



BOARD OF TRUSTEES

Meeting: Special Meeting
Place: WISD Board Room
Location: 319 W. Fourth Street
Date: February 23, 2017
Time: 5:39 P.M.

MINUTES

- I. The meeting was called to order by Erasmo Lopez, Board President.
- II. A quorum was established. The following board members were present.

Erasmo Lopez, Board President
Isidoro Nieto, Secretary
Patrick Kennedy, Trustee
Dr. Jaime Rodriguez, Trustee

Oscar Caballero, Andrew Gonzalez, and Dr. Richard Rivera were absent.

- III. Closed Meeting:

The Board convened in closed meeting at 5:50 p.m. to hear the following grievance:

1. Conduct Level Three Grievance Requested by R. Rodriguez Pursuant to Weslaco ISD Policy DGBA (Local)

Present at the Grievance:

Board members: Erasmo Lopez, Isidoro Nieto, Dr. Jaime Rodriguez, and Patrick Kennedy
Dr. Priscilla Canales, Superintendent
Enrique Ansiso, Maintenance Supervisor
Joe Castillo, Maintenance Supervisor
Sergio Garcia, Assistant Superintendent of Administration & Level II Hearing Officer
Attorney Representing Administration: Greg Kerr
Attorney Representing Grievant: Tony Connors

- IV. Open Meeting:

The Board returned to open meeting at 6:47 p.m. to take action on the following grievance:

1. Discussion and Possible Action Regarding Level Three Grievance Requested by R. Rodriguez

Patrick Kennedy made the motion to uphold the decision with the understanding that the new superintendent meet with Mr. Rodriguez and administration to determine whether a resolution of Mr. Rodriguez' concerns addressed in the grievance can be reached and to

report back to the Board within 45 days. Isidoro Nieto seconded the motion and it passed unanimously.

III. Closed Meeting:

The Board convened in closed meeting at 6:50 p.m. to hear the following grievance:

2. Conduct Level Three Grievance Requested by J.A. Hernandez Pursuant to Weslaco ISD Policy DGBA (Local)

Board members: Erasmo Lopez, Isidoro Nieto, Dr. Jaime Rodriguez, and Patrick Kennedy
Dr. Priscilla Canales, Superintendent
Melva Segura, Human Resources Director
Ruby Martinez, Principal at Margo Elementary School
Martin Rodriguez, Custodial Director
Sergio Garcia, Assistant Superintendent of Administration & Level II Hearing Officer
Attorney Representing Administration: Greg Kerr
Attorney Representing the Board: Ben Castillo
Attorney Representing Grievant: Tony Connors

IV. Open Meeting:

The Board returned to open meeting at 7:40 p.m. to take action on the following grievance:

2. Discussion and Possible Action Regarding Level Three Grievance Requested by J.A. Hernandez

Isidoro Nieto made the motion to uphold the decision issued by Mr. Sergio Garcia from January 19, 2017. Dr. Jaime Rodriguez seconded the motion and it passed unanimously.

V. Presentations by Marketing Services Companies that Responded to RFP #17-02-32 for Creation and Implementation of a Marketing Plan for Weslaco ISD

Weslaco ISD is seeking to hire a Marketing Firm that can create and implement a marketing plan exclusively for Weslaco ISD and for the specific reason of highlighting the school district.

The primary reasons for this marketing plan are to:

- 1) Inform the community of what our school district has to offer;
- 2) Highlight the district's accomplishments; and
- 3) Inform the community and the general public of our "academic vision" as we move forward

The following goals need to be addressed:

- A. Student retention,
- B. Student recruitment,
- C. Parent awareness (of what district has to offer),
- D. District's student accomplishments (scholarships & other), and
- E. District's current and future goals

The following three (3) marketing services firms provided a presentation to the Board:

Firm/Location	Years in Business	Number of Staff Members	Marketing Plans/Campaigns Created in Last 5 Years	Worked with following School Districts
<p>1. Image House Media McAllen, Texas Jerry Sanchez President & Owner</p>	9	4 full time	7	McAllen ISD
<ul style="list-style-type: none"> ● Clients include: Doubletree, MVEC, Rio Bank, Tipton-Ford, Charlie Clark Nissan, Lexus, Mercedes Benz, Central Plumbing & Electric, City of McAllen, Rolex, South Texas Behavior, International Museum of Arts & Science, McAllen Chamber of Commerce, Audi, and McAllen School District ● Goals: Develop positive brand that reflects the district’s values and mission Build community support from tax payers Retain and attract top tiered staff Attract and retain students Create a positive foundation for future generations ● Marketing Plan and Execution: <ul style="list-style-type: none"> › Will conduct surveys to find out where the current state of Weslaco stands from the perspective of the board, staff, and students. › Present data to committee, assess data, and create goals and matrix to create a strong campaign message. ● Performance and analysis to be assessed as the campaign moves forward ● Measurement and Analysis: <p>After one full year after benchmarks and goals are established, they will be able to see where the matrix has changed.</p> <p><u>Question from Mr. Kennedy:</u></p> <ul style="list-style-type: none"> ● “How will you approach the issue of the IDEA Public Schools taking students from WISD?” <ul style="list-style-type: none"> › Will try to expedite the timeline in executing the marketing plan. This will involve the compilation of a good survey of input received from lead staff, board members, and all students to come up with a positive reinforced marketing plan. 				

