

# Agenda of Board Workshop Meeting

## The Board of Trustees Ector County Independent School District

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A Board Workshop Meeting of the Board of Trustees of Ector County Independent School District will be held November 12, 2024, beginning at 6:00 PM.

The subjects to be discussed or considered are listed below. Items do not have to be taken in the same order as shown on this meeting notice.

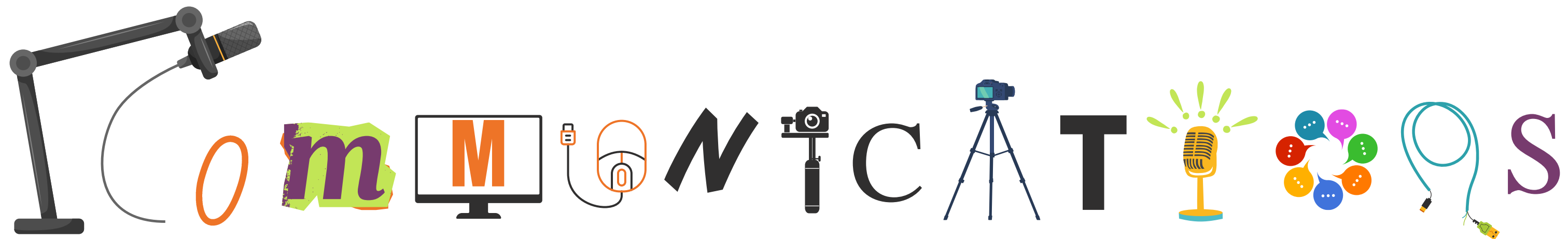
1. Call to Order - Roll Call
2. Verification of Compliance with Open Meeting Law - this is to certify that the provisions of Section 551.001 of the Texas Government code have been met in connection with public notice of this meeting.
3. Opening Remarks by Superintendent
4. Public Comment
5. Report/Discussion Items
  - A. Communications Department Presentation 2
  - B. Annual Financial Report Overview 20
  - C. PBK Career and Technical Education Facility Presentation 21
6. Possible Request for Approval to Move to Closed Meeting - Personnel Matters - Section 551.074 of the Texas Government Code [Board will deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of public employees of the District or hear a complaint or charge against an officer or employee.]  
Consultations with Attorney - Section 551.071 of the Texas Open Meetings Act [The Board will meet in Closed Session in Consultation with the Board's Attorney Regarding all Matters as Authorized by Law.]
7. Closing Remarks by Superintendent
8. Adjournment



## **COMMUNICATIONS DEPARTMENT PRESENTATION**

Mike Adkins, Chief Communications Officer, will provide a look at the work of the Communications Department which includes areas such as public relations, media relations, social media management, video productions, graphic design and more.

Ector County Independent School District



# DEPARTMENT

Mike Adkins, Chief Communications Officer

November 12, 2024

# Meet the *Team*



MIKE ADKINS  
CHIEF  
COMMUNICATIONS  
OFFICER



MONICA ORONA  
ADMINISTRATIVE  
ASSISTANT



WES WELLS  
WEB MASTER



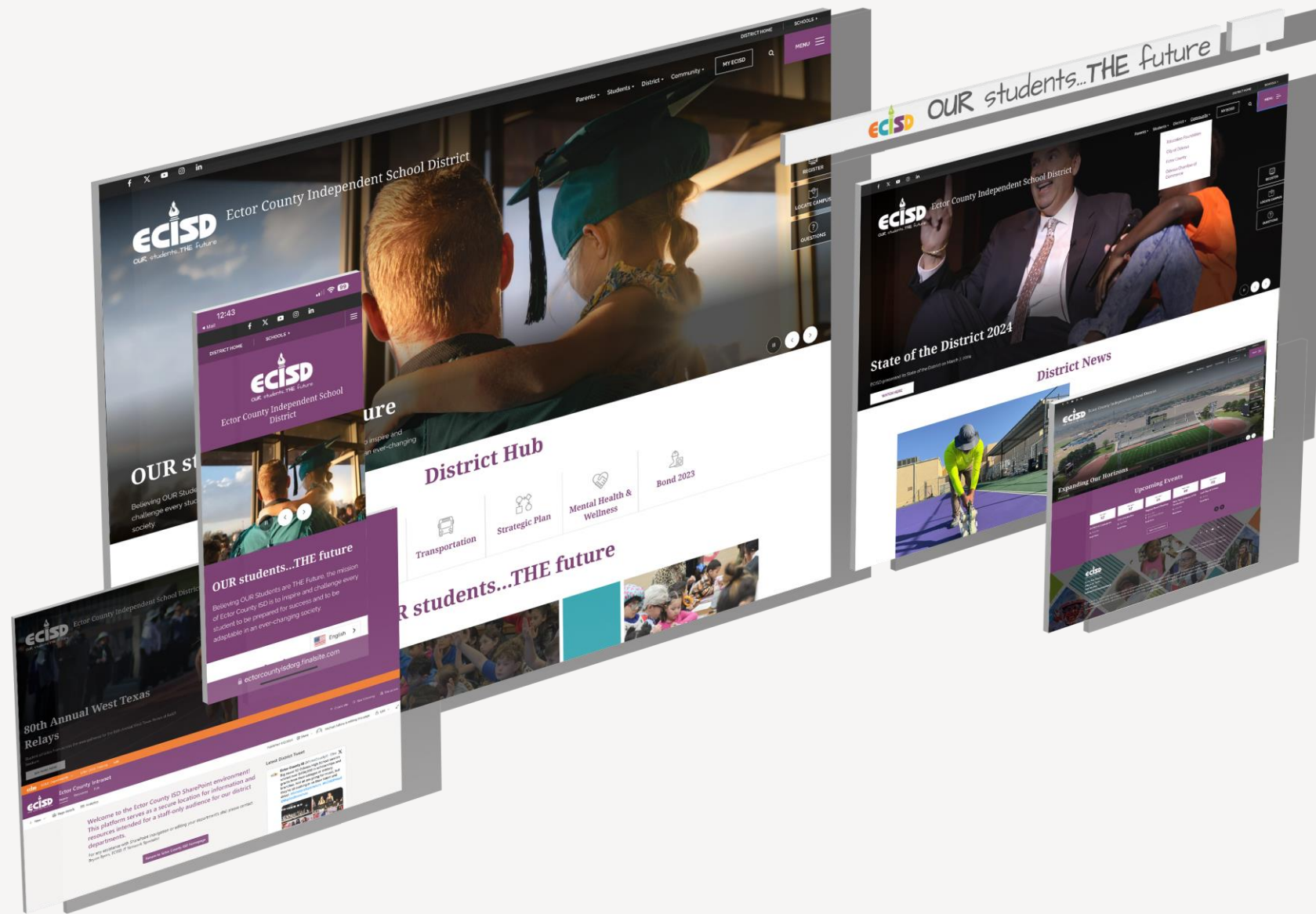
MAGALY NIETO  
COMMUNICATIONS  
SPECIALIST



JASHON POGUE  
COMMUNICATIONS  
SPECIALIST



# ectorcountyisd.org



Much of the content you see comes from ECISD Communications; videos, photos, graphics, and stories; particularly on the homepage



Homepage visits 2023-24  
13,704,9423



Focus Parent Portal  
622,798 views



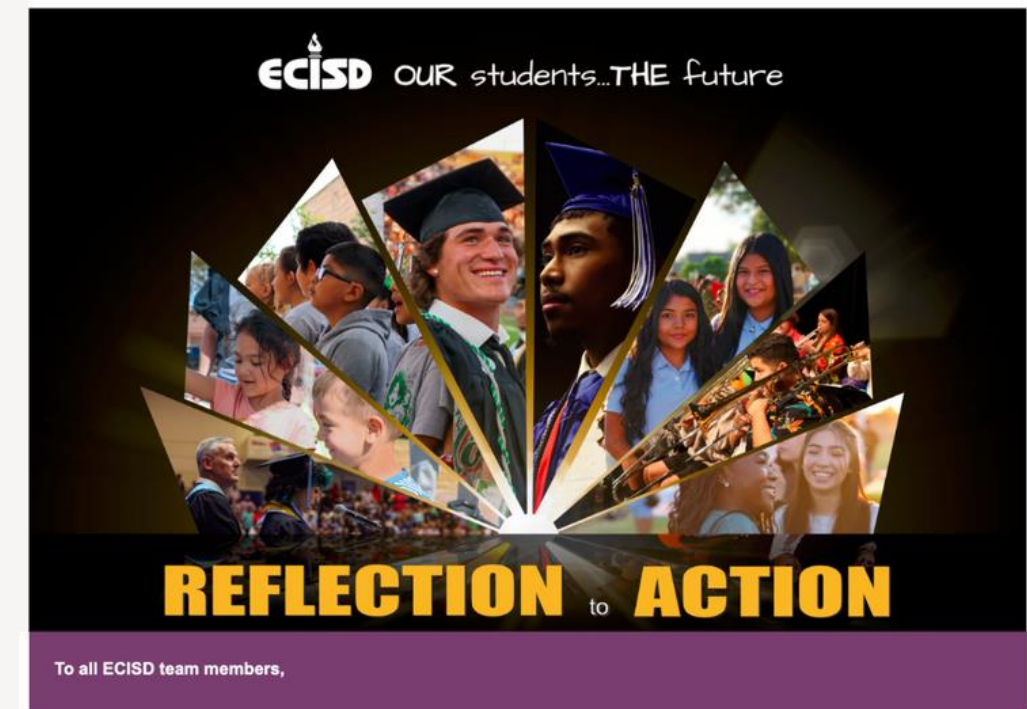
Calendar  
171,953 views



Current Job Openings  
108,807 views

# ECISD eNews

- 97 staff messages sent
- Internal newsletter sent weekly with 5-6 stories
- Email recap of school board meeting - goes to staff, to parents, posted to the website, posted to Facebook and X, and sent to local media outlets
- Emergency notifications sent as needed



Happy Friday! Another professional development day is straight ahead. Students are out of school on Monday while we take part in a day of learning. We are looking forward to it. Don't forget that you can explore and sign up for professional learning sessions through the [Course Catalog](#) in Eduphoria. If you're new to Eduphoria, log in with your district email and your regular computer password. For assistance, check out the [Course Catalog Navigation Guide](#) or use the [Help Feature](#) within Eduphoria.

Tuesday, November 5, is Election Day. We are a district of leaders, and one example of that is exercising our right to vote every time we get the chance. [All locations will be open 7:00 a.m. – 7:00 p.m. on Tuesday.](#) Today is the last to vote early and [those five locations](#) in Ector County are open until 7:00 p.m.



## AP School Honor Roll

For the second consecutive year, George H.W. Bush New Tech Odessa has earned a place on the College Board's AP School Honor Roll. The AP School Honor Roll recognizes schools whose Advanced Placement (AP) program is delivering results for students while broadening access. Principal Abel Avila was presented the Bronze certificate at the last school board meeting.



NTO is a Bronze member of the Honor Roll due to having 86% of seniors who took at least one AP Exam during high school, 25% of seniors scoring a three or higher on at least one AP Exam, and 5% of seniors who took five or more AP Exams. NTO has been further recognized with the AP Access Award, which honors schools that encourage more low-income and underrepresented minority students to take AP courses. **Congratulations, NTO!**

# Community/Parent eNews

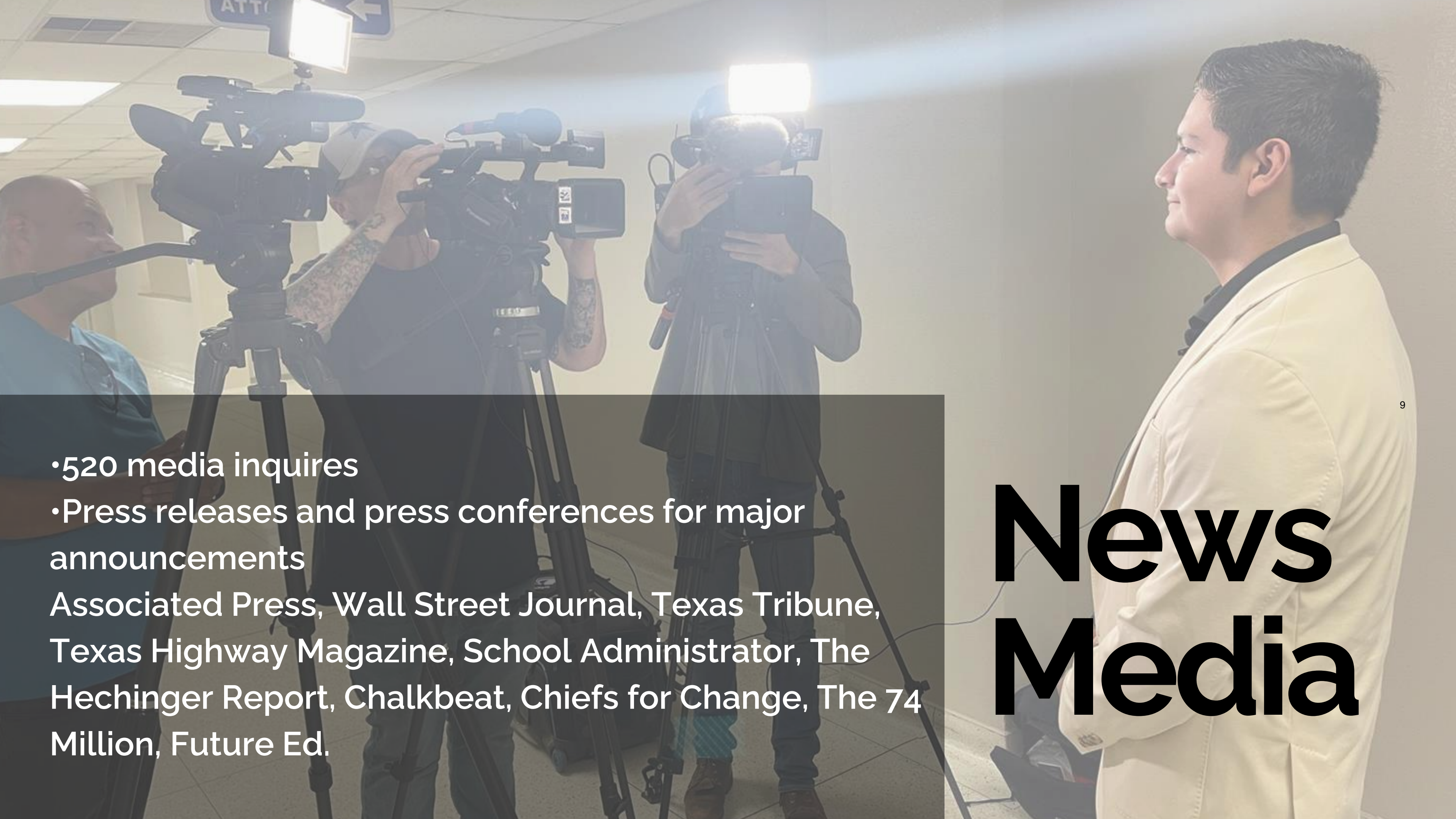
- Sent every two weeks during the school year – Sunday early evening
- 25 sent
- 4,000+ regular readers (Opens)
- Sell 5 ads in these = to about \$4,800 for the year newsletters

