REPORTS

REPORTS OF THE SUPERINTENDENT

COMMUNICATIONS



Longhorn U

- **Chief Communications Officer, Kristen Escovedo**
- **Executive Director of Teaching and Learning, Dr. Cherron Montgomery**

GOALS

Longhorn U falls under 3.1 of the Superintendent's Growth Progress Measures.

Guardrail 3:Family and Community Engagement

GPM 3.1 CHISD will create a new annual schedule of high-quality community engagement based on quality, effectiveness, and frequency

Longhorn U

EDUCATING, EMPOWERING, & INSPIRING PARENTS





GOAL

Longhorn U was the result of the Academic team and Communications/FACE team coming together to see how we could help to empower our parents to feel more confident as partners in their scholars' educational journey.

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Longhorn U

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Join us for a half-day conference for current & future CHISD Parents/Guardians designed to help equip you to be a full partner in your scholar's educational journey.

Session Topics Include:

- Bridging the Way to Kindergarten
- Raising Scholars in an AI World
- Understanding Your Advanced Scholar
- Math Activities at Home
- Supporting Your Child's Mental & Emotional Wellness
- What You Need to Know About College Athletic Recruiting
- TEA Foster Parent Training
- Transition Programming for Special Education Scholars 18+
- **AND SO MUCH MORE!!**

OCTOBER 3

9 A.M. - 1 P.M.

BESSIE COLEMAN MIDDLE SCHOOL

FREE TO ATTEND!
Includes 3 sessions, a vendor fair, lunch, and giveaways!

CHILDCARE PROVIDED
For elementary-aged (3-11) students with prior registration.

LUNCH AND LEARN
Includes lunch and an inspiring keynote speech.

REGISTER TODAY

Scan the QR code or visit chisd.net

WHAT CHANGED THIS YEAR

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- New Location
- Earlier In the Year
- Student Performance
- Principal Panel
- Student-Targeted Session
- More Giveaways
- Central Office Presenters
- Digital Access to Presentations





BY THE NUMBERS

27 total sessions offered

80 parents registered in advance

36 parents attended at least one session

12 students attended at least one session

80% very satisfied

98% survey results showed satisfied/highly satisfied

20 kids in our childcare

WHAT WE LEARNED

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- Parents were eager to learn
- Childcare was crucial
- Parents are looking for community
- Broader topics are more well-attended than super specific topics





MEASURABLE GOAL

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2025 GOAL

Increase the parent/guardian participation in Longhorn U from 25 to 50 by fall, 2026

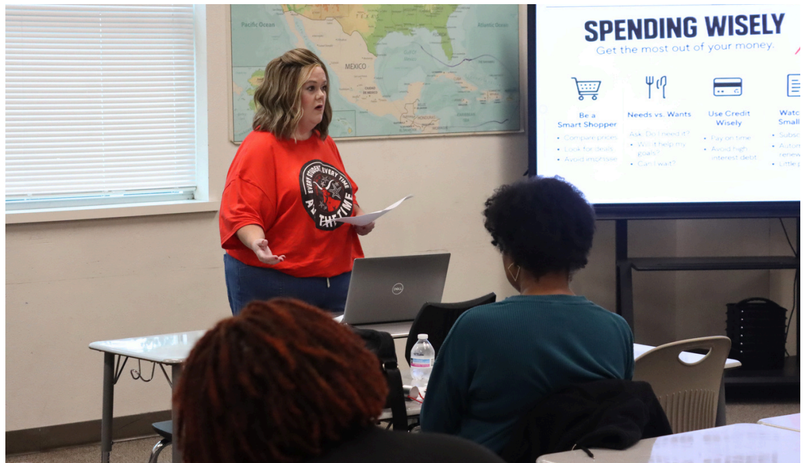
ACTUAL

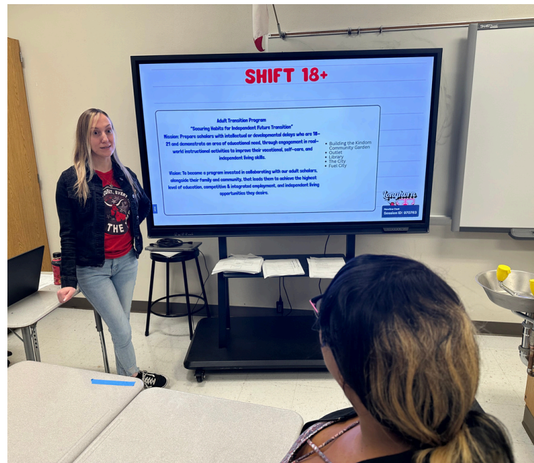
36 parents attended at least one session, which is a 44% increase

48 parents + students attended at least one session, which is a 92% increase









WHAT'S NEXT?

- The Academics and Communication departments are exploring ways to make Longhorn U a year-long series by using different ways to reach parents.
- Evaluating if a half-day conference in this format is an efficient way to reach a larger group of parents.

MEASURABLE GOAL

Engage 100 parents in various Longhorn U parent education initiatives by the end of the 2027-28 school year.



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QUESTIONS?