Firm/Location	Years in Business	Number of Staff Members	Marketing Plans/Campaigns Created in Last 5 Years	Worked with following School Districts
<p>2. Pink Ape Media Consulting, LLC Brownsville, Tx. Rodrigo Moreno CCO & Owner</p>	5	5 full time	5	4: Brownsville Edcouch Elsa Los Fresnos Rio Hondo
<ul style="list-style-type: none"> ● Have experience in implementing marketing and promotional campaigns which includes: <ul style="list-style-type: none"> › Marketing research, image and graphic design, film and media productions, internet and social media campaigns and political campaigns. › Marketing plans for school districts ● Goals: <ul style="list-style-type: none"> › To inform the community about WISD’s academic offer, academic vision, most honored achievements and their contemporary and future goals. › To develop a promotional strategy in such a manner that the district can improve the level of their current student retention and the recruitment of new students from other districts. ● Clients include: Brownsville ISD, Edcouch Elsa, Rio Hondo, Los Fresnos <p><u>Marketing Analysis:</u></p> <ul style="list-style-type: none"> ● Conduct interviews, focus groups, mystery shopper, survey customer, consumer panels. <ul style="list-style-type: none"> › Provides a swat analysis and benchmark to compare the school district with charter schools › Will do internet and social network (showed brief videos done for other districts) <p><u>Question from Mr. Kennedy:</u></p> <ul style="list-style-type: none"> ● “How will you approach the issue of the IDEA Public Schools taking students from WISD?” <ul style="list-style-type: none"> › Marketing research which involves talking to parents and the community on what they want to see in their district. › Address the weaknesses and allow district to resolve the problems. › Utilize their technology and creativity to develop a good marketing plan 				

Firm/Location	Years in Business	Number of Staff Members	Marketing Plans/Campaigns Created in Last 5 Years	Worked with following School Districts
3. Richards Carlberg, Inc. Chuck Carlberg Principal	46	20 full-time in Houston office Total: 700 (includes all company-wide affiliates)	30-35	0

Presenters: Michelle McCloud and Stephanie Weaver

Clients Include: Lone Star College, South Texas College, San Jacinto College, UHD – Houston, University of Houston, Central Texas College, SFA, Texas A&M School of Law, University of Health, and UT Health in San Antonio

Additional Experience: Mahindra Tractors, People’s Trust (Credit Union), Schlotzsky’s, Houston Superbowl, Blue Bell Ice Cream, Houston Zoo

- Goals:
 - › Create a great positive messaging about WISD that is implemented consistently to help lift perception about the quality of educational experience that students will receive when attending WISD.
 - › Generate interest and consideration among parents for considering this district for their children
 - › Retain a healthy student population
- Possible Plan Elements
 - › Do benchmarking research
 - › Proceed with spherical branding process (Strategic process)
 - › Brand identity audit and refresh
 - › Paid, earned, and social media
 - › Website design/development
- Media Approach: Develop strategies and tactics for implementation, pending review and approval by district
 - › Utilize media tools
- Measure overall success
 - › Create a dashboard and report on an ongoing basis
 - › Incorporate “soft” measures and anecdotal feedback

Question from Mr. Kennedy:

- “How will you approach the issue of the IDEA Public Schools taking students from WISD?”
 - › Take an aggressive competitive approach
 - › Recommend a brand identity audit prior to doing any aggressive recruiting or retention efforts.
 - › Media approach: Conquesting: surfing events through a mobile device based on geographical area.
 - › Use digital media or
 - › Traditional media: T.V., radio, billboards, cinema
- Grassroots, outreach through local stations

Mr. Lopez wanted to know the life expectancy of their client relationships with the universities.

- › Client relationship with Universities: Range from one year up to 18 years.
- › School District: Possibly one year to 18 months.

VI. Discussion and Possible Action to Select a Marketing Services Company to Create and Implement a Marketing Plan for Weslaco ISD (RFP #17-02-32)

No action was taken in order to allow board members who were not in attendance the opportunity to view the video presentations made by the presenters and to allow them to provide their input. The Board would also like to gather input from the administration.

Patrick Kennedy made the motion to table this item. Dr. Jaime Rodriguez seconded the motion and it passed unanimously.

VII. Adjournment

The meeting adjourned at 8:50 p.m.