

August
2025



Pflugerville Independent School District

ADMINISTRATION REPORT

Purpose Statement

- Radical Transparency - unprecedented levels of accessibility to information.
- Keeping trustees and stakeholders connected with the work of administration.
- Staying cohesive from the Boardroom to the Classroom.
- Keeping us open and learning, together!
- Continuous Improvement in all that we do.

ADMINISTRATION REPORT

August 2025

The new Pflugerville ISD Administrative Report is a groundbreaking initiative designed to promote transparency and create an unprecedented level of accessibility to information. This report is strategically aligned with the district's mission and goals, ensuring that every stakeholder is informed about the administrative decisions, board meeting outcomes, and district-wide initiatives that impact the educational environment.

The report aims to align the district's strategic efforts seamlessly across all levels by bridging the gap between the boardroom and the classroom to support student success and community trust. It serves as a comprehensive resource for parents, students, teachers, and community members, reflecting Pflugerville ISD's commitment to open communication and collaborative governance. Through this initiative, the district seeks to support student success and foster a sense of community trust by keeping all parties well-informed and engaged in the educational process.

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Pflugerville ISD

1: Planning for The Future

Findings and Directions

1: Planning for the Future

- 1.1 Preparing students to discover their dreams and passions with confidence and a sense of responsibility enables them to choose their best path forward.
 - 1.1.1 Provide career exploration opportunities for all students.
 - 1.1.2 Introduce work ethic such as responsibility, approachability, coexistence, honesty and growth mindset.
 - 1.1.3 Foster community business/industry partners and further develop their role to enhance career exploration and pathways.
 - 1.1.4 Identify student interests; include students, parents and counselors in planning for pathways and course selection.
 - 1.1.5 Create on-ramps and off-ramps for students to transition between pathways.
- 1.2 Preparing students to develop core values, master essential life skills, and communicate confidently and effectively.
 - 1.2.1 Equip students with essential skills and strategies to navigate and succeed in real-world situations.
 - 1.2.2 Incorporate resilience-building activities to help students navigate disappointment and foster adaptability.
 - 1.2.3 Foster effective communication skills to support success in various contexts.
 - 1.2.4 Encourage personal growth and social understanding through meaningful learning experiences.
 - 1.2.5 Incorporate opportunities for developing critical thinking, practical skills, and well-being into learning experiences.
- 1.3 Fostering a sense of individual worth, community connection, and collaboration helps students thrive and innovate.
 - 1.3.1 Recognize and celebrate the uniqueness of every individual in order to promote creativity and innovation.
 - 1.3.2 Establish a safe and inclusive environment where connection and belonging are prioritized.
 - 1.3.3 Foster civic responsibility by encouraging collaborative and community-focused activities.
 - 1.3.4 Incorporate practices that develop self-regulation, networking, and empathy as foundational skills for life and career success.

PHS Becomes Home to Pflugerville ISD's First Early College High School

Pflugerville ISD is proud to announce the launch of its first-ever Early College High School (ECHS) cohort, now home at Pflugerville High School (PHS). This innovative program provides students with the opportunity to earn both a high school diploma and a no-cost Associate of General Studies degree from Austin Community College—helping families save time and money on the path to a Bachelor's degree.

This year, 97 motivated freshmen began their ECHS journey at PHS, stepping confidently into a future filled with opportunity, academic achievement, and career readiness.

Summer Bridge Success

To prepare for this exciting opportunity, students participated in the district's first ECHS Summer Bridge program, held at PHS. With an impressive 85% voluntary attendance, the program gave students a strong foundation for success. Many achieved early progress in reading and writing skills, setting them up for success in their upcoming college-level courses.

Community Celebration

On August 20, Pflugerville High School proudly welcomed ECHS families to a special celebration in the PHS Cafeteria. The event highlighted the pride of the Panther community, the dedication of PfISD educators, and the district's commitment to ensuring every student has access to pathways that open doors to higher education and brighter futures.

Why Families Choose Pflugerville ISD and Pflugerville High School:

- Home of the Early College High School program—a first for PfISD
- Free Associate degree through Austin Community College partnership
- Academic supports that build confidence and college readiness
- A welcoming, tradition-rich school community that celebrates every achievement

With Pflugerville High School as the proud home of Early College High School, Pflugerville ISD is preparing students for the future while keeping education accessible, affordable, and inspiring.



- 1.1.3 *Foster community business/industry partners and further develop their role to enhance career exploration and pathways.*

Pflugerville ISD Awarded \$105K Grant to Bridge Education and Workforce Development

Pflugerville ISD secured a \$105,000 Community Engagement Grant from the Pflugerville Community Development Corporation (PCDC) to contract with the Stacer Group for a new work-based learning initiative. This project, set to begin in September, will support the district's "Three E's Promise" to provide every graduate with a plan for employment, enlistment, or enrollment by 2029. The initial phase will focus on three areas: strategic and work-based learning planning, work-based learning mapping, and industry partner networking and management. These efforts aim to bridge the gap between academic learning and practical application by providing students with career exploration, professional skills, and valuable experience through internships, apprenticeships, and other real-world projects. This project will also assist local employers in developing talent pipelines and will provide Pflugerville ISD staff with a technology-based dashboard to track progress and measure student and partner outcomes.

- 1.2.1 *Equip students with essential skills and strategies to navigate and succeed in real-world situations.*

Leading the Way: Principals in Action!

Northwest Elementary Principal Rachael Juro and Spring Hill Principal Dr. Tiffany Greene are setting the bar high for instructional leadership! Fresh from their professional development, they rolled up their sleeves and modeled powerful teaching strategies right alongside their teachers. By leading from the front, they proved that campus leaders don't just talk about high-quality instruction—they live it. Their hands-on leadership shows a bold commitment to empowering teachers and ensuring every student thrives.



- 1.2.2 *Incorporate practices that develop self-regulation, networking, and empathy as foundational skills for life and career success.*

Smart Strategies, Strong Results: STAAR EOC Success in Pflugerville ISD

Pflugerville ISD continues to put students first with innovative approaches that boost participation, raise achievement, and save valuable resources. This summer, the district implemented a bold new plan for the June STAAR End-of-Course (EOC) administration and the results speak for themselves.

More Students, More Success

With a streamlined program and stronger communication, 545 students participated in the June 2025 EOC tests, up nearly 20% from 2024. This remarkable increase reflects the commitment of our teachers, administrators, and families to ensuring every student has the chance to succeed.

- English I & II: Over 150 students attended focused prep sessions, leading to 113 passing scores—a dramatic jump from 71 in 2024.
- Algebra I: 107 students prepared in one intensive day, with 78 students passing the exam.
- Biology & U.S. History: Smaller groups benefited from targeted prep, raising overall results.

Across all subjects, performance climbed 5%, proving that strategic support and confidence-building make a real difference for students.

Smarter Prep, Bigger Impact

Instead of the traditional extended prep schedule, the Curriculum & Instruction team condensed the process into eight powerful days of test prep within the testing window. Teachers zeroed in on the most frequently tested TEKS, paired with effective test-taking strategies. The focus wasn't just about knowledge, it was about building student confidence and helping them reach new levels of achievement.

A Win for Families and the District

By restructuring the program, Pflugerville ISD also realized a \$20,000 cost savings, allowing more resources to be directed back into classrooms. Families can feel confident that the district is not only helping students succeed academically but also being a strong steward of taxpayer dollars.

June STAAR EOC [Program Details Here](#)

- 1.2.5 *Incorporate opportunities for developing critical thinking, practical skills, and well-being into learning experiences.*

Texas Mobile STEM Lab Ignites Future Pathways

The Texas Mobile STEM Lab is rolling into Parmer Lane Elementary from September 30–October 3, bringing the future of innovation directly to our students!

Thanks to support from the Texas Education Agency (TEA) and Learning Undeclared, this state-of-the-art mobile lab transforms into a hands-on STEM learning hub where Kindergarten through 5th grade students will become problem solvers, engineers, and innovators. Students will tackle real-world design challenges, collaborate as teams, and apply STEM skills aligned to the Texas Essential Knowledge and Skills (TEKS).

