2022 NATIONAL SCHOOL PUBLIC RELATIONS COMMUNICATION AWARD

GOLD MEDALLION ENTRY - MARKETING COMMUNICATION CAMPAIGN

Communications team size: 7  »  School district size: 33,211

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Tulsa Public Schools
3027 S. New Haven Ave.
Tulsa, OK 74114
TulsaSchools.org
As an urban school district serving more than 33,000 students, Tulsa Public Schools is dedicated to engaging and serving a diverse student population. Our district offers 78 unique learning communities where students can learn, grow, and thrive. After successfully implementing an efficient and effective application process over the last two years, we started the 2021-2022 school year with a focus on engaging our students and families with the intention to increase our enrollment numbers. Team members from communications, enrollment, and student and family support services worked together to implement strategies to engage families and positively impact our enrollment. This included an effort to provide school leaders with the tools and support they needed to attract families to their schools. Given this context and our goals, our team implemented several strategies and actions including:

» Creating a school leader toolkit as a one stop document containing all information necessary for school leaders to engage with families;

» Scheduling transitional grade field trips for all rising middle school students to experience their feeder pattern school site;

» Providing Hispanic families with opportunities to attend information sessions in Spanish and targeted Spanish robocalls;

» Hosting three Enrollment Expos that consisted of school tours and a centrally located hub where families could receive enrollment assistance, meet district student support teams, speak with community partners, and receive COVID-19 vaccinations; and

» Creating excitement with our messaging about our free, full-day pre-kindergarten programming at all 45 elementary schools in our district.

Our results show success in reaching our goals. Our number of applicants increased by 23% and our number of applications increased by 35%. We also saw applications from our Hispanic families increase by 7%. Our three Enrollment Expos were also successful with more than 2,400 attendees and 1,151 applications submitted. Our team will continue to build from this foundation to impact the enrollment of Tulsa Public Schools for years to come.
RESEARCH

Prior to 2019, Tulsa Public Schools’ enrollment system had multiple deadlines and windows for school transfers, pre-K enrollment, neighborhood school enrollment, and applications to magnet schools and district-authorized charter schools. There were inconsistent processes for submitting applications and paperwork and restrictions on the number and types of schools to which students could apply. We had limited access to data on student application trends, making it difficult to compare enrollment engagement from year to year. Families also had limited access to information about schools, the district’s website was difficult to navigate, and communication and promotion were primarily school-driven. Listening to feedback from families, we determined that the enrollment process was confusing - and decided to make a change.

Tulsa Public Schools has faced decades of continued declines in student enrollment. We know that changing demographics in the school-aged population are certainly a factor, but we also recognize that some families are choosing different options for their children including other area districts, public charters, private schools, and virtual charters.

Over the last six years, we have engaged in strategic efforts designed to grow student enrollment, including the expansion of free, full-day pre-kindergarten programming to all 45 elementary schools in our system; increased access to special programs such as dual language learning, Montessori, and career and technology education; and the launch of our improved enrollment system.

We launched our improved enrollment system in 2019 with the goal of having more families participate in our enrollment process by ensuring they would have an easy and simple process to access the schools that are the best fit for their children. With one application and one application period, families could now choose multiple schools and rank them in order of their preference. We offer two enrollment windows for families in the winter and spring.

During year one of our improved enrollment system, we saw 6,637 students participate in the first enrollment window and 7,772 total students participate in enrolling for the 2020-2021 school year.

In year two, we faced the challenge of launching an enrollment campaign and engaging with our families during a global pandemic. We hosted virtual office hours and a virtual Enrollment Expo to give families an opportunity to speak with school leaders and learn about our school options. During the second year, we saw 7,031 students participate in the first enrollment window and 9,619 total students participate in enrolling for the 2021-2022 school year.

For year three, we were committed to creating safe in-person enrollment events while continuing to build on the virtual practices that had demonstrated success in prior years. Our team launched a comprehensive communications and marketing plan that included printed and digital information, social media, traditional media, targeted outreach using differentiated messaging and tactics based on audience, and a series of safe in-person events for parents and families. We saw 8,657 students participate in our first enrollment window, which closed on Feb. 16, 2022. Our next enrollment window will open on Monday, April 4, 2022.
As we prepared to launch the 2022-2023 enrollment window, we put a focus on increasing participation from our Hispanic community, from families of students at transitional grades, and from families of children entering pre-K. We also designed our messaging and tactics more broadly toward two groups:

» Families who know about system and need to learn about options; and

» Families who do not know about the enrollment system.

