



Brownsville Independent School District

Agenda Category: General Function Board of Education Meeting: 09/02/2025

Item Title: Approval of Consultant Services with X Action
Dr. ET & Company for Social- Information
Emotional Learning 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 student assemblies are intended to strengthen emotional regulation, support mental health, and promote positive relationships throughout the school community.

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

FISCAL IMPLICATIONS:

289 Budgeted funds will be utilized for a total cost of \$70,400.00

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 \$70,400 for District Campuses.

Dr. A. Rubio, Rose Longoria, Dolores Emerson, Dr. N.I. Cantu, JJ de Leon

Approved for Submission to Board of Education:

Submitted by: Assl. Superintendents/
Executive Directors/Program Director

Dr. A. Rubio, Rose Longoria, Dolores Emerson, Dr. N.I. Cantu

Recommended by: Asst. Superintendents/
Executive Directors

Beatriz A. Hernandez

Approved by: Chief Academic Officer

Jesus H. Chavez
Dr. Jesus H. Chavez, Superintendent

When Necessary, Additional Background May Follow This.

Allowable Use of Title IV-A Funds

TEA Title IV-A funds, under the **Every Student Succeeds Act (ESSA)**, are intended specifically for **improving students' academic achievement** by increasing the capacity of states, districts, and schools in three broad areas:

1. Well-Rounded Education

- Supporting programs and activities that provide all students access to a broad range of subjects (e.g., science, arts, music, civics, foreign languages, STEM, etc.).

2. Safe and Healthy Students

- Promoting safe and supportive learning environments.
- Supporting student physical and mental health, drug and violence prevention, and overall well-being.

3. Effective Use of Technology

- Enhancing the use of technology to improve instruction and student learning outcomes.
- Promoting digital literacy and providing professional development for educators on integrating technology.

So, **TEA Title IV-A funds are intended specifically for:**

- Providing students with access to a well-rounded education,
- Supporting safe and healthy school environments, and
- Improving the effective use of technology in schools.



Daniel P. King, Ph.D
Executive Director

Region One Education Service Center

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TO: Region One Purchasing Cooperative (ROPC) Members

FROM: Lori Atwood Ramos, Purchasing Director

SUBJECT: Region One Purchasing Professional Consultant Services RFP 24-0162

DATE: December 17, 2024

This request for proposal (RFP) allows the Region One Education Service Center, and its Purchasing Cooperative (ROPC) members, the opportunity to procure products and/or services that include, but are not limited to keynote/public speaking, grant writing/evaluation, professional and organizational development, compliance, consulting, management, advertising/ audio and video production/broadcasting/marketing/media, auditing/budgeting/finance, computer/IT, disaster/emergency planning, education course development/instruction/training/seminars/ workshops, examination and testing, food service/nutrition, horticultural/landscaping, human resources/personnel/employment, insurance/ benefits, interpreter/translation, safety/security, strategic planning and development, transportation, travel management services, etc. This bid solicitation does not include architectural or engineering services, as per Texas Government Code [791.011\(h\)](#). Item descriptions, specifications and/or technical requirements, estimated quantities, and pricing have been provided. Cooperative members may be required to conduct a cost or price analysis for the procurement of the specific goods and/or services being requested within the scope of services offered with this RFP. ROPC members are responsible for the selection of goods and services products available to meet their needs.

On November 20, 2024, the Region One Education Service Center Purchasing Department received sixty-seven (67) responses to ROPC Professional Consultant Services RFP 24-0162. Proposals were evaluated to select the best qualified vendors based on the established criteria.

Sixty-three (63) vendors are recommended for award with complete proposal submissions and an evaluation score of seventy (70) or greater. Veronica dba VV Sopher, LLC – Sugar Land, TX is awarded on a previous bid therefore was removed from this award recommendation. Asteria Learning Inc dba ESC Learning Systems – Spring Branch, TX., RADgov, Inc – Fort Lauderdale, FL, and Radio United dba KBUC/KURV/XAVO/XHCAO/XHRR/XHRYS/D-ADS/KBDR/KNEX/KQUR/XHBK – Mission, TX did not meet the minimum evaluation score therefore are not recommended for award. The term of this proposal is effective January 1, 2025 through December 31, 2025 with the option to extend up to four (4) additional one-year terms, or through December 31, 2029, parties are in agreement. The tabulation and evaluation summary are enclosed for review and consideration.

