Keep SISD Safe: Comprehensive communication during the pandemic

2022 NSPRA National School Communication Award
Platinum Award Entry

Comprehensive, strategic, year-round communication program

Socorro Independent School District
K-12 Public school district with 47,000+ students
SISD Public Relations Department
12 public relations staff members

Daniel Escobar
Chief Communications Officer
(915) 937-0282 • Descob02@sisd.net
12440 Rojas Dr • El Paso, TX 79928

#TeamSISD
Keep SISD Safe: Comprehensive communication during the pandemic

After dealing with the onset of the unprecedented COVID-19 pandemic, we knew that it would be critical to continue proactive action to keep Socorro Independent School District employees, parents, students, and community members informed about how operations and instruction would continue safely. We planned and executed a year-long Keep SISD Safe communication campaign to keep SISD stakeholders informed and prepared throughout the 2020-2021 school year.

Our goal was to maintain timely, accurate, clear, and reassuring communication with employees, parents, students and stakeholders about actions and adjustments being taken in the district to stay safe during the COVID-19 pandemic. We aimed to ensure employees, students, parents, stakeholders received district announcements about safety, operations, instruction; to keep employees, students, parents, stakeholders connected and engaged with Team SISD; and to maintain student enrollment, attendance, and success.

Our key district leaders, including the superintendent, chief communications officer, and assistant superintendent of administrative services, were integral to collaborating with local health and government officials and to strategizing actions and messaging on how to Keep SISD Safe. The SISD public relations team collaborated with the leadership team to plan and execute communication efforts to ensure everyone was informed on developments on the health of the local community, repercussions for the district, and decisions on how we would be proceeding. The close, constant teamwork produced a plethora of informative social media messages, website updates, phone scripts, texts, emails, videos, news stories.

Team SISD successfully met its objectives to stay connected and communicative with its key audiences and keep them informed and engaged throughout the challenging school year. Media coverage of SISD's actions resulted in more than 1,000 news stories and outstanding engagement surfaced on our widespread social media networks. We also maintained student enrollment, attendance, and success. While every school district faced troubling numbers in enrollment, SISD fared better than area school districts. In addition, SISD saw average attendance rates in PK-8, middle and high schools increase from 2019-20 to 2020-21. Most impressive was that SISD success never slowed down with students and staff continuing to earn numerous accolades in the city, region, and state.
Research

Working for four months amid the unprecedented COVID-19 pandemic, the Socorro Independent School District carefully navigated turbulent times to successfully complete the 2019-2020 school year. Immediately after, Team SISD set into action to plan and execute a year-long Keep SISD Safe Communication Campaign to keep stakeholders informed and prepared throughout the 2020-2021 school year (July 2020-June 2021).

Our overall goal was to maintain frequent, timely, accurate, clear, and reassuring communication with employees, parents, students and stakeholders about actions and adjustments being taken in the district regarding COVID-19. We had three objectives:

1. Ensure employees, students, parents, stakeholders receive district announcements about safety, operations, instruction
2. Keep employees, students, parents, stakeholders connected and engaged with Team SISD

The SISD Public Relations team, along with administrative services, technology services, and cabinet members, conducted extensive research and information gathering, collecting samples of articles, letters, website messages on COVID. Most importantly, we kept a pulse of our community by monitoring social media, conducting surveys, listening to feedback from teachers, principals, community members to understand the needs, expectations and support that students, employees, and families required.

This allowed us to develop a multi-pronged approach with many communication avenues to stay connected with and keep the SISD community informed. In June 2020, SISD conducted several virtual focus groups for faculty/staff and parents to inform them of plans that the District Safety/Security Committee had been formulating for various scenarios of how school might resume. The district developed three surveys for parents, which altogether garnered some 50,000 responses, to determine which learning method they would prefer when it was safe for students to resume in-person instruction and to help principals, teachers, staff prepare. An employee survey also solicited feedback to help in the planning for the short- and long-term effects of COVID-19. More than 2,000 employees participated in the survey and 4,000 logged into the focus groups.

Planning/Implementation

The superintendent, assistant superintendent of administrative services, and chief communication officer were key leaders in the COVID campaign, collaborating with Team SISD administration to strategize actions and messaging. The key leaders and cabinet members met daily/weekly with the Texas Commissioner of Education, Region 19 Executive Director, area school district superintendents, and City of El Paso health authority and government officials. The superintendent communicated regularly with Board of Trustees and cabinet members to establish protocols to protect the safety, health and wellbeing of all students and staff. The chief communication officer kept in close contact with the superintendent, cabinet, and board to craft the messages carefully and swiftly craft messages on cleaning/disinfecting facilities, meal service, instruction, essential employee duties, technology, and cancellation or reinvention of district activities/events.

The PR leadership team met daily or weekly to discuss communication plans, timelines, actions, and activities. Weekly safety meetings including integral departments and school leadership/emergency management were established to ensure all were informed with developments on the health of the local community, repercussions for the district, and decisions on how we would be proceeding. A key point of communication important to employees and parents was transparently reporting COVID positive cases to school communities via phone/email messages and an online COVID case dashboard. Another was alerting the public when and where vaccines were available for eligible individuals.

In addition, a great deal of brainstorming/planning went into executing annual events, developing new campaigns, and figuring out how to continue regular district promotion amid the crisis communications. SISD PR staff teamed up with various departments to research, re-invent, create numerous events and campaigns, such as a virtual Teacher of the Year Announcement, graduation, virtual Partners in Education Exhibition & Orientation, meal services, SISD Back to School SAFELY Plan, Keep SISD Safe videos featuring district nurses, safety awareness video/graphics featuring high school mascots. PR also adjusted operations to promote and cover events safely and remotely that other departments reinvented to continue annual traditions, competitions, such as virtual professional development, Career Awareness Showcase, district art contest awards programs, Academic Technology Showcase, ROBOCOM 7.0.
Throughout the year, SISD established various communication vehicles and executed key tactics to ensure target audiences -- employees, parents, students, community members -- received the messages. (See Communication Plan and Key Tactics tables.) The PR team produced a Back to School SAFELY webpage that became the central hub for information. In addition, the team produced 290 social media posts, 83 graphics, more than 50 webpage/FAQ updates, 67 videos, 11 press releases, 23 web stories, dozens of phone scripts/texts, some 600 emails/scripts for COVID cases communication, and captured hundreds of photos of COVID-19 awareness/safety efforts. Throughout the campaign, the PR staff answered hundreds of media inquiries and fulfilled numerous interview requests.

The PR staff also worked with many district departments to communicate rapidly and effectively every transition, new procedure, safety protocol, resource, and service available in the district. Key communication efforts promoted meal services, laptop distributions, Remote Learning Academy, Family Fridays, surveys, ESWIPE wellness checker developed by SISD technology team, Back to School SAFELY plan, COVID testing, one-of-a-kind Parent Education Support and Communication Call Center (which fielded thousands of calls and emails), and vaccines.

