



District Educational Improvement Committee

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Tuesday, May 6, 2025

Agenda

Welcome [DEIC Website](#)

Purpose of DEIC

Professional Learning Plan

Boerne ISD Branding

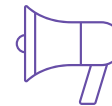
Grant Updates

Future Meetings



Purpose of DEIC

To provide an opportunity for stakeholders to have a voice in the educational process of the district



All federal planning requirements go through DEIC

District improvement plan is developed, reviewed, and revised annually by the DEIC



At least two meetings per year; BISD schedules 4 meetings per year.

2025–2026 Boerne ISD Professional Learning

Plan

Boerne ISD's Professional Learning Plan fosters a culture of continuous improvement, strategically developing educators to enhance student learning and outcomes.

Professional Learning Advisory Committee

Tracy Kotlar
Jordan Moellendorf
James Staples
Kelsie Adams
Jamie Cook
Stephanie Bradford
Sara Ranzau
Jennifer Escamilla
Lizeth Thompson
Daniel Owen
Lauren Sanders
Chris Prince
Jim Harmon

John O'Hare
Larissa Flores
Jill Rhodes Pruin
Sean Babcock
Jayne Burton
Nadine Espinosa

2025–2026 Boerne ISD Professional Learning

Plan

The Professional Learning Advisory provided the following KEY revisions to the 2025–2026 Professional Learning Plan.

1. Aligned language to Boerne ISD strategic goals and core values.
2. Updated alignment with district initiatives.
3. Revised Professional Learning Continuum and professional career cycle labels.
4. Revised Exchange Day Program requirements.
5. Made technical edits for updated statutes, curriculum/programs/personnel, the 2025–2026 academic calendar, and overall grammar, usage, and mechanics.

2025-2026 Boerne ISD Professional Learning Plan

Professional Learning Calendar Overview

Appendix E	
2025-2026 District Professional Learning Calendar Overview	
For the 2025-2026 school year BISD teachers and other professional employees have 13.5 scheduled days of professional learning. There are 4.5 <u>work days</u> . New-to-district teachers have 2 additional required days of professional learning during Boerne U.	
<u>May 27-28, 2025</u>	Boerne U-May
<u>June 3, July 22-23, 2025</u>	Administrative Retreat
<u>July 28-31, 2025</u>	New Teacher Academy (required for all new-to-Boerne ISD teachers) and Boerne U-July
<u>August 4-11, 2025</u>	Faculty and staff are scheduled for district/campus professional learning and teacher classroom preparation/ <u>work days</u> .
<u>October 10, 2025</u>	Exchange Day #1 <ul style="list-style-type: none"> Eligible staff must complete at least 6 CPE Exchange Day hours <u>outside of the contract day by September 26, 2025</u>. October 10th is a paid contract day. Eligible staff not completing at least 6 of the required 18 CPE hours and/or not appropriately entering the hours into Strive 10 <u>work days</u> prior to the Exchange Day will be required to: <ul style="list-style-type: none"> Submit for state personal leave to be approved by the principal.
<u>October 13, 2025</u>	District Professional Learning Day
<u>October 14, 2025</u>	Campus Choice: Campus Professional Learning Communities and/or Teacher-Parent Conferences
<u>January 5, 2026</u>	Exchange Day #2 <ul style="list-style-type: none"> Eligible staff must have completed the required CPE Exchange Day hours <u>outside of the contract day by December 9, 2025</u>. January 5th is a paid contract day. Eligible staff not completing the required number of CPE hours and/or not appropriately entering the hours into Strive 10 <u>work days</u> prior to the Exchange Day will be required to: <ul style="list-style-type: none"> Submit for state personal leave to be approved by the principal.
<u>January 6, 2026</u>	District Professional Learning Conference
<u>January 7-8, 2026</u>	District/Campus Professional Learning
<u>January 9, 2026</u>	Teacher Workday
<u>February 16, 2026</u>	Exchange Day #3 <ul style="list-style-type: none"> Eligible staff must have completed the required CPE Exchange Day hours <u>outside of the contract day by February 2, 2026</u>. February 16th is a paid contract day. Eligible staff not completing the required number of CPE hours and/or not appropriately entering the hours into Strive 10 <u>work days</u> prior to the Exchange Day will be required to: <ul style="list-style-type: none"> Submit for state personal leave to be approved by the principal.
<u>March 16, 2026</u>	Campus Professional Learning Communities
<u>May 21, 2026</u>	Teacher Workday (early release students)
<u>May 22, 2026</u>	Teacher Workday
Revised May 2025	37