The image shows a screenshot of an eNews newsletter. At the top, there is a blue header with the text "STAY CONNECTED" and social media icons for Facebook and Twitter. Below this is a large image of a group of diverse students in graduation gowns, with the word "IMPACT" in large white letters and the tagline "OUR students. THE future" below it. To the right of the image, there is a green button with the text "Click here to Vol" and a URL "ectorcountyiso". Below the header, the text "Ector County ISD eNews 4/7/20" is displayed. The main content area features a purple heading "Prekindergarten registration is now open" followed by a paragraph of text: "It's fun, as well as being an important time for learning. The majority of develops between ages 0-5 and a high-quality Prekindergarten experier foundation for success in school. ECISD offers Pre-K for 3-and-4-year-old registration for next year is open right now. [Information and the applica available online.](#)". Below this is a large orange banner for "ECTOR COUNTY INDEPENDENT SCHOOL DISTR" with the text "Pre-K 3 & Pre-K 4 ONLINE REGISTRATION HAPPENING NOW!" and the tagline "learn...create...play...discover...engage...". At the bottom of the banner, there are two lines of text: "FOR MORE INFORMATION VISIT: WWW.ECTORCOUNTYISD.ORG/PREK" and "PARA MÁS INFORMACIÓN VISITE: WWW.ECTORCOUNTYISD.ORG/PREK". At the very bottom, there is a small advertisement for "DISCOVER HARDIN-SIMMONS UNIVERSITY!" with a "LEARN MORE" button and the HSU logo.

# PLATFORMS WE USE:



- 83% women Ages 35-44 is highest %, closely followed by 25-34
- 2-3 posts per day adding more day-to-day happenings
- Focus on quicker response time to questions



•520 media inquires

•Press releases and press conferences for major announcements

Associated Press, Wall Street Journal, Texas Tribune, Texas Highway Magazine, School Administrator, The Hechinger Report, Chalkbeat, Chiefs for Change, The 74 Million, Future Ed.

# News Media



# **Event Planning**

- **Monthly board meeting presentations and pledgers**
- **Convocation**
- **1st Day of School**
- **United Way of Odessa campaign**

# **More Events**

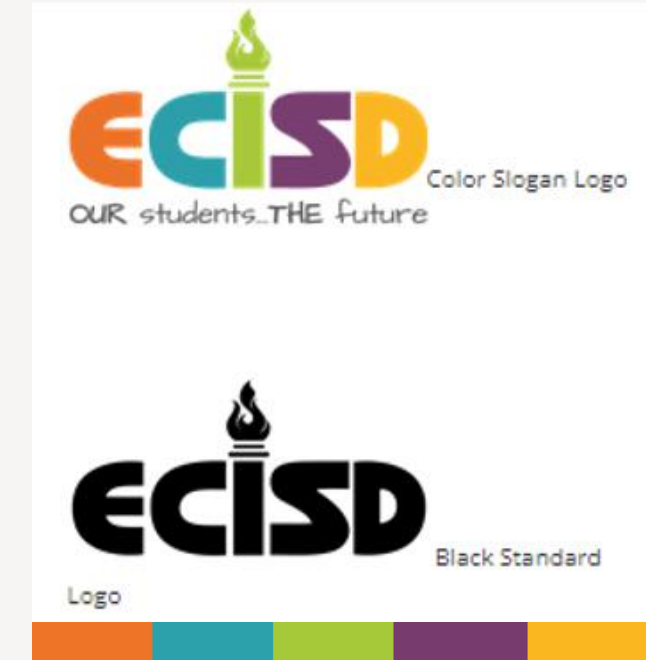
- **School Board Recognition Month**
- **State of the District**
- **Outstanding Teacher Picnic**
- **Awards for Excellence**



Public Information  
Act requests



Peachjar for flier  
approval



Branding  
standards

# Other Responsibilities





**Video Production**

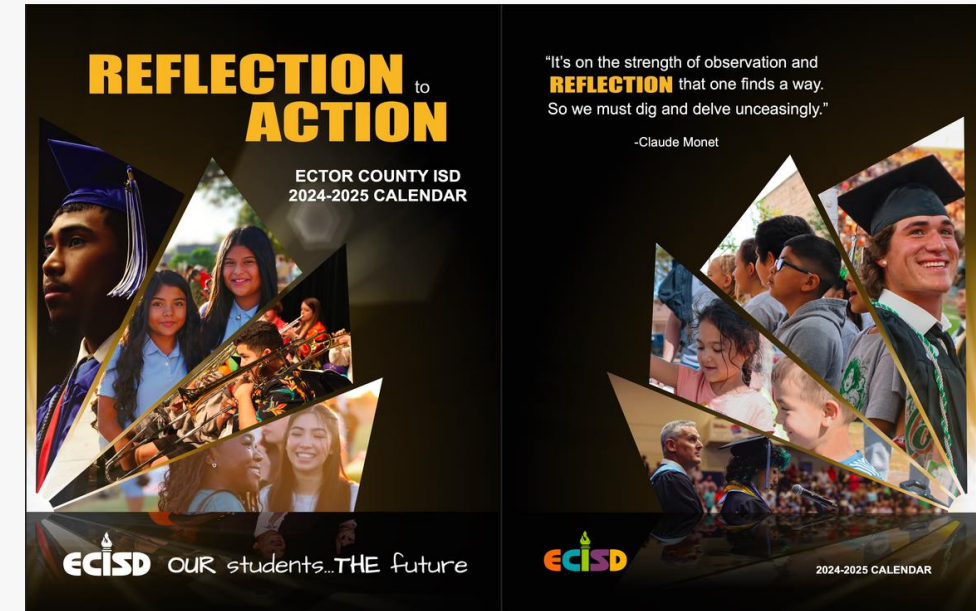


**Business Cards**

# OTHER SERVICES



**Graphic Design**



**Book Calendar**

# Award-winning ECISD Communications Department



# BOND 2023

Prop A passed with 57% approval

\$424 million

More than 100 presentations



ECTORCOUNTYISD.ORG/BOND2023

**ECISD BOND 2023**

**11 AÑOS** DESDE EL ÚLTIMO BONO

**100% CADA** ESTUDIANTE Y ESCUELA SERÁN IMPACTADOS

**AUTOBUSES NUEVOS**

**65 AÑOS** O MAYOR  
**\$0 IMPACTO DE IMPUESTOS** SOBRE EL MONTO CONGELADO

**EL COMITÉ HIZO SU TAREA**  
**Planeando para Nuestro Futuro**

<b>130</b> PERSONAS	<b>5</b> MESES
<b>1121</b> HORAS DE INVESTIGACIÓN	<b>7</b> REUNIONES

**10 OBJETIVOS ESTRATÉGICOS**

1. PLANIFICACIÓN INTENCIONAL PARA EL FUTURO
2. CUESTIONES DE SEGURIDAD Y PROTECCIÓN
3. ESTUDIO DEMOGRÁFICO
4. EVALUACIÓN DE INSTALACIONES Y ESTUDIO DE CAPACIDAD DE EDIFICACIÓN (CONDICIONES DE LAS ESTRUCTURAS)
5. NECESIDADES TECNOLÓGICAS DEL DISTRITO
6. NECESIDADES DEL PROGRAMA DEL DISTRITO (ACADÉMICO, ATLETICO, ARTISTICO, AGRICOLA/CTE)
7. FINANZAS DE LAS ESCUELAS PÚBLICAS 101
8. TENDENCIAS DE LOS COSTOS DE CONSTRUCCIÓN
9. PERSPECTIVAS ECONÓMICAS
10. PROYECTOS DEPARTAMENTALES

El Comité de Planificación de Bonos del Distrito Independiente del Condado Ector trabajó en colaboración para revisar y priorizar los proyectos de mejoras de capital identificados en el Distrito Escolar Independiente del Condado Ector y recomendar una cantidad adecuada de dinero para esos proyectos. El comité brindó orientación y aportes a la administración y trabajó para crear una recomendación de referéndum de bonos para la Junta Directiva de ECISD.

**56 AÑOS** EDAD PROMEDIO de las **Escuelas** del Distrito Escolar Independiente del Condado de Ector

VER PROPOSICIONES A, B & C

Brochure, info graphics, outdoor signs, multiple, targeted social media campaign using paid ads (70 topics), one overview video and 10 shorter topical videos – the most popular...TLC, mailers, push cards and stadium announcements

# WHATS NEXT FOR COMMUNICATIONS



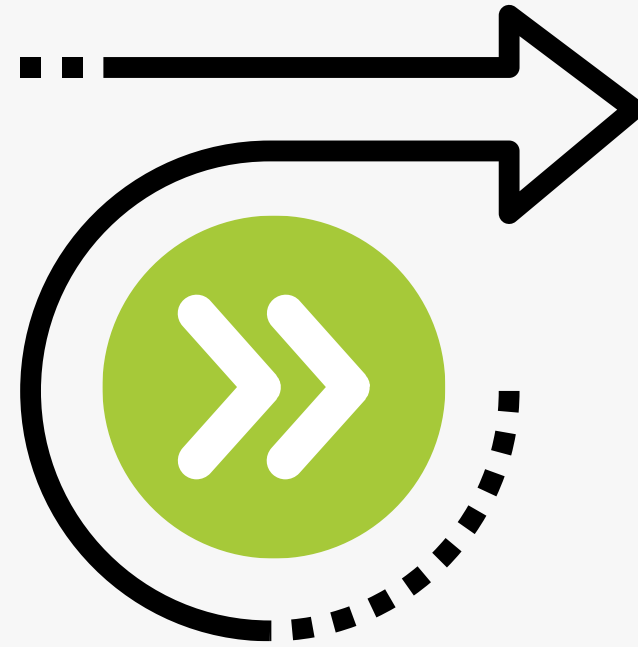
Communication audit May 2023 paid for by the Education Foundation of Odessa.

Assessed website and social media accounts and offered recommendations

Baseline communication audit for ECISD, not just the Communications Department



# WHATS NEXT FOR COMMUNICATIONS



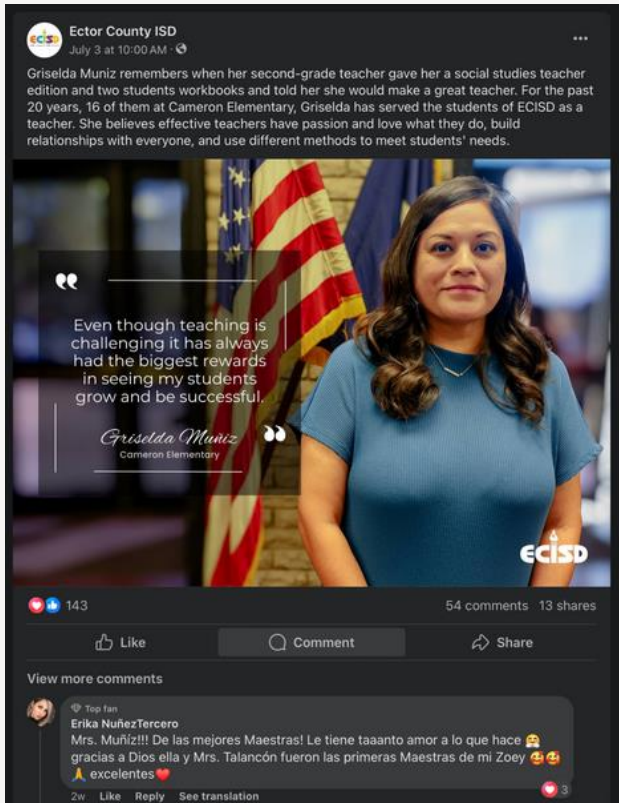
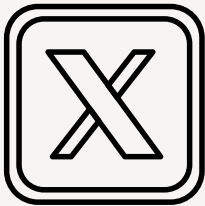
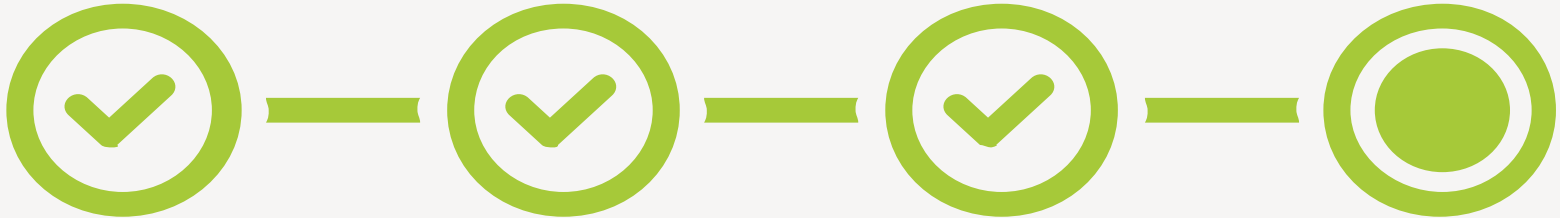
Formalize the work you are already doing into a strategic, written communications plan...aligned with the district's strategic plan.

Assess the content, format and distribution details of newsletters and other communications.

