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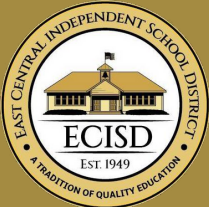
www.ecisd.net/castlead



@CASTLeadSA



@CASTLeadECISD



DEAR EAST CENTRAL FAMILIES,

This school year, for the first time, East Central has launched a new choice program for high school. The Centers for Applied Science & Technology (CAST) is a city-wide nonprofit that supports small, career-focused, hands-on high schools by bringing industry to the table. Our particular CAST will be **CAST Lead** and will be an option for students entering the ninth grade.

CAST Lead will focus on the emerging hospitality and retail management positions and e-commerce. These sought after positions (such as a market analyst) can earn a starting salary of \$85,000 a year.

Students gain education through a hands-on approach and leadership preparation. These real-world experiences allow them to test drive a career before entering college or the workforce.

CAST received seed funding from the Charles Butt Foundation. Charles Butt and H-E-B also donated \$2 million to East Central ISD to create the foundation for CAST Lead.

The location of CAST Lead is in the former John Glenn Elementary School, across the street from our high school. CAST Lead students will have access to the fine arts and athletics programs through East Central High School. CAST Lead wants to provide the maximum opportunities for our students to find a place that best suits their needs.

CAST Lead will host an introductory, celebratory event March 25 at their new campus from 5-7 p.m. We encourage all East Central families to come out and meet some of the great industry partners for this new school, and to learn more about an innovative program that will make our District even stronger.

Established in 1949, East Central Independent School District's core business is growth, vision and mission for every student, every school, every day. Committed to a quality education, the District strives to promote a positive school climate that optimizes teaching and learning in accordance with the values of its community. Creating dynamic problem-solvers for a diverse, global economy through an engaging curriculum is of paramount importance to ECISD which has a current enrollment of 10,000.

Sincerely,

Roland Toscano
 Superintendent of Schools