Boerne

branding

01 Identity

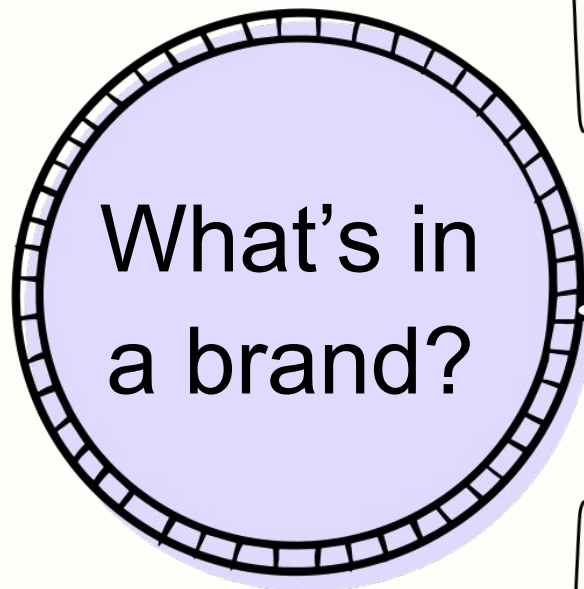
Good branding shares essential elements of the brand and is easily recognizable and identifiable with the brand. It's not about an individual, it's about a set of ideas.

02 Mission, vision, and values

Embedded in good branding is a clear set of values. The mission and vision of the brand are clear and concise. They conjure up feelings and are familiar.

03 Clear expectations

All stakeholders know what to expect from the brand, and those who are not stakeholders can easily see why they would want to/what the advantage would be.



04 Credibility

The brand does what it says it will, and always upholds standards and expectations.

05 Connection

Users feel a connection to the brand, which the brand both stewards and builds upon.

06 Loyalty

Users feel loyalty to the brand and continue to return to it, advocate for it, promote it, and feel pride in their affiliation with it.



In NSPRA's SWOT analysis of our communications practices, one of our biggest weaknesses is "lack of unique brand message defining what the district wants to be known for, and inconsistent branding." Another weakness was an overall lack of consistency in our practices across schools, departments, and classrooms.

In their 10 recommendations, NSPRA repeatedly highlights the need for "reputation management," "brand management," and "consistency in branding."

Brand and Reputation Management

Boerne is an amazing place that has **deep roots** where people are committed to **community and helping others**. **Boerne embraces** its most precious resource: the **people who call Boerne home**.

As a school district, our brand needs to be **professional**, but also **warm and humbly proud of our accomplishments** and what sets us apart.

Our approach should be **student-centered** and both **inspirational and aspirational**.