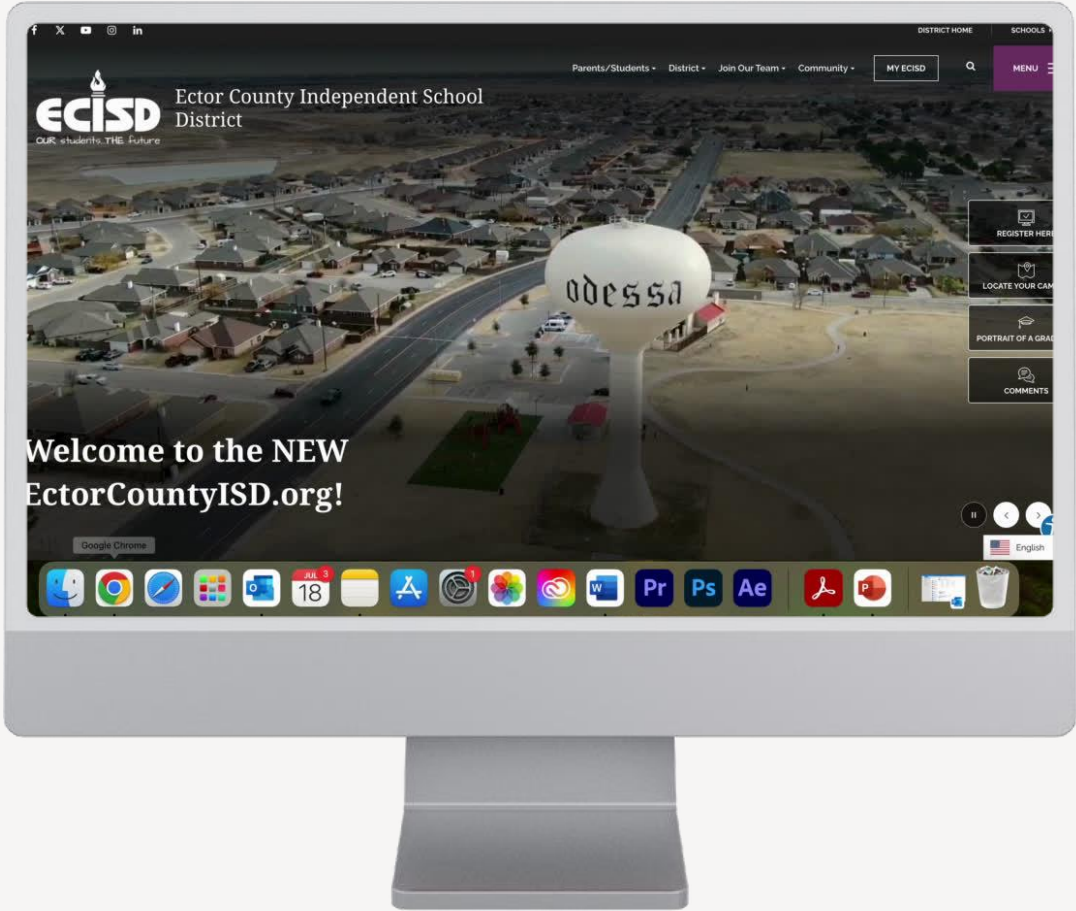
Develop an external communications and marketing plan aimed at residents without kids in school.



# AUDIT INTO ACTION



**Social media - # of posts,  
type of content**

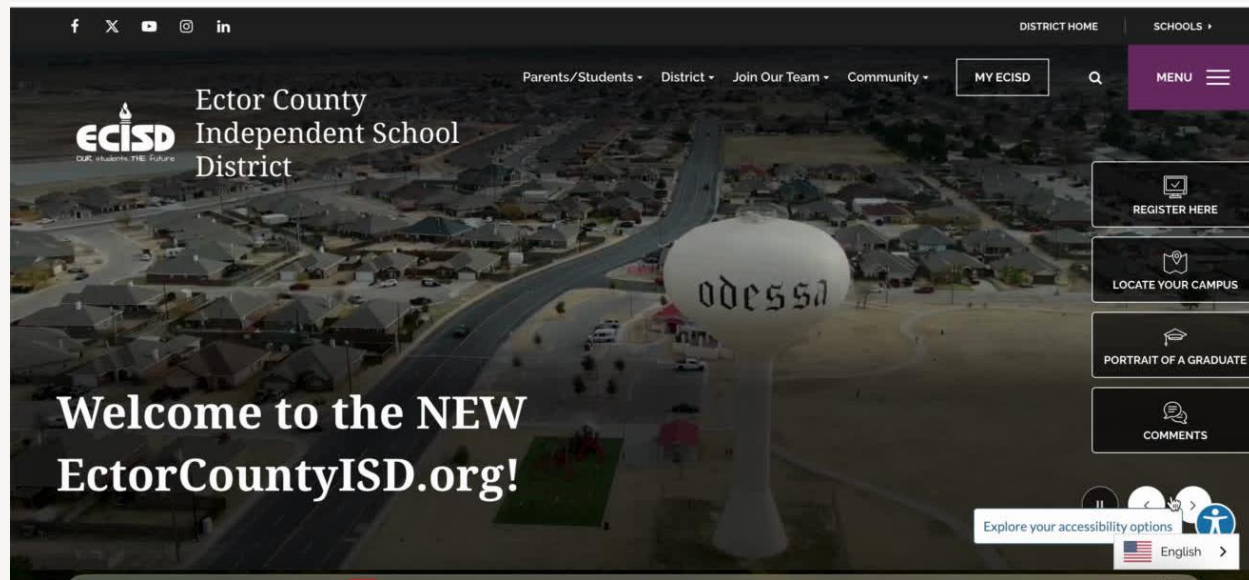


**New website debuted June 26 – feature as  
a marketing tool, set up for the user  
experience, not just an information portal**

# AUDIT INTO ACTION



**MyECISD SharePoint Intranet is active – internal hub for communications, centralizing messages**



- Improved engagement and structured communication
- Central hub for internal communication



**Parent and community survey being prepared to gauge communication preferences**



# QUESTIONS





## Ector County Independent School District

### Cover Page

**TO:** Board of Trustees

**FROM:** Deborah Ottmers, Chief Financial Officer

**SUBJECT: ANNUAL FINANCIAL REPORT OVERVIEW**

**DATE:** November 12, 2024

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Deborah Ottmers, Chief Financial Officer, will present draft information for the 2023-2024 school year annual financial report. The final report will be provided on November 19, 2024 to the Board for approval.

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## **NEW CTE HIGH SCHOOL DESIGN UPDATE**

PBK Architects will present to the Interim Superintendent and Board of Trustees an update on the new CTE high school design. Items to be discussed include the project scope/schedule, site plan, floor plans, exterior design concept, next steps, and questions from the trustees.



OUR students...THE future

**NEW CTE CENTER**

**BOARD WORKSHOP PRESENTATION**

*November 12, 2024 : 6:00pm*



# TODAY'S AGENDA

*We are so excited to update you on the design for the New CTE Center*

1. PROJECT SCOPE AND SCHEDULE
2. RECAP OUR JOURNEY
3. SITE PLAN
4. FLOOR PLAN
5. EXTERIOR DESIGN
6. INTERIOR DESIGN
7. ANIMATION
8. DISCUSSION

# 1. PROJECT SCOPE & SCHEDULE

# PROJECT SCOPE

## NEW CTE CENTER

DESIGNED FOR 400 FULL-TIME STUDENTS AND  
2,000 ADDITIONAL STUDENTS THROUGHOUT THE DAY

**OPENING OF JANUARY 2027**

# PROGRAMS INCLUDED

WELDING

OIL AND GAS

SUPPLY CHAIN / LOGISTICS

MANUFACTURING

AUTOMATION

ARCHITECTURE AND CONSTRUCTION

ADMINISTRATION

GENERAL AREAS

AUTO COLLISION

FUTURE TEACHERS OF ODESSA (FTO)

HEALTH SCIENCE

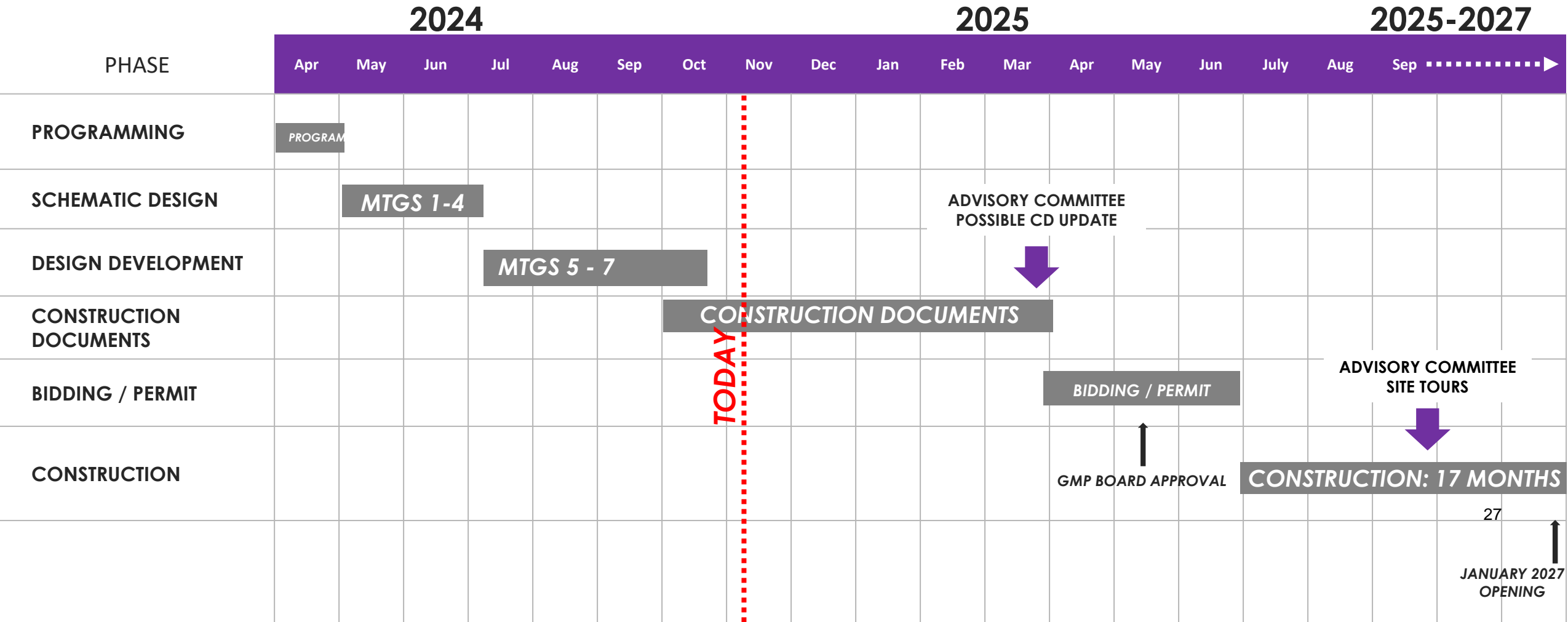
CULINARY ARTS

INTERDISCIPLINARY STUDIES

LIBRARY / RESOURCE ACADEMY

FOOD SERVICES

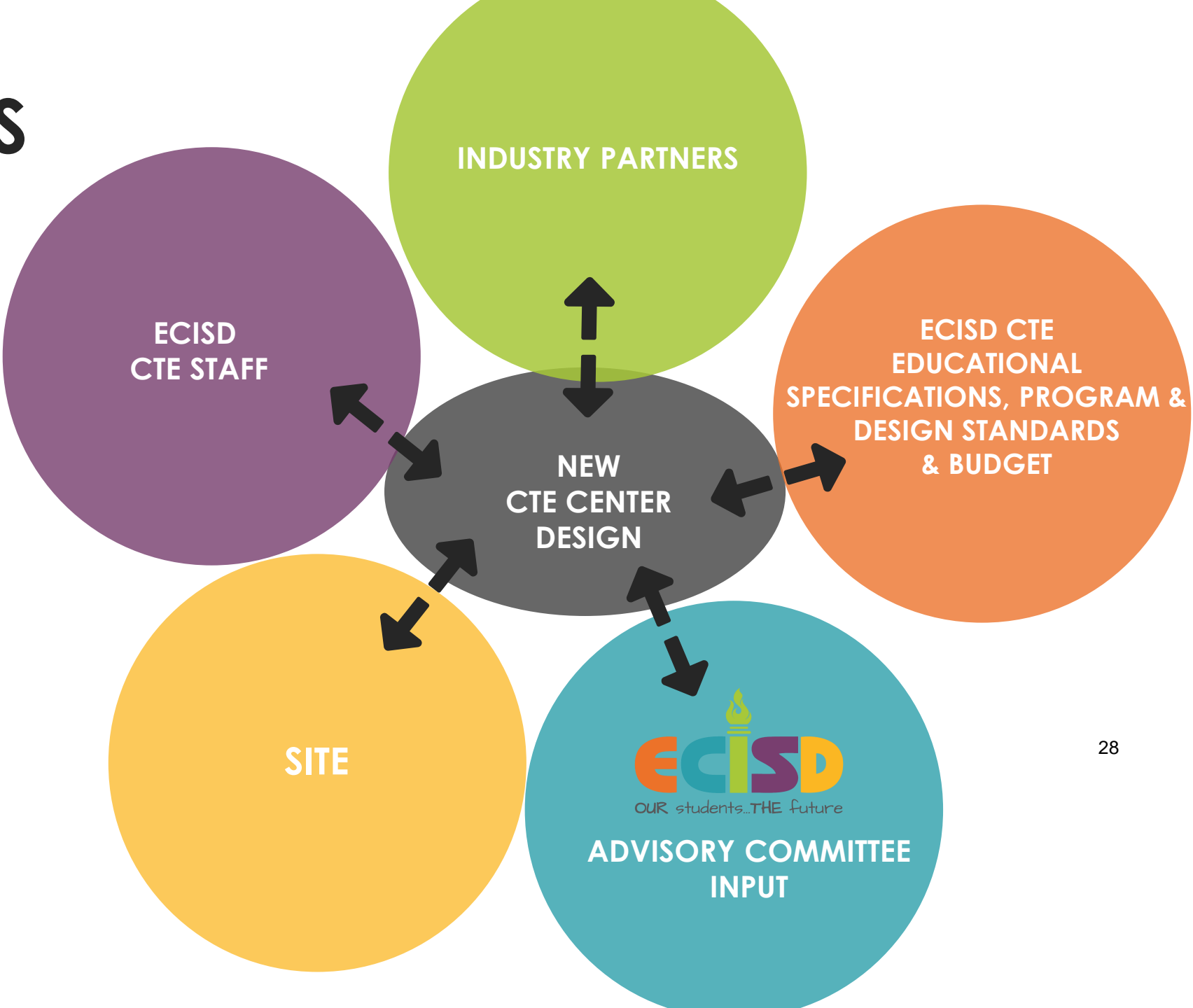
# PROPOSED PROJECT SCHEDULE



DECEMBER 2026 COMPLETION

# DESIGN PROCESS

WHO HAS had INPUT



# DESIGN PROCESS: WHAT WE HAVE COVERED

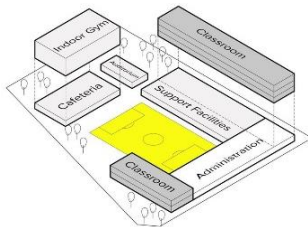
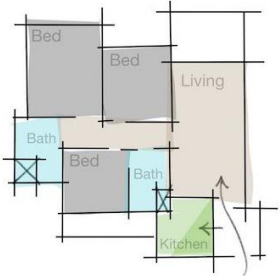
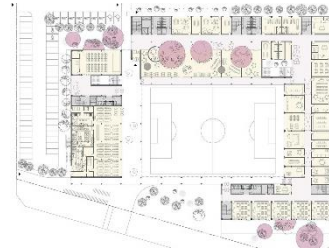
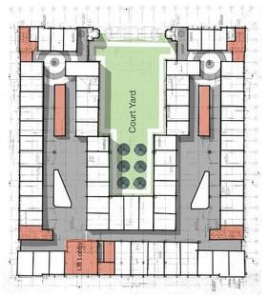
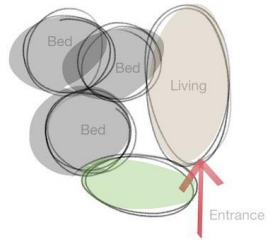
GOALS

CONCEPTUALIZE

EXPLORE

DEVELOP

REFINE



MTG 1 – MTG 3

MTG 4

MTG 5 – MTG 6

MTG 7



SCHEMATIC DESIGN

DESIGN DEVELOPMENT

# ECISD CTE Center Design Guiding Principles

- 1. EMULATE THE WORKPLACE** to provide students with an authentic professional environment and bridge the gap between education and industry.
- 2. CREATE AN ENVIRONMENT WHERE COLLABORATION THRIVES** physically and visually. Create synergies generated by collaboration between programs and allow opportunities for integrated teaching and learning experiences.
- 3. ENGAGE AND WELCOME THE COMMUNITY, INDUSTRY, AND BUSINESS** through industry partnerships, business opportunities, and community events.
- 4. INSPIRE INNOVATION AND DISCOVERY IN A FLEXIBLE AND ADAPTABLE BUILDING** through state-of-the-art learning spaces that are relevant and support current and future careers.