More than just an exciting experience, the Mobile STEM Lab connects directly to PfISD's mission of preparing students for life beyond graduation. By sparking curiosity in science, technology, engineering, and math, we are planting the seeds for future pathways, whether students choose to be **Enrolled** in college, **Enlisted** in service to their country, or **Employed** in high-demand, high-skill careers.

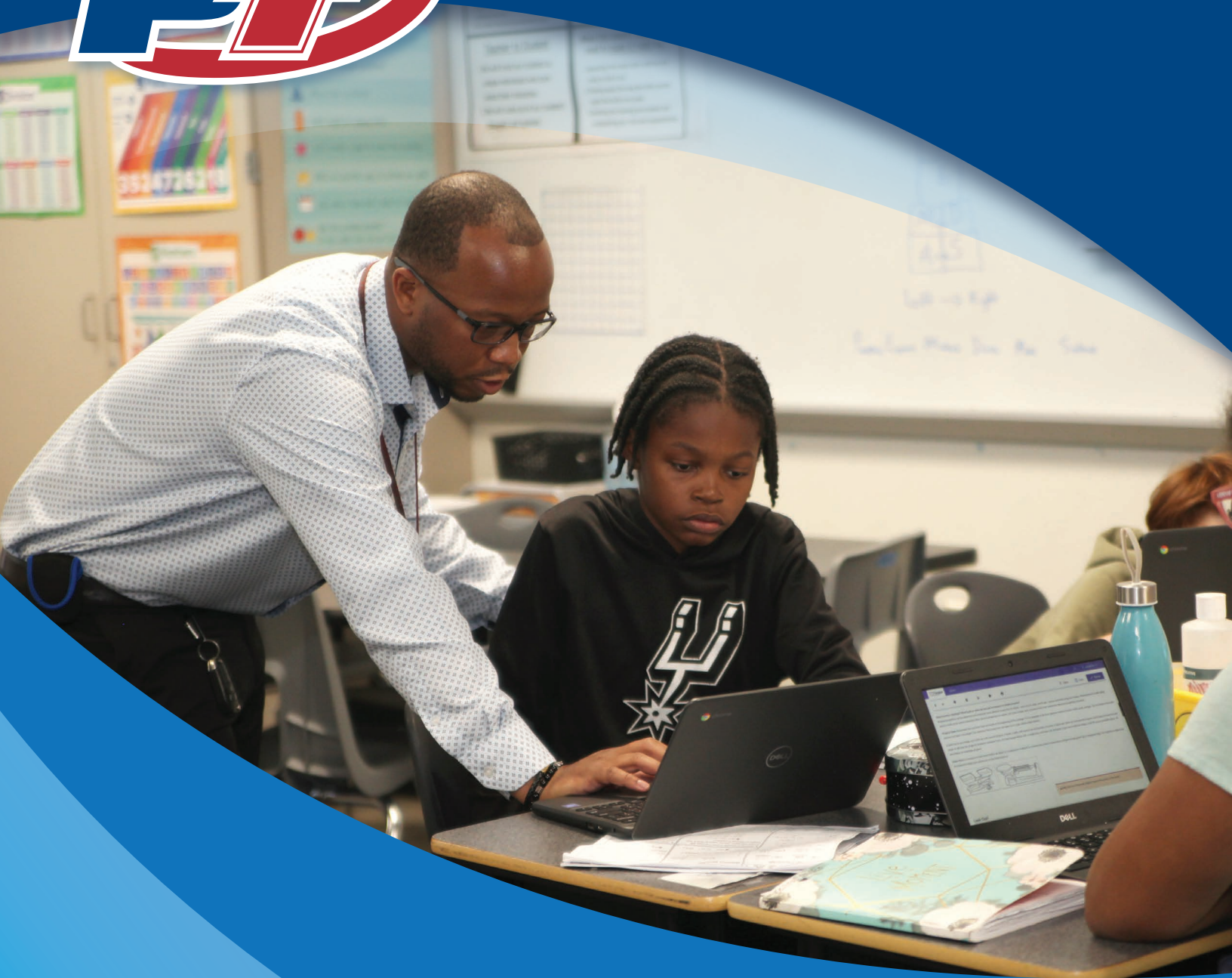
And the best part? This transformative program is offered at no cost to our schools.



First Day of School, River Oaks ES



First Day of School, Connally HS



Pflugerville ISD

2: Student Learning Experiences

2: Student Learning Experiences

2.1 Creating an environment of connection and trust, where passionate teachers inspire a joy of learning and help students discover their purpose.

2.1.1 Foster strong connections between students and educators by creating supportive environments that promote trust, engagement, and a sense of belonging.

2.2 Fostering a culture where students are encouraged to be risk takers and innovators, challenged to think critically, and empowered to embrace courage and a growth mindset to navigate challenges, seize opportunities, and thrive.

2.2.1 Integrate critical thinking and student-led discussions by allowing students to analyze real-world problems and safely express their ideas in a collaborative environment

2.2.2 Provide guidance and support to encourage student growth, resilience, and a mindset that embraces both success and learning from challenges.

2.2.3 Offer guidance and support that highlights individual strengths, encourages improvement, and nurtures a growth mindset.

- 2.1.1 *Foster strong connections between students and educators by creating supportive environments that promote trust, engagement, and a sense of belonging.*

Dessau Middle School Held Annual House Induction Ceremony

Dessau Middle School attributes much of its recent success to its dedicated commitment to building a strong learning community. On Friday, August 15th, the Rattlesnakes did just that, engaging in a tradition that celebrates the dawn of a new year while building a “belonging” culture. The ceremony, a cornerstone of the school’s culture, emphasized teamwork, community, and friendly competition. Students proudly wore their house colors, showcasing a strong sense of belonging and camaraderie that will undoubtedly carry them through the 25-2 school year. 6th grade students as well as invited staff were inducted in a celebratory fashion. The energy in the gymnasium was palpable, as cheers erupted for each house, setting a positive and enthusiastic tone for the months ahead.

The house system at Dessau Middle School is designed to foster a supportive and inclusive environment, and the induction ceremony served as the perfect kickoff. It was a day filled with fun activities and house chants, designed to help students connect with their peers and mentors. The event successfully highlighted the school’s commitment to creating a vibrant and engaging educational experience beyond the classroom. With this great start, Dessau Middle School is well-positioned for a successful year, filled with academic achievements, personal growth, and a strong sense of community spirit.

- 2.2.1 *Integrate critical thinking and student-led discussions by allowing students to analyze real-world problems and safely express their ideas in a collaborative environment*

National Math Stars Finalists!

Two students from Pflugerville ISD have been selected as National Math Stars 2025 Finalists!

National Math Stars is a ten-year, fully funded program that supports and inspires our Stars’ love of mathematics from as early as third grade through the end of high school. Every Star is unique, so we work in close partnership with them and their families to design a journey that aligns with their strengths and interests. Over the ten years, we invest more than \$100,000 in support and resources in each Star to create a pathway for them to reach the frontiers of mathematics, science, and technology. This is a tremendous accomplishment. Out of more than 4,500 applicants from across Texas, these students stood out as some of just 200 selected as finalists. In August, NMS will announce which finalists are selected to become National Math Stars.

PfISD Finalists:

Payton A., *Highland Park ES*

Tristan S., *Hidden Lake ES*

- 2.2.2 *Provide guidance and support to encourage student growth, resilience, and a mindset that embraces both success and learning from challenges.*

Transforming Math Instruction: Early Success with the Bluebonnet Curriculum

This year, seven PfISD campuses are piloting Bluebonnet Math, bringing a new level of focus on deep conceptual mathematics learning for students. Six elementary schools, Delco, Dessau, Northwest, River Oaks, Spring Hill, and Timmerman launched their work with two days of professional learning led by Region 13, followed by ongoing implementation sessions during district professional learning days and on their campuses. At the secondary level, Westview Middle School is diving into Bluebonnet Math to strengthen students' conceptual understanding as they prepare for high school and beyond. Across all campuses, Curriculum & Instruction and the Office of School Leadership are providing wraparound support to ensure a strong launch. We are excited to see the impact this innovative approach will have on student learning.

