

Reframing the Dialogue

Navigating Crises, Rebuilding Trust & Improving Stakeholder Perception

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HISD SNAPSHOT

HISD AT-A-GLANCE



EDUCATING
194,607
STUDENTS



27,040 EMPLOYEES
ONE OF THE LARGEST
EMPLOYERS IN HOUSTON

276 SCHOOLS
SERVE OUR STUDENTS



ABOUT **100 LANGUAGES**
ARE SPOKEN ACROSS THE DISTRICT



LARGEST
SCHOOL DISTRICT
IN TEXAS



DUAL-LANGUAGE
INSTRUCTION IS OFFERED IN
45 SCHOOLS

AAA

HIGHEST CREDIT RATING
MOODY'S RATING SERVICE

\$1.89 BILLION BOND
IS BUILDING MODERN SCHOOLS
ACROSS HOUSTON



60,200 LAPTOPS
& CHROMEBOOKS
DISTRIBUTED TO
SECONDARY SCHOOL STUDENTS



LOWEST
PROPERTY TAX RATE
AMONG HARRIS COUNTY
SCHOOL DISTRICTS



\$309 MILLION
IN SCHOLARSHIPS
& FINANCIAL AID
OFFERED TO 2021
GRADUATES

RECENT CHALLENGES



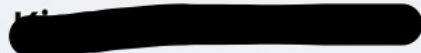
BREACHES OF TRUST

The Threat Of A State Takeover Intensifies For The Houston Independent School District

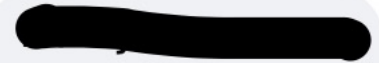
For over a year, the threat of a state takeover has loomed over the Houston school district because of poor academics at several schools. Now, the elected board could be replaced with outside managers for an entirely different reason: governance.

New charges added in public corruption investigation involving former HISD executive, contract vendor

COMMUNICATION CHALLENGES



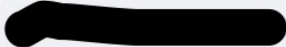
3 minutes before school opens, nice



Y'all wild . 😂



HISD IS Run by the dumbest and most selfish individuals ever 🙄🙄



Aw come on now y'all were on the right track.... Then today y'all announce after school has already started.... Omg what am I going to do with y'all



You guys haven't thought about the kids that have to walk to school?

Thanks for the update 20 hours later

OUTCOME



THE PATH FORWARD



LISTEN & LEARNS



UNDERSTANDING HISD'S OPPORTUNITIES AND CHALLENGES

- **13** Listen and Learn events led by Superintendent
- **3** roundtable events hosted, including events for teachers, principals, students, and parents
- **700+** Listen and Learn and roundtable participants
- **50,000** responses to Student and Parent Experience Surveys, representing 100% of campuses
- **6,000** staff members participating in Staff Experiences Survey, representing 100% of campuses

BOARD GOALS

GOAL 1: The percentage of 3rd grade students performing at or above grade level in reading as measured by the Meets Grade Level Standard on STAAR will increase.

GOAL 2: The percentage of 3rd grade students performing at or above grade level in math as measured by the Meets Grade Level Standard on STAAR will increase.

GOAL 3: The percentage of graduates that meet the criteria for College/Career/Military Readiness as measured in Domain 1 of the state accountability system will increase.

GOAL 4: The percentage of students receiving special education services reading at or above grade level as measured by the Meets Grade Level Standard on the STAAR 3–8 Reading and STAAR EOC English I and II assessments will increase.

WHERE WE'RE GOING

Houston ISD's equity-based strategic plan calls for teacher raises, librarians at all campuses



COMMITMENTS

As a result of what we learned through community engagement and the core values that anchor our work, we will have an unwavering focus in manifesting the dreams of each HISD student. To do this, we committed to the following:

01

Building Trust and Reliability for Our Families and Community

02

Providing Equitable Opportunities and Resources at Every School

03

Ensuring Great Schools and Programs in Every Community

04

Promoting High-Quality Teaching and Learning

05

Delivering Effective Services and Supports to Students with Exceptional Needs

06

Cultivating World-Class Talent at All-Levels

COMMITMENT #1: TRUST AND RELIABILITY FOR OUR FAMILIES AND COMMUNITY

We commit to honesty, transparency, and reliability to build and strengthen trusting relationships with our stakeholders



Reimagining the parent and family experience



Re-focused and streamlining district communications

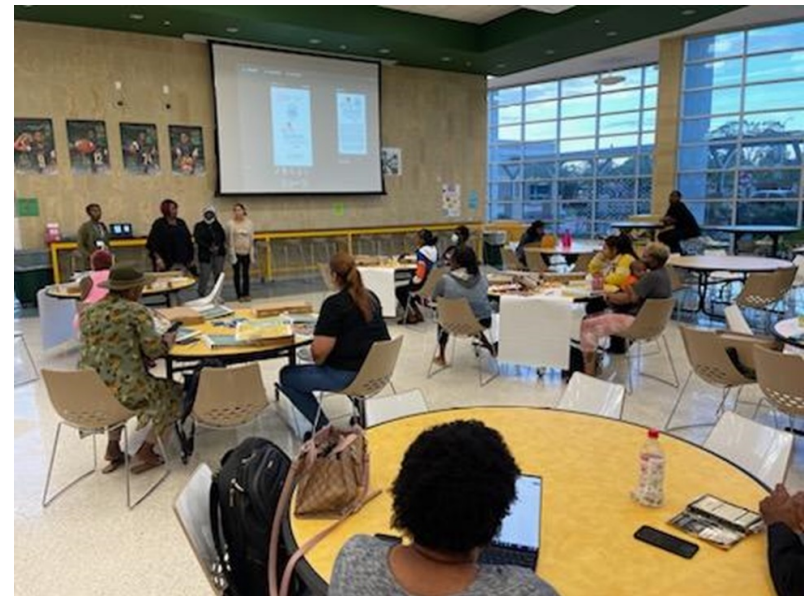


Purposeful engagement with key internal and external stakeholders

PARENT & FAMILY EXPERIENCE

Through the Office of Engagement, HISD has reoriented its engagement work toward building a “best-in-class” customer service model

- Adopting a customer service organizational identity
- Empowering families to be stewards of their students’ educational journeys
- Developing and leveraging data to drive decision-making
- Supporting and developing campus-based engagement work



COMMUNICATIONS

Communications team is now focused on delivering family and parent-focused communications that are accessible to all HISD stakeholders



- Re-organized to better reflect current communication needs
- Proactive vs. reactive communication
- Internal and external communications
- Investments in translations/ interpretation services

STAKEHOLDER ENGAGEMENT

Stakeholder engagement can't be passive – it must be strategic and proactive (most of the time)



Who are your stakeholders?



How, when, and why do they need to be engaged?



Use all the tools at your disposal!

ONGOING LEARNING

The Office of Engagement has committed itself to leveraging every challenge as an opportunity to get better at what we do.

CASE STUDY



The screenshot shows the top portion of a news article from the Houston Chronicle. The header is black with white text. On the left is a hamburger menu icon. In the center is the logo "HOUSTON★CHRONICLE". On the right are links for "e-Edition", "Account" (with a person icon), and a search icon. Below the header, the text "LOCAL // EDUCATION" is displayed in orange. The main headline reads: "Parents face anxiety, confusion after false report about Heights High School shooting".

Thank you

