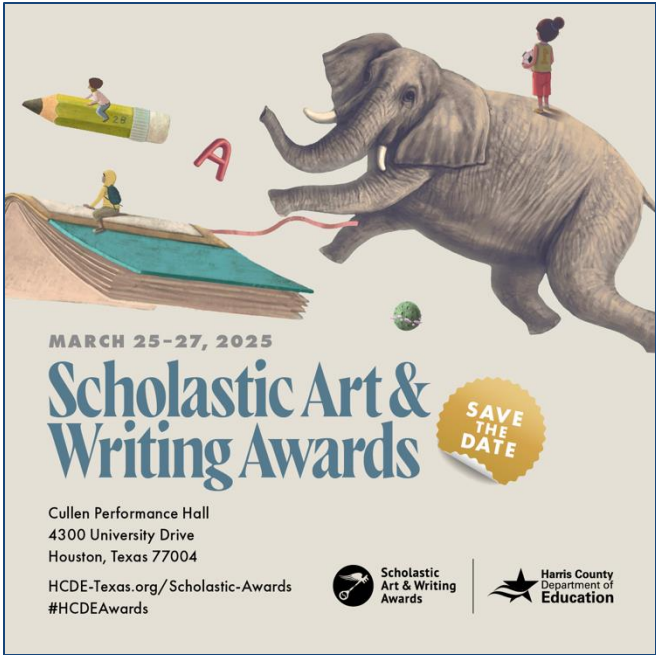


3,000+
Photos

100+
Videos Produced

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

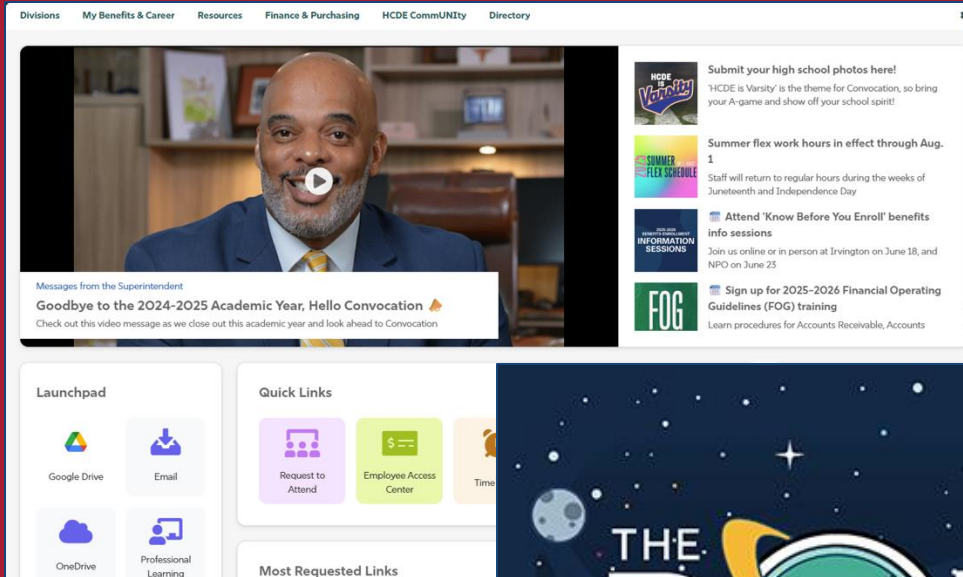
Data Highlights | Events



13
Events Planned/Supported



Key Highlights | Intranet Launch



- 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: Schools



Recruiting: Head Start



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?