Leadership and Teacher Development

Since the summer, district and campus leaders have engaged in targeted professional learning designed to build instructional leadership capacity around the Bluebonnet curriculum. Teachers have received intensive training to ensure lessons are delivered with fidelity and aligned to research-based best practices. This intentional support structure has helped lay the foundation for consistent, high-quality instruction across classrooms.

Dr. Alma Gonzalez de Castillo, Assistant Superintendent of Schools, reflected on this momentum:

"It has been inspiring to witness the transformation of Pflugerville Pfirst leaders and teachers—from the launch of leadership training, to teacher professional learning, and now to students actively engaging with the Math Bluebonnet curriculum. Classrooms are alive with research-based instructional practices that give every student access to high-quality curriculum and instruction, sparking curiosity and deeper learning. The impact has been so evident that principals outside of Pflugerville Pfirst have requested to bring the Math Bluebonnet curriculum to their own schools—a true testament to the power of engaging, evidence-based teaching and learning."

Principal Perspective

Campus leaders are observing positive shifts in student learning and culture as a direct result of the Bluebonnet implementation. One principal noted:

"The Bluebonnet program has been a win for our students. It not only strengthens their problem-solving skills but also builds confidence, teamwork, and a genuine love for learning math. We're seeing students challenge themselves in new ways and it aligns with our vision of using HQIM and our commitment to providing rigorous, engaging experiences that prepare our students for success."

Teacher Perspective

Teachers are reporting that the structure and intentional design of the curriculum is supporting both their instructional delivery and student growth. A first-grade teacher shared:

"I'm really enjoying using the new Bluebonnet math curriculum in my first grade classroom. The structured PowerPoints help keep both me and my students on track, providing clear expectations and transitions. I especially appreciate the fluency practice, as it holds my first graders accountable for their learning. My students are taking ownership in their math abilities. I have noticed my students are grasping concepts at a much faster rate compared to the previous curriculum, which is due to the very thought-out lessons and skills we are teaching them."



First Day of School, River Oaks ES



First Day of School, Connally HS



Pflugerville ISD

3: Recruit, Develop and Retain Teachers and Staff

3: Recruit, Develop and Retain Teacher and Staff

- 3.1 Developing quality staff members who are equipped, experienced, and constantly learning is crucial for fostering student achievement and growth.
 - 3.1.1 Provide differentiated professional development for staff based on experience and proficiency, and provide opportunities for individual choice
 - 3.1.2 Establish collaborative support systems to enhance instructional development and professional growth for educators.
 - 3.1.3 Offer leadership development opportunities to support administrators in their professional growth.
- 3.2 Retaining quality teachers allows us to develop the purpose, joy and love of learning for staff and students.
 - 3.2.1 Consider creative and competitive compensation ideas as they become possible.
 - 3.2.2 Expand employee recognition options.
 - 3.2.3 Explore ways to provide balanced and dedicated teacher collaboration and planning time.
 - 3.2.4 Explore housing incentives to attract and retain quality staff
- 3.3 Recruiting highly effective teachers and staff are crucial for fostering student achievement and growth.
 - 3.3.1 Collaborate with higher education institutions to recruit and prepare highly effective teachers.
 - 3.3.2 Consider incentives to attract experienced educators to the district
 - 3.3.3 Continuously assess and refine compensation and benefits to attract and retain talent while maintaining financial sustainability.
 - 3.3.4 Explore pathways to support career growth and advancement for substitutes, paraprofessionals, and volunteers pursuing teaching roles.
 - 3.3.5 Explore opportunities to develop students as future educators and encourage them to return home to teach.

- 3.1.1 *Provide differentiated professional development for staff based on experience and proficiency, and provide opportunities for individual choice*

PfISD + Playlab AI PLC Updates

PfISD is partnering with Playlab to equip leaders and teachers with AI literacy and the skills to create custom AI tools for their classrooms. These tools directly align with our PfISD Learner Profile and strategic priorities—helping educators save time, personalize learning, and improve student outcomes in measurable ways. This work starts with AI literacy so that teachers are prepared to use AI tools responsibly.

This initiative aligns directly with our PfISD Profile of a Learner and our strategic priorities by:

Building Leadership AI Capacity: Ensuring principals, instructional leaders, and central office staff understand AI's role in decision-making, curriculum alignment, and student readiness.

Professional Development in Emerging Technologies: Providing structured, hands-on learning in AI, automation, and digital tools to help educators stay current, competitive, and innovative.

Driving Student Success: Empowering teachers to save time, personalize learning, and amplify student engagement by using AI responsibly and ethically.

Future-Ready Skills: Preparing PfISD graduates for Enlistment, Enrollment, and Employment (3Es) by modeling how to use emerging technologies with integrity and adaptability.

PLC Overview & Key Dates

PLC 1 & 2 (Leaders) – September 4

- **AI Foundations:** Building baseline literacy in artificial intelligence, ethics, and responsible use.
- **Problem Ideation:** Identifying PfISD-specific challenges that AI tools can address (lesson planning, coaching feedback, data reflection, student support).
- **App Building:** Guided training on designing simple custom AI applications aligned to district goals.

Future PLC Sessions (Teachers & Staff) – (Dates TBD)

- **Classroom Applications:** Exploring how AI can support differentiation, student feedback, and authentic assessments aligned to the Profile of a Learner.
- **Emerging Technologies Integration:** Professional learning on using AI, cloud-based platforms, and digital collaboration tools to future-proof instruction.
- **Showcase & Reflection:** Sharing prototypes, piloting tools, and reflecting on their impact on student learning and teacher capacity.

Building Future-Ready Classrooms: Mott ES Engages in Deeper Learning Professional Development

Mott Elementary attended the New Tech Network's Individual Services for Deeper Learning Capacity training, a professional development program designed to strengthen instruction, culture, assessment, and college and career readiness through targeted leadership and educator skill-building. The selected pathway for Mott ES and Cele MS includes workshops on problem-based and project-based learning, learner-centered assessment, and instructional practices. These sessions, ranging from two to three days, focused on designing engaging,

equitable lessons and projects, integrating purposeful assessments, and fostering essential skills such as collaboration, communication, and critical thinking. During the training, participants also created project-based learning projects using Inkwire. Mott staff will share their learning from this training in December with other schools from around Texas.

Investing in Excellence: AVID, AP, and OnRamps Summer Learning

AVID Summer Institute--PflSD sent another 32 AVID educators to Summer Institute in Dallas June 15th through 18th. Similarly, another 26 AP teachers completed workshops at AP Summer Institute at UT-Austin or online at a variety of locations. Finally, all OnRamps teachers have worked to complete their required summer Professional Learning course through UT-Austin. These intensive professional learning opportunities provide instructional coherence within each course and are key to elevating student outcomes district-wide.

We proudly welcomed our newest teachers and staff to the Pfamily during New Teacher Orientation at Weiss High School. Over two meaningful days, these educators experienced the heart of PflSD—centered on connection, culture, and student-focused learning.

Day 1 kicked off with an energizing activity grounded in our district beliefs:

- Diversity is our strength – superhero stance
- All individuals have worth – open hand gesture
- Relationships are foundational to success – sign language for “relationships”
- A safe and nurturing environment is non-negotiable – hand heart

This shared experience brought our beliefs to life and reminded us that these values shape how we serve students each day.

Day 1 also included:

- Technology onboarding
- Introduction to district systems and support resources

Day 2 Highlights:

- A warm welcome and message from Superintendent
- A crowd-sourced AI activity where teachers co-created and personalized their own professional pledge
- Classroom culture and behavior support sessions
- Role-specific curriculum and instruction sessions
- Rotations focused on Special Education best practices and supporting Emergent Bilingual learners
- Lunch with time to explore district information tables and connect with various departments. We're thrilled to have these passionate professionals joining us and can't wait to see the impact they'll make across our campuses.



Advancing Instructional Leadership and Vertical Alignment in Science at River Oaks Elementary

River Oaks Elementary has made significant progress in advancing instructional leadership and strengthening vertical alignment in science education. Targeted coaching supported the campus leadership team and the science instructional lead in developing a shared understanding of how the Texas Essential Knowledge and Skills (TEKS) progress across grade levels and how this alignment ensures rigorous, coherent science instruction.