Prior to the start of the enrollment window opening, we created a toolkit for school leaders as a one-stop document full of information on enrollment. This toolkit included:

» Data application dashboards updated daily;

» Event details and frequently asked questions;

» Communication templates including emails and social media posts;

» Communication how-tos such as how to do a Facebook live;

» Podcasts featuring colleagues showcasing best practices; and

» Virtual open office hours with district support team.

Our communications team also created promotional materials for schools and the district to use as part of engagement with families. Items included:

» School-one pagers that school leaders could use to highlight their schools;

» Middle school and high school flyers that shared details on the middle school and high school experience at Tulsa Public Schools;

» Yard signs for Enrollment Expos;

» Parent engagement communication templates;

» Social media graphics; and

» Flyers to promote upcoming in-person and virtual enrollment events.

Our team worked to equip school teams with everything necessary to engage with families around enrollment. Focusing on professional learning, we had weekly school leader calls and created podcasts featuring best tips from school leaders who have had enrollment success.

We also began planning in-person events such as information sessions, office hours, and three Enrollment Expos to help families find the right school for their child, get answers to questions, and enroll on-site.
COMMUNICATION/IMPLEMENTATION

TARGETED OUTREACH

Hispanic Families
» We hosted four events entirely in Spanish to assist our Hispanic families with the application process.
» We increased our use of text messaging and phone calls for Spanish speaking families, knowing that this was the best way to communicate with these families.

Pre-K Families
» Our early childhood team also created videos in English and Spanish targeting pre-K families and encouraging them to enroll their four-year-old.

Transitional Grade Students
» We sent out three communications targeting transitional grades including a mailer, email, and flyers that went home in backpacks.
» We supported school teams to ensure that 1,765 rising middle school students were scheduled for 28 field trips to their feeder middle school. The communications team sent emails on behalf of the school leader to all families of students who attended to add a personal touch after the visit.

ELECTRONIC COMMUNICATIONS
» We sent eight robo-calls, 22 emails, and 28 text messages during the enrollment period. Electronic communications were segmented to target parents of transitional grade students, Spanish speakers, and families enrolled at participating Enrollment Expo schools prior to each Expo.
» We also sent five weekly enrollment events calendars to share details on events at schools and across the district for the upcoming week.
» Our team also continued to focus on user experience to improve website navigability and saw a 6% increase in traffic to our Enroll Tulsa page and a 215% increase in traffic to the Spanish-language version of this webpage.

PRINT COMMUNICATIONS
We continued the use of print communications to reach all households by sending two expo postcards system-wide and one mailing to transitional grade families. We also delivered print materials to all schools including Enrollment Expo promotion and information about middle and high schools.

SOCIAL MEDIA
We saw a reach of 195,203 across our social media platforms with a majority of our active users being parents and families. We shared an average of 21 posts per week with fully bilingual content to ensure accessibility to all families.

TRADITIONAL MEDIA
» We sent 20 media releases and advisories in English and in Spanish and pitched 167 story ideas resulting in a 27% overall placement rate.
» We saw a weekly average of nine enrollment-focused stories across the enrollment window.
» We also focused on radio outlets for Spanish speaking families, knowing that this can be a better way to communicate with these families.
COMMUNITY EVENTS

We met families where they were through 18 in-person community events at sites across Tulsa.

» We hosted five community information sessions to help families learn more about specific programs in our district including pre-K, middle school, high school, charter partners, athletics, and dual language offerings.

› Three of these events were held in Spanish and took place prior to the enrollment window opening in order to help prepare our Hispanic community.

» We also held six in-person office hours where our enrollment team was on site to answer questions and enroll students as well as five virtual office hours via Zoom.

ENROLLMENT EXPO DAYS

For the first year, our district hosted three Enrollment Expo Days during the enrollment window as an opportunity for families to visit schools and have a one-stop hub to complete enrollment and get information and resources.

