SPRING INDEPENDENT SCHOOL DISTRICT

EVENT PLANNING GUIDE AND STANDARDS
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Many schools choose to celebrate significant milestones that involve community participation, including groundbreakings, school anniversaries or ribbon-cutting ceremonies. District departments are also called to lead different events — both internal and external — as well as organize large-scale employee meetings that require a great deal of planning.

This Spring ISD event handbook will assist you in preparing for these events with tips, timelines and strategies on everything from selecting a date to the development of programs and identifying speakers. This guide also includes sample invitations, run of shows and programs to help guide your work.

Remember, your event can be as formal or informal as you’d like, depending on the specific needs of the occasion and those involved. Generally, the department/campus hosting the event has the primary responsibility for planning and logistics, including managing the invitations and RSVPs.

Naturally, all district events should follow appropriate district decorum standards (See section III of this guide). This includes having a well-spoken emcee who can introduce special guests. In addition, it’s important to remember that all events are an opportunity to build school and district pride, so please make sure that everyone — students and staff alike — are on their best behavior and following dress code, and that the planned program/run of show is well-organized.

For events with districtwide visibility, you should establish a cross-functional steering committee that includes representation from most, if not all, chief areas. This is important to ensure that all ideas are brought to the table and that no important details get overlooked. If you’re not sure if your event needs a cross-functional steering committee, ask your leadership team.

Please note that Spring ISD Communications should be notified as soon as you have a proposed date to help ensure there are no district conflicts, and to offer support. In particular, this applies to any event that includes the Superintendent and Board Trustees as invited guests.
For the purpose of this booklet, here are some definitions to help you organize your planning and guide your work:

**High-Visibility District Event**: Any event that involves the Superintendent and/or a Board Trustee as a speaker on a program, requires a detailed run-of-show, may have external participants, AND may include State and National elected officials. The Chief of Staff Office should be notified and involved (as appropriate). The Communications Department will prepare Superintendent and/or a Board Trustee speeches as well as be actively involved in event planning and management (as appropriate).

(Examples: State of the District, Groundbreakings, Ribbon Cuttings, Dedications, Naming Ceremonies, Strategic Plan Launch, Employee Recognition Banquet, Convocation, Graduation Ceremonies, CTE Scholarship Luncheon, Success Walk)

Requires: Cross-Functional Steering Committee

**District Event**: Any event that involves the Superintendent and/or a Board Trustee as a speaker on a program AND that requires a detailed run-of-show. Both the Chief of Staff Office and the Communications Department should be notified and involved (as appropriate) in the event planning and management. Some events may be led and managed by a particular department and/or campus. For those events not led or managed by Communications, the department will provide support.

(Examples: Smart Kid Cool Car, Future Teachers Signing, School Anniversaries, Val/Sal Banquet, School Board Appreciation Dinner, Principal Institute, Teacher Training events, Athletic and Academic Signing Days, CTE Events, Recruitment Fairs)

Requires: Cross-Functional Steering Committee
**Districtwide Community Event**: Any event open to the entire community that may require extensive planning but does not require formal speeches or protocols. Both the Chief of Staff Office and the Communications Department should be notified. Some events may be led and managed by a particular department. For those events not led or managed by Communications, the department will provide support.

(Examples: Back-to-School Expo, Fun Run & Wellness Fair, Winter Wonderland, National Night Out, College Night, Arts Integrated Performances, May Board Meeting, Tri-Club Livestock Show and Fair, GT Expo, Spelling Bee)

Requires: Cross-Functional Steering Committee

**Department or Campus Event**: Events that are targeted to a particular school community, employee group, or student group. These events usually do not require formal speeches. Nor do they usually require detailed run of shows. However, these events should be well-planned and follow all district decorum standards.

(Examples: School fairs, Central Support Staff Meetings, HUGS breakfasts/luncheons, Campus Open Houses, Holiday Programs/Performances)
Event materials, especially programs, should be prepared well in advance and thoroughly proofread. Special attention should be paid to the spelling of proper names on programs.

Event area should be clean, well-organized and ready for attendees no later than 30 minutes before event start time.

Respect attendees time. Start and end on time.

All staff members should be professionally attired and prepared to act as hosts as needed.

If present, elected officials, Board members, the Superintendent and namesakes should be offered the following accommodations:
   – Warmly greeted
   – Offered special/reserved seating
   – Formally introduced during program
   – Escorted around event (if appropriate)

All program remarks should be professional and of a high standard.

All student performances should be well-rehearsed and of a high standard.

Program emcee is well-prepared, rehearsed and knowledgeable of the run of show and program.

