



Brownsville Independent School District

Agenda Category: General Function
Contracts/MOU Board of Education Meeting: 02/06/24

Item Title: Memorandum of Understanding X Action
Vision Ed Group dba College 1st Information
Program Discussion

BACKGROUND:

The College 1st Program offers a one-of-a-kind academic enrichment curriculum, instructional framework, and mentorship strategies to provide students and parents with the ultimate college and career readiness experience. This vendor was Board approved on August 1, 2023, under RFP # 24-025 Contracted/ Presented Services and Training District- Wide.

Approximate number of participants: 100 Migrant Students and 100 Parents

Tentative Dates: Spring Semester, Summer Break, Back to School

Facilities will be secured upon availability: CAB Cafeteria, Gymnasium, Auditorium, and or BLA Cafeteria or Gymnasium

FISCAL IMPLICATIONS:

Categorical Funding: 212 \$ 11,000

RECOMMENDATION:

Recommend to approve for Vision Ed Group dba College 1st Program, of Mission, TX to provide consulting services for students in the Migrant Education for the 2023-2024 and 2024 - 2025 school year.

Categorical Funds: 212 for \$11,000.

Alejandra Aldrete
Submitted by: Principal/Program Director

Alejandro Cespedes
Recommended by: Asst. Supt./CFO

Miguel Salinas
Reviewed by: Staff Attorney

Dr. Nellie Cantu
Approved by: Deputy Supt/Chief Officer

Approved for Submission to Board of Education:

Jesus H Chavez
Dr. Jesus Chavez, Interim Superintendent

1/24/24

When Necessary, Additional Background May Follow This.

Isela Vieyra

From: Priscilla Lozano <plozano@808West.com>
Sent: Thursday, January 18, 2024 12:44 PM
To: Isela Vieyra
Cc: Miguel Salinas; Kevin O'Hanlon; Lea Ohrstrom; Minerva Almanza
Subject: Re: MOU. Vision Ed Group d/b/a College 1st Program

CAUTION: This email originated from outside of Brownsville ISD. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Good afternoon,

Approved as to form.

Sincerely,

Priscilla

From: Isela Vieyra <jivieyra@bisd.us>
Sent: Wednesday, January 17, 2024 2:30 PM
To: Priscilla Lozano <plozano@808West.com>
Cc: Miguel Salinas <miguelsalinas@bisd.us>; Kevin O'Hanlon <kohanlon@808West.com>; Lea Ohrstrom <lohrstrom@808West.com>; Minerva Almanza <malmanza1@bisd.us>
Subject: MOU. Vision Ed Group d/b/a College 1st Program

Good afternoon Ms. Lozano,

Please find the attached agreement for your review and approval.

Thank you,

Isela Vieyra Rios | Legal Assistant to Miguel Salinas | Staff Attorney | Phone: 956.698.6379
Brownsville Independent School District | 1900 East Price Road | Brownsville, TX 78521

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Isela Vieyra

From: Isela Vieyra
Sent: Wednesday, January 17, 2024 2:31 PM
To: Priscilla Lozano
Cc: Miguel Salinas; Kevin O'Hanlon; Lea Ohrstrom; Minerva Almanza
Subject: MOU. Vision Ed Group d/b/a College 1st Program
Attachments: MOU. Vision Ed Group d_b_a College 1st Program.pdf