Expos were divided by school board districts and took place on three Saturdays in January and early February with an average of 24 schools featured per Expo day. Each Expo had a hub site with food, information, resources, and transportation to schools in that area. Representatives from Exceptional Student Services, Indian Education, Language and Cultural Services, Talent Management, and 15 community organizations were available to answer questions. Families could use the hub to enroll, get vaccinated, apply for jobs, and more.

From the hub, buses ran every hour to take families to the surrounding schools they are interested in. Families could also catch a shuttle from their child’s school to the Expo Hub. Each school ran small group tours every 30 minutes and families could visit as many participating schools as they would like during the day.

Our community partner, AVB Bank, donated $500 for each Expo allowing us to provide an incentive for families to attend. For each visit to the Expo hub and schools, families were entered for a chance to win. The winner was selected at random and notified by phone after the Expo.
EVALUATION

After the close of the first enrollment window, our team met to assess our efforts in order to prepare for our second enrollment window opening on April 4, 2022. Compared to last year, we saw a 23% increase in the number of applicants and a 35% increase in the number of applications.

OUR RESULTS: AT A GLANCE

<table>
<thead>
<tr>
<th></th>
<th>2021–2022</th>
<th>2022–2023</th>
<th>CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>APPLICANTS</td>
<td>7,031</td>
<td>8,675</td>
<td>+23%</td>
</tr>
<tr>
<td>APPLICATIONS</td>
<td>14,908</td>
<td>20,176</td>
<td>+35%</td>
</tr>
</tbody>
</table>

Our enrollment participation also improved through our targeted Hispanic family outreach, addition of Spanish language resources on our website, and partnership with local community partners – seeing a 7% increase in the number of Hispanic families who participated in our enrollment window and a 215% increase in traffic to the Spanish-language version of this webpage. We also saw an increase in applications from families in north Tulsa, east Tulsa, and the northeast side of the city, which are primarily African American and Hispanic communities.

OUR RESULTS: DEMOGRAPHIC BREAKDOWN

<table>
<thead>
<tr>
<th>APPLICANTS DURING 19/20 SCHOOL YEAR BY RACE</th>
<th>APPLICANTS DURING 20/21 SCHOOL YEAR BY RACE</th>
<th>APPLICANTS DURING 21/22 SCHOOL YEAR BY RACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>Black</td>
<td>Black</td>
</tr>
<tr>
<td>1,233 19%</td>
<td>1,441 21%</td>
<td>1,654 19%</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>American Indian or Alaska Native</td>
<td>American Indian or Alaska Native</td>
</tr>
<tr>
<td>320 5%</td>
<td>326 5%</td>
<td>348 4%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>Asian/Pacific Islander</td>
<td>Asian/Pacific Islander</td>
</tr>
<tr>
<td>78 1%</td>
<td>171 2%</td>
<td>177 2%</td>
</tr>
<tr>
<td>Hispanic/Latinx</td>
<td>Hispanic/Latinx</td>
<td>Hispanic/Latinx</td>
</tr>
<tr>
<td>2,303 36%</td>
<td>2,430 35%</td>
<td>3,628 42%</td>
</tr>
<tr>
<td>Multi-racial</td>
<td>Multi-racial</td>
<td>Multi-racial</td>
</tr>
<tr>
<td>611 10%</td>
<td>719 10%</td>
<td>876 10%</td>
</tr>
<tr>
<td>White</td>
<td>White</td>
<td>White</td>
</tr>
<tr>
<td>1,792 28%</td>
<td>1,823 26%</td>
<td>1,974 23%</td>
</tr>
</tbody>
</table>

Though all ethnicities have increased participation in the last three years, Hispanic families have seen the largest increases.

BY RACE

<table>
<thead>
<tr>
<th>Hispanic/Latinx</th>
<th>7%</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>-3%</td>
</tr>
<tr>
<td>Black</td>
<td>-2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multi-racial:</th>
<th>Even</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian or Alaska Native:</td>
<td>-1%</td>
</tr>
<tr>
<td>Asian/Pacific Islander:</td>
<td>Even</td>
</tr>
</tbody>
</table>
We were also excited to host three successful Enrollment Expos with a total of 2,408 attendees at our hub sites and schools. We found 58% of attendees completed an application and 87% of those completed applications were submitted within one week of the Enrollment Expo that family attended.

