



# DUNCANVILLE ISD

*Writing success stories, one student at a time.*

Regular Board Meeting

April 21, 2025

AGENDA SECTION: Information Item

SUBJECT: Choice & Signature Programs

BOARD POLICY: EHBJ (Legal)

STRATEGIC GOAL(S): Priority 2.1 Students, Families and Community Connections

FISCAL NOTE: **None Required**

PREPARED/PRESENTED BY: Dr. Samuel Nix, Chief Academic Officer

## **Background Information**

In 2019, Duncanville ISD strategically prioritized Choice and Signature programs, recognizing their pivotal role in providing diverse educational opportunities and maintaining a vibrant district. Addressing enrollment trends, we implemented a multi-faceted strategy to enhance parent awareness and engagement. Duncanville ISD boasts a comprehensive array of Choice programs across all levels, including Acton Leadership Academy, Hastings STEM, Kennemer STEAM, Byrd Health Science, Reed Business Technology, and DHC Collegiate Academy. Furthermore, we offer 21 specialized CTE Programs of Study at Duncanville High School. To streamline access, we simplified the application process for all families. To effectively communicate these exceptional offerings, we launched "Champions' Choice," an innovative school and program shopping event. This initiative is amplified by a strategic marketing campaign encompassing social media, direct mail to 81,000 households within and beyond Duncanville, targeted billboard placements, yard signage, and media coverage on platforms like Good Morning Texas. We anticipate "Champions' Choice" to attract thousands of families, providing a comprehensive overview of Duncanville ISD's academic, athletic, fine arts, and CTE opportunities across all campuses, thus strengthening community ties and driving enrollment. To ensure informed CTE pathway selection, we conducted a dedicated Middle School CTE Expo for over 850 8th-grade students. Our commitment to College, Career, and Military Readiness (CCMR) is evident in our 88% achievement rate, with projections reaching 90% as we align student completion with updated TEA accountability standards.

## **Recommendation**

No action required-Information Item Only

## **Communication Deployment**

- **Board Meeting Minutes**

## **Suggested Motion**

No action required-Information Item Only

+++++

Respectfully submitted,

Dr. T. Lamar Goree  
Superintendent