

**Graham Independent School District
Board Agenda Item Synopsis**

Subject: Consider Approval of Facility Planning Engagement and Communications Support Contract

Background Information:

Graham ISD is proposing to utilize the services of CESO Communications to facilitate Community Engagement and Communications surrounding Graham ISD's long-term facility planning process. The work is expected to span a nine-month period including monthly meetings with a Facility Planning Committee made up of students, employees, parents, taxpayers, and business leaders in Graham ISD. The work will also support the activities and meetings of four to five subcommittees that form to complete the objectives assigned to the committee by the Board of Trustees and Administration of Graham ISD. The Board of Trustees will be provided with a draft Facility Planning Quick View.

CESO Communications also will provide strategic communications counsel and community engagement support. Their team's work will be assigned and directed by the District. CESO will meet regularly with the Graham ISD team to review proposed agendas, draft materials and clarify assignments for the CESO team to carry out the work approved by GISD.

Administrative Consideration:

Board Policy CS (LEGAL), updated in 2021, indicates that the process of developing the long-range facility plan shall consider input from teachers, students, parents, taxpayers, and other district stakeholders. The requirement for a long-range facility plan is met when a district completes the long-range facility plan and presents the plan to the Board of Trustees. [19 TAC 61.1040(d)(1)] The need for Community Engagement as part of the planning process is a requirement and CESO will fulfill this requirement.

Alignment to District Goals:

- ☒ 1. **Academics:** All students will be prepared for success at the next level.
- ☒ 2. **Our People:** Recruit and retain highly qualified employees at all levels.
- ☒ 3. **Finance and Facilities:**
 - Optimize revenues and impact student achievement by increasing attendance rates at all campuses.
 - Commit to excellence in facilities that promote innovative, health, and welcoming learning environments.
- ☒ 4. **Culture:** All stakeholders will take ownership in creating a welcoming, compassionate, unified school community striving for aspirational achievements.
- ☒ 5. **Safety:** Provide a safe, healthy and secure environment for all stakeholders.

- ☒ 6. **Communications:** Support student success through clear, consistent, and inclusive communication and marketing that builds trust, reflects our diverse community, and empowers all stakeholders.

Budgetary Impact:

This will be paid with contract services budgeted dollars and may require a Budget Transfer prior to the end of the budget cycle not to exceed \$38,970.

Recommendation:

Approve Facility Planning Engagement and Communications Support Contract.

Meeting Date:

October 8, 2025