

WELCOME HOME TO COPPELL ISD

● Cowboys United ● We are the CHOICE ●

Cowboys United Timeline

Coppell ISD's Cowboys United initiative represents our shared commitment to *listening, engaging, and leading* as one community. Through this multi-phase plan, we are connecting with families, staff, and community partners to better understand school choice trends, strengthen relationships, and celebrate the excellence that defines CUSD.

The timeline below outlines coordinated efforts across strategic areas — Data Collection, We Are the Choice, Legacy and Grandparent Enrollment, Engagement Activities, and Marketing — designed to guide decisions, improve communication, and highlight why Coppell ISD remains the destination district for students and families.

Data Collection for Retention and Recruitment

November 4-21 - Community Survey

November 7 - First Date of Multiple Focus Groups

Winter - Additional Focus Groups

January - Cowboys United Summit (Establish key metrics to measure initiative effectiveness and adjust strategies in real time)

January - Team Design Days (2)

January - Report to the Board

We are the Choice

Current Opportunities at Campuses Elementary and Middle

- House System - Canyon Ranch Elementary
- Dual Language Immersion - Denton Creek Elementary
- Challenge Based Learning/House System - Richard J. Lee Elementary
- Leader in Me - Valley Ranch Elementary
- International Baccalaureate Program - Wilson Elementary
- Campuses with specific instructional programs embedded such as Great Expectations, Departmentalization all Grade Levels, Project Based Learning, STEAM/STEM programs, Fine Arts Offerings

Fall Semester - Campus tours of Choice schools across DFW

Spring Semester - Reviewing current offerings and choosing specific programs/opportunities for implementation in 2027-2028

Summer 2026 and 2026-2027 School Year - planning for training, resources, staffing models, communication, etc.

Open Enrollment, CHOICE, Legacy and Grandparent Enrollment

Early Spring - District Re-enrollment forms go out (staggered by 3-4 days)

Early Spring- Open Enrollment, CHOICE, Legacy, Grandparent Transfer Window Opens

Early Spring - Open Enrollment, CHOICE, Legacy, Grandparent Transfer Window
Closes

Spring - Open Enrollment, CHOICE, Legacy, Grandparent Decisions shared out no later
than this date

Engagement Activities

November/December - Cowboys United Engagement Team/Committee Development

- Cowboys United Engagement Team Training - **December 4**
- Engagement Activities hosted by Engagement Team Members - **Winter, Spring**

Future Cowboy Engagement Activities

- Cowboy Pumpkin Playdate - **October 24**
- Cowboy Santa Playdate - **December 15**
- Little Library Events - **Fall/Winter**
- Curious Creator STEAM Event @ CCE - **November 14**

January - Cowboys United: Every Voice, Every Block

Winter, Spring - Cowboys United Engagement Activities for recruitment and retention
of students as well as connecting new families including tours and information sessions

Summer - Cowboys United Engagement Activities for new families

Marketing Activities

October - Cowboys United landing page launched

October - Cowboys United + Myths vs. Facts marketing email newsletters sent to
Charter families

Mid October - Cowboys United yard signs printed and placed at campuses (available
for community members who want to display their support, communicated via Informed)

October - Cowboys United Billboard launched

November - First Cowboys United Postcard

November - Cowboys United Banners on Campuses

December - Cowboys United Postcard and Email Message: Updated Niche and school
rankings compared to charter, Learning Walks

January - Cowboys United Postcard and Email Message: Enrollment Timeline and
reminder of choice options in CISD and the competitive advantage of schools in CISD,
including CTE

October - April - Social Media Marketing (Cowboys United, New Tech, Choice, etc)

April - Cowboys United Postcard and Email Message: Showcase of Excellence - Focus
on student opportunities and achievements

May/June - Cowboys United Postcard and Email Message: Celebrations and Summer

Engagement Opportunities