

Agenda Item VII. District Update District Marketing Initiatives.

- Newspaper Articles
- Magazine Stories
- Social Media



BROWNSVILLE

INDEPENDENT SCHOOL DISTRICT

1900 E. Price Road, Brownsville, Tx. 78521
(956) 548-8000 | www.bisd.us



National Blue Ribbon Schools

The Brownsville Independent School District is extremely proud to announce that Hudson Elementary and Putegnat Elementary were named National Blue Ribbon Schools by the United States Department of Education. This coveted award recognizes the efforts and dedication of the schools' personnel in the pursuit of academic excellence.

Congratulations to the administrators, staff, students, and families of these two campuses!

Hudson Elementary

"Exemplary Achievement Gap Closing"

HUBERT R. HUDSON
ELEMENTARY

HOME OF THE
COYOTES



Rachel R. Ayala, Principal

Putegnat Elementary

"Exemplary High Performing"



Dr. Aidee Vasquez, Principal

BISD - An "A" Rated District

2019 TEXAS ACCOUNTABILITY
RATING SYSTEM

Congratulations!
Hudson & Putegnat Elementary



BOARD OF TRUSTEES

Minerva M. Peña, President • Dr. Sylvia P. Atkinson, Vice-President
Dr. Prisci Roca Tipton, Secretary • Philip T. Cowen, Assistant Secretary
Drue Brown, Member • Erasmo Castro, Member
Laura Perez-Reyes, Member

Dr. René Gutiérrez
Superintendent of Schools

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The BISD Board of Trustees and the Superintendent of Schools, Dr. René Gutiérrez,

Welcomes

all the students and their families to the 2019-2020 school year! They invite you to take advantage of the curriculum and programs that continue to make BISD the Best Choice.

Have a wonderful and successful school year!



Minerva M. Peña
Board President



Dr. Sylvia P. Atkinson
Board Vice-President



Dr. Prisci Roca Tipton
Board Secretary



Philip T. Cowen
Board Assistant Secretary



Drue Brown
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Dr. René Gutiérrez
Superintendent of Schools

BISD...THE BEST CHOICE!

Free Extended Day
Enrichment Programs

Open Enrollment at
Any Elementary School

Elementary Fine Arts
Choices

Nationally Recognized
Chess Teams

Brainville Inventions
Opportunities

Destination Imagination
Teams

Quality Early
Childhood Classes

7 Early College
High Schools

Award-Winning Secondary
Fine Arts Choices

STEAM Academy at Six
Elementary Schools

STEM Middle School
Magnet Program

STAMP & SPACE
College Preparatory
Opportunities

2019 Grads Offered
\$120 Million in
Scholarships

Career & Technical
Education Programs



BROWNSVILLE

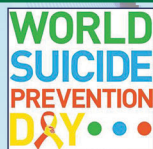
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World Suicide Prevention Day

SEPTEMBER 10, 2019



The Brownsville Independent School District Board of Trustees and the Superintendent of Schools recognize that suicide is the second leading cause of death for children, adolescents, and young adults ages 15-to-24. To help address this tragedy they strongly support all of the mental health strategies implemented through the BISD Counseling and Guidance Department. Furthermore, they encourage parents to contact a school counselor if they suspect warning signs regarding their child's emotional state including:

depression

impulsivity

bullying

exposure to violence

acute loss or rejection

feelings of hopelessness or helplessness

family history of suicide attempts

aggressive or disruptive behavior

For each suicide approximately 135 people suffer intense grief or are otherwise affected. Please make time regularly to speak with your children about their thoughts and feelings. Reaching out to them could change the course of their lives.

BOARD OF TRUSTEES AND SUPERINTENDENT



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A MESSAGE FROM THE SUPERINTENDENT

The Brownsville Independent School District is proud of the football traditions at Hanna, Lopez, Pace, Porter, Rivera, and Veterans Memorial Early College High Schools. Last season we had two of these schools with bi-district honors and one that was a regional semi-finalist. As Superintendent, I want to recognize and commend the coaches and the athletes at all the high schools for their commitment to physically and mentally train for this level of competition. It is also important to acknowledge and thank all of the other students who play a key role in making an athletic season complete. This includes the bands, drill teams, cheerleaders, and student organizations.