Through a series of coaching sessions, campus leaders analyzed the vertical progression of the TEKS, identified instructional gaps, and clarified expectations for student performance. A key outcome of this initiative was the science lead's successful development and delivery of a campuswide professional development session, which enhanced teacher capacity and reinforced the importance of coherence in science instruction from grade to grade.

This work equips leaders and teachers to deliver science instruction that not only prepares students for success on STAAR (State of Texas Assessments of Academic Readiness) but also builds a strong foundation for future opportunities. By strengthening scientific literacy and problem-solving skills, River Oaks students are being better prepared for PfISD's 3Es vision; to graduate ready to be Enrolled in college, Enlisted in service, or Employed in a career. Strengthening vertical alignment in science ensures students build the knowledge and skills needed for advanced coursework, college pathways, STEM careers, and opportunities in service fields.

Cele Middle School – Language-Rich Classrooms Professional Learning

The Office of School Leadership designed and facilitated professional learning experiences tailored to meet educators at their current level of experience and proficiency. At Cele Middle School, teachers participated in a Language-Rich Classrooms session focused on practical strategies to increase student discourse and language development across all content areas.

The session was designed to actively engage teachers in working together, exploring new ideas, and tackling instructional challenges as a team. This approach built a shared commitment to improving practice and created a solid foundation for ongoing collaboration and coaching among colleagues. Initial feedback shows these interactive moments are already boosting teacher confidence and sharpening instructional planning.

Investing in Excellence: Special Education Professional Learning Summer 2025

Pflugerville ISD is committed to ensuring every student thrives, and that begins with investing in the educators who serve them. This summer, the Special Education Department delivered targeted professional learning designed to align with staff needs and district priorities. The goal was to strengthen certification pathways, enhance instructional practices, and deepen understanding of inclusive education.

Key Summer Highlights

- **Special Education Test Prep Academy (3 Days):** In partnership with Region 13, PflISD supported Pre-K teachers and Dyslexia Providers preparing for the Special Education TExES certification exam.
- **Empowering ECSE Classrooms Grant: Professional Learning Series:** Funded by a TEA grant, this series included a two-day STAR curriculum training and a one-day Conscious Discipline session for ECSE and Pre-K special education staff.
- **Summer SpEd Institute (1 Day):** Open to all special education staff, the institute featured the keynote “The Heart of Change” along with breakout sessions on behavior, inclusion, instruction, and wellness.

Positive Impact

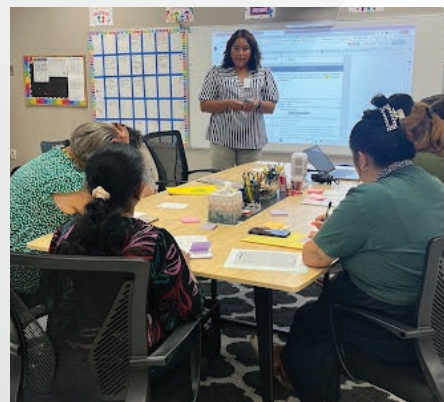
Participants praised the sessions for being relevant, practical, and directly connected to classroom needs. Educators left with tools and strategies they can use immediately, along with renewed confidence in their ability to meet the needs of every learner. By investing in its educators, Pflugerville ISD is investing in students. Together, we are building classrooms where every learner is valued, supported, and empowered.

Building Collaborative Capacity at Dessau Elementary

In alignment with Finding 3.1 and Direction 3.1.2 of the strategic plan, Dessau Elementary is fostering professional growth through strong collaborative support systems that enhance instructional practice and promote student success.

On the second day of school, Dessau’s staff engaged in purposeful Professional Learning Community (PLC) meetings to set the tone for a year of shared learning and collective responsibility. The meetings began with a data celebration, highlighting student growth. Principal Ms. Guardiola then facilitated a live practice of the Time, Voice, Body protocol, a strategy that helps teachers deliver clear, concise directions while establishing consistent expectations for students. This practice is foundational for creating a positive and focused classroom culture.

Teachers actively participated, sharing their own approaches, refining techniques, and collaborating to strengthen schoolwide systems. These intentional, early-year PLCs exemplify how Dessau Elementary is building a culture of continuous improvement—equipping educators with the skills and strategies to positively impact student achievement throughout the year.



Westview Middle School – Carnegie Learning Bluebonnet Math Training

The Office of School Leadership recently hosted a Lunch and Learn for Westview Middle School teachers to support the implementation of the Bluebonnet Math curriculum. The session, led in partnership with Carnegie Learning, introduced the online component purchased by the district to enhance the use of these high-quality instructional materials.

Teachers explored how the interactive platform allows them to monitor student performance in real time, providing actionable insights to inform instruction. Engagement was high, with participants expressing enthusiasm for how the tool can make learning more personalized and responsive to student needs. This training marked an exciting step forward in equipping teachers with resources that strengthen instruction and support student success in mathematics.

Pflugerville Elementary – Know It/Show It Professional Development

The Office of School Leadership provided targeted professional development at Pflugerville Elementary focused on creating Know It/Show It charts and using teacher-created exemplars to deepen understanding of grade-level standards. The session emphasized identifying what students should know and be able to do upon mastering the standard, ensuring clarity and alignment in instructional planning.

Teachers engaged in hands-on work to develop their own Know It/Show It charts for an upcoming unit, applying the strategies in real time. Many began making meaningful connections between this process and the district's focus on instructional coherence, recognizing how these tools can strengthen alignment across lessons, assessments, and student outcomes. The session fostered collaboration, clarity, and enthusiasm for refining instructional practices to support student mastery.

Pflugerville Middle School – Eduphoria Training

At Pflugerville Middle School, teachers participated in training on Eduphoria Basics and the Premium Upgrade, building confidence in using the platform's planning, assessment, and data tools. The professional learning was intentionally designed with multiple entry points, enabling participants to connect the content directly to their classroom needs and instructional goals.

The training emphasized meaningful teacher-to-teacher interaction, giving participants time to trade best practices, discuss classroom applications, and work through solutions collectively. This emphasis on teamwork nurtured a collaborative spirit and set a forward-moving pace for continuous professional growth across the campus.

Empowering Instructional Growth Through the “Waterfall” Framework at Dessau Elementary

To support instructional improvement goals at Dessau Elementary, a tailored professional learning presentation and practice clinic was developed to guide administrators and instructional coaches through the Waterfall Sequence from the Get Better Faster in 90 Days framework. This sequence provides a carefully prioritized pathway for developing new teachers, ensuring that the most high-impact practices are mastered first.

The presentation emphasized the importance of clarity and coherence in instructional leadership coaching. By breaking down the Waterfall into progressive phases, beginning with culture-building and classroom management and moving toward rigorous instructional strategies, leaders gained a structured approach for guiding teacher development. Each phase included coaching actions, modeled practices, and real-time feedback techniques, giving instructional leaders a clear and consistent framework to support teachers.

This approach not only strengthened clarity around coaching priorities but also promoted coherence across the leadership team. With a shared language and structure, administrators and coaches were able to deliver support in a way that builds teacher capacity, accelerates growth, and ensures alignment in instructional expectations across the campus.

25-26 Board Approved Compensation Approval

Pflugerville ISD has announced its 2025–26 compensation plan following approval by the Board of Trustees at the July 17th PfISD School Board Meeting. While much of the planning process took place behind the scenes, the decision directly impacts the dedicated educators and staff who serve more than 25,000 students each day.

This year’s plan was shaped by House Bill 2 (HB 2), legislation that provides dedicated funding for many teachers. While the district welcomes this investment, HB 2 also comes with limitations—excluding some newer educators and other staff who are essential to student success. District leaders took additional time to review the state guidelines to ensure the plan is both fair and financially responsible.

Highlights of the plan include:

- **HB 2 Qualified Teachers**

- New starting salary: \$58,300
- 1–2 years of experience: \$800 increase
- 3–4 years of experience: \$2,500 increase*
- 5+ years of experience: \$5,000 increase*
- *Flat amounts per HB 2

- **Non-HB 2 Qualified Teachers**

- New starting salary: \$58,100 and 1% general pay increase for returning teachers.

- **All Other Staff**

- 1% general pay increase, plus stipend and targeted market adjustments

Retroactive pay adjustments will be implemented in September, with new teacher pay rates taking effect in August.