## **2. RECAP OUR JOURNEY**

# MEETING #1 RECAP: TOUR OF INDUSTRY



CENTER FOR ADVANCED CAREERS ALIEF ISD



J.B. HENSLER COLLEGE & CAREER ACADEMY ALVINE ISD



ANGLETON NEW CTE CENTER ANGLETON ISD



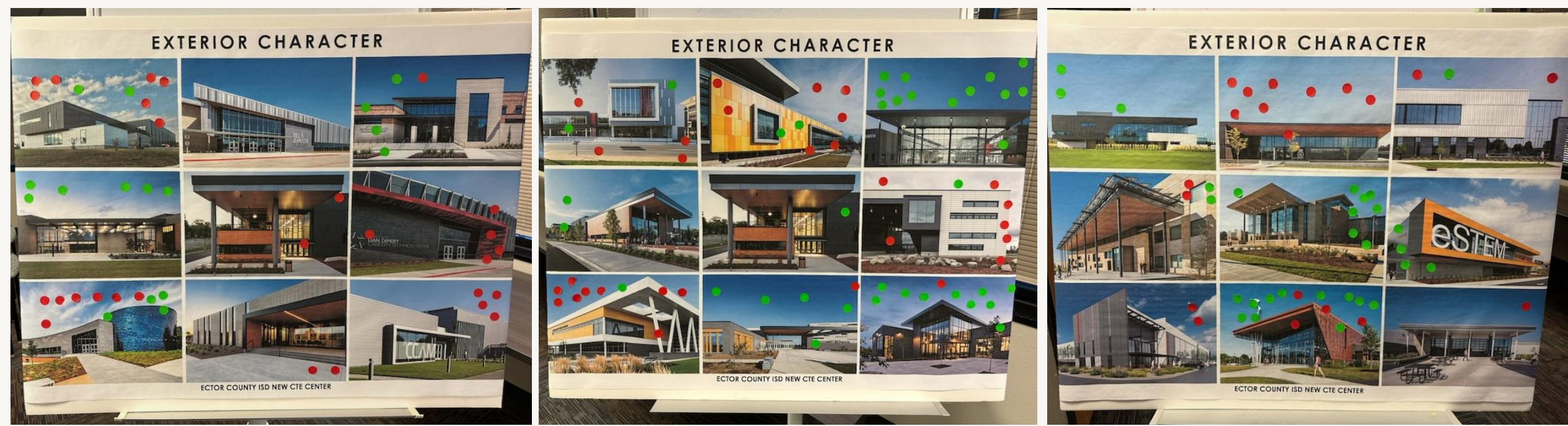
THE GUTHRIE CENTER SPRING BRANCH ISD



PFLUGERVILLE ISD NEW CTE CENTER PFLUGERVILLE ISD



# MEETING #1 RECAP: EXTERIOR CHARACTER EXERCISE




**BEACON FOR THE COMMUNITY**  
**BUILDING BRANDING**  
**MODERN**  
**GLASS BOX**  
**IDENTIFIABLE ENTRANCE**

# MEETING #2 RECAP: BUILDING ORGANIZATION



# MEETING #2 RECAP: BUILDING ORGANIZATION


TABLE 1    TABLE 2    TABLE 3    TABLE 4



**COMMON THEME:** MAIN ENTRY FACING EAST MURPHY ST.  
**TAKEAWAY:**

- MAIN ENTRY TO BE VISIBLE FROM EAST MURPHY ST.
- STRONG PRESENCE ON SOUTH SIDE OF BUILDING


TABLE 1    TABLE 2    TABLE 3    TABLE 4



**COMMON THEME:** HIGH BAY AREAS TOGETHER  
**TAKEAWAY:**

- HIGH BAY AREAS GROUPED TOGETHER WITH SHARED ACCESS TO OUTDOOR SPACE
- HIGH BAY AREAS ON THE SOUTH AND EAST SIDES


TABLE 1    TABLE 2    TABLE 3    TABLE 4



**COMMON THEME:** INTERDISCIPLINARY ON SECOND FLOOR  
**TAKEAWAY:**

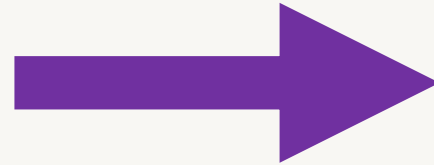
- PRIORITIZE FIRST FLOOR DOR CTE SPACES
- GENERAL CLASSROOMS AND SCIENCE LABS ON SECOND FLOOR

TABLE 1    TABLE 2    TABLE 3    TABLE 4



**COMMON THEME:** STUDENT HUB CENTRALLY LOCATED  
**TAKEAWAY:**

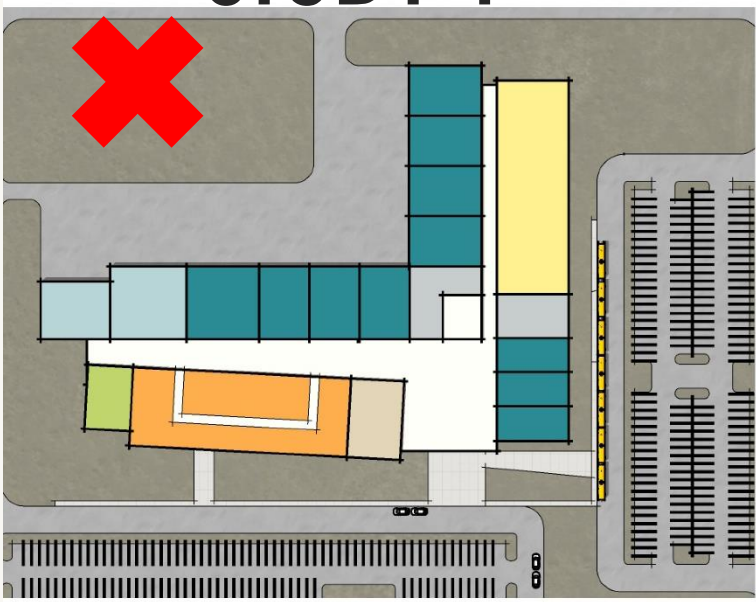
- VISIBILITY AND EASY ACCESS TO THE CENTRAL HUB/CAFETERIA
- VISIBILITY OF CENTRAL HUB FOR THE COMMUNITY AND STUDENTS



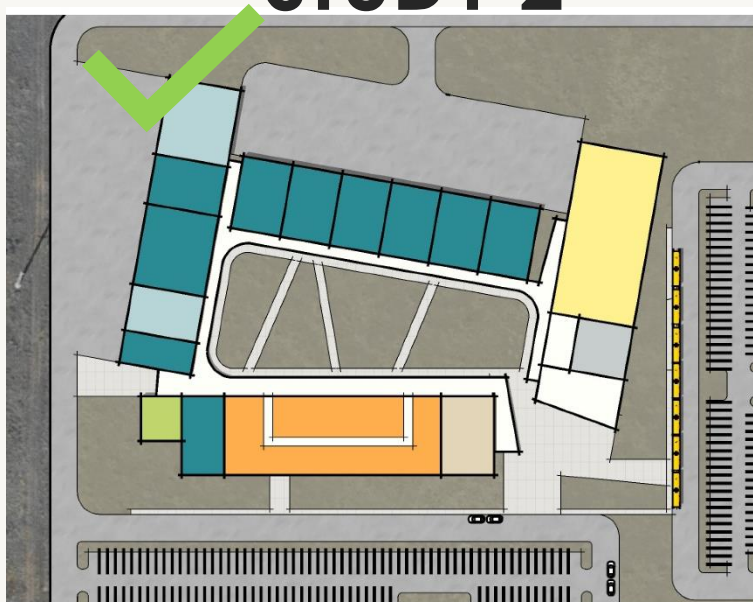
WITH YOUR FEEDBACK WE HAVE  
CREATED A CONCEPTUAL  
**BUILDING FORM**

# MEETING #3 RECAP: BUILDING ORGANIZATION

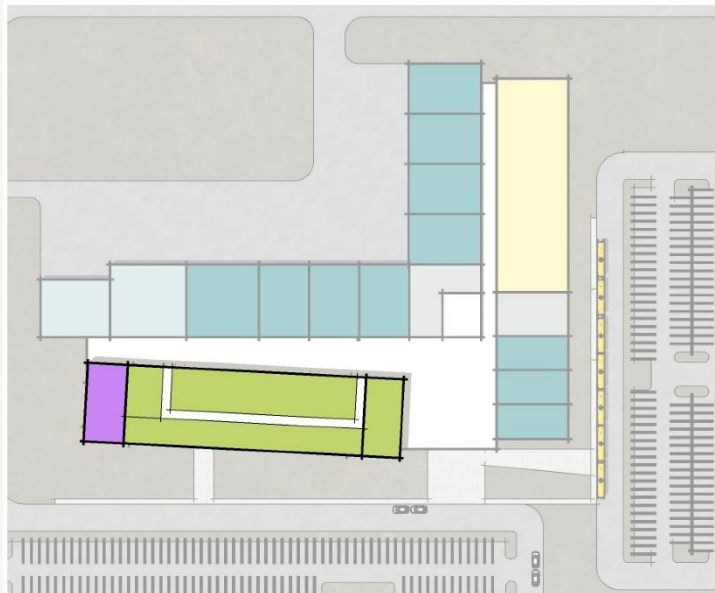
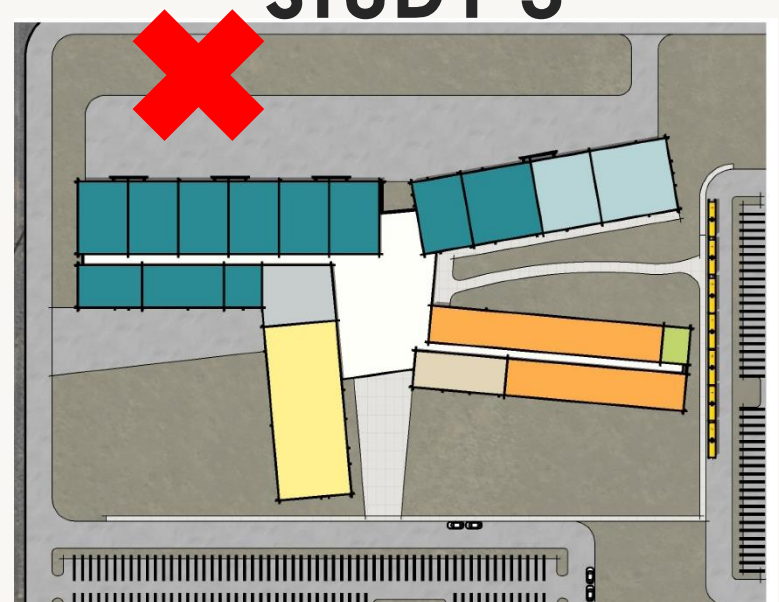
## STUDY 1



## STUDY 2



## STUDY 3



# MEETING #3 RECAP: GUIDING PRINCIPLES

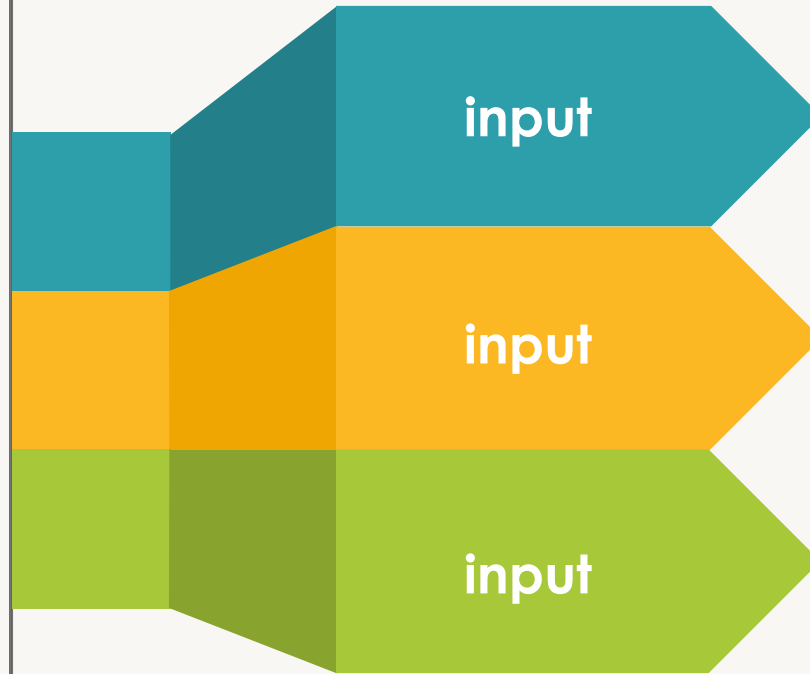
QUESTION 1: Describe your goal for the **overall feel** of the new ECISD CTE Center. what you said...