Brand and Reputation Management

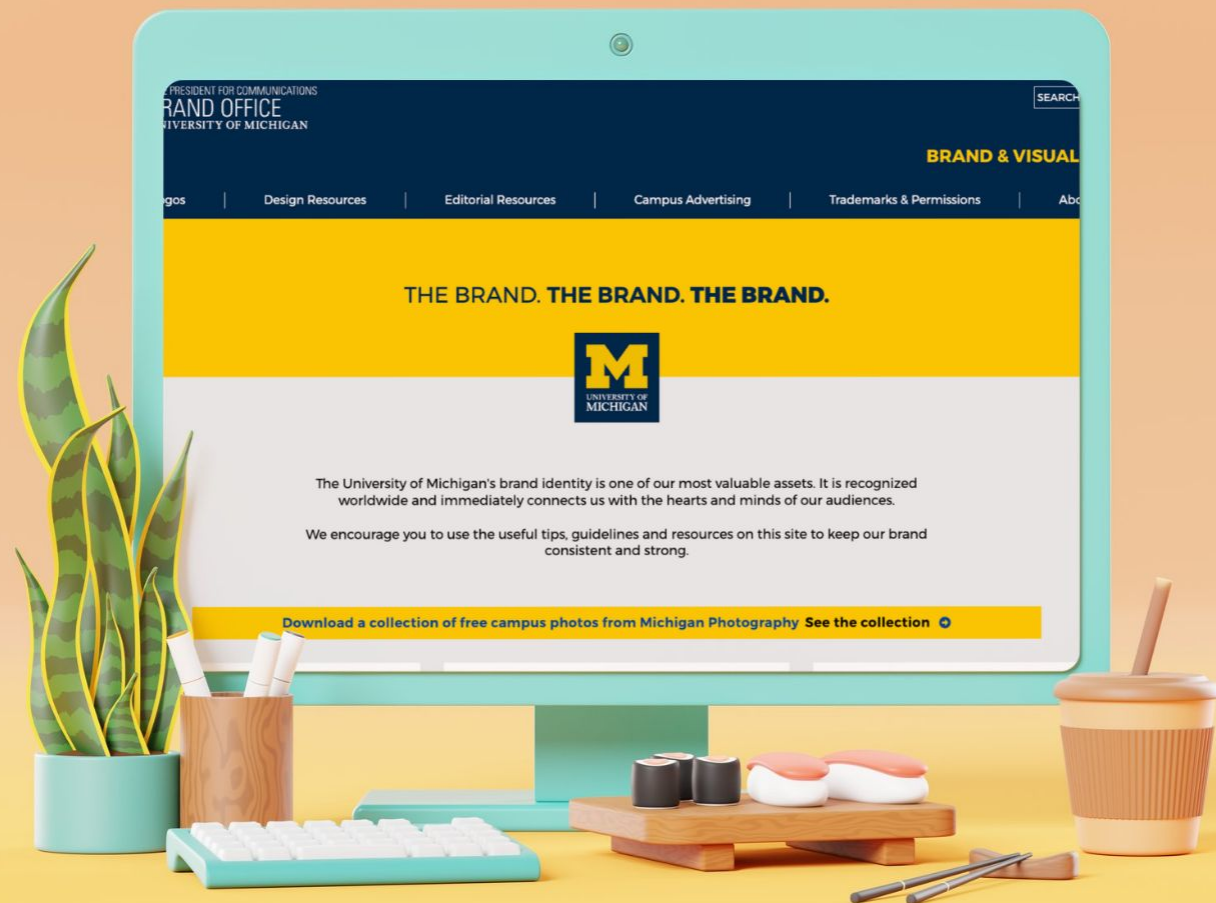
- Messaging that focuses on telling our story
 - Aligns with mission, vision, and values
 - Student-focused
 - Celebratory of staff
 - Inclusive of parents & families
 - Reassuring to our community
- Predictable cadences and schedules
 - Quarterly messages from superintendent
 - Monthly newsletters with the right information shared
 - Videos and photos that are fresh and timely
 - Invitations to all big events handled systematically
- Focus on building and maintaining transparency & trust
- Focus on building and maintaining excitement, momentum, and support while being deeply invested in our roots
- Sharing and promoting why people choose Boerne



Brand and Reputation Management

- Colors that are Boerne-approved (primary and secondary)
- Fonts
- Slide deck templates for external presentations
 - Individual teams may need their own “branded” templates, and this will be provided
- Business card templates
- Letterhead
- Signage
- A new logo for the district
- Repository of photos of **our** kids being exceptional
- Repository of photos of **our** teachers making a difference





[BRAND.UMICH.EDU](https://brand.umich.edu)

Next steps

**Define BSD
as a brand**

**Create collateral
for stakeholders
to vet**

**Create a
style guide &
suite of offerings**

**Provide fresh
content to users
on a monthly
basis**

**Carry the brand
over to every
area we touch**



2025-2026 ESSA

- ESSA = formula funding based on census data
- Still waiting for TEA to release 2025-2026 grant year Planning Amounts
- Current guidance is to budget conservatively, based on last year's numbers
- Next steps:
 - Budget based on planning amounts and needs assessment/DIP
 - Post budget and provide opportunity for public feedback
 - Review budget based on feedback
 - Submit application to TEA