### Evaluation

SISD was able to meet its two objectives to keep SISD audiences informed and engaged by garnering widespread attention with its numerous methods of communication. Media coverage of SISD’s actions resulted in some 1,000 news stories which generated local market viewership that reached thousands of people and thousands of dollars in local publicity value. Team SISD saw outstanding engagement on its widespread social media networks on Twitter, Facebook, Instagram, and YouTube garnering thousands of likes/shares. We had some 14,700 likes/retweets on Twitter, 7,032 likes on Instagram, and 5,160 likes/shares on facebook. We received numerous comments thanking the district for taking bold and decisive action and expressing pride to be part of Team SISD. We also noted social media comments from parents/educators in other school districts saying they admired SISD efforts and wished our decisions/actions were taking place in their own districts. Also, while our Parent Education Support & Communication Call Center was developed exclusively in SISD, we received phone calls from parents in neighboring school districts asking for help because they could not get through to their own schools or districts and/or because they did not realize that it was a service only for SISD. It gave us an opportunity to help even more parents find the support they needed. *We also met our third objective to maintain student enrollment, attendance, and success.* While every school district faced troubling numbers in enrollment, SISD fared better than area school districts. A local newspaper article reported that SISD had “a barely 1% enrollment drop” from 2019-20 to 2020-21, while a couple of neighboring districts saw a drop of 8.6% and more than 5%. In addition, SISD saw average attendance rates in PK-8, middle and high schools increase from 2019-20 to 2020-21. Elementary average attendance rate decreased by less than one percent. SISD success never slowed down in 2020-21 with students/staff continuing to earn accolades in the city, region, and state despite most students being in remote instruction during the year.

**What we learned:** This campaign challenged us to maintain a continuous communication plan that had to evolve and improve by the day. We always did our best to answer questions quickly, refer the readers to our FAQ page or rework the message and send it out again to re-emphasize our message. Listening to feedback and addressing concerns was critical and while we learned that even with the best laid out plan or decision, we could not please everyone. However, we did do everything we could to reassure, be transparent and provide support. We also learned to continue refining verbiage and graphics to best articulate our messages, improve our writing with dozens of drafts that often were altered by the hour due to changing circumstances, and to continue our collaboration/teamwork among departments, schools, and outside agencies.

We also took time to closely investigate our reach with our SISD e-news email newsletter and did away with our archaic listserv system. We updated our delivery method to use our Blackboard message system to ensure we were reaching every community member who signed up to receive the email and all parents. We increased our SISD e-News reach from about 8,000 to more than 20,000.
KEY RESEARCH SOURCES

- Centers for Disease Control
- World Health Organization
- Texas Health and Human Services
- El Paso Department of Health
- City of El Paso
- School districts across the nation and Texas
- News outlets, universities, and other city governments

**School Operations FAQs**

*updated 3/12/2020*

How is Kennewick School District preparing for the possibility of widespread illness?

Kennewick School District is developing contingency plans as to not only to prepare if an additional illnesses occurs, but also to prevent the spread of the virus. We want to emphasize that our priority is to keep our schools open for as long as possible.

Will the district decide to close schools?

Kennewick School District will always consult with public health officials and make the final decision about closure. We recognize that parents and guardians may decide to keep their child at home for certain reasons.

Is school-related travel canceled for students or staff?

At this time, there are no restrictions on school-related travel or trips. We recognize that parents and guardians may decide to keep their child at home and ask that they communicate their decisions to school officials.

When should I keep my child home from school?

Deciding when a child is too sick to go to school can be a difficult decision to make. When trying to decide, use these guidelines to help make the best decision.

When will Kennewick School District notify families and staff if schools close?

We will contact you through our emergency notification system about any changes to our school schedule or operations.

How will Kennewick School District notify families and staff if schools close?

Any decision to close a school or schools in response to COVID-19 would come after consultation with health officials at Benton-Franklin Health District in response to confirmed cases of the virus. At this time, Benton-Franklin Health District has made no recommendations to close schools in response to confirmed cases.

Will online learning be available to students if school is canceled?

If school closures are necessary, school-to-school makeup days may be added to the end of the school year. In the case of an extended closure, we are exploring options for virtual learning.

How will Kennewick School District notify families and staff if schools close?

Kennewick School District is developing contingency plans so we are ready to respond if a widespread illness causes greater impacts. These plans include responses to significant staff absences, school closures, or other circumstances that affect our ability to operate school as usual. The more prepared that we will not have to implement these plans, but understand that in this uncertain time it is important.

School operations FAQs

*updated 3/12/2020*

How is Kennewick School District preparing for the possibility of widespread illness?

Kennewick School District is developing contingency plans as to not only to prepare if an additional illnesses occurs, but also to prevent the spread of the virus. We want to emphasize that our priority is to keep our schools open for as long as possible.

Will the district decide to close schools?

Kennewick School District will always consult with public health officials and make the final decision about closure. We recognize that parents and guardians may decide to keep their child at home for certain reasons.

Is school-related travel canceled for students or staff?

At this time, there are no restrictions on school-related travel or trips. We recognize that parents and guardians may decide to keep their child at home and ask that they communicate their decisions to school officials.

When should I keep my child home from school?

Deciding when a child is too sick to go to school can be a difficult decision to make. When trying to decide, use these guidelines to help make the best decision.

When will Kennewick School District notify families and staff if schools close?

We will contact you through our emergency notification system about any changes to our school schedule or operations.

How will Kennewick School District notify families and staff if schools close?

Any decision to close a school or schools in response to COVID-19 would come after consultation with health officials at Benton-Franklin Health District in response to confirmed cases of the virus. At this time, Benton-Franklin Health District has made no recommendations to close schools in response to confirmed cases.

Will online learning be available to students if school is canceled?

If school closures are necessary, school-to-school makeup days may be added to the end of the school year. In the case of an extended closure, we are exploring options for virtual learning.

How will Kennewick School District notify families and staff if schools close?

Kennewick School District is developing contingency plans so we are ready to respond if a widespread illness causes greater impacts. These plans include responses to significant staff absences, school closures, or other circumstances that affect our ability to operate school as usual. The more prepared that we will not have to implement these plans, but understand that in this uncertain time it is important.
Dear Parent/Guardian,

Thank you for all the support you have given your child and the Socorro Independent School District throughout this emergency closure. ALL our parents are HEROES for rising to the challenge of providing valuable instructional support at home for our students during this challenging time. Congratulations to all of you on a job well done!

Every voice counts in SISD! Therefore, we ask you to please fill out the 2020-21 School Year Socorro ISD Parent Survey, which will be open from Monday, May 18, 2020 through Friday, May 29, 2020.

As we plan for the 2020-21 school year, we are evaluating and working on possible scenarios for the reopening of schools due to the uncertainty of the pandemic. Although schools are scheduled to start on August 3, 2020, modifications to the differentiated learning models to address the long-term effects of COVID-19 are the focus of discussion.

SISD will use the information collected to maximize solutions that address our primary focus, which is student academic success in a safe and supportive learning environment. Should you be interested in participating in a focus group regarding the topics outlined in this survey, please include your contact information located at the bottom of the survey. No other identifying information is collected.