Thank you to the Board of Trustees for their commitment and support to Pflugerville ISD educators. The Pflugerville ISD staff are the foundation of high-quality learning for every student, every day.

PfISD Retains 94% of TIA-Designated Teachers, Strengthening Instructional Excellence

On July 31, PfISD proudly paid \$5.4 million in stipends to our Teacher Incentive Allotment (TIA)-Designated teachers, honoring their dedication to excellence and student success. As we begin the 2025–2026 school year, 493 designated teachers will return to PfISD classrooms, ensuring that students are taught by some of the most effective educators in the state. With an impressive 94% retention rate, PfISD has achieved the core goal of the TIA program—keeping highly effective teachers in front of students, where they have the greatest impact. This investment not only rewards and retains outstanding educators, but also strengthens our ability to prepare students for success in the 3E's—whether they choose to be Enrolled in higher education, Enlisted in military service, or Employed in a rewarding career. By sustaining instructional excellence, PfISD ensures more students graduate ready for their next step.

3.3.1 Collaborate with higher education institutions to recruit and prepare highly effective teachers

7 Visiting Teachers from Spain arrive at PfISD Elementaries

Arrival of Spain Visiting International Teachers (ND) Seven teachers, through the Region 13 visiting teacher program, arrived from Spain during July 15- July 25, 2025. These teachers are all assigned to teach at Elementary campuses serving our district bilingual students. The district will also be welcoming two other Spanish teachers in late August, one from Columbia and one from Honduras, through the Spirit Exchange program.



Staff Marketing Report

In July, the Communications Department advanced its efforts to support staff recruitment by leveraging targeted digital strategies designed to attract educators and potential employees from across Pflugerville and surrounding communities, including Austin, Manor, Hutto, Round Rock, and Del Valle. The department focused on driving applications for open positions and boosting attendance at job fairs, while also broadening outreach to prospective educators from charter schools, other districts, and recent graduates.

A major component of this work was a teacher recruitment ad campaign run through social media. The campaign targeted local audiences and reached more than 5,000 individuals, generating 9,306 impressions and 295 link clicks with an ad spend of 350 dollars. A second teacher recruitment campaign, launched with an additional 250 dollars in investment, extended the district's reach even further, producing 47,870 impressions, 1,369 clicks, and connecting with nearly 25,000 people. Both campaigns were still active at the end of the month, continuing to build momentum in the weeks leading up to the start of the school year.

The department also promoted the Teacher and Education Associates Job Fair, which had less than one week of marketing but achieved strong results. Social media ads for the event reached candidates across targeted areas and generated more than 190 RSVPs, with more than 100 attendees participating in person. This reflects the growing effectiveness of short-term, high-impact campaigns in generating meaningful engagement with potential applicants.

These initiatives underscore PflISD's commitment to ensuring that recruitment efforts are visible, engaging, and cost-effective. By combining long-term digital campaigns with event-specific promotions, the Communications Department is continuing to provide strong support to Human Resources in building a diverse and talented workforce for the upcoming school year.

3.3.3 *Continuously assess and refine compensation and benefits to attract and retain talent while maintaining financial sustainability.*

Medical Benefits and Leave Updates

We're happy to announce that there will be no significant changes to our medical plan for 2026. Thanks to a promising new pharmacy vendor, we are able to keep our rates and benefit structure—including deductibles and co-insurance—the same. Additionally, all other supplemental product rates for dental, vision, and disability will not increase.

In July, the Board approved several changes to the district's leave program for 2025-2026. Below are the key updates:

- **Local Leave:** Local leave can now be used for any purpose, including personal use, not just for sick days or bereavement.
- **Personal Leave:** Employees can now take a maximum of five consecutive workdays of personal leave, an increase from the previous limit of three days.
- **Paid Bereavement Leave:** The district has added a new paid bereavement leave benefit. Employees can now take up to three paid days per school year for the loss of an immediate family member (spouse, child, or parent). Additionally, employees who need to travel internationally for a death can take up to 15 paid days.

3.3.4 *Explore pathways to support career growth and advancement for substitutes, paraprofessionals, and volunteers pursuing teaching roles.*

New partnership to increase Teacher Certifications

As part of our Pfirst Class HR Initiative, Pflugerville ISD is proud to announce a new partnership with TX Teachers of Tomorrow, joining our existing collaboration with iTeach Texas. These strategic alliances are designed to empower our Teacher Facilitators 2.0 enrolled in these programs by providing sponsorship of ACP fees, discounted program rates, and ongoing support sessions and community informationals. Together, we are building a strong, sustainable network of well-prepared teachers who are ready to make a lasting impact in PflISD classrooms.

Teacher Job Fair

The district hosted a job fair event for all positions in the district on July 10, 2025. We had approximately 231 employees attend with multiple candidates being offered a position on the spot.





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Pflugerville ISD

4: Community

4: Community

- 4.1 Collaboration between the Pflugerville community and the PfISD will promote resources that benefit families and students and foster a value for learning.
 - 4.1.1 Explore opportunities to strengthen connections between the district and the community through meaningful engagement and collaboration.
 - 4.1.2 Provide resources and support to families that enhance access, engagement, and connections between the district and the community.
 - 4.1.3 Develop opportunities that engage students, families, and the district in meaningful discussions about the importance of learning.

- 4.1.1 *Explore opportunities to strengthen connections between the district and the community through meaningful engagement and collaboration.*

Convocation Sponsorships a Sweet Success

This year marks PfISD's first-ever Convocation at Kalahari Resort, and our first time soliciting sponsorships to support the event. We're excited to share that thanks to the incredible generosity of our community partners, we've successfully covered the full cost of the event through sponsorships totaling \$29,100.

A special thank you goes to our Presenting Sponsor, A+ Federal Credit Union, which contributed \$15,000 to make the event possible.

In addition to financial sponsorships, we've also collected more than \$5,000 in gift cards and certificates from local businesses to surprise our teachers throughout the event. Our largest "Freebie" donor is Nothing Bundt Cakes, which generously provided 500 free Bundtini coupons, valued at \$3,000.

We're grateful for the strong community support as we celebrate and uplift our incredible staff to kick off the new school year!

Building Community Connections at River Oaks Elementary

Aligned with Finding 4.1 and Direction 4.1.3 of the strategic plan, River Oaks Elementary is strengthening the bond between school and community through events that celebrate the value of learning and foster meaningful engagement.

To kick off the 2025–2026 school year, River Oaks hosted its annual Popsicles in the Park event. Staff members visited four locations within the community to welcome students and families, share information, and build excitement for the year ahead. This outreach event provided an opportunity to connect with both current and prospective students, answer questions, and personally invite families to the upcoming Meet the Teacher Night.

By meeting families where they are, River Oaks staff created an approachable and welcoming environment that underscores the school's commitment to partnership. Events like Popsicle in the Park not only generate enthusiasm for the start of school, but also lay the foundation for strong relationships that support student success throughout the year.



4.1.2 *Provide resources and support to families that enhance access, engagement, and connections between the district and the community.*

Simplifying School Meal Payments

Families across PfISD are responding positively to the new MySchoolBucks “One-Pay” annual fee option for meal pre-payments made by e-check. This convenient choice provides parents and students with peace of mind and flexibility.

In addition to One-Pay, households can still choose to:

- Make individual transactions through MySchoolBucks (with standard fees), or
- Pay directly at campuses with check or cash (no fee).

By offering multiple options, PfISD makes it easier for families to manage meal payments in the way that works best for them.

Expanding Free Meals for Students

PfISD is proud to announce the expansion of the Community Eligibility Provision (CEP) program, ensuring more students have access to healthy, nutritious meals at no cost.

The Texas Department of Agriculture recently approved five additional campuses for CEP, bringing PfISD’s total to 12 campuses:

- Connally High School
- Dessau Middle School
- Westview Middle School
- Ruth Barron Elementary School
- Copperfield Elementary School
- W. Delco Elementary School
- Dessau Elementary School
- Northwest Elementary School
- River Oaks Elementary School
- Spring Hill Elementary School
- Timmerman Elementary School
- Wieland Elementary School

Starting in the 2025–2026 school year, every student at these campuses will receive free breakfast and lunch, regardless of socio-economic status. Per USDA regulations, families at CEP campuses will not complete free/reduced meal applications; instead, campuses will use PfISD’s socio-economic forms.