Appropriate staffing is in place to ensure student behavior represents district well.
The budget you may need for your event depends on the decisions you make during the planning process. For example, Communications can help you design invitations that can be emailed to stakeholders for free, but invitations/flyers that are printed and mailed require a budget.

Some budget items to consider including:

- Printing/Postage
- Decorations
- Food/Refreshments
- Table/Chair Rental
- Guest Sign-In Book
- Overtime for custodial staff
- Overtime for police officers

REMEMBER

There is often a need to hold a reception following events. Determine if you will hold a reception, and what, if any, refreshments you will serve. Make sure the expense is included in your budget, or consider having items donated. Principals with active parent groups often rely on these volunteers to provide assistance in securing items and serving refreshments at the event.
**8 weeks out or more:**

- **Set the Date and Time** – It’s best to start planning at least six weeks ahead of time, but you can start thinking about your date even sooner. Just for context, district leaders typically plan out the main calendar of events for the next school year during the spring/summer. By the time the school year starts, many dates are already taken. So, plan early and check with your leadership team before committing to a date.

- **Work with the Communications Department** in setting the date for school anniversaries, please. We want to help you ensure there are no conflicts with other events, especially if you’re hoping to have the Superintendent or Board President speak.

- **Designate an Event Lead** – Designate a key staff member to serve as point person or establish a small committee to assist you with the event planning.

- **Figure out the location and walk the site**. You should consider access to power for audio, seating configurations, the suitability of the space for photo opportunities (always consider what will be in the background of your photos!), parking and security needs.

- **Invite Speakers** – Most speakers appreciate plenty of notice, so it’s best to invite them to participate at least one month in advance. Please note, though, that effective event planning requires being extremely selective on who you invite to speak at your event. Too many speakers on a program is a common event planning mistake that should be avoided. While it’s natural to want to recognize important people at your event, you can accomplish that goal through planning and scripting versus overcrowding your run of show.

**Helpful Hints**

- If you’re hoping for a big parent turnout, hold your event either first thing in the morning, as parents are already at the school dropping off their students, or in the evening. Remember, avoid any events on testing blackout dates.

- Each Board Trustee has up to six schools assigned to him or her. They want to be involved and present for your big events, so work with Board Services to make sure you have a date that works for your assigned trustee.
Develop Guest List – Identify your audience, determine how many people will attend, and decide how to invite them. (Print invitations? Digital flyers? Email blast?) Remember, event leads have the primary responsibility for the invite list. The Communications Department will assist in inviting the Superintendent, Cabinet, Trustees and any other elected officials. Event Leads, though, should invite everyone else — including parents, business partners and community members if appropriate, and district leadership and staff. Please note, for internal stakeholders, you should always send a google calendar invite.

Reach out to the Spring ISD Police Department to develop a safety, security and staffing plan for your event. The goal is to collaborate with the police department early on to determine site security needs, protection priorities, potential hazards, security access and a traffic control/parking plan.

Consider your audience and whether it might be appropriate to add simultaneous translations for your Spanish-speaking families.

The Communications Department will invite the Superintendent, Trustees and any other local, state or federal elected officials. The principal or department hosting the event will invite everyone else (e.g. district executive leadership, other campus principals, school stakeholders, students, parents, business partners, PTA/PTO representatives, namesakes and/or their families, and community and faith organizations.)
4 weeks out:

- **Design and Send Out Invitations** – Communications has templates to help you design your invitation or flyer. Note: If you're planning to print and mail invitations, you'll need to push your timeline back by several weeks to ensure enough time for printing. Please make sure you have a budget for printing and postage.

- **Spread the Word** – Publicize the event through email, text messages, newsletters, flyers, alumni, community groups, social media and word of mouth. The Communications Department will help through district channels.

- **Nail Down the Details** – Think through the logistics and begin making arrangements. Example: Will you need reserved parking and seating? Student entertainment? Additional security? Food for a reception? Decorations and balloons? Tables or chairs? Tablecloths or centerpieces?

- **Confirm Program Participants** – Follow up with invited speakers if you haven't heard from them. Also, line up participating students and student groups.

- **If this is a bond-related event, coordinate with Bond Project Officials** – For construction-related celebrations, you'll be working with the Communications Department to include those key people involved with your project. For example, architects should be able to provide the latest design boards for display. Your contractor may be able to provide hard hats, shovels, and groundbreaking sandbox.

### Elected Officials Protocol:

There's a protocol for working with elected officials. Spring ISD Communications will invite and confirm attendance for elected officials and help you manage the process.

