

HAYS CONSOLIDATED INDEPENDENT SCHOOL DISTRICT BOARD OF TRUSTEES

Date: June 24, 2025

Agenda Item: L.8

Board Goal: Student Achievement

Subject: Consideration and possible approval of Upgrades to the CTE Broadcast Studios at Hays High School and Lehman High School - AVI

Administrator Responsible/Position: Marivel Sedillo – Deputy Superintendent / Chief Academic Officer
Rick Bough, Director of Career and Technical Education
James Rodriguez, Technology AV Systems Administrator

A. Purpose of Agenda Item:

☒ Action needed

☐ Information only

☐ Receive input

B. Authority for This Action:

☒ Local Policy:

EFA Legal and Local

☐ Law or Rule

☐ N/A

C. Goal or Need Addressed: Upgrading the high school broadcasting studios is essential for providing students with hands-on experience using industry-standard equipment. Modern tools better prepare students for college and careers in media while boosting engagement and creativity in the classroom. Outdated gear limits learning opportunities and hinders production reliability.

A well-equipped studio also enhances school communication through high-quality broadcasts of announcements, events, and news. These experiences build teamwork, technical skills, and school spirit. Investing in updated equipment supports student success and reflects the district's commitment to 21st-century learning.

D. Summary:

☐ Previous board action relating to this item:

☐ Future action anticipated:

☒ **Background information:** The broadcast studios at Lehman High School and Hays High School were built with funds from the Hays CISD 2017 Bond, using equipment that met industry standards at the time. Since then, the rise of web streaming and live content delivery has significantly changed how school broadcasts are produced and shared. Today's standards require more advanced switching systems and streaming tools to support high-quality broadcasts across multiple platforms.

While studio infrastructure can last 15–25 years with proper maintenance, major components typically need upgrading every 5–10 years to stay aligned with current technology and educational needs.

E. Comments Received:

☒ Cabinet

☐ DLT

☐ FBOC

☒ **Other:** AV Teachers, District AV Systems Admin

F. Administrative Recommendation: The administration recommends approval of this work by Forte', formerly known as AVI Systems.

Advantages and benefits of this proposal: Upgrading the broadcast studios will ensure students gain hands-on experience with current industry-standard technology, enhance the quality of school communications, and expand the district's ability to engage the community through professional-level live streaming.

Expected results in terms of student benefit/achievement: Upgraded studios will enable more students to earn industry-recognized certifications such as Adobe Premiere Pro, improve performance in UIL state media competitions, and strengthen college and career readiness in digital media, journalism, and communication fields. These enhancements will also support the development of professional portfolios for college applications and job opportunities.

Effect of this action on other parts of the system: This upgrade will enhance district-wide communication by enabling high-quality live streaming of events and student programming, increasing transparency and community engagement. It will also establish a consistent standard of CTE program excellence across the district.

Consequences of not approving this recommendation: If not approved, students will have limited access to current industry tools, decreasing opportunities for certification and college or career preparation, while also affecting the quality of district streaming capabilities.

G. Fiscal Impact and Cost: \$54,590.67

☐ Budget

☐ Bond

☒ **Grant/Special Funds:** Perkins Grant

☐ Other

☐ Budget Amendment Needed

Prior Year Spending: N/A

Bid/Contract Information: N/A

Reasons for rejecting alternatives: Experience, recommendation of Hays CISD AV Systems Administrator

Future/Ongoing: N/A

H. Monitoring and Reporting Time Line:

Person responsible for evaluating this decision or action: Rick Bough

Evaluation method and time line: Work is scheduled to be completed prior to the start of the 25/26 school year.

Next report to the board: Completion of the project – Fall 2025

I. Suggested Motion:

I move that the Hays CISD Board of Trustees approve the upgrades to the CTE broadcast studios by AVI at Hays HS and Lehman HS for an amount not to exceed \$54,590.67, as presented.