Dr. René Gutiérrez
Superintendent

Time and experience have shown us that there are many benefits to participation in high school athletics. Our students begin to understand the responsibility of representing their school community in all that they do. Students develop the skills related to teamwork and cooperation so the common goal is reached. The level of fitness increases dramatically thus improving their chances for a better quality of life. Most importantly, studies indicate that high school athletes strive to maintain a strong grade point average while often having fewer absences than other groups. This is critical since our goal as a school district is that all our graduates are college and career ready.

As the football season gets underway, I ask that all who attend our games remain respectful and courteous towards one another. It is necessary to demonstrate good sportsmanship at every high school sporting event. Proper respect includes the attention we pay to our national and state flag for the rights and privileges which they represent. I thank the parents, friends, and fans for their support and I wish all of our teams a safe and successful season.

A MESSAGE FROM THE DIRECTOR OF ATHLETICS

The boys of fall are back and ready to tackle the 2019 Football Season at Historic Sams Memorial Stadium. Our outstanding student-athletes have been preparing for this moment, the experience of Texas High School Football. Hours of sweat, aches, and pains during the offseason build to the climax towards playing 48 minutes of championship football. We know that there can only be one winner each night, but the true winners are the student-athletes. The core values of dedication, commitment and sacrifices will carry on with each of them for a lifetime.



Gilbert D. Leal
Director of Athletics

Athletic events are a venue for student-athletes to showcase their hard work and dedication. Spectators should respect the boundaries set by administrators, coaches and officials that ultimately make for a positive experience for all involved. These memories last a lifetime. The Brownsville ISD Athletic Philosophy states; One of the many purposes of Interscholastic Athletics is to instill pride, poise, discipline, class, accountability and decision making skills that will serve the student-athlete long after they leave their respective schools and positive spectator behavior enhances those attributes. It is our hope that you will confirm the commitment of Brownsville ISD student-athletes to excellence by enjoying their athletic events in a positive and supportive way.

On behalf of Brownsville ISD, our administration, staff, and most importantly, our student-athletes, Welcome to Sams Memorial Stadium.

Best of luck to our student athletes on a successful 2019-2020 season!



DISTRITO ESCOLAR INDEPENDIENTE DE
BROWNSVILLE

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1900 Price Road, Brownsville, Tx. 78521



BISD Da La Bienvenida Al Nuevo Superintendente

Dr. Rene Gutierrez

Brownsville ISD Board of Trustees and Superintendent of Schools



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Dr. René Gutiérrez
Superintendent of Schools

On behalf of myself and the board of trustees, I want to congratulate all of the campus administrators, teachers, staff, parents and our wonderful students of BISSD. The "A" rating from the Texas Education Agency is indicative of all the amazing educational programs and services that BISSD has to offer. Keep believing in BISSD, we clearly are the best choice!

Dr. René Gutiérrez



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- Dr. René Gutiérrez, BISD Superintendent