**OUR RESULTS: ENROLLMENT EXPOS**

<table>
<thead>
<tr>
<th></th>
<th>EXPO 1</th>
<th>EXPO 2</th>
<th>EXPO 3</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>HUB ATTENDEES</td>
<td>254</td>
<td>327</td>
<td>402</td>
<td>983</td>
</tr>
<tr>
<td>SCHOOL SITE ATTENDEES</td>
<td>328</td>
<td>270</td>
<td>827</td>
<td>1,425</td>
</tr>
<tr>
<td>TOTAL ATTENDEES</td>
<td>582</td>
<td>597</td>
<td>1,229</td>
<td>2,408</td>
</tr>
<tr>
<td>TOTAL APPS SUBMITTED</td>
<td>205</td>
<td>276</td>
<td>470</td>
<td>1,151</td>
</tr>
</tbody>
</table>

As a team, we analyzed missed opportunities and lessons learned, and reviewed our results with our superintendent and chiefs. While we know our enrollment participation improved through our targeted Hispanic family outreach and partnership with local community partners, we saw a 2% decrease in the number of African American families who participated in the enrollment window. We plan to engage with community partners who live and work closely with our African American families to mimic the work done in our Hispanic communities.

As we plan to host a fourth Enrollment Expo in April, we know we need to:

- **Improve our transportation plan:** Families were waiting for more than an hour in order to visit a school or get a ride back to the Expo hub due to the limited number of bus drivers available on Enrollment Expo days.
- **Ensure locations are large enough:** With a larger than expected turnout, we will need to plan on a bigger space to accommodate attendees.
- **Provide school uniform support for families:** At all Enrollment Expos, we found parents had questions about school uniforms and where to find assistance purchasing the required uniforms.
- **School representation at Expo hubs:** While families could visit schools for tours and to meet principals, we found that families wanted the opportunity to meet and learn about schools at the Expo hub as well.
- **Opportunity to meet the superintendent:** Many families wanted an opportunity to meet our district’s superintendent and ask questions.

We believe our first enrollment window proved to be highly successful this year with 94% of parents who responded to our post-application survey saying they were satisfied or very satisfied with the application process. School leaders also gave feedback and 95% found their toolkit useful and appreciated weekly updates throughout the enrollment window. We continue to see more families participate each year in enrollment and we are excited to continue to improve our process for years to come.
SUPPLEMENTAL MATERIALS

COMMUNICATIONS SUPPORT
» School Leader Toolkit

DISTRICT VIDEOS
» Enroll Tulsa!
» ¡Inscribir a Tulsa!
» How to enroll
» How to enroll Spanish

PODCASTS
» We are Team Tulsa - Paula Shannon
» Shadowing Days, Schools Visits, Social Media - Elton Sykes
» Fresh Perspective - Michael Phillipsen
» Individual Tours, Family Nights, Facebook Live - Nikki Dennis
» Community Engagement/Partners & Social Media - Rob Kaiser
» Social Media & School Spirit - James Isaacs

DISTRICT WEB STORIES
» Tulsa Public Schools enrollment window for the 2022-2023 school year opens
» Career Technology Education offers students an opportunity to earn industry certifications
» Webster’s Television, Film and Digital Media program offers opportunity for Career Tech Education certifications
» Magnet schools or programs offer specialized learning opportunities to students across district
» Join us at our North Tulsa Enrollment Expo – Saturday, Jan. 29
» Final enrollment expo on Feb. 12, enrollment window extended to Feb. 16

LOCAL NEWS COVERAGE
» KTUL: TPS 2022-23 enrollment window begins
» News on 6: Tulsa Students Can Attend Any District School That’s Open As Enrollment Begins
» Tulsa World: In-person school tours to highlight TPS fall enrollment period
» Que Buena: Es tiempo de inscripciones en Escuelas Públicas de Tulsa Oklahoma
» Teletul: Entrevista con Jorge Robles, Director de Logística de las Escuelas de Tulsa, hablando sobre los procesos de inscripción para el nuevo año escolar
» News on 6: Tulsa Public Schools Holds In-Person Enrollment
» KTUL: The Tulsa Public Schools 2022-2023 enrollment period is going on now
YOU’RE INVITED!