Please click on the survey links below that pertain to your child(ren).

Elementary and PK-8 schools survey
Middle schools survey
High schools survey

We thank you for your participation in this important parent survey and for your continued trust and support of Team SISD.

Respectfully,
Socorro Independent School District
### SISD 2020-2021 Communication Plan

<table>
<thead>
<tr>
<th>Method</th>
<th>Audience</th>
<th>Frequency</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>All stakeholders, public</td>
<td>Daily, weekly, or monthly or as needed</td>
<td>Special webpage to compile all communication (superintendent messages, District Safety/Security Committee news, HR updates, TEA/CDC, health authority statements/policies, promotion/awareness videos, FAQ, updates)</td>
</tr>
<tr>
<td>Instant pop up on website</td>
<td>All stakeholders</td>
<td>Daily, weekly, or monthly or as needed</td>
<td>Special pop-up text box for alerts to urgent messages or important updates. Links to webpages, special documents, calendars, schedules, etc.</td>
</tr>
<tr>
<td>Emails</td>
<td>Employees</td>
<td>Weekly, monthly or as needed</td>
<td>From Dr. Espinoza or Human Resources</td>
</tr>
<tr>
<td>Videos</td>
<td>All stakeholders</td>
<td>Every two weeks or monthly, or as needed</td>
<td>From Dr. Espinoza, narrated with b-roll, promotion, or awareness</td>
</tr>
<tr>
<td>Twitter/Facebook/Instagram</td>
<td>All stakeholders, public</td>
<td>Coincide with website updates</td>
<td>Concise updates to coincide with and point to full messages on emails/website</td>
</tr>
<tr>
<td>MySISD/SISD e-News</td>
<td>Employees/Parents, community members</td>
<td>Weekly</td>
<td>MySISD: News for employees, updates, announcements. SISD e-News: Updates, news, announcements for parents, community members</td>
</tr>
<tr>
<td>Phone calls/texts</td>
<td>Parents, employees</td>
<td>As needed</td>
<td>Urgent messages, concise updates to coincide with and point to updates on website</td>
</tr>
<tr>
<td>Press releases/media</td>
<td>Newspaper, TV stations, online news outlets</td>
<td>As needed</td>
<td>Share urgent news, updates to all media partners for dissemination to public</td>
</tr>
</tbody>
</table>

### SISD Promotion/Ad Costs

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Timeline</th>
<th>Campaign</th>
<th>Type of Advertising</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airport Printing</td>
<td>June-July 2020</td>
<td>Social Distancing #Team SISD stickers</td>
<td>50K #TeamSISD Bumper Stickers</td>
<td>$5,399</td>
</tr>
<tr>
<td>Lamar</td>
<td>March 2-July 28, 2020</td>
<td>Seize Your opportunity</td>
<td>Traditional Billboard</td>
<td>$14,335</td>
</tr>
<tr>
<td>Lamar</td>
<td>Aug.24-Sept. 27, 2020</td>
<td>Seize Your opportunity</td>
<td>Traditional Billboard</td>
<td>$4,325</td>
</tr>
<tr>
<td>Entravision</td>
<td>Aug. 10-21, 2020</td>
<td>Back to School safely</td>
<td>Facebook Live, Commercial</td>
<td>$10,000</td>
</tr>
<tr>
<td>KFOX TV</td>
<td>July 2-26, 2020</td>
<td>Graduation Class of 2020</td>
<td>30 sec commercial</td>
<td>$7,500</td>
</tr>
<tr>
<td>KFOX TV</td>
<td>July 27-Sept. 15, 2020</td>
<td>Seize Your Opportunity</td>
<td>TV commercial and TV Streaming commercial</td>
<td>$9,900</td>
</tr>
<tr>
<td>Facebook</td>
<td>Aug-Sept. 2020</td>
<td>Seize Your Opportunity</td>
<td>Social Media/ 30 sec commercial</td>
<td>$500</td>
</tr>
<tr>
<td>Twitter</td>
<td>Aug-Sept. 2020</td>
<td>Seize Your Opportunity</td>
<td>Social Media/ 30 sec commercial</td>
<td>$500</td>
</tr>
<tr>
<td>NCM</td>
<td>Aug 28 - Oct 15 2020</td>
<td>Seize Your Opportunity</td>
<td>30 sec commercial on streaming TV</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

### Key SISD Communication Tactics

1. Post urgent/breaking news or latest updates on the special COVID-19 web page,
2. Write key one-line intros to news on the website pop-up with date/time stamp to immediately link readers to updates/urgent messages,
3. Coincide with concise, clear social media messages that linked to the news on the website,
4. Send superintendent or human resource emails to all employees,
5. Include latest news in MySISD and SISD e-News email newsletters,
6. Produce video message for big announcements and/or at pivotal moments in instruction/operations,
7. Produce press release, pitch to media for big announcements/pivotal moments that needed extra attention/widespread coverage,
8. Produce and include graphics or infographics as needed with various communication methods.
### SISD 2020-2021 Keep SISD Safe Communication Timeline

**JULY 2-9, 2020; DEC. 3-8, 2020**  
Parent surveys for feedback on upcoming school year, participation in focus & group, preferred learning model, safety zone when to return to on-campus instruction

**JUNE 2-10, 2020**  
Employee surveys for feedback and participation in focus groups

**JUNE 2020**  
Parent/employee focus groups

**JUNE 2020-MARCH 2021**  
Back to School SAFELY plan promotion, awareness, reminders

**JULY 1, 2020**  

**JULY 23, 2020**  
Announcement of how/when 2020-21 school year starts; guidance for essential employees and employees who may perform duties from home;

**AUG. 14, 2020**  
Go Team SISD! Encouragement welcome back to school

**AUG. 17, 2020**  
First day of school coverage – video and photos; remote learning remains in place, teachers who opt to return to classrooms do so

**AUG. 17, 2020**  
Electronic Self-screening Wellness Information Protocol (ESWIPE) launch

**AUG. 17, 2020**  
Parent Education Support and Communication Call Center

**AUG. 31, 2020**  
Explanation of transition plan per TEA & El Paso health authority guidelines

**SEPT. 4, 2020**  
Announcement of revised transition plan

**SEPT. 24, 2020**  
Safety reminders for all employees

**OCT. 7, 2020**  
Announcement of additional transition waiver request to TEA to extend remote instruction

**OCT. 14, 2020**  
Announcement of extension of fall intersession

**OCT. 20, 2020**  
Announcement of board approved extension of remote learning transition period

**OCT. 23, 2020**  
Update on transition plan developed by SISD, followed by region, and approved by TEA & Region 19 – Region COVID-19 On-Campus Attendance Plan based on area hospitalization rate to determine when safe to return to campus

**NOV. 4, 2020**  
Update based on Region COVID-19 On-Campus Attendance Plan – red zone (hospitalization rate higher than 20 percent) teachers not required to return to campuses

**NOV. 20, 2020**  
Happy Thanksgiving break; thank you for hard work, patience, resiliency, we continue to refines safety protocols