On December 17, 2024, the Region One ESC Board of Directors met to review and approve the recommendation of ROPC Professional Consultant Services RFP 24-0162, effective January 1, 2025 through December 31, 2025, with the option to extend up to four (4) additional one (1) year periods, if all parties are in agreement.

The following vendors were awarded:

1. ACT Education Corp – Iowa City, IA
2. Asera LLC – New York, NY
3. Ayodele Jones dba Noodle Nook LLC – Oregon, WI

Region One Education Service Center does not discriminate on the basis of age, race, color, national origin, gender or disability.

4. Be GLAD LLC – San Jose, CA
5. Beta Systems International – Silver Spring, MD
6. Brian K Shaw dba Leadership and Personal Development Academy – Mansfield, TX
7. BrightMind Consulting Group – Houston, TX
8. Curriculum Associates LLC – North Billerica, MA
9. Edith Trevino dba Dr. ET and Company LLC – Weslaco, TX
10. Ernesto J Villarreal dba Vision Ed Group LLC – Mission, TX
11. Fried Technology LLC – Conroe, TX
12. Frishco Ltd – Austin, TX
13. Gabriel Salazar dba Gabe Salazar Motivational Services LLC – San Antonio, TX
14. Gateway Education Holdings LLC dba Savvas Learning Company LLC – Paramus, NJ
15. GSFT School Safety Certification dba Go Strapped Firearms Training LLC – Cleburne, TX
16. Guadalupe A Cantu – La Joya, TX
17. Houston Independent School District – Houston, TX
18. In Earth Consulting LLC – Irving, TX
19. Instruction Partners – Nashville, TN
20. Junction of Function Inc – Naples, FL
21. Maribel Ramones – San Juan, TX
22. Marzano Resources LLC – Bloomington, IN
23. Mertie M Gomez – Houston, TX
24. Michael Areola dba Cenmic Management – Katy, TX
25. MindRise Learning – Driftwood, TX
26. Mount Sinai Solutions Inc dba MathProject – New York, NY
27. MSys Inc – Washington, DC
28. National Council for Community and Education Partnerships – Washington, DC
29. NBC Universal LLC dba Telemundo Rio Grande Valley LLC aka KTLM – Boston, MA
30. NextWaveSTEM LLC – Carol Stream, IL
31. Noe Reyes dba Head to Toes Rehab Inc Hidalgo, TX
32. Norma O McCormick Reno, NV
33. Orbis Novitas Solutions Inc – Chantilly, VA
34. Outreach Strategists LLC – Houston, TX
35. Powerling Inc – Cambridge, MA
36. Radix US LLC – Houston, TX
37. Reconcile Care Management Services dba Wellness for the Workplace – Grand Prairie, TX
38. Restorative Houston – Houston, TX
39. RGV Counseling Services PLLC dba South Texas Counseling Agency – McAllen, TX
40. Richwood International LLC – Jacksonville, FL
41. Savvi Consulting LLC – Charlotte, NC
42. Seeds Training – San Diego, CA
43. Spellman Consulting Group LLC – Alpharetta, GA
44. Studies Weekly Inc – Orem, UT
45. Supportive ED – Austin, TX
46. TelLogic Inc dba E-Rate Central – Westbury, NY
47. The Center for Effective School Operations, LLC – Minneapolis, MN
48. The Center for Hearing and Speech dba Texas Hearing Institute – Houston, TX
49. The Reserves Network Inc – Fairview Park, OH
50. The Shed Away Plan – Dallas, TX
51. TMP Consulting Inc dba Crosswalk Education – Murrieta, CA
52. Tree of Life Healing Centre LLC dba The Healing Centre – Weslaco, TX
53. TrendTech Logistics LLC – Douglasville, GA
54. True North Consulting LLC – Waco, TX