Visit TulsaSchools.org/EnrollExpo to learn more!
EVENT FLYERS

**NORTH TULSA ENROLLMENT EXPO**
**SATURDAY, JAN. 29**
8:30-1:30pm
Tulsa Tech Peoria Campus
3850 N. Peoria Ave.

Visit our Expo Hub at Tulsa Tech’s Peoria Campus to:
» Enroll your student for the 2022-2023 school year;
» Learn about district and community programs and resources;
» Explore job opportunities with Tulsa Public Schools;
» Get your COVID-19 vaccination or booster shot; and
» Enjoy breakfast or lunch free of charge and fun giveaways.

**NEED A RIDE?**
From our Expo Hub: catch a shuttle to tour any of our 20 North Tulsa schools!
From our participating schools: catch a shuttle to our Expo Hub!

Visit [TulsaSchools.org/EnrollExpo](http://TulsaSchools.org/EnrollExpo) for information and shuttle schedules.

**EXPO INSCRIPCIÓN EN EL CENTRO Y OESTE DE TULSA**
**SÁBADO 12 DE FEBRERO**
8:30-1:30pm
Education Service Center
3027 S. New Haven Ave.

Visité nuestra Expo en el Education Service Center para:
» Inscribir a su estudiante para el año escolar 2022-2023;
» Aprender acerca de los programas y recursos del distrito y la comunidad;
» Explorar oportunidades laborales con las Escuelas Públicas de Tulsa;
» Obtenga su vacuna contra el COVID-19 o una vacuna de refuerzo; y
» Disfrute de un desayuno o almuerzo gratis más divertidos obsequios.

¿NECESITA TRANSPORTE?
Desde nuestro Expo: tome un autobús para recorrer cualquiera de nuestras 26 escuelas en centro y oeste de Tulsa.
Desde nuestras escuelas participantes: póngase en contacto con nosotros para obtener información sobre transporte.

Participating schools: Anderson, Barrington, Calia Clinton, Heartland, Hawthorne, John Hope Franklin, Unity, and Whittier elementary schools; fabricado Mendenhall International School; Clearview Leadership Academy; Tulsa Language Charter School; Warren Demonstration Academy; Westside Preparatory Academy; Caesar Middle School; East Central and High School; Tulsa M.E.T Middle and High School; Booker T. Washington; and McLain high schools.

Por cada visita a nuestro Expo Hub y a nuestras escuelas, tendrá la oportunidad de ganar $500 cortesía de nuestros socios de AVB Bank, así que cuantas más escuelas visite, más oportunidades tendrá de ganar!

Escuelas participantes: Clinton West, Council Oak, East, Emerson, Eugene Field, Keadle-Whittington, Logan, McKinley, Mitchell, North Robertson, Sequoyah, 5 Springfield elementary schools, Mayo Demonstration School; Wayne Todd Fine Arts Academy; Collegiate Hall Charter School; KIPP Tulsa College Preparatory Charter School; Tulsa School of Arts and Sciences; Edison Preparatory Middle and High School; Phoenix Rising; Webster Middle and High School; and Tulsa Virtual Academy.

Por favor, visite [TulsaSchools.org/EnrollExpo](http://TulsaSchools.org/EnrollExpo) para obtener información y horarios de transporte.

**Inscribir Tulsa**
LAS ESCUELAS PÚBLICAS DE TULSA 2022-2023

**Tulsa Public Schools** » Enroll Tulsa: 2022-2023 Enrollment window » 11
MIDDLE SCHOOL EXPERIENCE

MIDDLE SCHOOL AT TULSA PUBLIC SCHOOLS

Our middle schools provide safe and supportive learning communities that prepare students for success in high school. In addition to changing our academic context, our middle school students:

- Participate in events that may include social and instrumental music, technology, visual and performing arts, or global languages.
- Earn high school credits in courses such as algebra, physical science, and technology.
- Build strong relationships with their peers and teachers that support social and emotional growth.

Depending on your choice of middle school program, your child might:

- Work with the school media team to learn broadcast production.
- Study science, technology, engineering, and math using drones, robots, rockets, or virtual reality programs.
- Strengthen their global language skills in a dual-language classroom.
- Build self-confidence and design in 3D during Career Tech classes.
- Join an athletic team where they practice teamwork and develop leadership skills.