QUESTION 2: As you consider a new CTE Center for ECISD, what are some of the **building attributes** that you think would allow for student success and engagement? what you said...



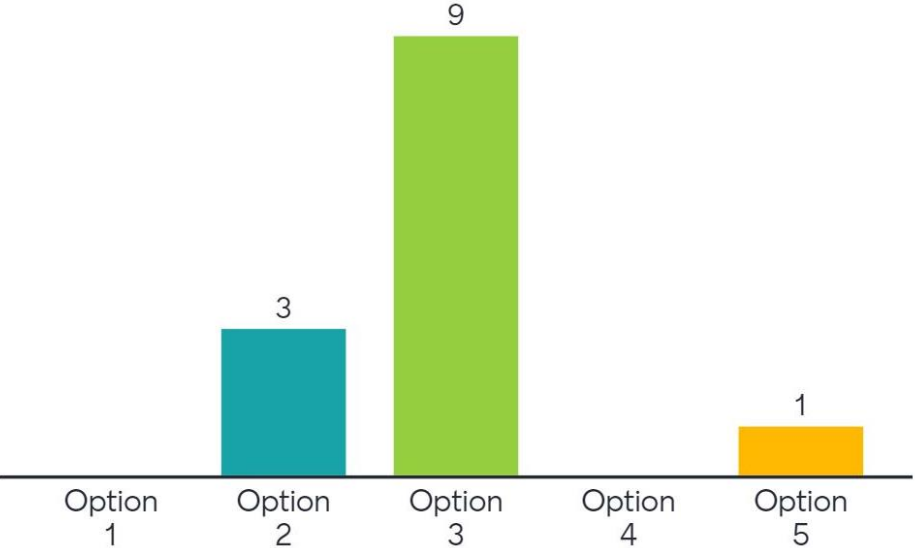
QUESTION 3: Describe what can make the new ECISD CTE Center a **special and unique experience** for students and staff. what you said...



what you said...

ECISD CTE Design  
Guiding Principles

# MEETING #4 RECAP: EXTERIOR CHARACTER

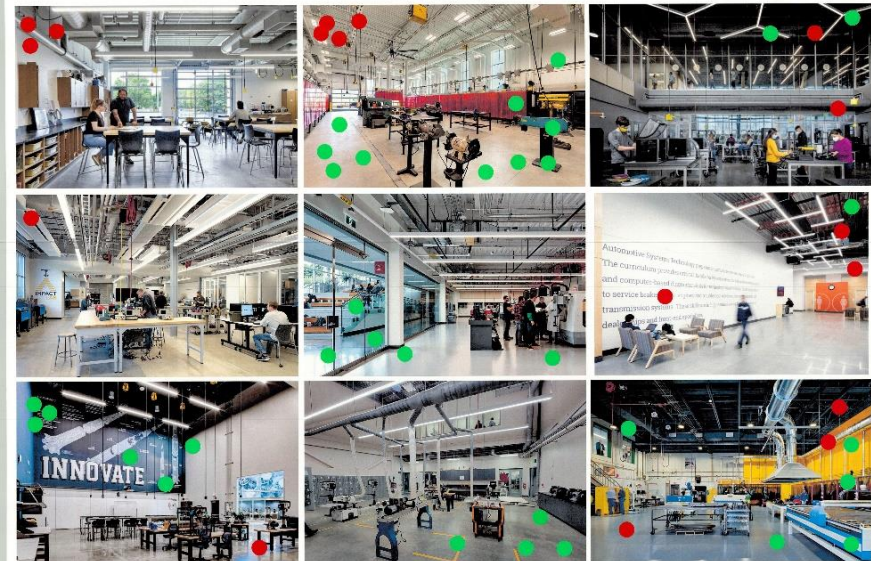


## EXTERIOR: **FEEDBACK**



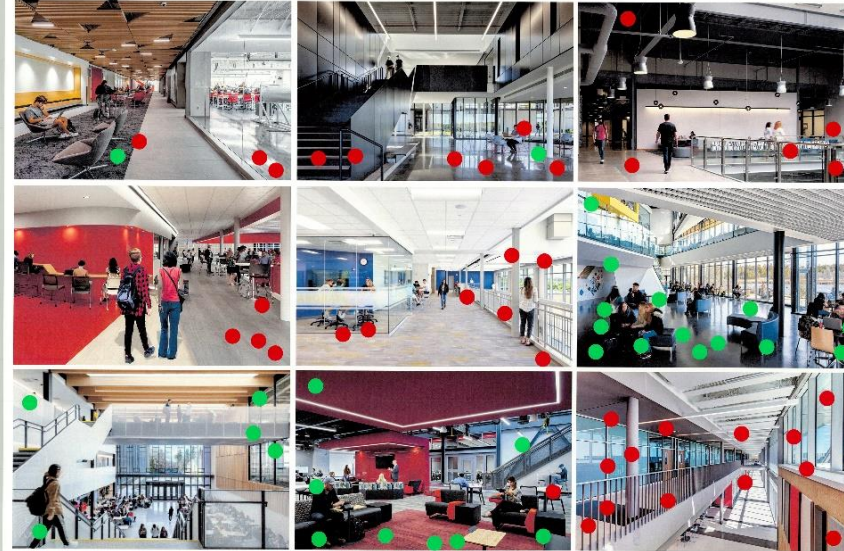
# MEETING #4 RECAP: INTERIOR CHARACTER EXERCISE

## LABS



ECTOR COUNTY ISD NEW CTE CENTER

## SHARED SPACES

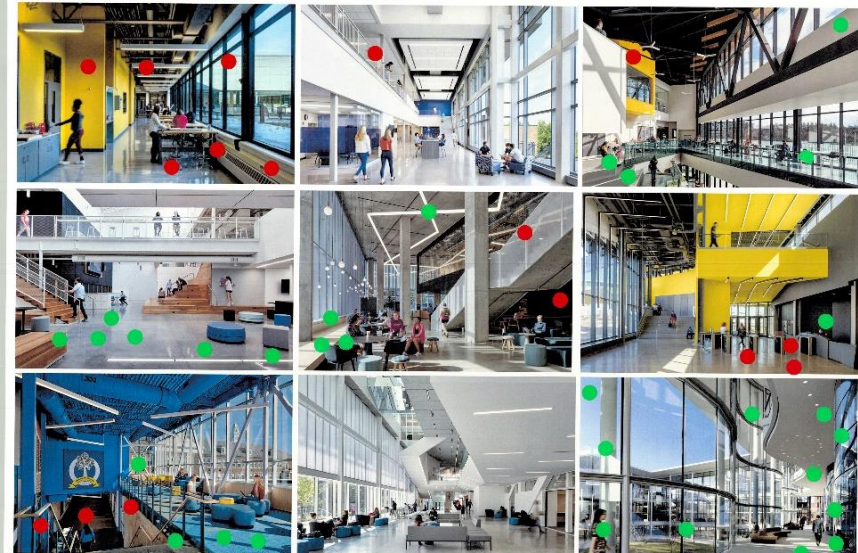


ECTOR COUNTY ISD NEW CTE CENTER

## COMMITTEE FEEDBACK

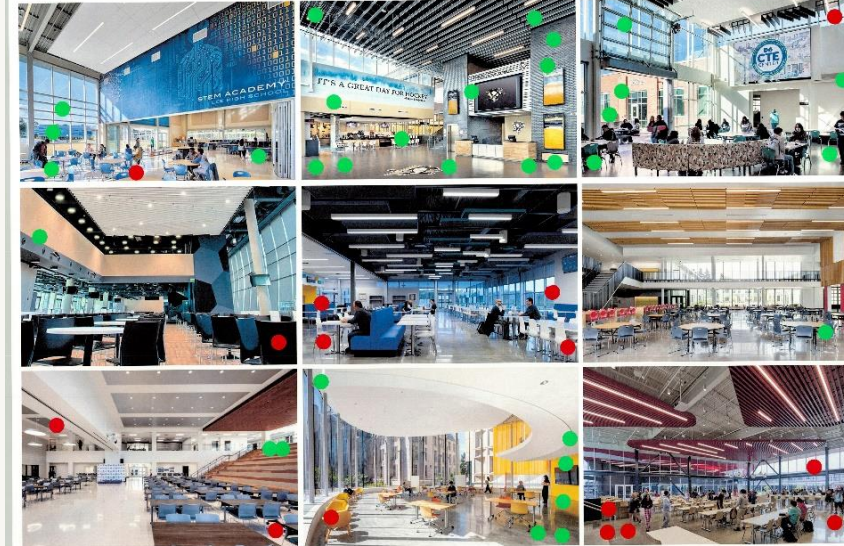
- LIKE THE BRIGHT SPACES
- LIKE A LOT OF NATURAL LIGHT
- LIKED SOME OF THE ANGLES
- CURVES OF SOME OF THE IMAGES
- DO NOT LIKE THE DARK CEILINGS
- LIKE THE VIEWS TO THE OUTSIDE

## SHARED SPACES



ECTOR COUNTY ISD NEW CTE CENTER

## COMMUNITY SPACE



ECTOR COUNTY ISD NEW CTE CENTER

# MEETING #5 RECAP: EXTERIOR CHARACTER



### COMMITTEE FEEDBACK

- LIKE ENTRY COLUMNS FROM STUDY 1



### COMMITTEE FEEDBACK

- LIKE OVERALL LOOK OF THIS OPTION
- LIKE THAT THE MAIN ENTRY IS HIGHLIGHTED WITH LIGHTER COLOR



### COMMITTEE FEEDBACK

- GROUP DID NOT CARE FOR THIS STUDY

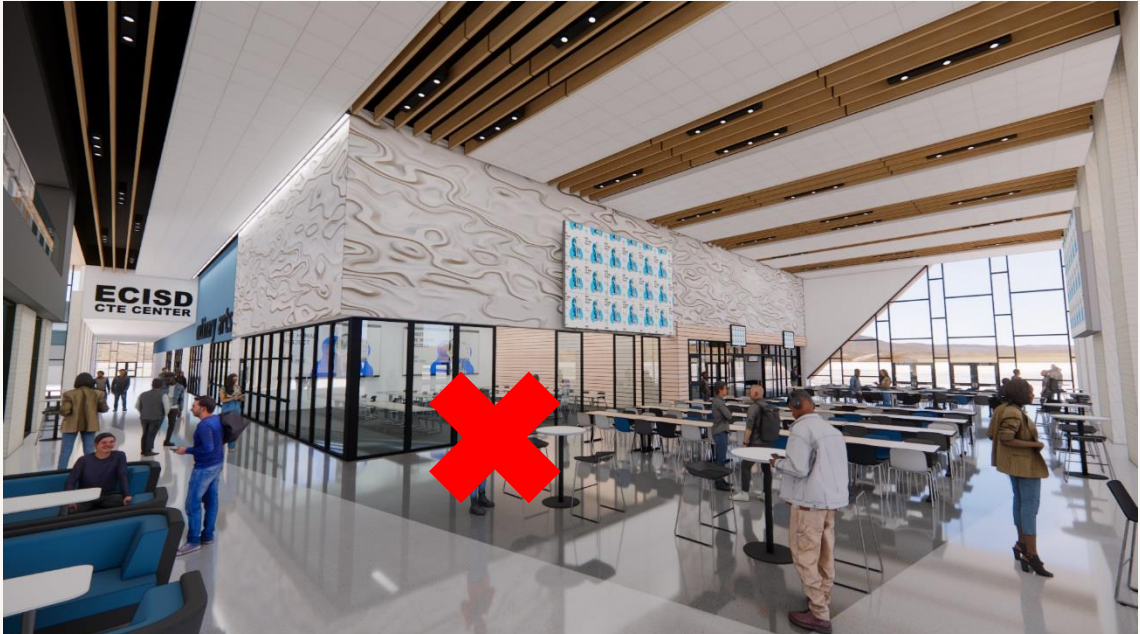
# MEETING #5 RECAP: INTERIOR STUDIES



1

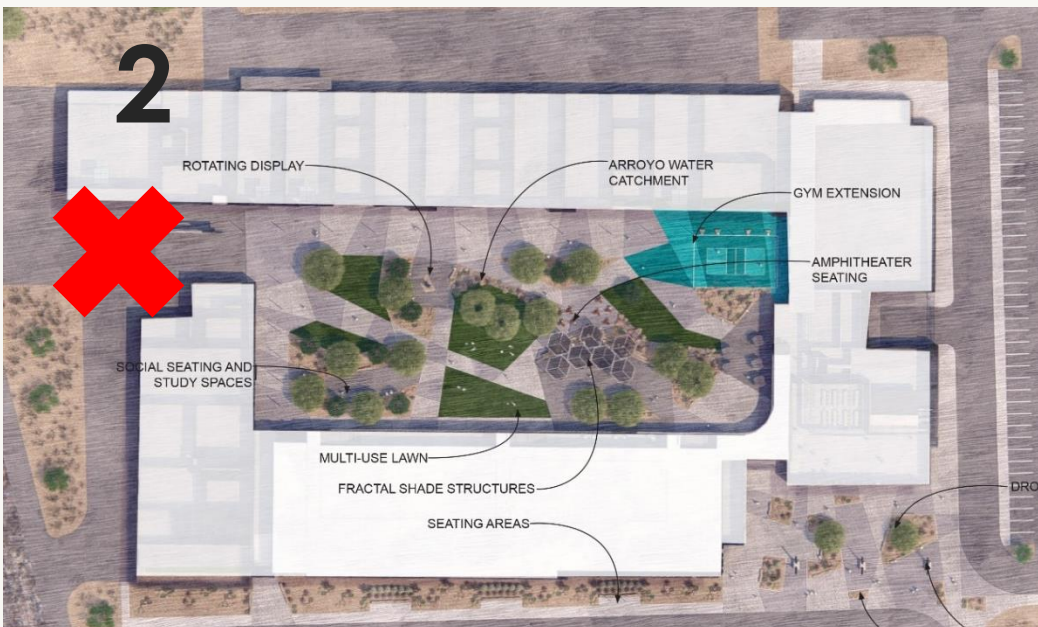
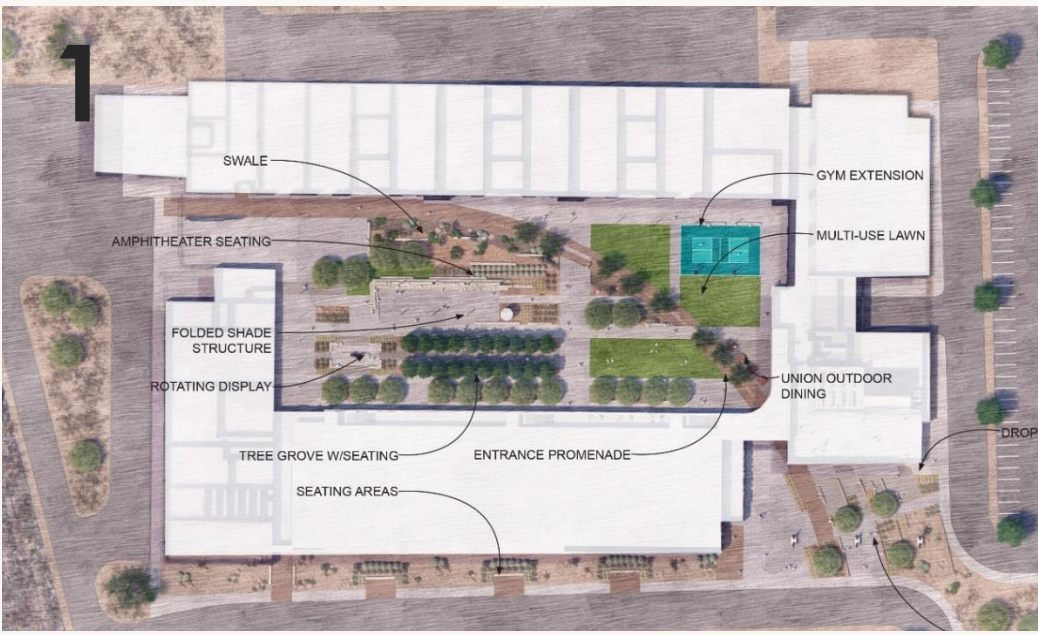


