



Positive PR for Your District through Education Foundations

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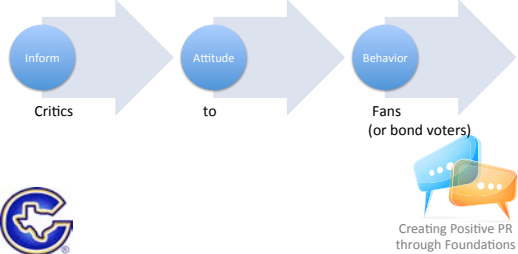
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Creating Positive PR
through Foundations

Good PR




Inform your audience to change their attitude.
Change their attitude and they will change their behavior.



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What ISD's are Fighting

- Media scrutiny & 24/7 news cycle
- Increased competition
- Demographics – Personal stake in education
- Governmental cynicism



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Types of School Support

Support Type	Percentage
Teacher salaries	2.8%
Teacher recruitment/retention	2.8%
After school programs	5.7%
Screen programs	5.7%
Other	7.1%
Student recognition	7.9%
STPP programs	8.3%
Non-Departmental programs	8.9%
Student recognition	8.9%
Teacher recognition	8.9%
Other professional development	10.5%
Scholarships	11.2%
Teacher grants	18.8%
Classroom grants	18.5%

While they may not launch with this in mind, but the classroom and teacher grant functions of DEFs appear to be playing a meaningful role in the recruitment and retention of teachers.

Source: 2014 State of Texas DEFs, Education Capital

What does your EF do?

- Teacher grants
- Student recognition (Top 10%, 5%?)
- Staff recognition (Distinguished Teachers)
- Scholarships
- Incentives (Campus Celebrations)
- Alumni development

Relationship between ISD & EF

Source: 2014 State of Texas DEFs, Education Capital

STRATEGIC ROLES. School districts and communities are increasingly reaching out to DEFs to not only provide enthusiastic support, but to help solve complex problems. These increasingly savvy DEF boards will probably use proven models like community asset mapping and collective impact strategies to build consensus around the highest and best use of DEF and other community resources.

- ISD rep (superintendent/board member) give updates to EF Board; EF Board can be an advocate for issues facing ISD in the community
- First lines of defense

Like

Education Foundation Outlets

- Website
- Social Media
- Press releases
- E-news
- Video
- Radio/TV
- Direct mailings
- Community Events
- Phone banks
- Personal notes/visits

CEF AWARDS \$64,844+ IN TEACHING GRANTS; TOPS \$1 MILLION GIVEN TO CISD SINCE 2002
 May 30, 2014
 On Friday, May 30, the Corsicana Education Foundation awarded \$64,844 through 19 Innovative Teaching Grants to Corsicana ISD students and teachers.

Usually, CEF awards grants in August during staff convocation, but this year they hosted a bar with the CHS drum line and large checks to give the surprise of the year.

Through donations, CEF has given over \$1 million to programs that support CISD students since 2002. CEF has been awarding grants since 2002, and this was the 2nd largest grant award cycle in their history. (In 2004, they gave over \$66,000.)

Grants awarded include:

Carroll Elementary General Store - \$1,200.00
 Casey Gordon and Tammy Casaday
 Carroll Elementary
 3rd Grade, Math

Ag Mechanics with Core Classes "One of a Kind" - \$4,575.00
 Larry Acock, Jennifer Sutton, Jennifer Cabano, Tracey Daniels, and Alisha Preston-Prince
 Collins Middle
 7th-8th, English, Math, Science, Technology, and Ag Mechanics



CEF awarded the special education department with a grant to create a sensory motor development laboratory.




Teacher Recognition



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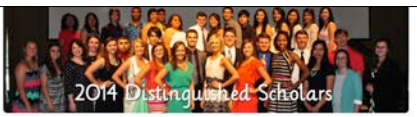


2014 Distinguished Scholars

[Click here to download the 2014 program book](#)


2014 Giola Keeney Bright Lights of Success Distinguished Scholars Banquet
 Sunday, May 18, 2014
 1 p.m. at the Cook Center

Each year the Corsicana Education Foundation honors the top 10% of the graduating senior class. Each honored student selects an educator to honor at the banquet. Over the last ten years, CEF has honored more than 300 students and educators with a contribution of more than \$140,000 to the Bright Lights of Success program.

Top 10% of 2014 Graduating Senior Class
 Alisha Beukler chose to honor Cathy Pruitt
 Lance Hildebrand chose to honor Jeremy Stroup

Student Achievement Recognition



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Fundraisers = "Friend"-raisers

Corsicana ISD Examples

- Gala
- CAST (telethon)


THE STATE OF TEXAS DEFS

Texas District Education Foundations (DEFs) raise more than \$70 million each year for their public schools. More than 325 of Texas' 1,608 public school districts have a Foundation dedicated to their district. A few district Foundations are more than 60 years old, and approximately 15 new Foundations are launched every year.


Types of Fundraisers

Online auction	1%
Benefit concert	1.7%
Community meal	9.1%
Special product sale	20.2%
Hall of fame	22.1%
Annual luncheon	13.1%
Fun run	15.1%
Other "fun" events	17.2%
Buffet	28.1%
Silent auction	33.1%
Festival gala	34.1%
Golf tournament	42.4%
Annual camping	51.0%

Of the 64% of DEFs that hold fundraising events, 50% hold one or two events annually. Also, 60% of DEFs report receiving grants from charitable Foundations over the past three years.



Source: 2014 State of Texas DEFS, Education Capital



Corsicana Education Foundation
presents
a webcast featuring Corsicana's Amazing Students & Teachers



CAST

Monday, February 9, 2015
6-9 p.m.
Live webcast



Teacher Grants

- Showcases teaching staff
- Showcases classroom programs
- Chance to define what tax dollars do and what donations do – “icing on the cake”



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New Angles

- EF Board Member features (Why volunteer?)
- Utilize EF media connections (Twice the pitches)
- EF plugged in to PTOs, Clubs, Organizations – Parent advocates
- Shared social media/web content
- EF photo/video contests



LEADERSHIP DEVELOPMENT Next Generation of Leaders

GROWING LEADERS. Almost two dozen members of the Texas legislature highlight prior service on their local education foundation board and more than half the DEFs reporting note a foundation board member running for school board. As DEFs continue to grow, an offspring of community and school leaders will continue to emerge as well.

Source: 2014 State of Texas DEFs, Education Capital



Texas DEF Project

For more information on the Texas District Education Foundation Project:
www.educationcapital.org



The Texas DEF Project is made possible by the generous support of the Texas Pioneer Foundation. A project of Education Capital, the Project includes biennial census gathering, numerous presentations to DEFs, conferences, and conventions, sharing of findings with state leaders, and free access to data for benchmarking purposes to DEFs (available again online at www.educationcapital.org). Education Capital also produces a number of research-based salary analysis memos for district and DEF leaders as a pro bono service to the DEF community. Education Capital utilizes the Austin Community Foundation as its fiscal agent.

Questions?

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