**DEC. 18, 2020**  
Go Team SISD! Encouragement welcome back to school

**DEC. 14-18, 2020**  
Happy holidays, stay safe, reminder that SISD continues to follow Region COVID-19 On-Campus Attendance Plan

**JAN. 4, 2020**  
Teachers who opt to, administrative/support staff return to offices, campuses

**JAN. 13, 2021**  
Announcement that El Paso community in orange safety zone; teachers employees return to classrooms Jan. 14 and students whose parents have chosen for children to return to campus in orange zone return Jan. 19

**JAN. 15, 2021**  
SISD Employee Health Clinic officially designated by state to be COVID-19 vaccination site

**JAN. 19, 2021**  
Students whose parents have chosen for children to return to campus in orange zone return to face-to-face instruction

**JAN. 20, 2021**  
Announcement of change to red zone, teachers/students who opt to stay on campus may, those who wish to return to remote learning/teaching may do so Jan. 21

**JAN. 24, 2021**  
Announcement of employee appraisals for 2020-21 waived – board approved and TEA approved

**JAN. 28, 2021**  
Reminder that Region COVID-19 On-Campus Attendance Plan set to expire on Jan. 31, 2021; therefore, face-to-face instruction resumes on Feb. 1, 2021; teachers must return to classrooms

**FEB. 1, 2021**  
Face-to-face instruction resumes for all students who choose to return to campus; students who wish to continue with remote learning may do so for rest of school year

**FEB. 6, 2021**  
Vaccines provided for employees who qualify under state allocation Phase 1A at SISD Police Services through partnership with Immunize El Paso

**FEBRUARY-MARCH 2021**  
SISD partners with community agencies to get employees, who qualify under phase 1A and phase 1B state allocations, and all school employees vaccinated

**MARCH 2, 2021**  
Texas governor lifts mask mandate, SISD announces masks and safety protocols will continue to be enforced unless otherwise mandated by state

**MARCH 13, 2021**  
SISD Employee Health Clinic, as official COVID vaccination site, and SISD nurses distribute first 100 Johnson & Johnson vaccines to employees

**MAY 15, 2021**  
SISD, in partnership with Immunize El Paso, provides COVID-19 vaccines for children ages 12 to 15 in drive-through vaccine clinic.

**MAY 15, 2021**  
SISD, in partnership with The Hospitals of Providence, provides pre-registration for children ages 12 to 15 for COVID-19 vaccines.

**MAY 26-JUNE 8, 2021**  
SISD has virtual and in-person community meetings to receive stakeholders’ input on the district’s 2021-2022 back to school planning.

**JUNE 10-25, 2021**  
SISD community invited to participate in ESSER III Funding Stakeholder Survey
Keep SISD Safe: Comprehensive communication during the pandemic

Team SISD,

I hope all of you are safe and in good health. We recently received new guidance from the Texas Education Agency (TEA) that continues to shape the direction of our "Back to School SAFELY" reopening plans.

It is our #1 priority to protect all of our students and employees to the best of our ability. Our district has led the way in opening our schools safely in the fall not only in El Paso but statewide. I am very proud that the TEA Commissioner adopted SISD's model of three weeks of full remote learning. As a result, all of the school districts in the entire state of Texas are now able to start the 2020-21 school year with fully funded remote instruction to ensure the safety of students, teachers, and staff. Commissioner Morath has now extended the three-week transition period to four weeks of remote instruction with the option of an additional four weeks via a board-approved waiver.

We will be requiring that our Board of Trustees approve the TEA waiver to access the second four-week transition window. We will have to work through all of the TEA requirements as well as consult with our local health authorities to determine how to best roll out these additional four weeks of possible remote instruction. We are committed to doing everything in our power to protect our students, employees, and community during these uncertain times in which we've seen a significant increase in COVID-19 cases. I want to stress that our excellent district leadership team continues to lead with love.

All Employees Who Can Perform Their Duties From Home:
All employees who are able to perform their job duties from home will be allowed to do so through the first four weeks of remote instruction, which begins on August 17, 2020.

Please understand that our supervisors must ensure that all operations at their campuses/departments are fully functioning, so they have the authority to designate any employee on their team as an "essential employee" if certain duties or functions must be completed on-site.

All teachers will be able to work from home during the first four-week transition period if they have the ability to contact all students and the adequate bandwidth and technology to provide remote instruction. Our Academic Interventions Department, Technology Department, and

From: Espinoza, Jose A - Superintendent Of Schools, Office Of Superintendent
Sent: Wednesday, October 14, 2020 5:15 PM
To: SISD Staff
Subject: Keep SISD Safe

Team SISD,

Hope all of you and your families are safe and healthy. We continue to monitor the health of our community and are working around the clock to do everything in our power to keep SISD Safe. Words alone cannot express our sincere gratitude for your support, unity, patience, and compassion for all those who may be experiencing hardships due to extended school closures. We remain Team SISD Strong! God bless you and your families...stay safe! Please read our district's press release below to get the latest update on our efforts to protect our stakeholders during this alarming spike in cases:

Socorro ISD continues monitoring the health of our community and working closely with the El Paso Department of Public Health and area school districts to Keep SISD Safe. With the sustained surge in active COVID-19 cases and hospitalizations in El Paso, SISD is modifying its 2020-21 School Calendar to extend the fall intersession through October 23, 2020.

The district’s modified year-round calendar, which most districts in the region and many in the state have implemented this year, was adopted with all intersessions listed as “floating dates” to allow flexibility in adapting to potential COVID-19 spikes in the community. To allow the district to minimize the number of people on campus during this critical time, the first week of the spring intersession (March 8-12, 2021) is being moved to October 19-23, 2020.

"We were very deliberate in planning for this school year so that we would have the ability to adjust as necessary while staying in line with the very specific guidance and directives from the Texas Education Agency," said Superintendent Jose Espinoza, Ed.D. "These decisions are not taken lightly as we know they may result in potential inconveniences for our community; however, the record numbers we are seeing today are such that we must extend our intersession break in an effort to prevent the spread of COVID-19 in our community during this alarming spike in cases.”

Schools and district offices will be closed during this time period. A limited number of essential personnel will continue with their duties following established safety protocols, including Child Nutrition Services staff to provide community meal service. Meals will be made available for all children 0-18 at a limited list of locations for the week of October 19-23, 2020 (additional information will be posted online soon).

On October 9, 2020 the district submitted a request for a data-driven transition waiver that would allow the district flexibility to transition students and employees safely back to school.

Socorro ISD, I hope everyone is healthy and doing well at the start of this well-deserved three-day weekend. I appreciate the hard work and dedication our faculty, staff, administrators, and support team have demonstrated as we embark on our phased Back to School SAFELY plan. It is our SISD unity and spirit that will enable us to tackle these challenging times together as a team and, as is our tradition, to educate and treat all students as if they are our very own children.

Since day one, our plans have been designed with the health and safety of our students and staff as our top priority and based on guidance and directives from the Texas Education Agency, El Paso Department of Health, Centers for Disease Control, and state health/government officials. As always, we have remained flexible and ready to adjust in a moment’s notice to meet the needs of our students and staff as well as in compliance with local, state, and national authorities.

