



BOARD OF SCHOOL TRUSTEES  
KELLER INDEPENDENT SCHOOL DISTRICT

**11B. Report**

**Date: April 14, 2008**

**SUBJECT: APPLICATION FOR US DEPARTMENT OF EDUCATION GRANT TO REDUCE ALCOHOL USE**

**BOARD GOAL: All students will achieve educational excellence.**

**FISCAL NOTE: D.O.E. Grant Funds**

**Background Information:**

- Data from last 2 drug surveys suggest alcohol is primary drug of choice among KISD students
- Compared to state averages, KISD rates high with regard to access and availability of alcohol
- Focus group evidence and most recent Student Summit comments report that drug survey data is not completely accurate (too low)
- Student comments and observations based on Red Ribbon Week feedback and Student Summit suggest that current prevention strategies are ineffective
- Discipline records for students reassigned to KLC campus indicate the prevalence of alcohol/drug use during school day on multiple secondary campuses

**Administrative Considerations:**

- A primary focus of the grant award is to reduce use by reducing access and availability, two noted areas of concern in our community.
- Effective and meaningful programming has proven difficult with the use of local funds only.
- The average award of this grant is \$370,000 and it is given on a 3-year term.
- As the school district serves as an anchor for our community, the primary use of funds would revolve around community mobilization [parents, as well as collaboration with churches, local businesses, chamber(s) of commerce, etc.] to create community awareness and buy-in.
- A portion of the funds would be dedicated toward a media campaign to purchase billboard advertising within KISD boundaries, movie trailers to play at local theaters, etc.
- Proven-effective prevention assemblies would be implemented at all secondary campuses.
- Specialized training will be offered to local businesses and community members to increase awareness and collaboration with KISD. Incentives for participation will be included.

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Respectfully submitted,  
Scott Kessel  
Director of Guidance & Counseling