2023-2024 Boerne ISD Federal/State Entitlement Grants and Estimated Planning Amounts, Allowable Use of Funds, Proposed Use of Funds

Program and Estimated Planning Amount	Purpose and Allowable Use of Funds	Proposed Use of Funds
Title I, Part A - Targeted Assistance \$599,000 CES, FES, KES	Purpose is to provides supplemental funding to districts to acquire additional education resources at schools serving high concentrations of students from low-income homes. These resources are used to improve the quality of education programs and ensure students from low-income families have opportunities to meet challenging state assessments. Allowable and most common activities include supplemental personnel to provide supplemental instruction, professional development, parent involvement activities, and instructional materials and software.	Indirect Costs - \$25,000 Mandatory reservations - \$7000 1 Reading Intvn. Teacher, 1 Math Intvn. Teacher, 1 TA at each Title I Campus - \$522,000 Campus-Specific Needs (Supplies/Materials, PD, Tutoring, Temporary TA) - \$44,600
Title I, Part C - Migrant Education Program \$9,469	The purpose of the Migrant Education Program is to design and support programs that help migratory students overcome the challenges of mobility, cultural and language barriers, and other difficulties associated with a migratory lifestyle. Allowable activities include supplemental reading or math instruction, parent training on strategies to help students be successful, summer supplemental services, supplementary support services (counseling, translation, health services, etc.), graduation support and advocacy.	Region 20 Shared Service Arrangement - \$9,469
Title II, Part A - Teacher and Principal Training and Recruiting \$164,325	The purpose of the program is to increase academic achievement by improving teacher and principal quality. Allowable activities include professional learning opportunities, recruitment and retention initiatives such as signing bonuses or incentive pay, supplies and materials that are 100% dedicated to professional learning activities.	Private Schools and Indirect Costs - \$10,651 Continuation of ICLE Coaching - \$100,000 Implementation of Early Childhood Teacher Coaching - \$10,000 Capturing Kids Hearts - \$32,000 Lead4Ward - \$10,000 Content-Specific Professional Development - \$1349
Title III, Part A - English Language Acquisition \$71,000	Purpose is to ensure that Emergent Bilingual students (EBs) and immigrant students attain English proficiency and develop high levels of academic achievement in English. Title III will also assist all English learners meet the same challenging State academic standards that all children are expected to meet. Allowable and most common activities include tutorials, community participation programs, family literacy services and outreach, supplemental educational resources or technology, high quality professional development.	Indirect Costs - \$1400 Supplementary Classroom/Student Resources - \$34,600 Parent Events - \$2000 Professional Development - \$33,000

2023–2024 Boerne ISD Federal/State Entitlement Grants and Estimated Planning Amounts, Allowable Use of Funds, Proposed Use of Funds

Program and Estimated Planning Amount	Purpose and Allowable Use of Funds	Proposed Use of Funds
<p style="text-align: center;">Title IV, Part A - Student Support and Academic Enrichment \$44,256</p>	<p>Purpose is to increase the capacity of state education agencies, local educational agencies (LEAs), campuses, and communities to meet the following three goals:</p> <ol style="list-style-type: none"> 1. Provide all students access to a well-rounded education 2. Improve school conditions for student learning (safe and healthy students) 3. Improve the use of technology to improve the academic outcomes and digital literacy of students 	<p>Private Schools and Indirect Costs - \$1100 DESSA and/or Science Mill (Safe and Healthy and/or STEM) - \$20,000 EdTech Professional Development (Access to Technology) - \$1500 SRO/Safety Professional Development (Safe & Healthy) - \$2156 Advanced/Accelerated Summer Math Courses (STEM) - \$18,000 Dual Credit Courses for Low-Income Students (College & Career) - \$1500 * At lease \$9000 has to be spent on Safe and Healthy activities and at least *9000 on Well-Rounded Education activities</p>



FUTURE MEETINGS

*Thank you for serving on the
District Educational Improvement Committee.*

— See you next year! —

ONE *community.*
purpose.

BOERNE