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- 55. Unbounded Learning Inc – Baltimore, MD
- 56. Universe Technical Translations Inc – Houston, TX
- 57. Valentina Gonzalez dba Rooted Linguistics LLC – Richmond, TX
- 58. Virginia R Cadena – McAllen, TX
- 59. Whose Apple Empowerment Center LLC dba Whose Apple Dynamic Coaching and Consulting Services – Grand Rapids, MI
- 60. William Martinez dba William C Martinez LLC – Westminster, CO
- 61. Wisconsin Center for Education Products and Services Inc – Madison, WI
- 62. Zeitgeist Expressions Inc dba Zeitgeist Wellness Group – San Antonio, TX

For your convenience, the order guide has been revised on posted on the Region One Purchasing Cooperative webpage at [Purchasing - Region One Education Service Center \(esc1.net\)](http://Purchasing - Region One Education Service Center (esc1.net)), Awarded Bids & Proposals. For additional information or questions, please contact the Region One Purchasing Cooperative at eBuyOne@esc1.net:

Lori Atwood Ramos, Purchasing Director, Phone: 956.984.6123
Kristina Carrizales Escobar, Purchasing Cooperative Specialist, Phone: 956.984.6012
Daisy Cuevas, Purchasing Cooperative Specialis, Phone: 956.984.6217
Robert Meave, Purchasing Cooperative Specialis, Phone: 956.984.6249
Idania Gonzalez, Purchasing Technician, Phone: 956.984.6204



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Weslaco, TX 78596

EIN# 35-2682336
DUNS# 103820141
HUB# 1352682336700

2025 Proposal

Date of issued proposal:	07/23/25			
District or Organization:	Brownsville ISD			
Name of Contact:	Dr. Alma Rubio, Assistant Superintendent for Elementary Schools			
Date(s):*	08/20/25	08/22/25	08/25/25	08/26/25
	08/27/25	08/28/25	09/03/25	09/04/25 - HD
	09/08/25	09/09/25	09/09/25	09/10/25
	09/10/25 - HD	09/11/25	09/12/25	09/17/25 - HD
	09/26/25			
Time:	Full Day		8:30 AM - 3:30 PM	
Title:	Social Emotional Learning			
Audience:	Students			
Purpose:	<p>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.</p>			
No. of Participants:	Total of (31) Elementary Schools which will service about 15,000 students in total			
Region 1 no.	RFP# 24-0162			
Fee:	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

Date of issued proposal:	07/23/25			
District or Organization:	Brownsville ISD			
Name of Contact:	Rose Longoria, Assistant Superintendent for Middle Schools			
Date(s):*	08/22/25	08/29/25	09/02/25	09/04/25
	09/08/25	09/15/25	09/16/25	09/18/25
	09/22/25	09/23/25		
Time:	Full Day		8:30 AM - 3:30 PM	
Title:	Social Emotional Learning			
Audience:	Students			
Purpose:	<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>Includes activities and materials.</p>			
No. of Participants:	Total of (10) Middle Schools which will service about 7,000 students in total			
Region 1 no.	RFP# 24-0162			
Fee:	Regular Daily Rate:	\$3,000.00		
	Special Discount Rate:	\$2,200.00		
	Amount of Day(s):	10		
	Total:	\$22,000.00		

** 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

Date of issued proposal:	07/23/25			
District or Organization:	Brownsville ISD			
Name of Contact:	Dr. Norma Ibarra-Cantu, Executive Director/Secondary			
Date(s):*	09/02/25	09/04/25 - HD	09/05/25	09/05/25
	09/10/25 - HD	09/17/25 - HD	09/24/25	09/25/25
Time:	Full Day		8:30 AM - 3:30 PM	
Title:	Social Emotional Learning			
Audience:	Students			
Purpose:	<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>Includes activities and materials.</p>			
No. of Participants:	Total of (8) High Schools which will service about 12,000 students in total			
Region 1 no.	RFP# 24-0162			
Fee:	Regular Daily Rate:	\$3,000.00		
	Special Discount Rate:	\$2,200.00		
	Amount of Day(s):	6.5		
	Total:	\$14,300.00		

** 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.*



Proposal For Brownsville ISD

Social Emotional Sessions

Building Resilience: Turning Challenges into Superpowers!