This expansion reflects PfISD’s commitment to supporting student wellness, reducing barriers to learning, and fostering equity across our schools.

Starting September 1: Reduced-Price Lunch Becomes Free

Beginning September 1, 2025, Pflugerville ISD will take another important step in supporting families by ensuring all students have access to healthy, nutritious meals at no cost. Thanks to a two-year state grant, the district will eliminate the reduced-price meal category for lunch.

This change means that students who previously paid a reduced rate will now receive both breakfast and lunch free of charge. Since 2020, PflISD has already provided free breakfast to all students, and this expansion continues the district's commitment to removing barriers and promoting student wellness.

What Families Need to Know

- No more reduced lunch fees. Students who were on the reduced-price program will now eat free.
- Breakfast remains free for everyone. All PflISD students continue to start the day with a no-cost meal.
- Lunch is now free for more students. Families who once paid a reduced rate no longer have that expense.

Why It Matters

When children have consistent access to nutritious meals, they are more focused, energized, and ready to learn. This initiative reflects PflISD's dedication to student success, family support, and equity across the district.

Pflugerville ISD is proud to provide this relief for families and to continue building a school community where every child can learn, grow, and thrive.

No Increase in Student Meal Prices for 2025–26

PflISD is proud to continue its commitment to affordability and access for families. Thanks to sound financial management and a strong fund balance, Pflugerville ISD Food Services, in partnership with the United States Department of Agriculture (USDA) and the Texas Department of Agriculture (TDA), will not raise student meal prices for the 2025–26 school year. Remarkably, PflISD has maintained the same student meal pricing since the 2018–19 school year which is a seven-year period of stability that reflects the district's ongoing efforts to support families while navigating rising food, labor, and supply costs.

4.1.3 *Develop opportunities that engage students, families, and the district in meaningful discussions about the importance of learning.*

Rising Together: Every Day Counts in PflISD

Pflugerville ISD is making attendance a districtwide and community-wide priority this school year because every day in class counts toward student success. Already, encouraging signs are emerging: the district's overall attendance rate has improved compared to last year, and several campuses are leading the way with significant gains.

To keep the momentum going, PflISD launched the Attendance Incentive Contest, which rewards campuses that improve attendance compared to the previous year. Schools can use their awards for student incentives, celebrations, and recognition for both students and staff. The contest is sparking creativity and energy across the district, from morning shout-outs to family engagement campaigns, and we look forward to highlighting top-performing campuses throughout the year in this publication!

The district has also launched a robust social media campaign that will run attendance-focused messages twice each week throughout the year. These posts are designed to educate parents on the importance of good attendance, how attendance impacts state funding, reinforce the Every Day Counts message, and keep families engaged in supporting student success.

Celebrating Attendance Gains

PflISD's overall attendance rate improved by 0.5% this year, reaching 93.4%. Several campuses showed exceptional growth:

- **Connally High School:** +2.3% (83.9% → 86.2%)
- **Weiss High School:** +1.1% (91.7% → 92.8%)
- **Murchison Elementary:** +1.1% (95.0% → 96.1%)
- **Northwest Elementary:** +1.4% (91.3% → 92.7%)
- **River Oaks Elementary:** +1.4% (92.2% → 93.6%)

Campuses are also making significant strides in reducing chronic absenteeism, ensuring more students are present to learn every day:

- **Ruth Barron Elementary:** –9.5%
- **River Oaks Elementary:** –8.6%
- **Delco Elementary:** –7.5%
- **Northwest Elementary:** –6.5%
- **Wieland Elementary:** –6.1%

These improvements reflect the dedication of campus leaders, teachers, families, and students working together to build a culture of consistency and belonging.

How Families Can Help


But the real impact comes when families and community partners join in. Here are three ways parents and guardians can help:

1. **Send students to school every day possible.** Even one or two missed days add up to lost learning time.
2. **Schedule appointments wisely.** Plan doctor or dentist visits outside school hours or late in the day so students don't miss valuable instruction.
3. **Ask for support when needed.** Campus administrators and counselors are ready to help remove barriers to attendance, whether related to transportation, health, or family needs.

Did You Know?

Strong attendance is directly linked to academic performance, graduation, and opportunities beyond high school. Each day in class helps students build knowledge, relationships, and routines that prepare them for PfISD's 3Es vision: graduates who are Enrolled in college, Enlisted in the military, or Employed in a career.

Thank you to our families, staff, and community partners for making attendance a shared priority. Together, we are creating a culture of belonging where every student feels welcome, supported, and inspired to show up, RISE, and shine.



**LEARNING LOSS
FROM MISSED DAYS**

Missing 10 school days
in a year can set back math
achievement by 5-7% of a
standard deviation

That's like missing several
months of learning.

Source: Gottfried, M. (2014), The Effect of Absences on Student Achievement: Findings from Two Decades of Research.

Source: Gottfried, M. (2014), *The Effect of Absences on Student Achievement: Findings from Two Decades of Research.*



First Day of School, Westview MS



Pflugerville ISD

5: Safety, Belonging and Mental/Social Wellness

5: Safety, Belonging and Mental/Social Wellness

- 5.1 Supporting mental and social wellness enhances resilience, performance, and relationships for students and staff.
 - 5.1.1 Incorporate mental, emotional, physical, and social wellness into daily routines.
 - 5.1.2 Cultivate a positive campus culture and strengthen community partnerships to support student and staff wellness.
 - 5.1.3 Expand opportunities for students to develop self-advocacy and self-determination skills.
 - 5.1.4 Expand opportunities for students to explore their potential and mentor them in navigating challenges and achieving positive outcomes.
 - 5.1.5 Prioritize staff well-being, professional growth, and a positive campus culture.
- 5.2 A culture of safety, collaboration and connection empowers learners to fully engage in the learning process.
 - 5.2.1 Implement peer programs to foster connections, support, and a welcoming environment.
 - 5.2.2 Build a support network that addresses students' mental, emotional, and social health needs.
 - 5.2.3 Expand access to counseling services, embed well-being practices, and use restorative approaches to promote belonging and resilience.
 - 5.2.4 Upgrade security measures, emergency preparedness, and compliance ensures student and staff safety.
- 5.3 Focusing on a culture of dignity ensures everyone in our community feels welcome, respected, and able to be their true self.
 - 5.3.1 Assess and identify barriers to access and opportunities through data collection and stakeholder engagement.
 - 5.3.2 Set clear expectations for respectful interactions to ensure everyone's dignity is valued.
 - 5.3.3 Strengthen connections and shared responsibility by partnering with families, alumni, community organizations, and local businesses.

5.1.2 *Cultivate a positive campus culture and strengthen community partnerships to support student and staff wellness.*

PfISD Spirit Shines during Summer events

The spirit of Pflugerville ISD was on full display this summer!

On July 30–31, Weiss High School band, dance, and choir members rolled out a warm and energetic welcome for our newest PfISD staff during the 2025 District New Teacher Orientation. Their performances showcased the incredible talent of our students while reminding us all of the power of the arts to inspire and connect.

That same week, the PfISD Dance Department came together for its 3rd Annual PfISD Team Day on July 30. Dancers from across the district spent the day building relationships, collaborating across campuses, and strengthening the PfISD dance community. The energy, camaraderie, and joy in the room reflected the very best of our district's spirit in which students and staff uniting around passion, teamwork, and excellence.

Together, these moments highlight how the arts in PfISD do more than entertain—they create connections, build community, and set the stage for an exciting year ahead.

Smiles, Safety & Strong Starts!

The first day of school was filled with joy as our District Police Department welcomed students at Dearing Elementary, while the beloved H-E-B Buddy mascot cheered on students at Hidden Lake Elementary with smiles, high-fives, and encouragement. Rowe Lane administrators Hillary Waggoner (Principal) and Stephanie Latorre (Asst. Principal) made a cheerful presence as they welcomed parents and students. Their presence sent a powerful message: our schools are places of Safety, Belonging, and Wellness. By teaming up with parents and community partners, we're creating campuses where students feel supported, staff feel empowered, and families feel connected. This heartwarming kickoff reminded us that safety and wellness set the stage for a thriving school year!