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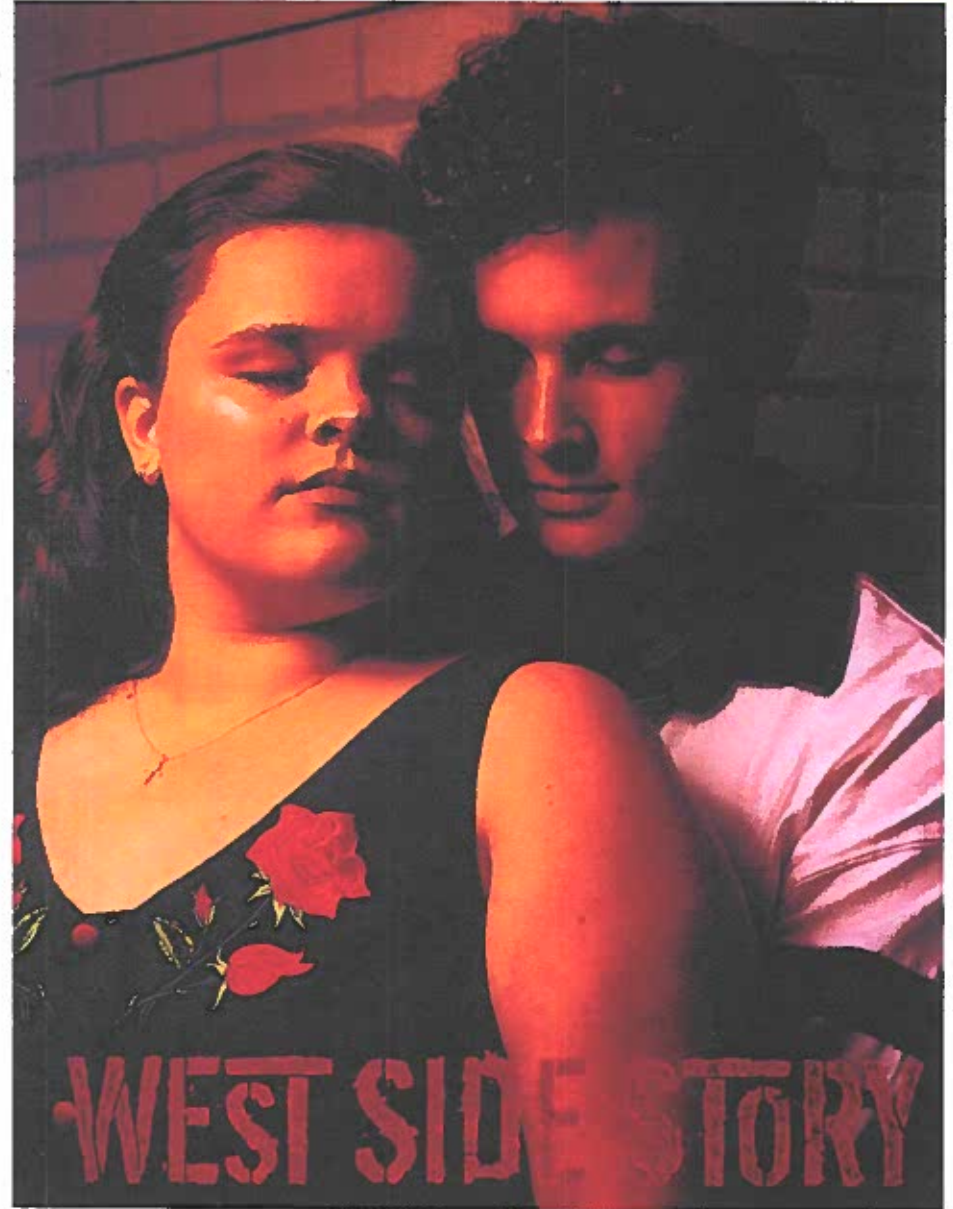
Laura Perez-Reyes
Board Member

- ✓ Award-Winning Secondary Fine Arts Programs
- ✓ Free Extended Day Enrichment Programs
- ✓ Open Enrollment at any Elementary School
- ✓ Elementary Fine Arts Choices
- ✓ Destination Imagination Teams
- ✓ Quality Early Childhood PreK3 and PreK4 Programs
- ✓ STEAM Academy at Six Elementary Schools
- ✓ STEM Middle School Magnet Programs
- ✓ Nationally Recognized Chess Teams
- ✓ STAMP & SPACE College Preparatory Opportunities
- ✓ Brainsville Inventions Opportunities
- ✓ 7 Early College High Schools

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CAMILLE

PLAYHOUSE
at Dean Porter Park



www.camilleplayhouse.net

Free



INSPIRE MAGAZINE

EMPOWERING, ENLIGHTENING AND ENTERTAINING

Fall 2019

Issue 3 • Volume 3

VALLEY WOMEN Inspire

JUST SWEAT IT

DripBodyBar offers unique therapy to relax and heal

CHILDREN'S CHIC FASHION

European clothing and accessories for toddlers come to the Valley

Danielle Doty

Model and skin cancer survivor isn't ashamed of her scar





Texas Education Agency Agrees:

BROWNSVILLE

Independent School District
is...
THE BEST CHOICE

A!



2019 STATE ACCOUNTABILITY RESULTS

51 of 59 campuses are either an A or a B

OVERALL SCORE IN THE 90'S

BECHS	Castañeda	Keller	Putegnat
Veterans	Champion	Longoria	Resaca
Lincoln Park	Egly	Martin	Sharp
Benavides	Gallegos	Ortiz	Southmost
Breeden	Garden Park	Paredes	Yturria
Burns	Gonzalez	Pullam	

OVERALL SCORE IN THE 80'S

Hanna	Garcia	Aiken	Palm Grove
Lopez	Manzano	Brite	Pefia
Pace	Oliveira	Cromack	Perez
Porter	Perkins	Del Castillo	Russell
Rivera	Stell	Garza	Skinner
BLA HS	Stillman	Hudson	Vermillion
Faulk	Vela	Morningside	Victoria Hts.