2



3

# MEETING #6 RECAP: LANDSCAPE STUDIES



# 3. SITE PLAN

# SITE PLAN: COMPOSITE

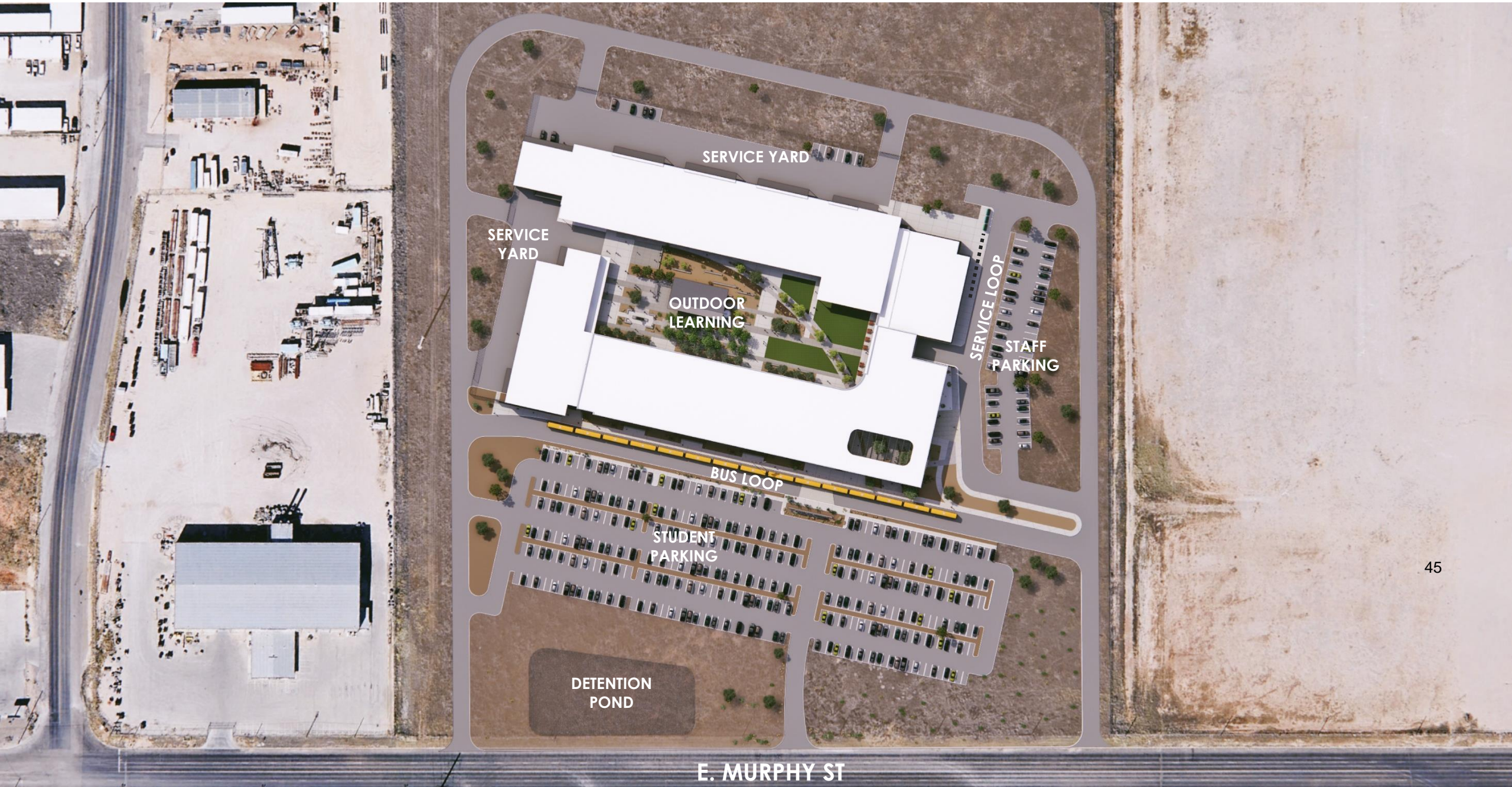


NEW CTE  
CENTER

E. MURPHY ST

44

# SITE PLAN: ENLARGED



SERVICE YARD

SERVICE YARD

OUTDOOR LEARNING

SERVICE LOOP

STAFF PARKING

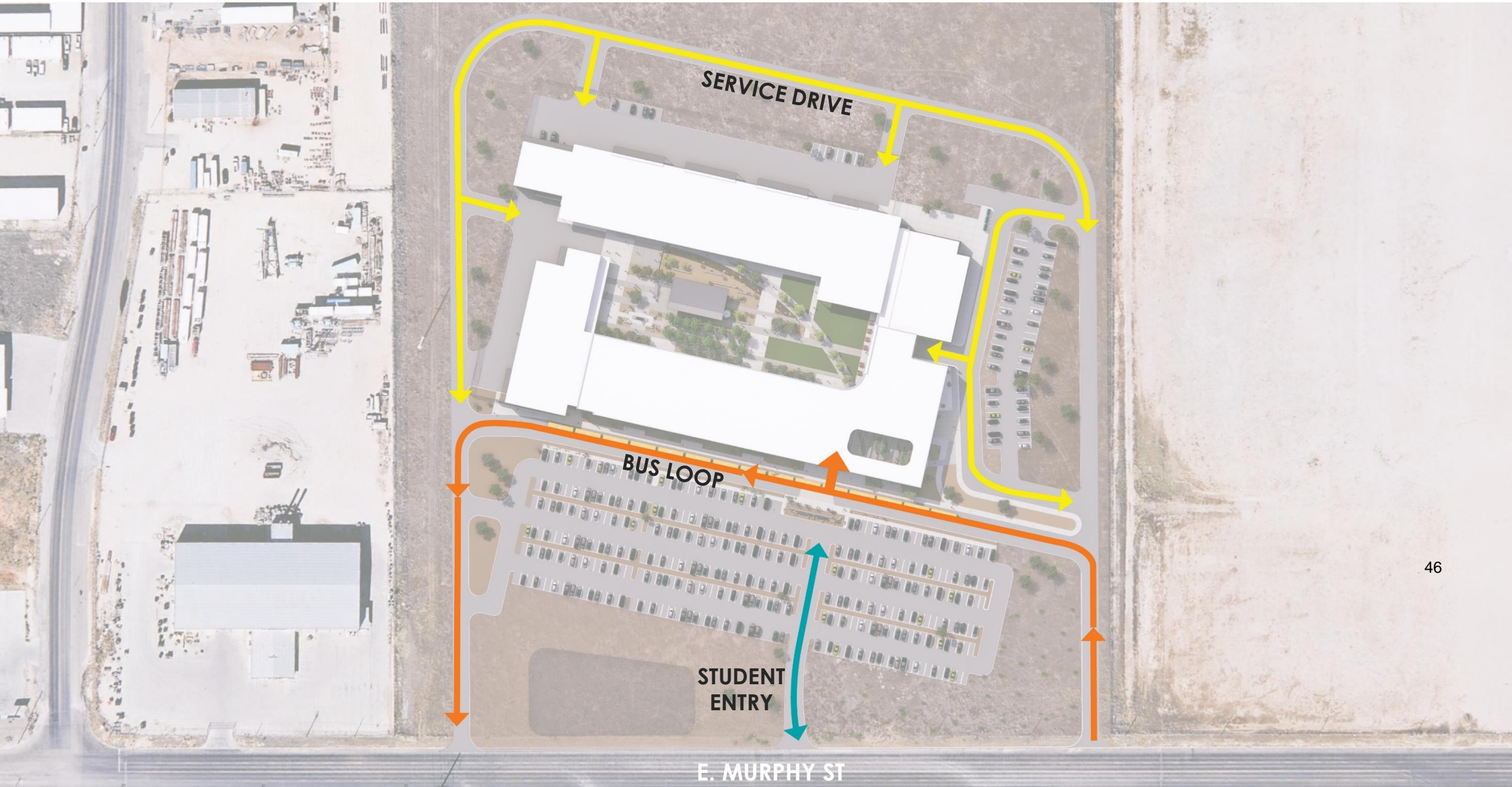
BUS LOOP

STUDENT PARKING

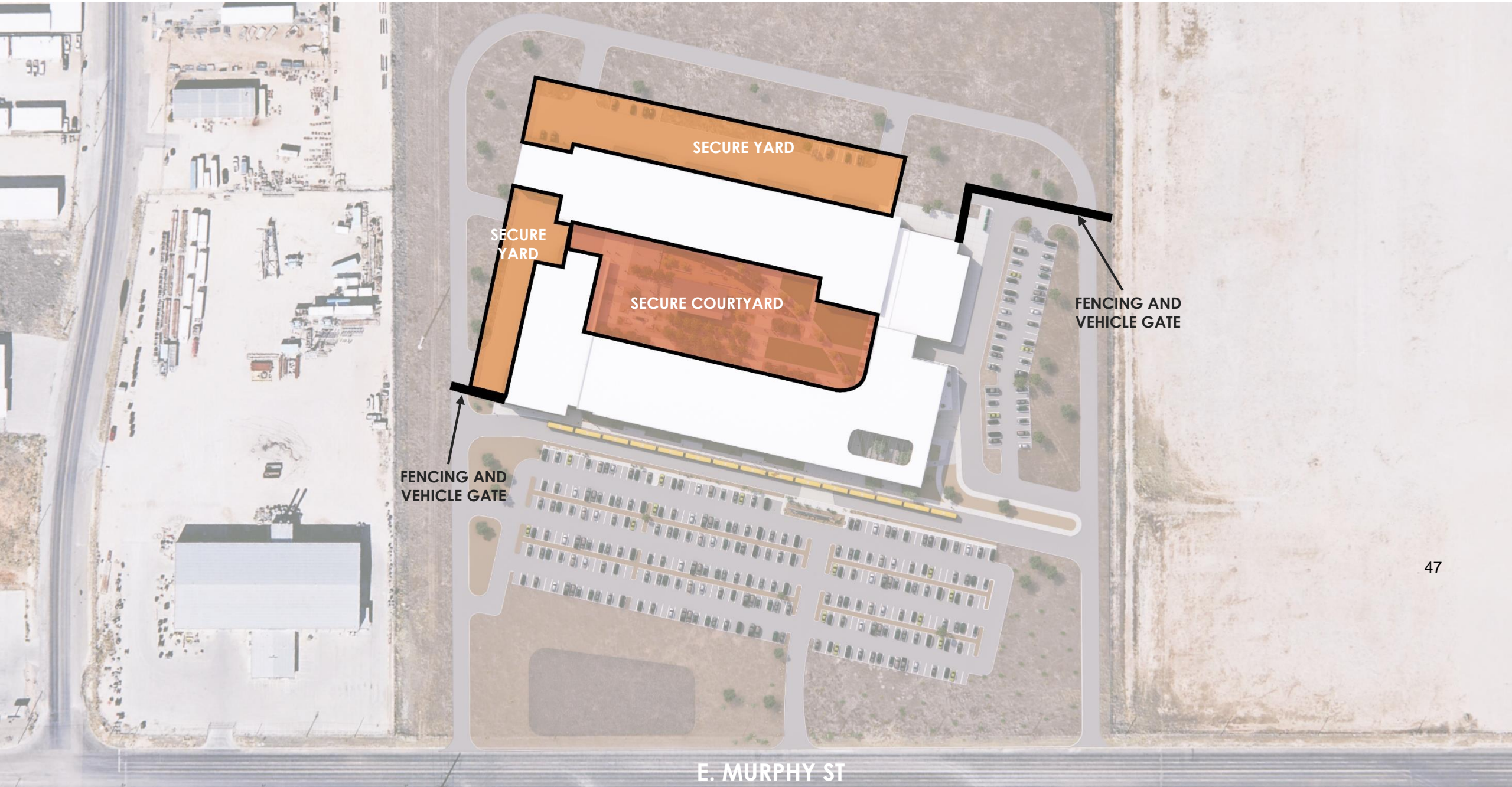
DETENTION POND

E. MURPHY ST

# SITE PLAN: CIRCULATION



# SITE PLAN: SECURE ZONES



SECURE YARD

SECURE YARD

SECURE COURTYARD

FENCING AND VEHICLE GATE

FENCING AND VEHICLE GATE

E. MURPHY ST

# SITE PLAN: AERIAL VIEW



# SITE PLAN: COURTYARD



# SITE PLAN: COURTYARD



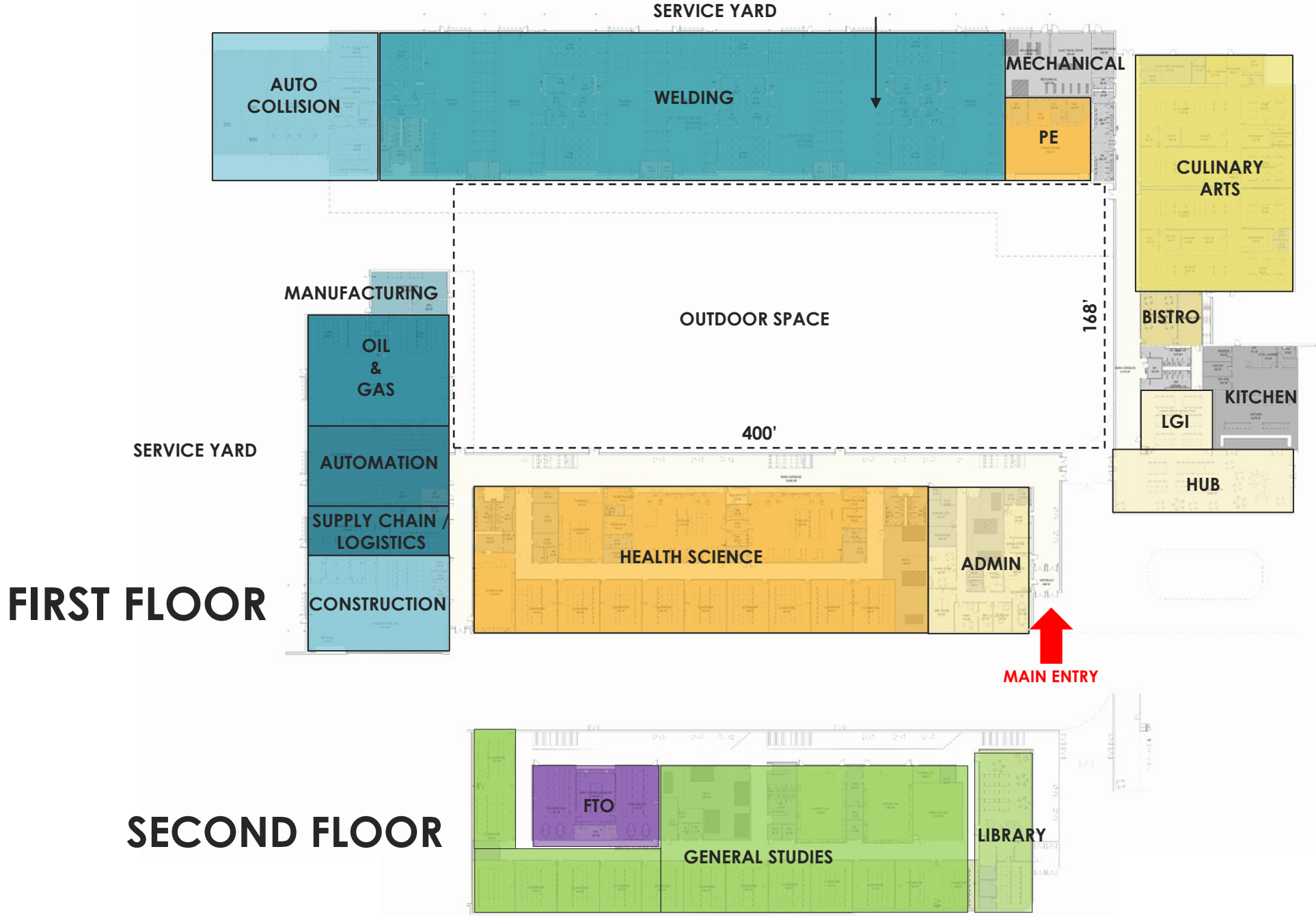
# SITE PLAN: COURTYARD



# SITE PLAN: COURTYARD



# 4. FLOOR PLANS



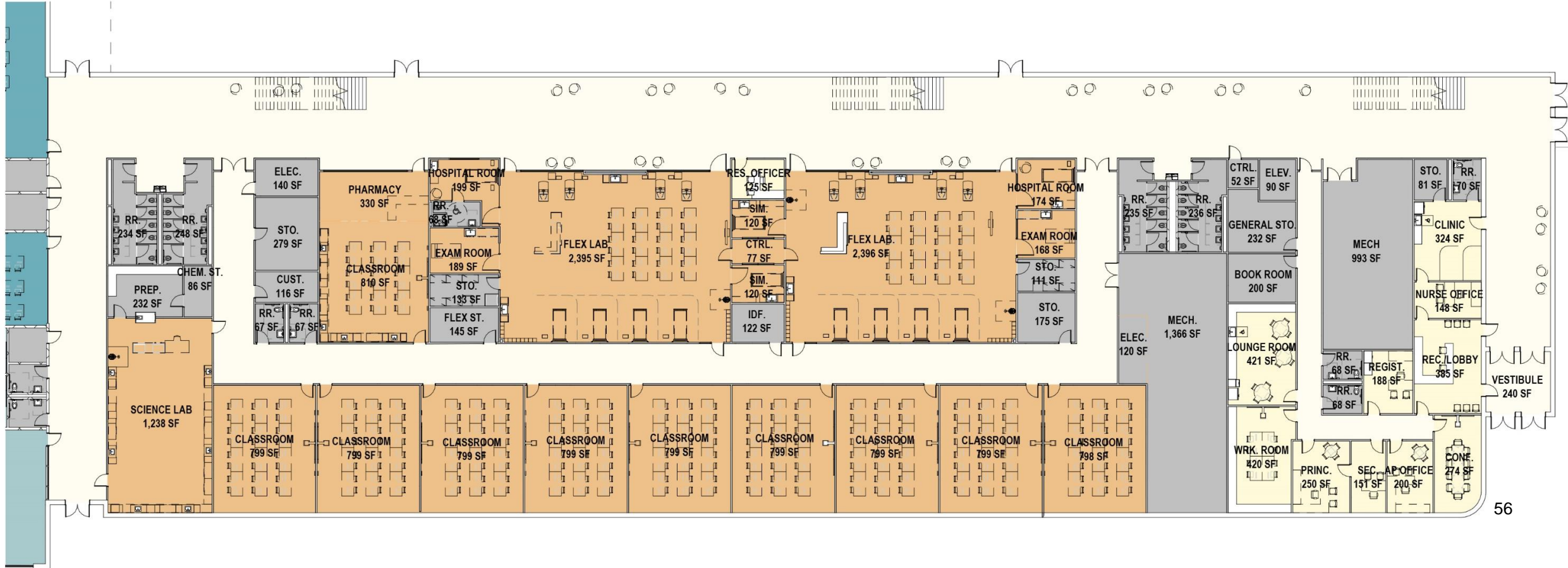


**NEW CTE CENTER**  
ECTOR COUNTY ISD

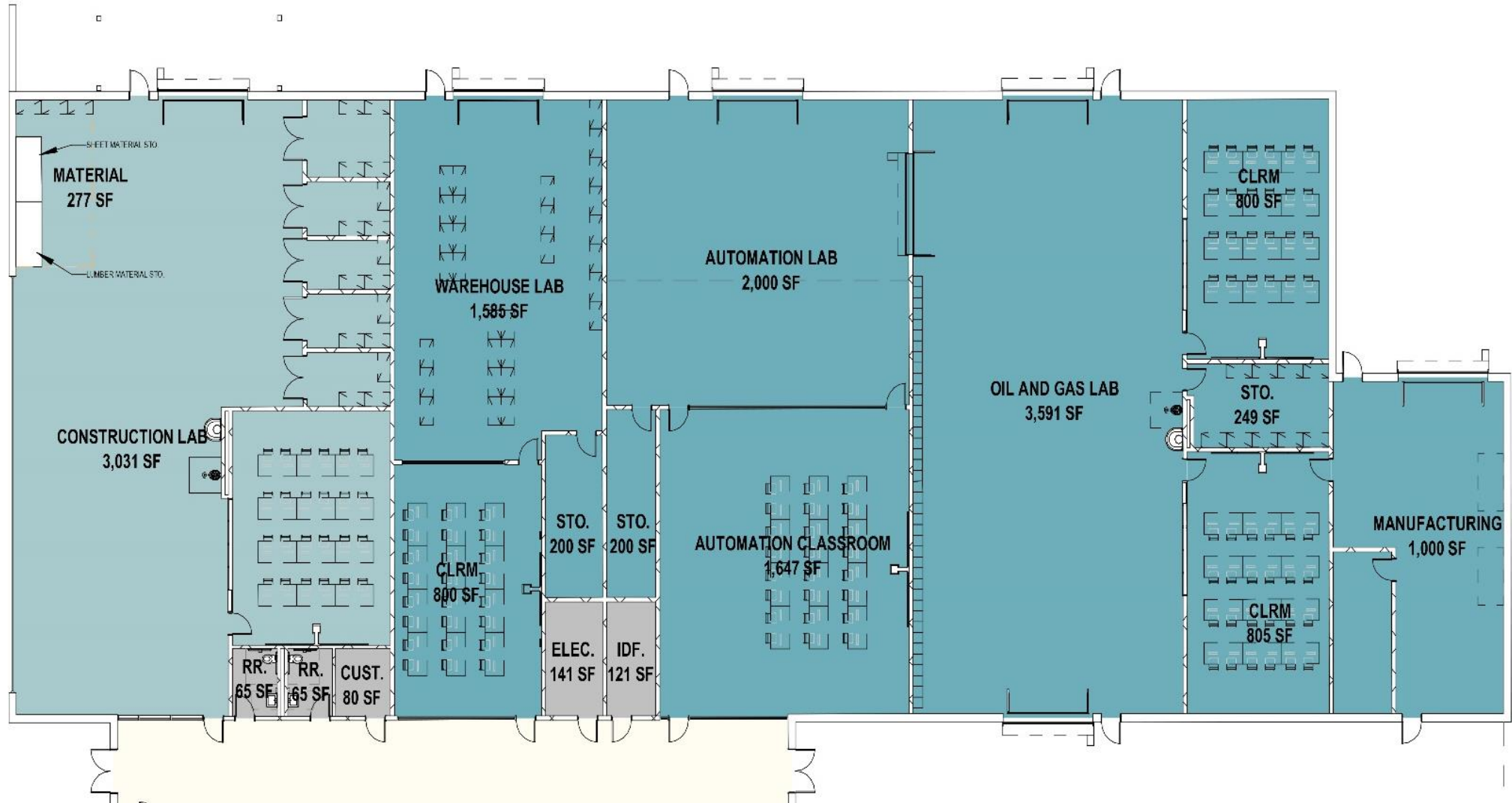
**OVERALL FLOOR PLANS**



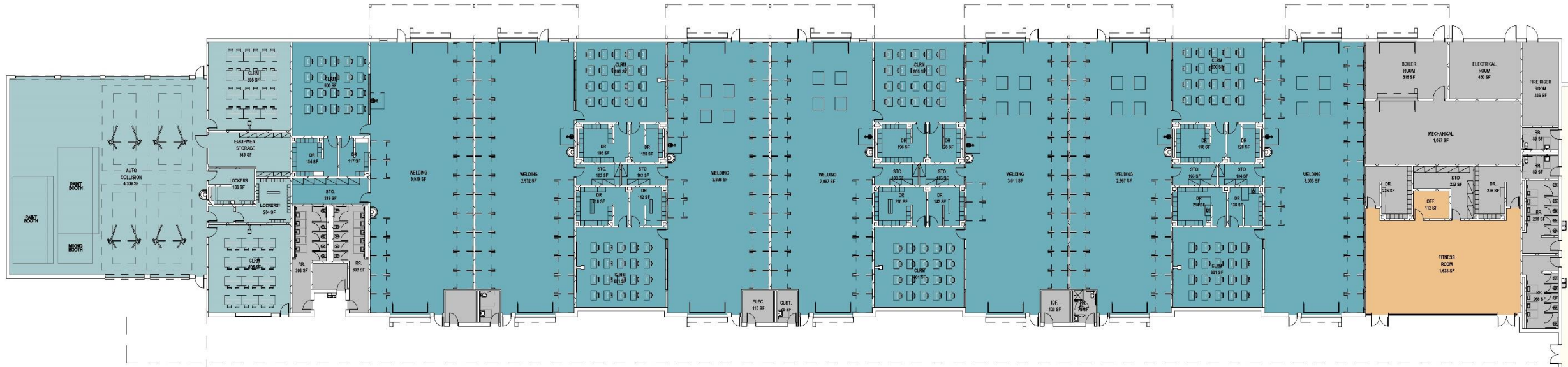