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Thank you,

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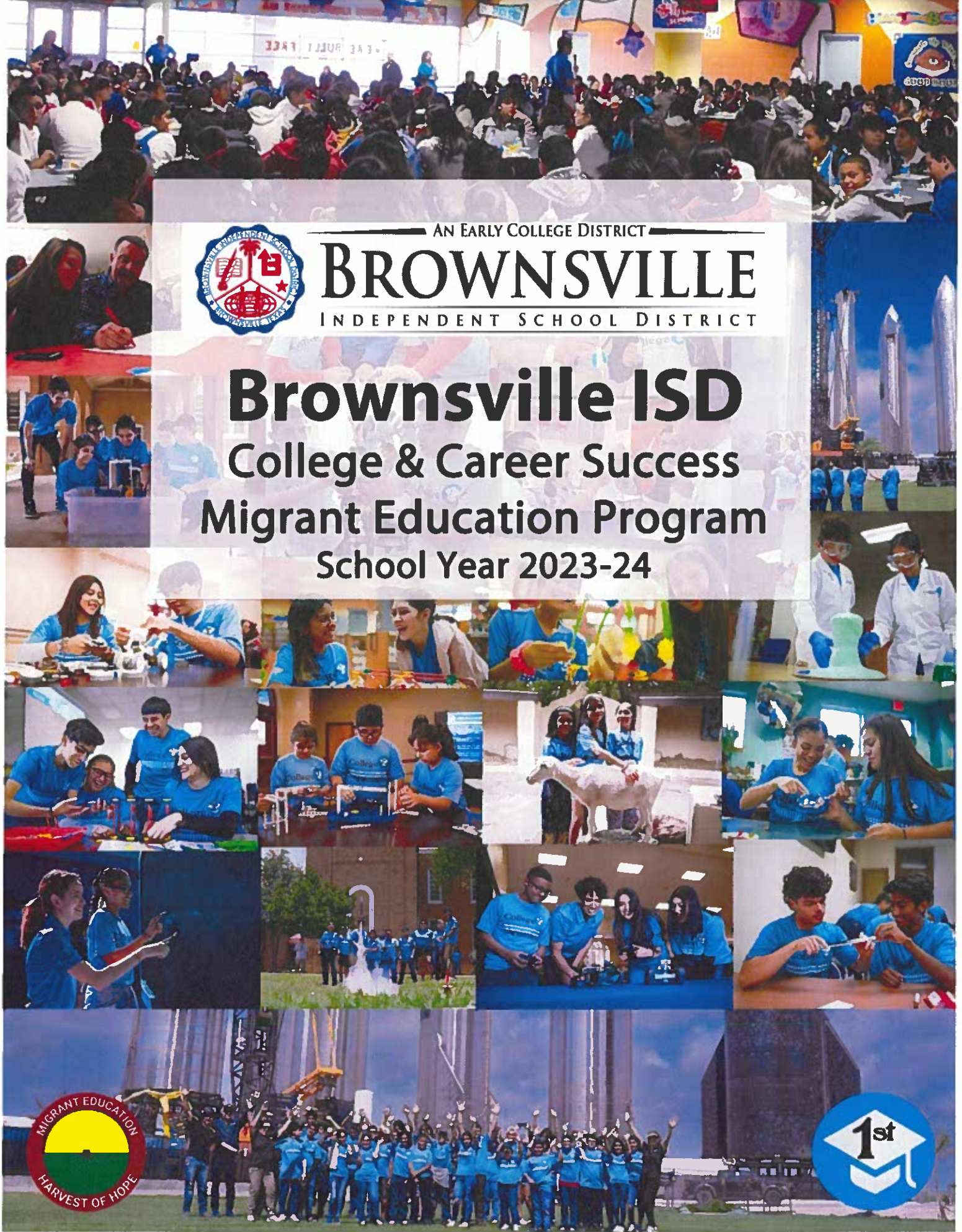
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AN EARLY COLLEGE DISTRICT
BROWNSVILLE
INDEPENDENT SCHOOL DISTRICT

Brownsville ISD

College & Career Success Migrant Education Program School Year 2023-24





Brownsville ISD College & Career Success Program 2023-24 School Year

This College 1st Program implementation plan has been customized to serve the needs of Brownsville ISD students and their parents based on feedback received from the School District Administration. All outcomes of this implementation plan have been aligned to accomplish the school district goals. The College 1st Program offers a one-of-a-kind academic enrichment curriculum, instructional framework, and mentorship strategies to provide Brownsville ISD students and parents with the ultimate college and career readiness experience.

Program Overview

College 1st seeks to continue working in partnership with the Brownsville ISD Migrant Education Program to provide students an early opportunity to design their future college and career success plans. Students will engage in academic enrichment hands-on activities and mentorship experiences. Parents explore the benefits of completing a post-secondary education, understand what exactly college readiness is, and learn how they can support their children's education.

This implementation aligns with Brownsville ISD administration goals of improving student academic achievement, increasing student attendance rates & enrollment retention, and igniting early college and career planning. **This implementation plan will focus on college and career exploration for Brownsville ISD students and their parents.**

For the past eight years, the College 1st Team has successfully implemented a series of CAMPs and Family Sessions for Brownsville ISD students and their parents. Since the College 1st Program was founded in 2013, we have conducted over 1,500 student CAMP sessions and 600 Family Engagement Sessions in over 40 school districts across the Rio Grande Valley and Texas. We have received positive program feedback from over 60,000 students and 40,000 parents who have participated in the program. These participants have recognized the College 1st Program as a practical and reliable college and career planning resource.