LEARNING OUTSIDE OF THE SCHOOL DAY

Middle school students can engage in cultural and civic learning experiences after school that include academic support, interactive clubs, and programs with community organizations like Tulsa Debate League, the Harmony Project, or the Tulsa Camp Fire. And more. Each middle school has its own set of clubs and activities based on the interests of its students. Some of the programs available in our district include:

- Includes +Tulsa, Art Club, Chess Club, Choir, Men’s & Women’s Power, Robotics, and STEM Club.

ATHLETICS PROGRAMS

Tulsa Public Schools are a member of the Oklahoma Secondary Schools Activities Association. Every middle school student can participate in our athletics programs. Our offerings for middle school include basketball, cheerleading, football, soccer, wrestling, and volleyball.

HIGH SCHOOL EXPERIENCE

HIGH SCHOOL AT TULSA PUBLIC SCHOOLS

High school is a time for students to gain new knowledge, explore their interests, learn about college and career opportunities, and build relationships with their peers and teachers. Our high school students can:

- Earn college credits through Advanced Placement courses and concurrent enrollment at Tulsa Community College.
- Choose from 65 Career Tech programs including advanced manufacturing, agricultural sciences, auto design, technology, restaurant, and culinary arts.
- Participate in fine arts programs that may include vocal and instrumental music, visual and performing arts, dance, and drama.
- Build critical thinking skills that include electives such as American History, Computer Science, IB, Multicultural Studies, Newspaper, Poetry, World Literature, and World History.
- Demonstrate proficiency in two languages and graduate with the Seal of Biliteracy.

Depending on your choice of high school, your child might:

- Graduate with an associate degree in early College High School programs in Math, Science, and social studies.
- Work with an advisor to design their own schedule in the Tulsa Freshman Academy.
- Study health and science in the agricultural education programs at Webster.
- Get hands-on experience in the culinary arts at Hale’s Kitchen – the state’s only school-based restaurant at Webster.
- Study horticulture and animal science in the agricultural education program at Carver.
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ATHLETICS AND ACTIVITIES

In the last five years, our high school student athletes, teams, and clubs have won 31 state championships. Every high school student athletes and clubs compete in our athletics program.

Each high school student or club can participate in fine arts programs including band, orchestra, choir, dance, drama, speech, and debate. Each year, hundreds of students participate in fine arts programs.

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OUTLOOK SCHOLARS

Tulsa Public Schools are dedicated to providing every student with a world-class education.

Tulsa Public Schools is a district of choice. This means that students can apply to any school in the district, regardless of where they live as long as they meet the eligibility standards and admit qualified applicants.

Outlook scholars are in high school for the 2022–2023 school year.

**Criteria-based magnet schools have minimum achievement and/or talent requirements. They offer a complete curriculum including advanced Placement and/or dual enrollment.

**To be considered for acceptance into a magnet school, the student must qualify for a magnet school.

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BOOKER T. WASHINGTON HIGH SCHOOL

Booker T. Washington is a world-class academic magnet school in the heart of Downtown Tulsa. In 2004, Booker T. Washington High School was designated as a National Blue Ribbon School recognizing the 100% graduation rate and 99% graduation rate for the school's senior class. Today, Booker T. Washington is one of the best urban public high schools in the United States.

Students at Booker T. Washington can:
- Experience a wide range of academic offerings, including Advanced Placement and International Baccalaureate programs.
- Participate in cutting-edge extracurricular offerings such as robotics, science, and fine arts programs.
- Create a vision for the future and provide leadership in their communities.

At Booker T. Washington, the 2021 Bond for Tulsa Public Schools includes:
- New tennis courts and stadium waterproofing.
- Upgrades to the auditorium lighting and sound system, new stage curtains, repainting, and accessibility improvements.
- An outdoor covered dining area, creating flexible spaces for all students.

Thank you for making every child and every school a part of this district! Together, we are making our community a better place to work, call home, and raise a family.

WILL ROGERS COLLEGE MIDDLE SCHOOL

Since 2011, Rogers has been the district's flagship early college academy, and our school focuses on not only preparing students for college-level work, but also preparing them for success in college and careers.

Students at Will Rogers can:
- Join a rich legacy of academic, personal, social, and civic excellence.
- Experience a wide range of academic, personal, social, and civic excellence.
- And beyond and become responsible and experienced adults.