Generally, elected officials attending your event will be invited to give remarks. It is fine to specify that remarks must be limited because the program schedule is tight, but it is important to extend every elected official the opportunity to speak.

If elected officials are speaking, include their names on the event programs. Work with the Communications team to ensure elected officials receive program materials and any other necessary information in advance.

As mentioned, designate a staff member to welcome elected officials and other dignitaries on the day of the event. They will compile a list of names of all elected officials in attendance so they can be formally welcomed and introduced.

After the event is over, consider sending thank-you notes to elected officials who attended the event. Coordinate this with the Communications Department.

Generally, the Board President should speak before any other elected officials. At that point, the protocol is to recognize federal, state and then local elected officials.
2 – 3 weeks out:

☐ Develop a Run of Show – This document may evolve with the planning of the event as you receive confirmation from speakers, guests, student performers, etc. Try to have a final draft ready approximately two weeks out.

☐ Provide Draft Run of Show to your leadership team (assistant superintendents for campuses and department chief for central administration). Also please send to the Communications Department for review. The solicitation of feedback at this stage will help set expectations and ensure all parties are on the same page.

☐ Call the Communications Department and request talking points for the Board President and Superintendent, if they are speaking.

☐ Review/Confirm Logistics – Ensure all the details are in place. Make final arrangements for refreshments, decorations, sound systems, seating, parking, etc. Do you need assistance with technology, or air conditioning, or extra police security? Now is the time to put in those requests.

Run of Show Protocol:

- Program should typically last no more than 20 to 30 minutes.
- At campuses the Principal typically serves as the emcee for the program, but the Superintendent may preside in some circumstances.

- Speeches should be one to three minutes each. This limit should be communicated to all speakers at the time of the invitation and again in a follow-up email.

Talking points are a set of clear, easily remembered sentences or phrases written to help keep a speaker on track. A sample of talking points can be found in the Sample Documents section of this guide. Typically, talking points are provided to the Superintendent and the Board President at least three days before the scheduled event so they have time to review them.
1 – 2 weeks out:

- **Finalize Program** – Confirm speakers and other details on the program. Determine how many programs you need and how much time is needed to print them and then work backwards.

- **Check your RSVPs** – Determine if you need to make some follow-up phone calls, or increase the promotion via your marquee, automated messaging or social media.

- **Check in with the Communications Department** to determine any RSVPs from the board and elected officials.

- **Ask Communications** about their day-of-event coverage plans. Will there be Facebook Live, photos or a story?

- **Consider asking someone on your staff to tweet** or take photos if district staff is unavailable that day.

### Print Program Protocol:

A printed program is a simplified version of the Run of Show and often includes pictures or a school logo or building or a design related to the specific event. Programs are passed out to attendees so they can follow the order of events. A sample run of show and printed programs can be found in the Sample Documents section of the guide.

Every program should include the campus name and event date (including the year) on the cover. The back cover should include the school name and address, principal and assistant principal names, Board of Trustee names, Superintendent’s name, and district logo. The school mascot, colors, etc. may be included on the back cover also.

**did you know?**

There’s a difference between a Run of Show and a Program.

The Run of Show is an internal agenda that includes the length and order of items on the program, as well as all speakers’ names and titles and the length and topic of their remarks. This document will help you stay on schedule and keep the event moving. It also allows all participants to see the complete list of speakers and the topic of their remarks so their comments don’t overlap.

When developing your Run of Show, consider ways to include students, such as a band or dance team performance, presentation of colors, or brief student remarks. Note if there is a reception to follow.

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**REMEMBER**

Do not send out any printed materials without asking the Communications Department to review and copy edit first. It’s always a good idea to have another pair of eyes to ensure no typos or errors.

**Helpful Hints**

A good program is short and sweet, ideally no longer than 30 minutes. Wondering what to include? Here are some ideas:

- Welcome
- Presentation of Colors
- National Anthem
- Pledges (USA/TX flags)
- Invocation
- History of campus, facility and/or namesake
- Namesake or family remarks
- Student performance(s)
- Student message
- Presentation of proclamation and/or flag, etc.
- Greeting from the Board of Trustees
- Superintendent’s message
- Principal’s message
- Official ribbon cutting for dedications
- Closing remarks
- Acknowledgement of Sponsors
- Other
Week of event:

☐ Finalize Run of Show – Send final document to anyone on the program. Include your cell phone number in case speakers need to reach you in the days or hours leading up to the event. Also, get cell phone numbers for your speakers so you can reach them in case of emergency.

☐ Follow Up on Loose Ends – Confirm any logistical arrangements, including delivery times for catered food, balloons and student performers.