Presented by: Dr. ET & Company LLC

Lead Facilitator: Dr. Edith Treviño, Educational Consultant & Author

www.dretandcompany.org @[dretandcompany.org](https://twitter.com/dretandcompany)



Purpose

To empower and support students at the elementary, middle, and high school levels through an intentional, developmentally appropriate Social-Emotional Learning (SEL) and well-being program. This initiative aligns with the **Texas Essential Knowledge and Skills (TEKS) for Social-Emotional Learning**. These sessions are supported by **Dr. ET's Positive Character Lessons** as primary instructional resources which are directly aligned with Texas Education Agency's SELcompetencies.



Dr. ET & Company will bring a dynamic team of outstanding consultants- all Doctors in Education with extensive experience in Social Emotional learning across the United States. This powerhouse team blends research-based strategies with real-world expertise, ensuring sessions are engaging, impactful, and tailored to the developmental needs of elementary, middle, and high school students.

This program aims to:

- Equip students with self-awareness, self-management, social awareness, relationship skills, and responsible decision-making abilities.
- Foster resilience, empathy, and a positive school climate.
- Strengthen academic readiness by addressing emotional and mental well-being.

TEKS Alignment

The program addresses the **Health Education TEKS** that embed SEL competencies across all grade levels, including but not limited to:

- **Elementary TEKS (K–5):** Developing self-awareness, identifying emotions, recognizing personal strengths, respecting differences, practicing empathy, and resolving conflicts appropriately.
 - **Middle School TEKS (6–8):** Managing stress, goal setting, peer influence, healthy communication, ethical decision-making, and leadership in group settings.
 - **High School TEKS (9–12):** Emotional regulation in complex situations, conflict resolution, advocacy, resilience in adversity, and preparing for post-secondary transitions.
-

Program Framework

The program will be delivered in three grade-level clusters, each with targeted **Character Traits** drawn from Dr. ET's work and adapted for developmental appropriateness.

Elementary (K–5)

- **Kindness:** Understanding and practicing small acts of kindness daily.
- **Respect:** Listening, taking turns, and valuing differences.
- **Responsibility:** Caring for personal belongings and completing tasks.
- **Empathy:** Recognizing others' feelings and responding appropriately.
- **Perseverance:** Trying again after mistakes.

Focus Areas:

- Emotional vocabulary building.
- Simple goal-setting.
- Problem-solving through role-play and stories from *The Dr. ET Books*.



Middle School (6–8)

- **Integrity:** Making choices based on values, even under peer pressure.
- **Self-Discipline:** Managing time, emotions, and impulses.
- **Collaboration:** Working effectively in diverse teams.
- **Resilience:** Adapting to change and bouncing back from setbacks.
- **Compassion:** Acting to help others in need.

Focus Areas:

- Navigating friendships and peer influence.

- Leadership through service-learning.
 - Conflict mediation strategies inspired by *The Dr. ET Books*.
-

High School (9–12)

- **Leadership:** Taking initiative and inspiring others.
- **Accountability:** Owning actions and their consequences.
- **Adaptability:** Adjusting to change with a positive mindset.
- **Advocacy:** Speaking up for self and others.
- **Grit:** Maintaining effort toward long-term goals despite challenges.

Focus Areas:

- Preparing for college, career, and life beyond school.
 - Building emotional resilience for adult responsibilities.
 - Ethical leadership case studies based on *The Dr. ET Books*.
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Expected Outcomes

- Increased student self-efficacy and positive peer interactions.
- Reduction in disciplinary referrals related to interpersonal conflict.
- Enhanced academic performance linked to improved emotional regulation.
- Stronger alignment with district SEL priorities and TEA mandates.

Partner Districts

These are a few of the districts who have successfully implemented and benefited from the SEL Programs with Dr. ET & Company:

Raymondville ISD
McAllen ISD
Harlingen ISD
Manor ISD
Channelview ISD
San Diego ISD
West Point Military Academy (New York)
BISD (Youth Project)
Edcouch-Elsa ISD
BISD Bilingual
Weslaco ISD
La Joya ISD
Edgewood ISD
Ector ISD
Mercedes ISD
Santa Maria ISD

Regular Rate for the RGV: \$3,000.00 Per Day (Includes Materials)

Special Rate for BISD: \$2,200.00

Inkeep (Savings) \$25,600.00

Total Days: 32

Total Amount: \$70,400.00

Dr. ET & Company

