



JUDSON INDEPENDENT SCHOOL DISTRICT

Meeting Date: August 21, 2025

Submitted By: Laura Stanford
Title: Board Member

Agenda Item: Discussion and possible action to approve a Student Academic Ad Contest

DISCUSSION/ACTION ITEM

RECOMMENDATION:

Engage upperclassmen in creating pro-reading commercials that are judged to produce a 1st & 2nd place winner; these are played in classrooms, board meeting videos, in libraries, on jumbotron, etc providing additional support to teachers to encourage a love of reading.

IMPACT/RATIONALE:

BOARD ACTION REQUESTED:

Approval/Disapproval

Board Agenda Item Form

All Judson ISD students will receive a quality education enabling them to be successful in a global society.

Date August 11 2025

Office	Agenda Location/Type
<input type="checkbox"/> Administrative Services	<input type="checkbox"/> Recognitions
<input type="checkbox"/> Business and Operations	<input type="checkbox"/> Consent Items
<input checked="" type="checkbox"/> Curriculum and Instruction	<input checked="" type="checkbox"/> Action Items
<input checked="" type="checkbox"/> Communication	<input type="checkbox"/> Discussions
<input type="checkbox"/> Human Resources	<input type="checkbox"/> Superintendent's Report
<input type="checkbox"/> Student Services	<input type="checkbox"/> Board Activities
<input type="checkbox"/> Superintendent	<input type="checkbox"/> Unfinished Business
<input type="checkbox"/> Other:	<input checked="" type="checkbox"/> New Business

Strategic Priorities: Check the strategic priority your agenda item applies to.

<input checked="" type="checkbox"/> Effective Instruction What matters most when it comes to student learning? Great teaching. We will focus on giving teachers the training and support they need to master their craft, and on providing regular feedback to help them continuously improve. We will design a teaching framework aimed at boosting student engagement and excitement about learning, and to provide teachers with a roadmap for success. For students, we will zero in on strengthening foundational skills in the early grades, tracking progress and providing the right supports to meet each student's unique needs.	<input type="checkbox"/> Involving Families & Community It takes a village to raise a child. For schools to truly be part of that village, we must build positive, trusting relationships with students, parents and members of our community. We will encourage families to become stronger advocates to ensure their child's social, emotional and academic needs are being met. We will focus on bringing business leaders, faith-based leaders, community leaders and post-secondary institutions to the table to share their perspectives and offer meaningful educational experiences to our students, giving them the chance to positively contribute to their community.	<input checked="" type="checkbox"/> Positive School Culture Staff, parents and children feel a school's culture when they walk into the building. Do they feel welcomed and safe? Excited to be there? Is it a place where people know them and care? We will focus on creating a positive culture in all of our schools, ensuring that students and staff feel connected and valued. We will help students find their interests and passions and provide extracurricular and leadership opportunities to match. We will work to boost staff morale by listening to their opinions and empowering them to shape the district's culture and contribute to decisions about our collective future.
<input type="checkbox"/> Leadership Great leadership should not happen by accident. We will define what great leadership looks like in Judson ISD and put systems and supports in place to cultivate those behaviors and characteristics not only in our principals and administrators, but in teachers and students as well. Our best leaders will make it their mission to grow more leaders around them, fueling and sustaining the growth of outstanding leaders over time.	<input type="checkbox"/> Customer Service Treat people well. It's simple but powerful, and can make all the difference in building trusting relationships that set students up for success. We will strive to consistently model kindness and empathy, both as a staff and when interacting with our families and community. We will welcome students and their families into our schools with smiles and treat everyone with respect.	

Specific Items on Agenda: Student Academic Ad Contest

Rationale for Agenda Item: Engage upperclassmen in creating pro-reading commercials that are judged to produce a 1st & 2nd place winner; these are played in classrooms, board meeting videos, in libraries, on jumbotron, etc providing additional support to teachers to encourage a love of reading

Requested by Board Member	LStanford	LStanford
	Name	Signature