In light of statements this week by the El Paso City and County Health Authority Dr. Hector I. Ocaranza, we have made the proactive decision to revise our reopening plan to balance our responsibility to serve our students and families as well as accommodate and protect our teachers and all employees.

Dr. Ocaranza’s comments painted a picture of reality that differed from the guidance we received and followed when developing our reopening plans. Therefore, we have revised our transition plan to give teachers the flexibility to work from home or on campus through October 2, 2020.

We will continue to provide students who have been served solely with an asynchronous learning model with the opportunity to receive instruction on campus beginning September 8, 2020. In addition, a limited number of students whose families have extenuating circumstances may return to campus also to receive online instruction beginning September 14, 2020 as planned.

I’d like to take this opportunity to thank all of our employees for everything you do for our students and district as we continue to navigate through these uncharted waters. We completely understand this pandemic has been hard on our employees, so we continue to look for ways to make you smile and feel supported. On that note, we have decided to extend Jeans day for the remainder of the year. A special shout out to Mrs. Anette Garcia, 3rd grade teacher at Dr. Sue Shook Elementary, and Mrs. Sandie Gutierrez, Occupational Therapist, for making a strong case on why Fridays make a huge difference in our employees’ day to day responsibilities. All of you have EARNED it!

This Friday is Western Day, so let’s all cowbow up and keep smiling. Seeing our students’ and employees’ happy faces in person and virtually has been PRICELESS! There is no stopping Team SISD when we lead, teach, and work with our hearts until that last bell rings. God bless all of you and your families. Go Team SISD!

Respectfully,
JE

---

2021 Socorro ISD | Keep SISD Safe: Comprehensive communication during the pandemic
Social Media

#TeamSISD has been advocating for vaccines ASAP for SISD staff who want one. Our vaccine has been delayed...great news today! Proud to announce our SISD employee health clinic has been approved by state to be a COVID-19 vaccine site. More info forthcoming as it becomes available.

We're proud of the early action we've taken to protect the health of our employees. The #TeamSISD Employee Health Clinic, an approved COVID-19 vaccination distributor, administered its first 100 COVID-19 vaccines to employees Saturday! Well done! Let's #KeepSISDSafe!

As of this week, all Socorro ISD employees who have let us know that they wanted to receive a COVID-19 vaccine have been contacted with an opportunity to do so! Thank you to our #KeepSISDSafe team, employee clinic and community partners!!

#TeamSISD proud to collaborate with @ImmunizeEP to provide COVID-19 vaccines for individuals ages 12-15. Visit go.im.ep/covid19 or call 877-468-2978 to pre-register. Socorro ISD is also working with @THPProv to provide the vaccine. prepondechildrenshospital.com/our-response-to...

Keep SISD Safe: Comprehensive communication during the pandemic
**Social Media**

**Socorro ISD**

Second dose of Pfizer COVID-19 vaccine will be available June 2, 3 and 6 at SISD Police Services for those individuals who received their first dose of the vaccine from Immunize El Paso during the week of May 3-7 at #TeamSISD High schools. Register at go.izep.org/covid19

11:42 AM - May 30, 2021 - Twitter for iPhone

29 Retweets 30 Likes

Melissa Martinez
@Montwood_MS

Our Amazing @SocorroISD Nurses, police services, & Immunize El Paso helping to provide Covid-19 Vaccines this Saturday. My family thanks you! 😄

#Montwood_MS #SISD_ADM #SISDClinic #TeamSISD

3:16 PM - May 15, 2021 from El Paso, TX - Twitter for Android

4 Retweets 31 Likes

**Socorro ISD**

Thank you @ImmunizeEPaso, @SocorroISD, and @SOCORROISDPD for the fast, efficient, and friendly service received while my 18 yr. old received his 1st Covid-19 vaccine dose! #TeamSISD #ThisIsOurShot

11:43 AM - April 28, 2021 from El Paso, TX - Twitter for Android

4 LIKES

**Socorro ISD**

Our @SocorroISD @SOCORROISDPD Teachers excited about getting vaccinated sooner than expected! 😊

@ProntoEducators @ProntoSupportStaff

El Paso teachers thrilled to be able to register for COVID-19 vaccine. inr.com/news/3a/3c-3w-w-

5:29 AM - May 3, 2021 - Twitter for Android

4 Retweets 5 Likes

**Socorro ISD**

ICYMI: 1st, 2nd doses of COVID-19 vaccine at SISD Police Services June 2, 3, 5. Read more: bit.ly/3cZLCLW

8:08 AM - June 4, 2021 - Twitter for Android

22 Retweets 32 Likes

**Socorro ISD**

MISSION ACCOMPLISHED! #TeamSISD Class of 2020 crossed the stage to receive their HS diploma! MAGICAL moment with VIP view for our amazing parents (great photos & videos)! Thank U awesome employees who made it happen! CONGRATS graduates! #ProntoGraduation

2:13 PM - July 16, 2020 - Twitter for iPhone

185 Retweets 6 Favorite Tweets 312 Likes

**Socorro ISD**

#TeamSISD is eager to celebrate the Class of 2020 graduation ceremonies at our Student Activities Complex. We ask all graduates/guests to pie... See More

Jul 8, 2020 -

159 Retweets 31 Comments 64 Shares
2021 Socorro ISD | Keep SISD Safe: Comprehensive communication during the pandemic
E-SWIPE
Electronic Self-Screening Wellness Information Protocol For Entry

Team SISD staff and students will be using the Electronic Self-Screening Wellness Information Protocol for Entry (E-SWIPE) to check their daily health status. E-SWIPE will be required for entry to SISD schools and district facilities for the 2020-21 school year. E-SWIPE is an easy-to-use online health tracker.

E-SWIPE can be found on:
- SISD website
- School websites
- District mobile app
- my.sisd.net employee and student portal
- Link in an email that will be sent to employees/students
- All employees and students will be required to use E-SWIPE daily.

Instructions
- Click on the student or employee button.
- Enter your last name and staff ID or student ID number.
- Read through the Wellness Indications and select all that apply or none of the above.
- Add any additional information in the box at the bottom of the form.

If you indicate you are feeling sick, you will be asked to indicate which employees are feeling sick.

E-SWIPE can be found on:
- my.sisd.net
- E-SWIPE can be found on:
- Social media:
- www.sisd.net
- School websites
- SISD website

Self-Screening
The right choice for all employees and students.

If you click on the COVID-19 exposure or contact tracing questionnaire:
- Ongoing support for employees and students will be required for 14 days.
- Employees and students will be asked to indicate which employees are feeling sick.
- Additional information and frequently asked questions available at www.sisd.net/BackToSchool.

ENDLESS OPPORTUNITIES.