☐ Check Weather Forecast – This is especially important if your event is outside. Make sure you have a contingency plan, such as an alternate location or a prepared cancellation notice.

Day of event:

☐ Arrive Early – We recommend setting up 60 to 90 minutes ahead of the scheduled start time so you have plenty of time to place and adjust the podium, sound system, decorations, signage, sign-in table, and chairs for the main event and reception. Designate reserved seating and determine if you need to set aside any reserved parking for special guests.

☐ Greet Guests – Mingle with the crowd and greet your guests as they arrive. Have designated students or staff who can hand out programs and point attendees in the right direction. Assign a designated person to greet elected officials to ensure you know who has arrived and needs to be recognized.

☐ Enjoy the Day – Don’t forget to celebrate. This is a special day for your school/department and the best strategy is to smile, appear relaxed, and don’t let any last-minute glitches ruin the experience for you or your guests. If something does go wrong, chances are most people won’t notice as long as you keep the show running.

Helpful Hints

When setting up a podium and placing flags, the U.S. Flag should be placed on the audience’s left. The Texas Flag goes on the audience’s right.

Presenting or speaking in front of an audience may make some people nervous or stressed. Here are some tips for effective presentations, keeping in mind that practice is the best preparation:

☐ Be prepared and know your material.
☐ Think about your audience.
☐ Keep it simple by focusing on key messages.
☐ Smile and make eye contact with your audience.
☐ If you’re reading a speech, don’t forget to look up.
☐ Be respectful of people’s time and don’t drone on.
☐ For PowerPoint presentations, remember the 10-20-30 rule: 10 slides, no more than 20 minutes, and contain no font smaller than 30 points.
☐ Tell stories that stick.
☐ Use proper grammar and diction.
☐ Remember, the more you present and speak in front of audiences, the better you’ll get at doing it!
Invitation
Event Program
Talking Points
Run of Show
SAMPLE OF DEDICATION/ANNIVERSARY INVITATION

Spring ISD cordially invites you to attend our
VETERANS MEMORIAL DEDICATION CEREMONY

Wednesday, Dec. 4, 2019
10 a.m.

The ceremony will take place south of the Randall Reed Community Center which is located at Plant Ford Stadium.

23802 Cypresswood Dr.
Spring, Texas 77373

RSVP by March 2 to Tekedra Pierre at tpierre@springisd.org

You're Invited to the Northgate Crossing Elementary School 10th Anniversary Celebration

Thursday, Oct. 18, 2018
6 p.m.

Northgate Crossing Elementary School
23437 Northgate Crossing Blvd.
Spring, Texas 77373

RSVP by Oct. 12 to Linda Magee at LindaCe@springisd.org
SAMPLE OF DEDICATION PROGRAM

Key Dates for the JROTC/LOT C Programs in Spring ISD
Westfield Army JROTC Established 2000
Senior Instructor Capt. Donald Davis USA (Ret)
Spring NJROTC Established 2001
Senior Instructor Capt. James Boyer USN (Ret)
Dekaney NJROTC Established 2008
Senior Instructor Capt. Jason Boyer USN (Ret)
Leadership Academy LOTC Established 2019
Senior Instructor Capt. Kevin Beedle USN (Ret)

Current Senior Instructors of JROTC/LOT C Programs
Westfield Army JROTC Maj. Charles Thompson USA (Ret)
Spring Navy JROTC Capt. James Boyer USN (Ret)
Dekaney Navy JROTC Lt. Scott Thresher USN (Ret)
Leadership Academy Marine LOTC Technical Sgt. Rhonda Harrell USAF (Ret)

Cadets Reading and Raising The Flags
U.S Army Cadet Cdr. Cassidy Schultz
U.S Marine Corps Cadet Cdr. Lian Dethy
U.S Navy Cadet Cdr. David Washington
U.S. Air Force Cadet Cdr. Nathan Thompson
U.S. Coast Guard Cadet Cdr. Eduardo Zamora
U.S. Merchant Marine Cadet Cdr. Niki Wilson
POM/MIA Cadet Cdr. Richard Comp
Flag Detail Cadet Cdr. Richard Comp

Veterans Memorial Dedication Ceremony
Wednesday, Dec. 4, 2019 | 10 a.m.
23802 Cypresswood Dr. | Spring, Texas 77373
Spring Independent School District

About the Veterans Memorial
The memorial was designed and built as part of the district’s 2016 bond program to commemorate those who have served and is located on the site of the Planet Ford Stadium, 23802 Cypresswood Drive.

