



# Brownsville Independent School District

Agenda Category: General Function Board of Education Meeting: 08/05/2025

Item Title: Approval of District-Wide Student Social X Action  
Emotional Support through Dr. ET & Information  
Company Services Discussion

## **BACKGROUND:**

Brownsville ISD is committed to fostering student well-being and promoting a positive school climate. To support these goals, the district will partner with Dr. ET & Company to deliver engaging Social Emotional Learning (SEL) assemblies tailored to elementary, middle, and high school students. These sessions are designed to help students build self-awareness, empathy, and healthy communication skills. The assemblies are intended to strengthen emotional regulation, support mental health, and promote positive relationships throughout the school community.

These assemblies will serve all elementary, middle, and high school campuses. The sessions will be tailored for each educational level and for the Fall 2025 semester.

## **FISCAL IMPLICATIONS**

Total Cost: \$72,600.00

## **RECOMMENDATION:**

Recommend approval to contract with Dr. ET & Company to deliver Social Emotional Learning services for the 2025–2026 school year at the cost of \$72,600 for all District Campuses.

Sara M. Garza

Submitted by: Director

Dr. A. Rubio, Rosa Longoria, Dolores Emerson, Dr. N. Cantu

Recommended by:

Area Superintendents/Executive Directors

Beatriz A. Hernandez

Approved by: Chief Academic Officer

Approved for Submission to Board of  
Education:

Dr. Jesus H. Chavez, Superintendent

When Necessary, Additional Background May Follow This.



AN EARLY COLLEGE DISTRICT

# BROWNSVILLE

INDEPENDENT SCHOOL DISTRICT

1900 E. Price Road Room #107, Brownsville, Texas 78521  
(956) 548-8361 Fax (956) 548-8367

**Dr. Jesus H Chavez**  
**Superintendent of Schools**

**Rosario Peña, RTSBA**  
**Purchasing Director**

To: Brownsville I.S.D. Awarded Vendors

From: Rosario Peña, RTSBA  
Purchasing Director

Date: May 20, 2025

Subject: RFP# 25-029 Consultant/ Contractor Services District-Wide.

Thank you for bidding with Brownsville ISD. This is to congratulate and inform you that your company has been awarded RFP# 25-029 Consultant/ Contractor Services District-Wide. The following companies were awarded under RFP 25-029

Accelerate Learning, Inc.  
Adams Consulting Tower Llc  
Admore Behavioral Therapy  
Agape Therapies & Educational Services  
Air Tutors, LLC  
Array Education  
Assessment Intervention Management,  
Avant Assessment LLC  
AVID Center  
Barboza Assessment & Consulting, LLC  
Betterlesson  
Caissa Public Strategy  
CARE, LLC  
Cignition, Inc.  
Coaching Excellence In Organizations,  
College 1st Program  
Curriculum Associates, LLC  
Dave Burgess Consulting, Inc.  
Dr. Mike!  
Early Childhood Writing Consultants, LLC  
ECS Learning Systems  
Eduardo Martinez  
Elliott Quezada  
Empowering Writers  
Every Teacher LLC  
Fernando Cornejo  
Field Dots, LLC  
Friedtechnology

Gallegos Education Consulting Services  
Graciela Guzman  
Heinemann  
Houghton Mifflin Harcourt Publishing  
IL Inizio Consulting, PLLC  
Intercultural Development Research  
Association  
J Taylor Education  
JMG Educational Services  
K-12 Leadership Diagnostics, LLC  
KAMICO Instructional Media, Inc.  
Kaplan Early Learning Company  
Knowsys Educational Services, LLC  
Lakeshore Learning Materials  
Lead4ward, LLC  
Learn By Doing, Inc.  
Liberty Source  
Mallett & Company Educational  
Consulting Services  
Marzano Resources  
MC Global Management Consultants  
New Tech Network  
Newsela Inc  
Pam Harris Consulting LLC  
Patricia Valenzuela  
Powerling, Inc.

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BISD no discrimina a base de raza, color, origen nacional, sexo, religion, edad, incapacidad o información genética en el empleo o la disposición de servicios, programas o actividades.