Communication Call Center
Parent Education Support &
Communication Call Center
Follow-up • Support • Help • Assurance • Service • Answers

SISD CALL CENTER: 937-7768

THANK YOU FOR PRACTICING SOCIAL DISTANCING

FREE MEAL SERVICE

The Socorro Independent School District will provide free meals for all children ages 0-18 effective Tuesday, Sept. 8 to ensure children in the community continue to have access to healthy meals.

- Free breakfast and lunch for students returning to campus will be served at school.
- Free breakfast and lunch for students at home doing remote learning can be picked up from 7 to 11 a.m. Monday through Friday.
- Breakfast and lunch both can be picked up at the same time via a safe, socially distanced drive-through/walk-up procedure.
- A Saturday meal also will be provided at the Friday pick-up.
- No duplicate meals will be served. Only one breakfast and one lunch per student per day will be available whether the student is on campus or at home in remote learning.
- For more information, please visit www.sisd.net/mealapplication.

Update: SISD to provide free meals for all children

The Socorro Independent School District will provide free meals for all children ages 0-18 effective Tuesday, Sept. 8 to ensure children in the community continue to have access to healthy meals.

- Free breakfast and lunch for students at home doing remote learning can be picked up from 7 to 11 a.m. Monday through Friday.
- Breakfast and lunch both can be picked up at the same time via a safe, socially distanced drive-through/walk-up procedure.
- A Saturday meal also will be provided at the Friday pick-up.
- No duplicate meals will be served. Only one breakfast and one lunch per student per day will be available whether the student is on campus or at home in remote learning.
- For more information, please visit www.sisd.net/mealapplication.

ENDLESS OPPORTUNITIES.
For Immediate Release

SISD launches Parent Education and Support Call Center for prompt response to questions, concerns

The Socorro Independent School District has developed a new Parent Education and Support Call Center to provide timely responses and reliable customer service for SISD parents during this unprecedented school year.

The call center, which will be launched on the first day of school on Aug. 17, will enable the district to expediently assist parents who have questions or concerns. Calls will be taken from 9 a.m. to 3:30 p.m. Monday through Friday and emails will be accepted 24-7. The call center number is 937-PRNT or 937-7768 and the email address is parent-help@sisd.net.

Parents can call for follow-up, guidance, support, help, assurance, service and answers on any number of topics, including attendance, bilingual education, calendars, meal service, counseling, curriculum, social and emotional support, military-connected student needs, safety, schedules, special needs, technology, textbooks, transport, and tutoring.

“Working together, and with this outstanding new parent call center, we will help our students continue to succeed academically, emotionally, and socially,” said Marivel Macias, Assistant Superintendent of Administrative Services. “We are eager to strengthen our partnerships with parents as we launch this helpful resource to assist our families during this unique school year.”

Team SISD encourages collaborative relationships between parents and teachers to help students thrive in school. When families and school/district staff work together to support learning at home and in school, it positively impacts student performance.

In addition to answering questions and addressing concerns, the parent call center will support family/school partnerships by offering weekly opportunities to meet other parents, form friendly child-centered relationships, and tutoring.

SISD Employee Health Clinic to give COVID-19 vaccines to pre-registered employees

SISD Employee Health Clinic to administer COVID-19 vaccines for district employees

What: 
COVID-19 vaccines for SISD employees

Where: 
SISD Police Services
1100 Joe Battle Blvd.

When: 
Saturday, Jan. 9, 2021
10 a.m. to 11 a.m.

The Socorro Independent School District, in partnership with Immunize El Paso, will be providing COVID-19 vaccinations to employees in the district who qualify in Phase 1A state allocation of the vaccine.

Those employees who qualify were given advance notice and asked to pre-register. The vaccines will be distributed via a drive-through, by-appointment service at the district’s police services department.

The distribution of vaccines is another proactive measure that the district is taking to help mitigate the spread of COVID-19 and protect the Team SISD and greater El Paso community.

---30---
**Press Releases**

**FOR IMMEDIATE RELEASE**

**SISD, Immunize El Paso to provide drive-through COVID-19 vaccine for students ages 12 and up**

What: SISD & Immunize El Paso to provide COVID-19 vaccine for students ages 12 and up

Who: SISD students, parents, nurses, Immunize El Paso employees

Where: SISD Police Services, 1180 Joe Battle

When: Saturday, May 15, 2021, 9 a.m. to 3 p.m.

The Socorro Independent School District, in partnership with Immunize El Paso, will provide COVID-19 vaccinations for students and adults ages 12 and up in a drive-through vaccine clinic from 9 a.m. to 3 p.m. May 15 at the SISD Police Services facility, 1180 Joe Battle. All available slots have been filled up through pre-registration for the May 15 vaccine distribution. Additional vaccine distribution dates/moves will be scheduled soon.

Team SISD nurses will be working with Immunize El Paso employees to distribute the vaccines to students and adults in the SISD community on May 15. The drive-through vaccination clinic is one of several that SISD and Immunize El Paso have provided together to Keep SISD Safe and help reduce the spread of COVID in the greater community.

Media partners, please contact Senior Communications Specialist Chrsity Flores-Jones at (915) 433-8132 if you plan to cover the vaccine distribution on Saturday, May 15.

---

**FOR IMMEDIATE RELEASE**

**SISD community invited to participate in ESSER III Funding Stakeholder Survey**

The COVID-19 pandemic has caused an undeniably difficult situation for many in the SISD community and in our nation over the past 15 months. The district is now on the path to where students will be returning to in-person instruction for the 2021-2022 school year. While their return is clear evidence of progress, the district recognizes that many students will require a significant amount of attention to address academic learning loss, social-emotional needs, and safety as they re-engage in the traditional school setting.

Team SISD will be applying for a large amount of federal funding that is being made available through the Elementary and Secondary School Emergency Relief (ESSER) program. This funding will last for three years, and it is intended to help safely reopen and sustain the safe operation of schools and to address the impact of the coronavirus pandemic on students. ESSER funding must be used to meet needs that have resulted from the COVID-19 pandemic.

Team SISD asks all stakeholders, including students, parents, employees, and community members, to complete a short survey that helps the district finalize the major areas of need for which it will use “ESSER III” funding in the district. The survey, which is available at www.sisd.net, will be open from Thursday, May 6, 2021, through Friday, June 18, 2021, at 11:59 p.m. Team SISD appreciates the community’s feedback and support.

---

**FOR IMMEDIATE RELEASE**

**SISD invites parents to community meetings for input on 2021-2022 back to school planning**

The Socorro Independent School District will be holding virtual and in-person community meetings to receive stakeholders’ input on the district’s 2021-2022 back to school planning. Parents of students in elementary, middle, and high schools in Team SISD may join the meetings.