5.2.4 Upgrade security measures, emergency preparedness, and compliance ensures student and staff safety.

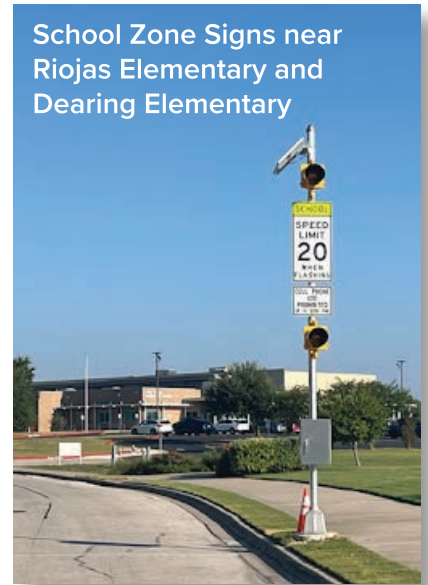
School Zone Signage

We are pleased to announce that three of our campuses started the 2025-2026 school year with newly implemented pedestrian safety measures. Staff has diligently collaborated with various representatives from Travis County, the City of Austin, and Dunaway engineering to secure funding for the installation of flashing school zone signs at locations that do not fall under the jurisdiction of either the City of Pflugerville or the City of Austin.

These new signs were installed near Dearing Elementary, Riojas Elementary, and Rowe Lane Elementary. Although these schools are within the City of Pflugerville ETJ, the City of Pflugerville is unable to provide assistance to the district for this undertaking. The most recent round of discussions commenced in February 2024, involving months of assessments regarding eligibility, funding, feasibility, and other critical considerations.

In June, the City of Austin issued purchase orders for the initiation of work at three sites, specifically Dearing, Riojas, and Rowe Lane Elementary Schools. Over the past few months, the City of Austin has installed a total of ten flashing school zone signs across these designated sites. We are enthusiastic about the new signage at these schools. However, our work is not done. Discussions are ongoing with regards to the need for signs at Vernagene Mott Elementary and Cele Middle School and we will continue to endeavor diligently to enhance safety at both of these schools.

School Zone Signs near Riojas Elementary and Dearing Elementary



Safe Routes

In collaboration with a developer, PfISD is implementing enhancements to traffic and pedestrian safety in the vicinity of Mott Elementary and Cele Middle School. These improvements required right-of-way acquisition to rectify the “S-curve roadway” near Mott and to establish secure pedestrian access between PfISD schools and the communities in the area.

Newly constructed sidewalks will link current developments to the south and east of the Mott/Cele site, with provisions for future connections to northern developments as they emerge. Ongoing work encompasses the installation of new sidewalks between Cele Middle School and the future development situated to the east of the school.



5.3.3 *Strengthen connections and shared responsibility by partnering with families, alumni, community organizations, and local businesses*

PfISD Food Services Earns Local & National Recognition

Excellence in service and innovation is on the menu in Pflugerville ISD!

- **Local Spotlight:** The Pflugerville Chamber of Commerce honored PfISD/Aramark Food Services with its annual “Best of the Best” – Best Managed Service award. This recognition highlights the team’s dedication to serving our students and community with care and quality every day.
- **National Recognition:** PfISD/Aramark Food Services also received the prestigious USDA Innovation of School Meals Award for introducing a signature dish this year—Cajun Biscuits and Gravy—a creative and student-favorite addition that demonstrates our commitment to providing nutritious, exciting meal options.

Together, these awards showcase PfISD’s commitment to quality, innovation, and community partnership, ensuring our students are fueled for success.





Pflugerville ISD

6: Communication

6: Communication



- 6.1 Transparent and proactive communication builds trust and allows for understanding and collaborative problem-solving.
 - 6.1.1 Create communication protocols tailored to multiple audiences, which includes tool kits for maintaining consistency, establish standards for response times, and ensure information is kept up to date.
 - 6.1.2 Provide training to staff, including strategies for developing a communication plan to solicit feedback and how to handle tough conversations.
- 6.2 Sharing the meaningful work students are accomplishing with the community builds connections, fosters pride, and ensures a lasting impact beyond the classroom.
 - 6.2.1 Identify new ways to showcase student progress and successes.
 - 6.2.2 Identify ways to publicize collaborative and innovative partnerships.
 - 6.2.3 Encourage community involvement through unique service opportunities and engaging initiatives.
- 6.3 The value of listening is a key component of communicating because every voice deserves to be heard.
 - 6.3.1 Develop and implement protocols for receiving, and responding to, regular feedback from staff, parents, students, and the community.

- 6.1.1 *Create communication protocols tailored to multiple audiences, which includes tool kits for maintaining consistency, establishing standards for response times, and ensure information is kept up to date.*

SchoolStatus Connect Platform Launch

In August, Pflugerville ISD officially launched the new SchoolStatus Connect platform as our districtwide communication tool for families. This rollout is a significant step forward in ensuring consistent, timely, and transparent communication between campuses and parents.

The platform is designed to streamline how teachers, principals, and district leaders share important updates. Families receive notifications directly through email, text, or the mobile app, helping us meet our goal of strengthening school-to-home connections.

During the initial weeks, teachers were asked to send all communications as Public Announcements to ensure parents could view them without needing accounts. However, we quickly learned that some messages were not being marked public, which confused families. In response, we have moved forward with activating parent accounts and sending invitations to families so they can access the app directly and view all past and current communications.

We recognize that launching a new system comes with challenges, especially without the ability to provide in-depth training ahead of the school year due to staff calendars. We appreciate the patience of our teachers, principals, and parents as we work through these growing pains. Our Communications team is closely monitoring implementation and supporting staff and families as needed.

Overall, the launch of SchoolStatus Connect marks an important milestone in modernizing district communication, and we are confident this platform will significantly improve the family experience once fully implemented.

Student Recruitment Marketing Update

In July, the Communications Department continued its comprehensive student recruitment campaign, focusing on Pre-K through 12th grade enrollment with an emphasis on early engagement and sustained visibility leading into the 2024–2025 school year. The department used a combination of email campaigns, social media advertising, and Google Ads to reach prospective families across Pflugerville, Austin, Manor, Hutto, and surrounding areas.

Pre-K marketing remained a top priority, with a new email sent on July 21 to 555 Pre-K parents as part of the ongoing drip campaign. The email provided parents with information on preparing their children for school and reinforcing the benefits of starting early in PflISD. The campaign achieved a strong 52.7 percent open rate, with 292 opens and four clicks. As of the end of July, more than 630 Pre-K parents were signed up to receive regular communications, ensuring they remain informed and connected throughout the enrollment process.

Social media advertising also played a key role in driving awareness and engagement. A two-month Pre-K Meta ad campaign with a \$2,000 investment generated 556,122 impressions and 5,544 clicks, while a separate month-long Pre-K 4 ad targeting parents of three- to five-year-olds in Austin, Pflugerville, Manor, and Hutto helped address lower enrollment in that grade level. In addition, a broad enrollment-focused Meta ad campaign produced 722,418 impressions and 6,744 clicks with a \$3,000 investment. Video-based ads continued to outperform static graphics, underscoring the importance of using dynamic content such as testimonials and program highlights to capture attention.

To complement social media, the department also invested in Google Ads to promote Pre-K through 12th-grade enrollment across key neighboring communities. This targeted approach helped drive traffic to enrollment pages and reinforced the district's visibility in competitive markets. Plans were also finalized to expand outreach through connected TV platforms such as Roku, Disney, Peacock, and HBO in the fall, building on the success of digital strategies to extend the district's reach even further.

Overall, July's efforts reflect a coordinated, multi-channel approach to student recruitment that leverages both direct communication with families and broad advertising strategies. These initiatives are helping PfISD strengthen relationships with parents, drive enrollment, and position the district as a top choice for families across Central Texas.

6.2.1 Identify new ways to showcase student progress and successes

Fall athletics, fine arts take spotlight at Media Days

The Communications team hosted Media Days at all four district high schools during August. These sessions provided opportunities to photograph athletes and fine arts students participating in fall sports and activities.