We work with education administrators to ensure that all instructional activities are aligned with State and Local mandates and policies. The College 1st Program is customized to student needs, focusing on reinforcing academic content areas while

providing students the knowledge, guidance, and tools for high school, college, and career success.

The College 1st Program serves students and parents with three essential outreach initiatives:

Family Engagement Sessions (On-site or Virtual)

College 1st has developed a dynamic bilingual family engagement literacy component with engaging activities to prepare parents with the knowledge and skills they need to help their children achieve college and career success. These sessions guide students and parents to work collaboratively with schools in the college readiness process. We design a meaningful support system to create a college-going culture at home. Each of these sessions guides students and parents on the House Bill 5 (HB5) framework that includes endorsements and graduation plans, as well as the jargon and significance of the ACT and SAT exams. Concurrent sessions in English and Spanish are offered at each implementation site to assist district administration, principals, and their campus administrative team in establishing an open line of communication with parents in the language of their choice. This Family Engagement Session is now offered virtually, allowing parents to connect from home or work.

Numerous research studies have shown that family engagement in education improves student academic achievement, boosts school attendance, and reduces dropout rates. The College 1st Family Engagement Sessions have been designed to provide parents with the knowledge, guidance, and tools needed to support their children in their future college and career plans. We conduct these engaging parent trainings implementing many proven strategies from a newly designed Family Engagement Model complying with HB5 state requirements.

The Family Engagement Session goals are to:

1. Empower parents with consistent, two-way, meaningful communication and ongoing training on topics critical to student academic success, such as college readiness and career planning.
2. Engage families in their children's education by building strong teacher /parent relationships and improving the type and frequency of these communications.
3. Ensure parents develop an accountability plan for their children by providing the guidance and resources necessary to improve their academic performance to achieve college and career success.

College 1st Academic-Enrichment and Mentorship Program (CAMP) Sessions

We work with students in designing their future. We research, develop, and implement a one-of-a-kind curriculum on fast-growing and exciting career possibilities in the Science, Technology, Engineering, Arts, Business, and Medical fields. We engage students in academic enrichment activities and mentorship experiences to provide them with the skills, guidance, and tools to become college and career successful. We facilitate research-based academic enrichment CAMP curriculum using project- and challenge-based pedagogy, providing relevant real-world mentorship experiences.

College 1st State Test Enrichment CAMPs

Bringing a different approach to student learning and comprehension, these specialized CAMPs are specifically customized and aligned to the State Test Content. We use one-of-a-kind facilitation strategies, academic enrichment activities, and exciting competitions aligned with the State Test Standards, reinforcing the teaching and learning in the classroom. These academic enrichment hands-on activities in Science, Social Studies, or English make these CAMPs very exciting for the students. The importance of reading and writing skills is reinforced in all activities.

College 1st Program Implementation Model

To ensure success at all levels, we have developed a customized implementation model composed of four innovative principles:

Student and Parent Recruiting - The College 1st Team assists in recruiting efforts to ensure total capacity at all events.

Program Delivery - The College 1st Team provides a dynamic group of career instructors and college graduate mentors with all the resources needed to implement each session using project and inquiry-based strategies and providing relevant real-world experiences.

Public Awareness - The College 1st Team Creative Team conducts photo shoots, film documentary videos, and develop articles about the events. Videos will be uploaded across social media outreach platforms to promote educational initiatives, including the events in this implementation plan.

Research Data - The College 1st Research Team collects quantitative and qualitative data from every session to measure the program's effectiveness.

*All Student CAMP Sessions and Family Engagement activities are aligned with House Bill 5 (83rd Texas Legislature) and the Texas Higher Education Coordinating Board College and Career Readiness Standards.

Family Engagement Virtual Session

“Estrategias en Preparación Universitaria para un Futuro Exitoso” (College Readiness Strategies for Future Success) – Families learn the importance of completing a post-secondary education, explore the definition of college and career readiness, and how they can engage in their children’s education. Topics such as 21st-century skills, college-entry exams, and financial aid are discussed throughout this virtual session. Parents will learn about different educational opportunities at Brownsville ISD.

Financial Literacy Special Sessions

The College 1st Team will provide financial literacy information and answer questions from Brownsville ISD students and their parents on topics such as federal and state aid, scholarships, student loans, and college savings plans. This financial literacy information will help families be prepared to access different financial resources to effectively guide all their children in their transition from high school to post-secondary education. These special sessions will be incorporated into all Virtual Family Engagement Sessions and CAMPs.