Virtual meetings:
- SISD ISD Virtual Community Meeting – Elementary & PK8 (English), May 26 at 5:30 p.m.
  [https://sisd.webex.com/sisd/onstage/g.php?MTID=ea32f5893f4c3846e6347c9eb112cfe1e](https://sisd.webex.com/sisd/onstage/g.php?MTID=ea32f5893f4c3846e6347c9eb112cfe1e)
- SISD ISD Virtual Community Meeting – All Schools (Spanish), May 27 at 10 a.m.
  [https://sisd.webex.com/sisd/onstage/g.php?MTID=ec775ab1035e49b61a1944db591d867e4](https://sisd.webex.com/sisd/onstage/g.php?MTID=ec775ab1035e49b61a1944db591d867e4)
- SISD ISD Virtual Community Meeting – Middle Schools (English), May 27 at 5:30 p.m.
  [https://sisd.webex.com/sisd/onstage/g.php?MTID=e97446a1adad4a3530344a92b984e5e67](https://sisd.webex.com/sisd/onstage/g.php?MTID=e97446a1adad4a3530344a92b984e5e67)
- SISD ISD Virtual Community Meeting – High Schools (English), June 2 at 5:30 p.m.
  [https://sisd.webex.com/sisd/onstage/g.php?MTID=ed6ff1c9e8a08e09c6c940ea3a482c0a6](https://sisd.webex.com/sisd/onstage/g.php?MTID=ed6ff1c9e8a08e09c6c940ea3a482c0a6)

In-person meetings (registration available)
- 5:30 p.m. May 28 at Pebble Hills High School theater, 14400 Pebble Hills Blvd.
- 5:30 p.m. June 8 at District Service Center board room, 12440 Rojas Dr.
- 5:30 p.m. June 15 at Heritage Early Childhood Center, 10400 Alameda Ave.
- 10 a.m. June 23 at District Service Center board room, 12440 Rojas Dr.

Everyone in Team SISD, including students, parents, employees, constituents, and community members, is invited to fill out the survey, which is available at www.sisd.net. The survey will be open through June 25, 2021. The survey also can be accessed at [https://sisd.surveymonkey.com/r/ApplicantSurvey](https://sisd.surveymonkey.com/r/ApplicantSurvey).

---
Hi Generals! This is Mr. Herrera your proud Sun Ridge Middle School principal. I am calling to inform you that one of our employees self-reported having tested positive for COVID-19. The individual was last on campus on Thursday, October 29, 2020, and is doing well at home, in self-quarantine.

As a precautionary measure and part of the district's proactive mitigation efforts, the areas of the campus where the individual was are being disinfected and regular cleaning procedures will continue in the rest of the school. The school will remain open on normal schedule.

We continue to work closely with the local health department to prevent the spread of COVID-19 on our campus. Following guidelines from health authorities, individuals determined to be in close contact with the infected individual will be contacted directly and will remain off campus for up to 14 days as a precaution.

While we do not have reason to believe that those who were not in close contact with the infected individual have reason to be concerned, we ask that you, as always, watch for symptoms of COVID-19. For more information about COVID-19 symptoms, contact the Division of Disease Control, staff of the Sun Ridge Middle School, and (804) 319-8620. Continue in the rest of the school. The school will remain open on normal schedule.

Hi Falcons! This is Mr. Martinez, your proud principal of Eastlake High School. I am calling to inform you that one of our employees self-reported having tested positive for COVID-19. The individual was last on campus on October 29, 2020, and is doing well at home, in self-quarantine.

As a precautionary measure and part of the district's proactive mitigation efforts, the areas of the campus where the individual was are being disinfected and regular cleaning procedures will continue in the rest of the school. The school will remain open on normal schedule.

We continue to work closely with the local health department to prevent the spread of COVID-19 on our campus. Following guidelines from health authorities, individuals determined to be in close contact with the infected individual will be contacted directly and will remain off campus for up to 14 days as a precaution.

While we do not have reason to believe that those who were not in close contact with the infected individual have reason to be concerned, we ask that you, as always, watch for symptoms of COVID-19. For more information about COVID-19 symptoms, contact the Division of Disease Control, staff of the Eastlake High School, and (804) 319-8620. Continue in the rest of the school. The school will remain open on normal schedule.

Estimados Generals,

Uno de nuestros empleados de la preparatoria El Dorado nos informó haber dado positivo con COVID-19. El individuo last estuvo en el campus el 29 de octubre de 2020 y está haciéndolo en auto cuarentena. 

Como medida preventiva y como parte de las acciones preventivas del distrito, las áreas del campus en donde estaba la persona se están desinfectando y los procedimientos de limpieza regular continuarán en el resto del campus. La escuela permanecerá abierta en horario normal.

Sincerely,

Estudiantes, Padres y Comunidad,

Este martes 6 de noviembre es el primer día de la vuelta a la escuela que todos hemos estado esperando. Este es el momento en que la escuela empieza a ser como lo conocíamos antes del inicio de la pandemia de COVID-19. Esta es una noticia trascendental para todos los de nosotros, porque el centro de la escuela ha sido lo que más nos ha preocupado en estos tiempos de incertidumbre y desconcierto.

La escuela es importante para nuestros jóvenes porque es el primer lugar donde aprenden a pensar, a actuar y a ser como adultos. Es el primer lugar donde aprenden a tomar decisiones, y es el primer lugar donde aprenden a ser parte de una comunidad. La escuela es el gran escenario donde los jóvenes aprenden a ser como adultos.

Por lo tanto, es esencial que todos sepamos que gestión de la escuela debe seguir siendo un espacio seguro para todos nosotros. La escuela debe seguir siendo un lugar donde todos podemos sentirnos seguros de que estamos trabajando juntos por un futuro mejor.

Por lo tanto, es esencial que todos sepamos que gestión de la escuela debe seguir siendo un espacio seguro para todos nosotros. La escuela debe seguir siendo un lugar donde todos podemos sentirnos seguros de que estamos trabajando juntos por un futuro mejor.

En esta escuela, la escuela es el lugar donde todos podemos sentirnos seguros de que estamos trabajando juntos por un futuro mejor.

Sincerely,

Continuamos trabajando en coordinación con el departamento de salud local en la implementación de medidas preventivas para prevenir la propagación de la COVID-19 en nuestro entorno escolar. En este sentido, queremos informarles que el lugar en el que se ha producido el caso se está en aseos con las medidas sanitarias adecuadas para prevenir la propagación del virus, y en el caso de que se detectasen a los estudiantes con síntomas de la enfermedad, se les recomendaría que acudan al servicio médico de la escuela o a su médico de cabecera.

Por lo tanto, es esencial que todos sepamos que gestión de la escuela debe seguir siendo un espacio seguro para todos nosotros. La escuela debe seguir siendo un lugar donde todos podemos sentirnos seguros de que estamos trabajando juntos por un futuro mejor.
Watch SISD news coverage of COVID-19 communication https://youtu.be/sr4sS6H9ADs
See SISD produced videos for COVID-19 communication https://youtube.com/playlist?list=PL9lZMTROKgjUtXZTGZO4RNTYSLIsAD
Thank you so much for your kind and supportive words, Dr. Espinoza! Your leadership during these unprecedented times has been beyond incredible! I am blessed to be part of Team SISD. We couldn’t have a better leader to guide us through these uncharted waters. Your heart, will, perseverance, and determination are second to none. At the core of it is your passion for doing what’s right for our students.