It features a circular monolith design with contemplative bench seating. Flags representing all the services – Army, Marine Corps, Navy, Air Force, Coast Guard, as well as the Merchant Marine, embrace the site. Another flag, the POW/MIA, pays tribute to those who have gone missing or were prisoners of war.

The memorial project was spearheaded by the Board of Trustees, who wanted to create a special space for the entire community to remember veterans. Trustees Chris Bell and Donald Davis were active in the design process with input from Captain Boyer USN (Ret) and community members, under the guidance of IDG Architects.

Special thanks to the following groups and individuals who helped make this event possible:
Spring ISD Board of Trustees
IDG Architects
DanTech

WELCOME
Capt. James Boyer USN (Ret)

RAISING OF THE FLAGS
Spring ISD JROTC and LOTC Cadets

REFLECTIONS AND ACKNOWLEDGEMENTS
Dr. Rodney E. Watson, Spring ISD Superintendent

SPECIAL REMARKS
Gen. Vincent Brooks

CLOSING THOUGHTS
Rhonda Newhouse, Spring ISD Board President

ECHO TAPS
Nathan Tulip, Jacob Puente

Following the Veterans Memorial dedication ceremony, you are invited to light refreshments, generously supported by Dick-V-A, in the Randall Reed Community Center.
Unlike most Spring ISD campuses, Northgate Crossing Elementary School was named not for an individual, but for a community. The school is named for the Northgate Crossing neighborhood, located on the northernmost edge of the Spring ISD boundary line, near I-45 and the Hardy Toll Road. Opened in 2008, the school remains the most northern of the district’s campuses. It is located in a growing part of the local region, with new development and several high-tech neighbors, including ExxonMobil and Southwestern Energy.

Student Presentation…………………………………… Northgate Students
Juanita Acevedo, Asst. Principal, Northgate Crossing Elementary

Musical Selection ………… Northgate Crossing Honor Choir
Teacher: Laura Mills, Northgate Crossing Elementary

Welcome……………………………………… Kristi Brown
Principal, Northgate Crossing Elementary

Greetings from Board of Trustees.. Rhonda Newhouse, M.Ed.
President, Spring ISD Board of Trustees

Introduction of Guest Speaker ………….. Debbie McIver
Retired Principal, Northgate Crossing Elementary

Guest Speaker ……………………………………… Caleigh Dauth
Former Student, Northgate Crossing Elementary

Remarks……………………………………… Rodney E. Watson, Ph.D.
Superintendent, Spring ISD

Principal’s Message…………………………………… Kristi Brown

Northgate Through the Years ………………… Micah Gonzales
Math Coach, Northgate Crossing Elementary

Following the ceremony, we invite our guests to join us in the gym
for a small reception.

Thank you for being a part of our special day.
Stadium Groundbreaking Talking Points
Tuesday, Nov. 12, 2019 at 6 p.m.
23802 Cypresswood Drive., Spring, Texas 77373

Thank you Dr. Watson and good morning everyone. I can't express just how excited I am to be here on this very special occasion.

You know, the last time we built a stadium in this district was more than 50 years ago. As we gather here today for this event, it's important to note that this stadium will also serve the district for generations to come.

Because we don't build stadiums very often, we wanted to mark this occasion with a special ceremony, so thank you everyone for joining us.

It's hard to believe that in less than a year, this construction site will be transformed into a fully functioning facility for our athletes, bands and fans.

We know stadiums are built to accommodate athletic events, but this stadium promises to be so much more. We are envisioning a place that will bring our community together, whether it's to watch a game or honor our veterans at the special memorial we are building alongside the fieldhouse.

This entire project wouldn't be possible without your support and everyone who turned out in November 2016 to vote for our bond program.

Stadiums are sometimes seen as luxuries that districts can't afford. We're grateful that our community saw this project as something too important to do without.

I believe that is because we have a community that understands the value of athletics and band participation to the overall education of our students.

There's no doubt that the same discipline and teamwork that is essential for victory on the field can help pave the way for success in the classroom.

A little later on this morning, you'll be hearing from Tony Ugoh, who graduated from Westfield High School and went on to become an NFL Super Bowl champion.

His success embodies the potential we see in all of our student athletes and musicians, some of whom are here today.