Brownsville ISD CAMP Themes

2023-24 School Year

The College 1st Team will implement the following CAMPs for selected Brownsville ISD Migrant Students. These CAMPs are one-of-a-kind events designed with an academic enrichment curriculum, hands-on activities, and mentorship experiences, going above and beyond to prepare Brownsville ISD Migrant Students for college and career success.



Space Exploration CAMP

Scholars learn about topics such as our galaxy, black holes, and the moon. They take a fascinating journey through our solar system and the universe, and explore the possibility of colonizing the moon. Scholars plan a moon mission, design the next moon rover, and launch a rocket they built as we prepare to land on the moon again, after more than 50 years. All activities conclude with a high school, college and career connection.



Animal Biology

Scholars explore a wide range of animal species and their ecosystems. They learn how human behavior and environmental changes can affect wild animals and their ecosystems. Scholars develop practical solutions to protect and preserve the most vulnerable animal species and their ecosystems on our planet. They understand the relevance of the food chain and the migration pattern of different species, and engage in interactive animal exploration activities.

All activities conclude with a high school, college and career connection.

College 1st Family Engagement Session



“Estrategias en Preparación Universitaria para un Futuro Exitoso” (College Readiness Strategies for Future Success)– Families expand their knowledge on a variety of strategies to successfully complete a post-secondary education, understand what exactly college readiness is and learn how to support their children’s education. These interactive Family Engagement Session discuss topics such as college readiness layers, college-entry exams, financial aid, and scholarships. This Family Engagement Session includes a financial literacy section. All Brownsville ISD parents from each campus will be invited to participate.

Brownsville ISD
College & Career Success Program
2023-24 School Year

The College 1st Team will implement the following CAMPs and Family Engagement Sessions for Brownsville ISD Students and Parents:

College 1st CAMP Theme	Total # of Sessions	Total Cost
2023 College 1st Family Engagement Session	1	\$0 In-Kind
Space Exploration CAMP (50 Students)	1	\$5,500
Animal Biology CAMP (50 Students)	1	\$5,500
Total: 100 Students	3	\$11,000

This Implementation Plan Includes:

- **2 CAMP Sessions** on Space Exploration and Animal Biology for selected Brownsville ISD Students.
- **1 Family Engagement Session** customized with college & career readiness and financial literacy information for all Brownsville ISD Parents. **(In-Kind)**
- Student Meals and Snacks **(In-Kind)**
- College 1st T-shirt for every student **(In-Kind)**
- Door Prizes for every CAMP **(In-Kind)**
- Photos and Videos for Brownsville ISD Media Department **(In-Kind)**
- College 1st Team Travel Expenses **(In-Kind)**
- College 1st Program Customized Implementation **(In-Kind)**

AGREEMENT

Brownsville ISD (hereinafter the **Client**) hereby engages the services of **College 1st Program** (hereinafter the **Company**) and agrees as follows:

1. **Term.** This agreement shall become effective on the 6th day of February of 2024 and shall terminate on the 30th day of September 2024.

2. **Scope of Services.** The Company is engaged to provide the following services:

Brownsville ISD College and Career Success Program

In accordance with the details described in this implementation plan. For services to be rendered under this agreement, the Company shall be entitled to the following fees stated on **Page 10** of this implementation plan.

This **Implementation plan** constitutes the sole and only agreement of the parties and supersedes any prior understandings or written or oral agreements between the parties respecting this subject matter.

Brownsville ISD

COLLEGE 1st Program

By: _____
Signature

By:  _____
Signature

Printed Name: Dr. Jesus Chavez.

Printed Name: Ernesto Villarreal

Title: Interim Superintendent of Schools

Title: Executive Director

Date: _____

Date: 1/24/24

Implementation Dates:

All events will be implemented from January 2024 – September 2024

Note: Billing has been calculated by session, not by student participation. Every CAMP Session has been prepared and calculated with necessary arrangements and costs to serve the listed capacity of students. Additional students participating will be at no cost to the district.

Total Family Engagement Sessions (In-Kind): 1

Total Student CAMP Sessions: 2

Estimated Number of Students Participating: 100

Estimated Number of Parents Participating: 50

Total Cost: \$11,000



Thank you for the opportunity to be part of your success!

College 1st Program

801 N. Bryan Rd.

Mission, TX 78572

956-451-5966

www.college1st.org