As we continued on this journey, I felt confident that you and our district leaders would do what is best for our students, staff, and community. I still feel that confidence moving forward. Know that I’m in awe and admiration of your leadership, sir. Just like teachers, superintendents were not prepared for something like this, and yet, you handled it with such dignity, compassion, commitment, and care. I am beyond blessed to be on Team SISD, and beyond blessed that you are our leader. Go Team SISD! Second semester, here we come!

Merry Christmas to you and your beautiful family.

With much appreciation and gratitude,
Yvonne Dominguez

Yvonne Aragon Dominguez

---

Thank you, sir, for being such an incredible leader. Since the beginning of this, you’ve been at the forefront of addressing our safety and well-being. It has truly given me so much comfort and pride in a time of uncertainty. I love having family members and friends in and out of El Paso, who constantly tell me that they wish they had the process of communication that we are so blessed to have in our district. Please know you and your family are always in my prayers.

With Sincere Appreciation and Gratitude,

Penny Flores
Instructional Specialist
Special Education
Department of Academic Services

---

Thank you, sir. Seeing the enthusiasm and outright despair circulating around our state, I am so proud of SISD, our board, and especially you for demonstrating true leadership in these uncertain times. I have worked in SISD for almost 30 years, and I have always been proud of us, but never more so than right now.

Sincerely,
Lenie Rush
Social Studies Dept
Americas High School

---

Thank you, Dr. Espinoza, for always supporting our kiddos. From the thoughtfulness in planning to the consistent communication, I appreciate all that you do. I know it takes a strong team to make things happen, but it also takes a strong leader. Thank you for being there for us. Please take care of yourself.

Y. Stephanie Carrasco
Coordinator - Advanced Academics

---

“Thank you, Dr. Espinoza for your constant support and encouragement. It has made this year more motivating to push through.”

Kristel Cruncleton
Ernesto Serna School

---

“Thank you again, sir, for listening and for acknowledging our struggles and our efforts. In any other district, I’m not so certain that I could confidently reach out to the superintendent and feel heard. I know that every member of Team SISD is important to you.”

Sandy Gutierrez
SISD Special Education Department

---

“I am speaking for hundreds of educators (and possibly for all of them) in our district when I say THANK YOU …. THANK YOU …. THANK YOU!! Thank you for looking out for us and our health. We truly appreciate it. I keep reading this evening on Facebook is all about the great leader that looks out for us, not only from SISD teachers, but also those from other districts.”

Irails Chávez
Hueco Elementary
Enrollment

SISD Fares better compared to regional districts

For the 2019-20 school year, EPISD reported 55,253 enrolled students to the state compared to 2020-21 enrollment of 50,705 enrolled students districtwide; a nearly 8.6% enrollment drop. In comparison, EPISD had a 3.6% enrollment drop in the 2018-19 school year. EPISD could be at risk of losing approximately $30.9 million in state funding if Hold Harmless is not extended.

Socorro ISD reported 47,575 enrolled students in the 2019-20 school year and 47,087 for 2020-21, a barely 1% enrollment drop. The district could lose $3 million in state funding.

SISD Chief Financial Officer Tony Reza budgeted $5.4 million at the beginning of the year to mitigate potential enrollment losses and a subsequent possible impact on state funding.

Ysleta ISD reported 40,428 enrolled students for the 2019-20 school year and 38,384 students for 2020-21, a more than 5% drop in enrollment. YISD could lose $14 million in state funding.

Districts are receiving funding based on their normal ADA estimates — unaffected by COVID-19 — and will continue receiving payments based on those estimates throughout the year, with larger payments in September and October, at the

### Socorro ISD - Technology Services

#### 2021 Enrollment Comparison to Prior Year

<table>
<thead>
<tr>
<th>Summary</th>
<th>June 3, 2021</th>
<th>May 28, 2020</th>
<th>Difference</th>
<th>% Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>46,958</td>
<td>47,613</td>
<td>-655</td>
<td>-1.38%</td>
</tr>
</tbody>
</table>

Provided by Information Services Department
Web Stories
COVID-19 vaccines to be provided at SISD high schools

The Socorro Independent School District, in partnership with Immune El Paso, will be providing COVID-19 vaccinations for students and community members who are 16 years old or older at Team SISD high schools from May 3 to May 7, 2021.

The vaccines are free for anyone 16 years of age or older. Each person must pre-register to receive an appointment for the vaccine. Please register using this link: [https://vaccine.saastock.com](https://vaccine.saastock.com)

SISD, Immunize El Paso to provide COVID-19 vaccines for students ages 12-15

The Socorro Independent School District, in partnership with Immunize El Paso, will provide COVID-19 vaccinations for adolescents ages 12 to 15 in a drive-through vaccine clinic from 9 a.m. to 3 p.m. May 13 at the SISD Police Services facility, 1180 Jim Bowie.

SISD partnership with Workforce Solutions, UTEP provides teacher support during pandemic

The Socorro Independent School District, in partnership with Workforce Solutions Bakersfield and the University of Texas at El Paso, put the Teacher COVID-19 Rescue Team Pilot Program in place this year to provide teachers with extra help as they return to school.
Student/Staff Accolades

SISD Community Education is finalist in national Rethink Adult Ed Challenge

The Socorro Independent School District Community Education program has been named one of the finalists nationwide in the Rethink Adult Education Challenge by the U.S. Department of Education. SISD was one of 19 finalists announced in the challenge, a $110,000 competition to advance pre-adultification to give adult students the opportunity to explore new learning and experiences. The SISD Community Education program will now participate in the next phase of the competition and compete for $275,000 federal prize.
Student/Staff Accolades

### Top Stories

#### 2021-2022
- 2020-2021
- 2019-2020
- 2018-2019
- 2017-2018
- 2016-2017
- 2015-2016
- 2014-2015
- 2013-2014

**16 SISD music students earn prestigious All State honors**

Three SISD students earned in the SISD-2021 Texas Music Educators Association All-State auditions, earning the highest accolades as stars in their chosen instruments or vocal areas.

SISD's 16th All-State, and five students, was a first for SISD. This year's group included two students from each of the three SISD campuses and one student from the Jacob Lawrence Charter School. This is the first time SISD has had a student from all three of its charter schools represented in the All-State ensemble.

**Three SISD students earn QuestBridge National Match Scholarship**

Three SISD students were selected to receive QuestBridge National Match Scholarship, and have been granted scholarships from a total of four QuestBridge college partners, with a total of four years' worth of scholarships totaling $300,000 each.

The scholarship provides a comprehensive financial aid package, including tuition, fees, room and board, books and supplies, and travel expenses.
Attendance Rate

(School year comparison)

PK-8

Elementary

High School

Middle School

2019 - 2021

2020 - 2021

Social Media and News Coverage

(July 2020 - June 2021)

Facebook

Likes 3,975
Shares 1,184
Video Views 15,600
Reach 141,688

Twitter

Likes 9,105
Retweets 5,653
Impressions 200,724

News

TV news 963
Newspaper 43
Online news 19
Reports/Articles

Instagram

Likes 7,032

YouTube

Video Views 88,773

Web Page Views 166,010