# FLOOR PLAN: HEALTH SCIENCE / ADMIN



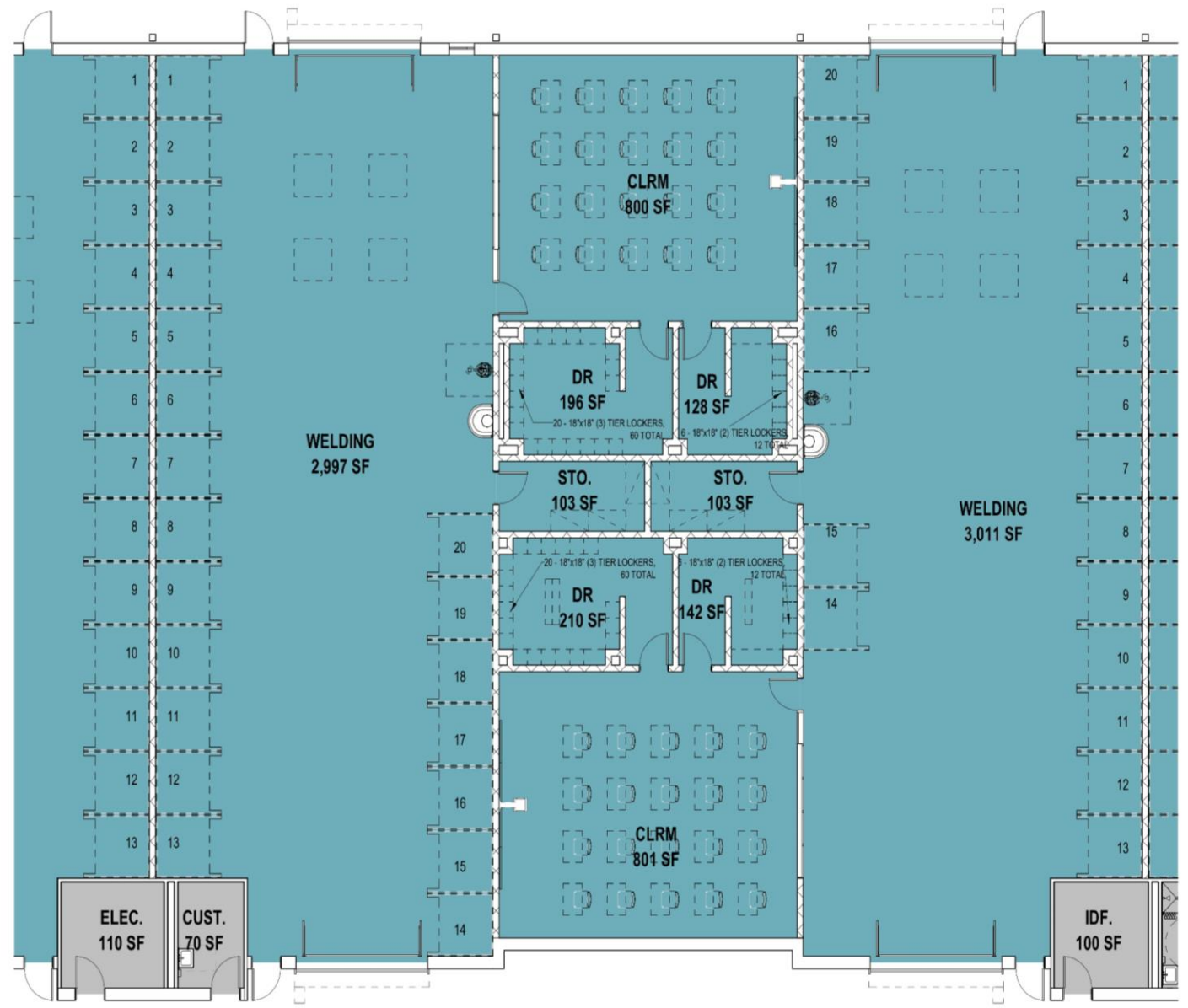
# FLOOR PLAN: ENERGY WING



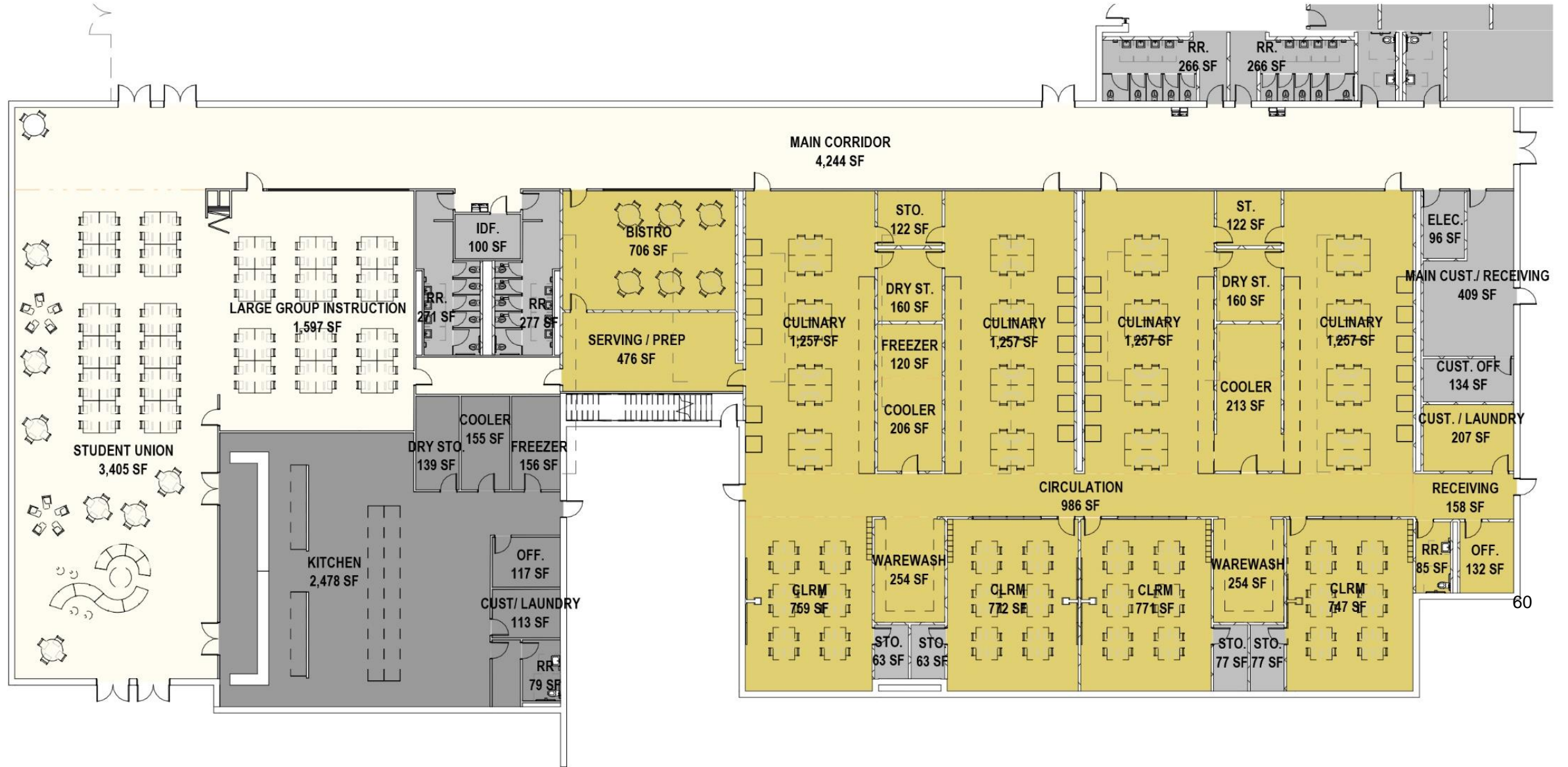
# FLOOR PLAN: AUTO COLLISION AND WELDING



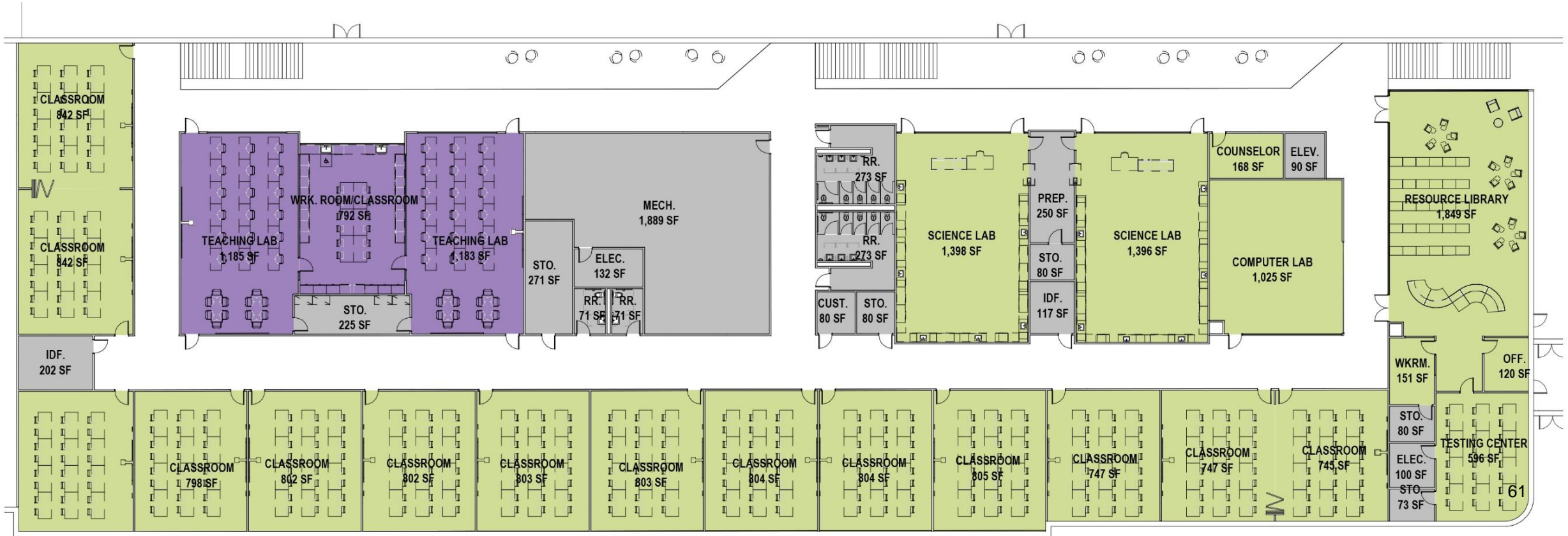
# FLOOR PLAN: ENLARGED WELDING



# FLOOR PLAN: CULINARY ARTS



# FLOOR PLAN: GENERAL STUDIES



# 5. EXTERIOR DESIGN



exterior : **OVERALL FRONT**



ECISD CTE CENTER

exterior : **OVERALL FRONT**



**ECISD**  
**CTE CENTER**

exterior. **OVERALL FRONT**



ECISD CTE CENTER

exterior : **OVERALL FRONT**



exterior : **OVERALL FRONT**



exterior : **WEST SIDE VIEW**



exterior : **NORTH SIDE VIEW** (WELDING AND AUTO COLLISION)

# exterior : **NORTH SIDE VIEW** (WELDING AND AUTO COLLISION)



# exterior : COURTYARD VIEW



# exterior : COURTYARD VIEW

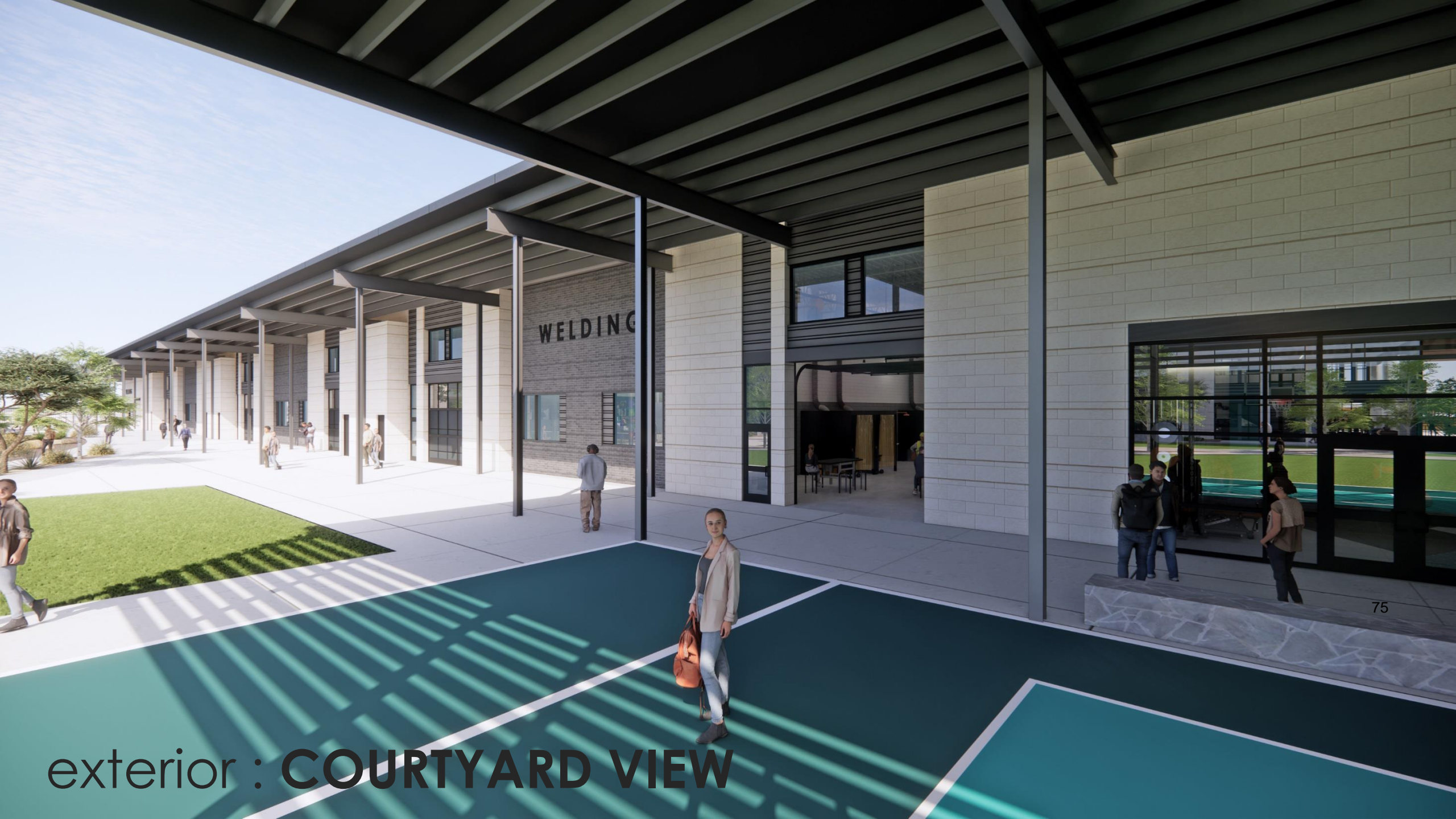




exterior : **COURTYARD VIEW**



exterior : **COURTYARD VIEW**