PROGRAM HIGHLIGHTS

EXTRA-CURRICULAR ACTIVITIES

- Academic Bowl
- Ebony Bowl
- Men of Power
- Drama Club
- Hip Hop Club
- City Year
- Communities in Schools
- Fellowship of Christian Athletes
- Cheer
- Volleyball
- Basketball
- Baseball
- Football
- Chess Club
- E-Sports

ATHLETIC PROGRAMS

- Baseball
- Basketball
- Boys and Girls Cross Country
- Boys and Girls Soccer
- Boys and Girls Swimming
- Cheerleading
- Tennis
- Football
- Track and Field
- Golf
- Softball
- Volleyball

INTERNATIONAL BACCALAUREATE

This is a program that differentiates our curriculum because our students are provided with both academic challenges and a unique educational experience. The International Baccalaureate program offers students a wide range of subjects that are challenging and demanding.

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SCHOOL ONE PAGERS

**ESCOLA INTERNACIONAL EISENHOWER**
Eisenhower.TulsaSchools.org
Grades: Pre-K - 5th | Directora: Connie Horner | horneco@tulsaschools.org | 3111 E. 56th St.

En Escuela Internacional Eisenhower, el Bono 2021 para las Escuelas Públicas de Tulsa incluye:
» Un nuevo techo, mamparas digitales, renovación de mantenimiento de los laboratorios, la instalación de un nuevo centro STEM, clubes y programas se han detenido mientras monitoreamos las condiciones de COVID-19 y los protocolos de seguridad.

**ACTIVIDADES QUE SE OFREcen**
Laboratorio de la Vida de Eisenhower, Programa de Inmersión, Alianza Comunitaria, Música y Artes Visuales, Laboratorio de la Vida de Eisenhower, Programa de Inmersión, Alianza Comunitaria, Música y Artes Visuales...

Thank you Tulsa for investing in every child, every child in our district will see, feel, and experience the benefits of the 2021 Bond package. Tulsa has made a first-year $414 million investment in safe and accessible schools, state-of-the-art educational technology, sustainable student transportation, and rigorous, engaging, and culturally sustaining learning experiences that prepare students for success in college and careers.

**FOCUS ON THE WHOLE CHILD**
At Carnegie, we strive to educate and nurture the whole child through social-emotional learning, encouraging our students and their families to live an active, healthy lifestyle. We work hard to foster a sense of belonging among our students and families and have a strong bond school community. We intentionally built-in time for things the P.E. classes and co-curricular, now hold "Movement Monday" weekly, "Movement Mondays" involve around here, and we allow students and faculty to dress in workout gear to help them get in the spirit.

**STEAM PROGRAMMING**
Science, technology, engineering, arts and mathematics are integrated into core curriculum at Carnegie. Thanks to the support of the Cal Ripken, Sr. Foundation and Devon Energy, every elementary school has a new STEAM center where students can participate in fun and engaging hands-on learning activities and computer coding. These programs are based on the best practices and are designed to help students develop essential skills and competencies.

**FOCUS ON LITERACY**
We make reading fun at Carnegie! Students are able to earn free days by meeting their reading goals. They also have the opportunity to participate in Reading with Paw Pals, to practice their skills by reading to furry friends who come visit our library. By reading to dogs, the students have the ability to improve their abilities and enjoy the affection that the dogs bring.

All dogs and program have been paid to as a way to maintain COVID-19 care and safety protocols.

**UNA ESCUELA DE INMERSIÓN CON DUALIDAD DEL IDIOMA**
TulsaPublicSchools.org

**MISSION/VISION**
**Misión/Visión**
En la Escuela Internacional Eisenhower desarrollamos ciudadanos responsables y globales a través de la inmersión lingüística y las intercambios internacionales.

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At Carnegie Elementary, the 2021 Bond for Tulsa Public Schools includes:
» A digital marquee, parking lot, and sidewalk improvements; a new STEM center where students can participate in fun and engaging hands-on learning activities and computer coding.

**CLUBS AND PROGRAMS**
Drama Club, Cheer Club, Chinese after-school program, Student Achievement Program, Math Club, Girl Scouts, Robotics Club

**414 TOTAL STUDENT ENROLLMENT**
Grades: Pre-K - 5th | Directora: Krista Blanche | blache@tulsaschools.org | 4201 E. 56th St.

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