Again, thank you everyone for joining us today.
Run of Show: Veterans Memorial Dedication  
Wednesday, Dec. 4, 2019 at 10 a.m.  
23802 Cypresswood Dr., Spring, Texas 77373

9:30 a.m. – JROTC students will be lining up as guests arrive
10:00 a.m. – Greetings and Welcome - Captain Boyer

- Good morning and welcome to the dedication of the new Spring ISD Veterans Memorial. My name is Captain James Boyer and I’m pleased to see such a turnout for this important occasion.
- We are here today to dedicate the memorial behind us, in honor of the service members who have sacrificed so much for our nation.
- Our program begins with a special flag ceremony that will give us an opportunity to learn more about each branch of the military and the history of our country.
- At the conclusion, we will hear from our special guests.
- Please remain seated throughout this portion of the ceremony. I will now turn over the program to our Cadets from each of the three comprehensive high schools – Dekaney, Spring and Westfield – and our Cadets from the new LOTC program at the Spring Leadership Academy.
- Thank you.

[Student reader will approach the podium as the three JROTC representatives approach the first flag pole.]

10:03 a.m. – History/raising of the each military flag

I am Cadet Commander Cassidy Schultea and I will read the history of the United States Army Flag
The United States Army Flag was adopted by order of President Dwight D. Eisenhower on June 12, 1956.
The newly adopted flag was presented by Vice President Richard Nixon to Secretary of the Army Wilber M. Brucker at a ceremony in Washington D.C. The following day, June 14, Flag Day and the 181st anniversary of the establishment of the United States Army, it was unfurled at Independence Hall, Philadelphia, during a public address by Secretary Brucker.
The United States Army came into being by action of the Continental Congress on June 14, 1775.
Although various elements of the Army, from Groups and Corps down to separate Battalions, have had their own colors and flags, none had previously served for the Army as a whole.
The Army Flag carries the national colors: red, white and blue.

[When the Flag is raised/secured]
Ladies and Gentleman, the United States Army Flag
[At this point, the Army flag is raised.]

I am Cadet Commander Lilian Dehoyos and I will read the history of the United States Marine Corps Flag
In 1776 the Grand Union Flag was considered the official flag of the American Naval Forces by the Maritime Committee of the Continental Congress.
In the 1830’s and 1840’s, Marines carried a white flag with gold fringe. On it were an anchor and eagle and the words, “To the Shores of Tripoli.” After the American-Mexican War, “To the Shores of Tripoli” was expanded to, “From the Halls of Montezuma to the Shores of Tripoli.”
In battles during both the Mexican-American and Civil War, field Marines carried a flag with alternating red and white stripes. An eagle perching on a shield of the United States was superimposed in the canton. A half-wreath was positioned below the shield, and 29 stars circled the entire design.

In 1914 a blue flag was carried by Marines. It featured the Marine Corps emblem (eagle, globe and anchor) circled by a laurel wreath. A scarlet ribbon above the emblem carried the title “U.S. Marine Corps,” and a second scarlet ribbon beneath the emblem included the Marine Corps motto, “Semper Fidelis” (Latin for “Always Faithful”). In 1918, scarlet and gold were officially designated as the colors of the Marine Corps. In 1939 a new flag was adopted which is essentially the same design as our current U.S. Marine flag. It includes a scarlet field and gold fringe. The Marine Corps emblem is in the center of the flag with a banner held in the eagle’s beak that says, “Semper Fidelis.” A larger banner below the emblem says, “United States Marine Corps.”

[When the Flag is raised/secured]
Ladies and Gentlemen, the United States Marine Corps Flag
[At this point, the Marine Corps flag is raised.]

I am Cadet Captain Nasir Prout and I will read the history of the United States Navy Flag

The Department of the Navy Seal, created in 1957, was to serve as the main feature of the official United States Navy Flag, which was adopted two years later. The flag did not change as the Navy seal did.

Ships of the earliest period in the nation’s naval history displayed a variety of flags, including the striped Grand Union and those bearing a pine tree or rattlesnake. These banners are considered steps in the genesis of the national ensign, the “Stars and Stripes,” rather than the forebears of a specific flag for the Navy.

Towards the end of the nineteenth century the Infantry Battalion Flag was introduced for use by Naval Landing Forces. This was a blue flag with a white diamond. For more than 60 years, the Infantry Battalion Flag served as the unofficial Navy Flag in drill formations and parades and other ceremonies. The official Navy Flag was authorized by presidential order in April 1959.

The flag for the United States Navy is of dark blue material. In the center is a device consisting of the seal of the Department of the Navy in a circular yellow rope edging above a yellow scroll inscribed “United States Navy” in dark blue letters.

[When the Flag is raised/secured]
Ladies and Gentleman, the United State Navy Flag
[At this point, the Navy flag is raised.]

I am Cadet Senior Chief McKenzie Abbott and I will read the history of the Air Force Flag

The flag which represents the Department of the Air Force is officially known as the “Ceremonial Department Flag.” It consists of the Air Force Coat of Arms and the encircling 13 stars inscribed with the words “United States Air Force.”