# DR. ET & COMPANY LLC

et@dretandcompany.org  
1+956-280-2992  
1521 Tierra Bella  
Weslaco, TX 78596

EIN# 35-2682336  
DUNS# 103820141  
HUB# 1352682336700

## 2025 Proposal

<b>Date of issued proposal:</b>	07/23/25			
<b>District or Organization:</b>	Brownsville ISD			
<b>Name of Contact:</b>	Dr. Alma Rubio, Assistant Superintendent for Elementary Schools			
<b>Date(s):*</b>	08/15/25	08/19/25	08/20/25	08/22/25
	08/25/25	08/26/25	08/27/25	08/28/25
	08/29/25	09/03/25	09/09/25	09/10/25 - Half Day
	09/15/25	09/16/25	09/17/25	09/26/25
<b>Time:</b>	Full Day		8:30 AM - 3:30 PM	
<b>Title:</b>	Social Emotional Learning			
<b>Audience:</b>	Students			
<b>Purpose:</b>	Dr. ET and team will conduct this 1.5-hour assembly is designed to support the social and emotional growth of elementary students through engaging and playful learning. Students will explore emotions, empathy, and friendship through storytelling, music, and movement-based activities. Large-group games, guided breathing exercises, and simple peer interactions will help reinforce positive behaviors and emotional awareness. The session will inspire students to be kind, express their feelings in healthy ways, and support one another as part of a caring school community. Includes activities and materials.			
<b>No. of Participants:</b>	Total of (31) Elementary Schools which will service about 15,000 students in total			
<b>Region 1 no.</b>	RFP# 24-0162			
<b>Fee:</b>	Regular Daily Rate:		\$3,000.00	
	Special Discount Rate:		\$2,200.00	
	Amount of Day(s):		15.5	
	Total:		\$34,100.00	

*\* This proposal is valid for acceptance, verbal or written, within 7 working days from the submission date. Confirmation beyond this period may result in a loss of the requested date due to scheduling commitments with other districts or organizations.*



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## 2025 Proposal

<b>Date of issued proposal:</b>	07/23/25			
<b>District or Organization:</b>	Brownsville ISD			
<b>Name of Contact:</b>	Rose Longoria, Assistant Superintendent for Middle Schools			
<b>Date(s):*</b>	09/02/25	09/03/25	09/04/25	09/08/25
	09/08/25	09/11/25	09/12/25	09/18/25
	09/22/25	09/23/25		
<b>Time:</b>	Full Day		8:30 AM - 3:30 PM	
<b>Title:</b>	Social Emotional Learning			
<b>Audience:</b>	Students			
<b>Purpose:</b>	<p>Dr. ET and team will conduct this 1.5-hour school-wide assembly which will provide social-emotional support to middle school students through interactive, large-group activities that foster self-awareness, empathy, and respectful communication. The session will include engaging visuals, storytelling, and student-led demonstrations to model healthy emotional expression and peer connection. Breaks for turn-and-talk discussions, guided breathing exercises, and collective reflection activities like a school-wide gratitude shout-out will keep students actively involved. The goal is to create a positive, unified experience that empowers all students to recognize emotions, build empathy, and support one another.</p> <p><b>Includes activities and materials.</b></p>			
<b>No. of Participants:</b>	Total of (10) Middle Schools which will service about 7,000 students in total			
<b>Region 1 no.</b>	RFP# 24-0162			
<b>Fee:</b>	Regular Daily Rate:	\$3,000.00		
	Special Discount Rate:	\$2,200.00		
	Amount of Day(s):	10		
	<b>Total:</b>	<b>\$22,000.00</b>		

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**DR. ET & COMPANY**  
LLC

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### 2025 Proposal

<b>Date of issued proposal:</b>	07/23/25			
<b>District or Organization:</b>	Brownsville ISD			
<b>Name of Contact:</b>	Dr. Norma Ibarra-Cantu, Executive Director/Secondary			
<b>Date(s):*</b>	09/02/25	09/04/25	09/05/25	09/05/25
	09/10/25	09/10/25 - Half Day	09/24/25	09/25/25
<b>Time:</b>	Full Day		8:30 AM - 3:30 PM	
<b>Title:</b>	Social Emotional Learning			
<b>Audience:</b>	Students			
<b>Purpose:</b>	<p>Dr. ET and team will conduct this 1.5-hour high school assembly will focus on strengthening social-emotional skills for students through relatable, interactive experiences. Students will explore topics like managing stress, building self-worth, and fostering positive connections through real stories, live activities, and peer engagement. Dynamic speakers, and visual storytelling will create an engaging atmosphere that encourages open dialogue and reflection. By the end, students will leave with practical tools, a sense of empowerment, and a stronger sense of belonging within their school community.</p> <p><b>Includes activities and materials.</b></p>			
<b>No. of Participants:</b>	Total of (7) High Schools which will service about 12,000 students in total			
<b>Region 1 no.</b>	RFP# 24-0162			
<b>Fee:</b>	Regular Daily Rate:	\$3,000.00		
	Special Discount Rate:	\$2,200.00		
	Amount of Day(s):	7.5		
	<b>Total:</b>	<b>\$16,500.00</b>		

*\* This proposal is valid for acceptance, verbal or written, within 7 working days from the submission date. Confirmation beyond this period may result in a loss of the requested date due to scheduling commitments with other districts or organizations.*