CAMPUSES THAT MADE GAINS IN THEIR OVERALL SCORES

Hanna +3	Faulk +1	Egly +4	Pullam +1
Lopez +3	Perkins +1	Gallegos +8	Resaca +8
Pace +2	Stell +5	Garden Park +2	Skinner +2
Porter +6	Breeden +3	Garza +2	Victoria Hts. +2
Rivera +1	Castañeda +4	Gonzalez +2	
BLA HS +12	Champion +3	Keller +8	
Lincoln Park +35	Cromack +1	Martin +9	

WENT FROM THE 80'S TO THE 90'S

- Castañeda • Egly • Gallegos
- Keller • Martin • Resaca

WENT FROM THE 70'S TO THE 80'S

- Porter • BLA HS • Stell

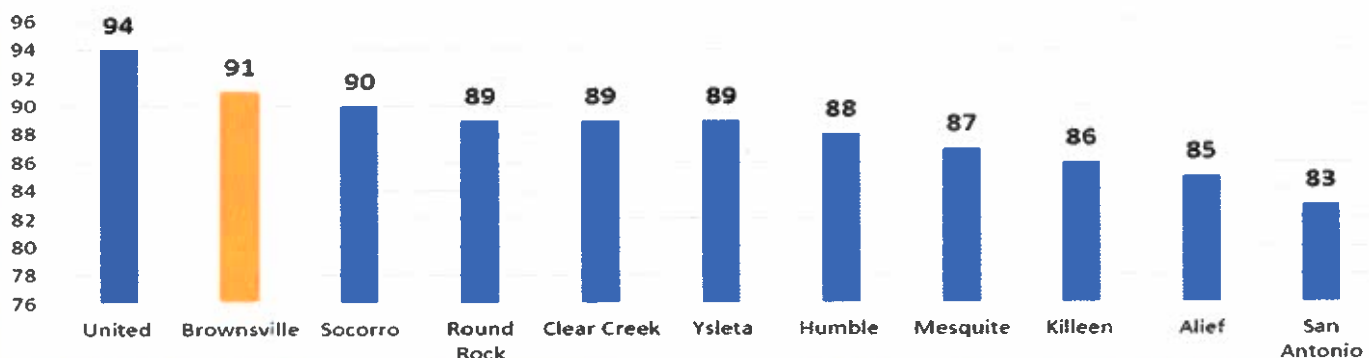
MADE GAINS IN ALL AREAS: OVERALL

- Porter • Castañeda • Cromack • Egly • Gallegos
- Garden Park • Gonzalez • Martin • Pullam • Resaca

WENT FROM THE 50'S TO THE 90'S

- Lincoln Park

AMONG TOP THREE - "A" DISTRICTS IN THE STATE / SIMILAR SIZE TO BISD



RGVLife

MAGAZINE

SEPTEMBER-OCTOBER 2013



Wedding
Claudia Marcela Henry Roberts
and
Miguel Robersts

Leadership Brownsville
fly me to rio

Spooky Deals From
Great American Cookie

Rosi "Barbie" Romo
Remembrance

FREE



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Dr. Rene Gutierrez, BISD Superintendent



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Free Extended Day Enrichment Programs	Destination Imagination Teams	STEM Middle School Magnet Programs	STAMP & SPACE College Preparatory Opportunities
Open Enrollment at any Elementary School	Quality Early Childhood PreK3 and Prek4 Programs	Nationally Recognized Chess Teams	Brainsville Inventions Opportunities
Elementary Fine Arts Choices	STEAM Academy at Six Elementary Schools	Award-Winning Secondary Fine Arts Programs	7 Early College High Schools

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Tipton

SCHOOL DISTRICT
THE BEST CHOICE



Middle School Students Explore Career Pathways offered at BHD High School Campuses

2018 Early College High School AP Scholars
126 AP Scholars
10 AP Scholars with Honors
5 AP Scholars with Distinctions





BROWNSVILLE
THE BEST CHOICE! A!
2019-2020 PLANNING CALENDAR

2019-2020
Planning Calendar

PERMANENT EDUCATION
SITE
BROWNSVILLE ISD