By 1949 a project was underway at United States Air Force Headquarters to develop an Air Force counterpart to the Army regulation on flags. Throughout 1949 and 1950 work on the project continued, resulting in a comprehensive Air Force organizational Coat of Arms.

The U.S. Air Force Flag was adopted by President Harry Truman in March 1951, and since then no major changes have been made to it.

[When the Flag is raised/secured]
Ladies and Gentleman, the United States Air Force Flag
[At this point, the Air Force flag is raised.

[New student reader comes to the podium after the flag is raised.]

Spring Independent School District

16717 Ella Blvd. • Houston, Texas 77090 • 281-891-6000 Tel • 281-891-6006 Fax
I am Cadet Chief Eduardo Zavala and I will read the history of the Coast Guard Flag

The origins of the Coast Guard standard are believed to have evolved from the early “Union Jack.” In an 1840 painting, the revenue cutter Alexander Hamilton flies a flag similar to that of today’s Coast Guard Jack.

An illustration in 1917 shows the Coast Guard standard as a white flag with a blue eagle and 13 stars in a semicircle surrounding it. Later, the words “United States Coast Guard – Semper Paratus” (Latin for “Always Ready”) were added.

After 1950, the semicircle of stars was changed to a circle containing 13 stars. The Coast Guard standard is used during parades and ceremonies and is adorned by the Coast Guard’s 34 battle streamers. The Coast Guard is unique among the services for having two official flags, the Coast Guard standard and the Coast Guard Ensign.

The current flag was officially adopted in January 1964.

The Coast Guard Ensign (flag) was first flown by the Revenue Cutter Service in 1799, to distinguish revenue cutters from merchant ships. The order stated the ensign would be “16 perpendicular stripes, alternate red and white,” the union of the ensign to be the arms of the United States in dark blue on a white field. There were then 16 states in the United States.

The purpose of the Coast Guard Ensign is to permit ship Captains to easily recognize those vessels having legal authority at sea.

[When the Flag is raised/secured]

Ladies and Gentlemen, the United States Coast Guard Flag
[At this point, the US Coast Guard flag is raised.]

I am Cadet Chief Nia Wilson and I will read the history of the Merchant Marine Flag.

In 1994, Maritime Administrator Albert J. Herberger premiered a flag meant to honor the civilian mariners who have supported American armed forces in times of war and contributed to the nation’s prosperity through commerce in times of peace. The flag was revealed at the annual U.S. Merchant Marine Memorial Service in Washington, D.C., an event that honors the thousands of civilian seafarers killed in war.

The flag consists of a blue background with golden fringe and a design including an American eagle, shield and anchor symbolizing the Merchant Marine’s loyalty and service to the U.S.

Above the eagle is the text “In Peace and War” and below is the year 1775, honoring early Merchant Marine contributions to the United States.

[When the Flag is raised/secured]

Ladies and Gentleman, The Merchant Marines Flag
[At this point, the Merchant Marines flag is raised.]

I am Cadet Master Chief Ian Schmitz and I will read the history of the Prisoner of War and Missing in Action Flag.

In 1971, Mrs. Mary Hoff, an MIA wife and a member of the National League of American Prisoners and Missing in Southeast Asia, saw the need for a symbol of our POW/MIA’s. She and Norman Rivkees, vice president of the advertising firm Annin & Company, designed a flag to represent our missing men.

The flag is black and bears in the center, in black and white, the emblem of the League. The emblem is a white disk bearing in silhouette the bust of a man, a watch tower with a guard holding a rifle, and a strand of barbed wire. Above the disk are the white letters “POW” and “MIA” framing a five-pointed star. Below the disk is a black and white wreath above the motto “YOU ARE NOT FORGOTTEN.”

In 1989 a POW/MIA flag that had flown the previous year over the White House on National POW/MIA Recognition Day, was installed in the Capitol rotunda as a result of legislation passed by Congress. The leadership of both Houses hosted the installation ceremony in a demonstration of bipartisan congressional support.
This POW/MIA flag, the only flag displayed in the United States Capitol Rotunda, stands as a symbol of our national commitment to our POW/MIA's until a full accounting of the Americans still missing has been achieved.

**[When the Flag is raised/secured]**
**Ladies and gentlemen, the Prisoner of War/Missing in Action Flag.**

[Captain Boyer returns to the podium, introduces Superintendent Watson and invites him to the podium]

- Let me thank all our SPRING ISD Cadets for participating in this Memorial Dedication Ceremony. Let me add a special thank you to the Cadets who read the histories and raised the flags this morning. **FLAG DETAIL POST.**
- Now I would like to invite our Superintendent Dr. Rodney Watson to the podium to share some remarks with us.