WELDING

75

exterior : **COURTYARD VIEW**

# 6. INTERIOR DESIGN



ECTOR COUNTY ISD career and technical center

interior: MAIN ENTRY CORRIDOR



interior: **MAIN CORRIDOR**



interior: **MAIN CORRIDOR**



interior: **HEALTH SCIENCE LAB**



interior: **STUDENT UNION**



**ECISD**  
CTE CENTER

culinary  
art

ROBOT  
THE HUMAN  
PROJECT

ROBOT  
THE HUMAN  
PROJECT

interior: **STUDENT UNION**

**ECISD**  
CTE CENTER

culinary  
arts

Bistro

interior: CORRIDOR AT CULINARY ARTS



E C I S D B I S T R O

interior: CULINARY ARTS BISTRO



interior: **CULINARY ARTS BISTRO**



interior: **FLEX ATHLETICS SPACE**



interior: **AUTO COLLISION REPAIR**



interior: OIL AND GAS LAB



interior: **CONSTRUCTION LAB**



interior: **WAREHOUSE/LOGISTICS LAB**



interior: **AUTOMATION LAB**



interior: **WELDING LAB**



interior: **WELDING LAB**

# 7. ANIMATION

# 8. DISCUSSION

# THANK YOU!



OUR students...THE future

# PRK