10:35 a.m. – Superintendent Rodney Watson Remarks (2-3 minutes)

- Thank you, Captain Boyer, and thanks to our students who presented the flags and their histories with such respect.
- It's important to remember that we are here today only because of the sacrifices and service of so many in defense of our nation and our freedoms.
- The flags raised today are symbols of what we should all hold dear: Freedom, love of country and duty.
- As a school district, we are in the unique position of being able to show our students what these concepts mean through lessons in the classroom.
- So I want to take a moment to recognize our Board of Trustees for their vision in creating this special place.
- Let us take a moment to recognize them:
  - Spring ISD Board of Trustees [Identify the trustees in attendance by name.]
  - Elected Officials [List of those in attendance will be given to you prior to start of event.]
- When the community passed the bond in 2016, we wanted a program that truly reached into the community. This memorial reflects that connection.
- In this space, we have found a place that will allow for reflection, learning and remembrance. Our veterans and their sacrifices for our nation are represented with this memorial.
- As a community, we will be able to come together and consider the sacrifices of the past as we teach our young people their responsibilities and obligations to protect the future.
- Thank you, everyone.

[Captain Boyer returns to the podium, introduces General Vincent Brooks and invites him to the podium]

10:40 a.m. – Captain James Boyer (1 minute)

- Thank you, Dr. Watson. Now I have the privilege and honor to introduce a man who has spent his life in the service of our nation.
- As a retired U.S. Army General, his resume is long and distinguished. He has been the combined Commander of U.S. Forces, Korea; United Nations Command; and ROK-U.S. Combined Forces Command. He has also served as the Commanding General of the U.S. Army, Pacific, and the Commanding General of the Third Army.
- Please join me in giving a warm welcome to General Vincent Brooks.
10:40 a.m. – Gen. Vincent Brooks  (5 minutes)

[His Remarks Here]

[At the end of his remarks, Captain Boyer will return to the podium and introduce Rhonda Newhouse]

10:45 a.m. – Captain James Boyer Returns to Podium

- Thank you, General Brooks. It is an honor to have you here today. We appreciate you coming to our Memorial Dedication and sharing your thoughts with our students.
- Before we finish up our program, I would like to invite our Board President, Rhonda Newhouse, to come to the podium.

[Board President Rhonda Newhouse will come to the podium to say a few words]

10:46 a.m. – Board President Rhonda Newhouse- Remarks

- Thank you, Captain Boyer, and thanks to everyone for being here today, especially General Brooks.
- On a personal note, it’s very special that General Brooks is here today as he is not only a decorated general but he is a member of my family.
- He’s always had a special place in my heart and I constantly prayed for Vince’s safety during his many tours of duty in dangerous places such as Afghanistan.
- Despite his many responsibilities and obligations, he’s always been a committed family man in addition to everything else.
- I remember on one special occasion when he was in Colorado Springs for important meetings and took time out of his day to take my daughter to dinner.
- In short, he’s a general who is also a wonderful guy who shows up for family reunions, even when he’s stationed overseas.
- Thank you General Brooks for showing up today and showing our students what is possible through hardwork and leadership.
- I also want to personally thank two of my colleagues, Trustee Chris Bell and Trustee Capt. Donald Davis, for their work in making this memorial a reality.
- They were committed from the beginning to creating a special place for the entire community.
- It is appropriate that this memorial is located outside of our new Randall Reed Community Center, which is here to serve our community.
- It is my wish and that of the entire Board of Trustees that this Memorial become a place where community can remember and honor our veterans.
- Are any veterans in the audience today? If so, please stand so that we can thank you for your service to our country.
- We are grateful to you and hope that this memorial is a place you visit often.

[At the end of her remarks, Captain Boyer returns to the podium to conclude the ceremony]
10:50 a.m. – Captain James Boyer Returns to Podium

■ Thank you, Board President Newhouse.
■ As we finish this dedication ceremony, I would like to invite our students to play “Taps.”
■ “TAPS” signals that unauthorized lights are to be extinguished for the night.
■ This is the last call of the day.
■ The call is also sounded at the completion of a military funeral ceremony.
■ Ladies and gentlemen, please stand as echo taps is played in honor of our fallen service members. CADETS, HAND SALUTE at the end of “Taps,” READY TWO

[Cadet Commanders March off their companies]

■ Ladies and gentlemen, again thank you for attending today. This concludes our Dedication Ceremony.
■ I would like to invite all attendees to join us in the Randall Reed Community Center for some light refreshments.
■ Thank you.