The professional photos captured will be used throughout the semester to support social media campaigns, website features, and promotional stories. The images highlight student involvement and achievement, helping the district promote upcoming events, celebrate student awards, and showcase the vibrant extracurricular opportunities available across Pflugerville ISD.

By investing in proactive media coverage, the district continues to strengthen community engagement, highlight student success, and ensure broad visibility for our programs and events.

- 6.3.1 *Develop and implement protocols for receiving, and responding to, regular feedback from staff, parents, students, and the community.*

PfISD Leaders Collaborate to Address New Student Discipline Changes

The recent implementation of Texas House Bill 6, not only brought about changes regarding the use of personal communication devices (cell phones), but also added several more impactful actions on student discipline. In order to effectively navigate the complexities as the school year was approaching, department and campus leaders forged a partnership focused on preparedness and a need to ensure clarity amongst all stakeholders. This effort began with a foundational phase of information gathering and policy development, where a spirit of shared responsibility was essential. This initial phase of collective input and document refinement laid the groundwork for a unified and adaptable approach.

As part of our commitment to ensuring that we improve the school experience, district leaders took care to understand the implications of the changes and their role in educating the students and families they serve. School leaders convened virtually multiple times to discuss survey feedback, workshop different policy scenarios, and meticulously review every detail of the new legislative changes. We continued open dialogue and a willingness to work for resolution and new approaches key to achieving a robust and equitable system for all students. The attention and execution of the new changes had to be managed quickly; it was an impressive turnaround for a group dealing with multiple timelines and demands lurking as the start of another school year began. We may be in the midst of uncharted territory; however, challenges are nothing new to school leaders. We believe in addressing this opportunity to show collective responsibility while demonstrating and maintaining a sense of belonging and nurturing for our students and the communities we serve.





Pflugerville ISD
7: Finance



7: Finance

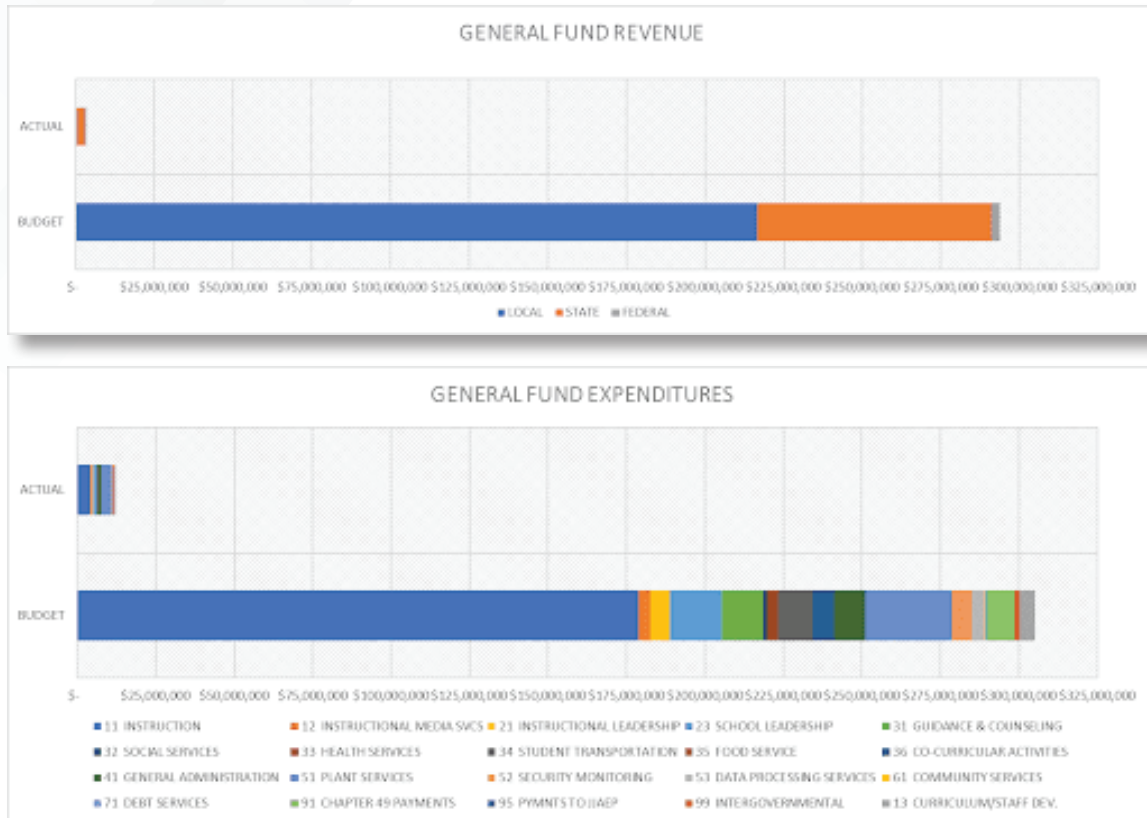
- 7.1 Transparent and intentional financial planning paves the way for student and staff achievement.
 - 7.1.1 Explore grants, partnerships, and cost-saving measures to strengthen district financial sustainability.
 - 7.1.2 Utilize multi-year financial forecasting to support long-term sustainability and strategic growth.
 - 7.1.3 Provide ongoing financial literacy training for campus and department staff to foster an understanding of budgeting practices.
 - 7.1.4 Enhance financial transparency with all stakeholders.
- 7.2 Finances are the pathway, not the barrier, to achieving equitable access to education for every student.
 - 7.2.1 Support legislative and policy discussions that promote adequate and sustainable school funding.
 - 7.2.2 Regularly assess and adjust financial strategies to remove obstacles to student success.

July Financials and Tax Collections

General Fund

The 2025-2026 budget began in July, and the district collected \$3.2 million in general fund revenue, which represents 1% of the \$293.7 million revenue budget.

On the expenditure side, the district spent \$12.3 million, bringing total year-to-date expenditures to 4% of the \$305 million budget. July will reflect the lowest monthly expenditures of the fiscal year. The majority of July payroll costs were applied to the prior fiscal year, as required by accounting standards to align with employee service contracts.



Food Service

In July, the Food Service department generated \$75,635 in revenue and recorded \$31,847 in expenditures. For the fiscal year to date, the department has achieved 1% of its \$14.9 million revenue budget and 0.2% of its \$14.8 million expenditure budget.

Debt Service

In July, the Debt Service Fund received \$144,612 in revenue from interest earnings, demonstrating the district's continued focus on maximizing investment returns. There were not any debt expenditures for July. The next scheduled debt payments will be processed in August.

Tax Collections

As of July, tax collections remain unchanged from the prior month, with 97.95% of the \$290.8 million total levy. Although only a small amount of deposits were received in July, county tax offices are still processing payments and making necessary adjustments for amounts owed back to the county due to property value protests.

Bond Funds

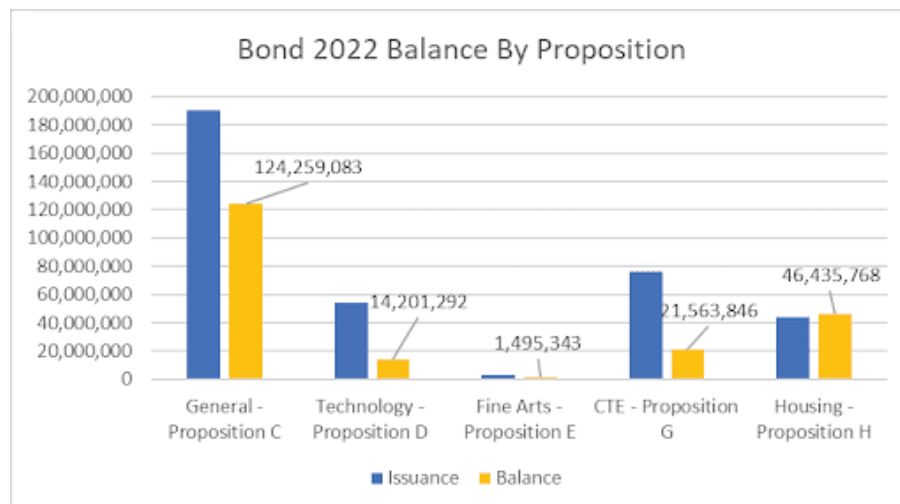
2008 Bond: The 2008 bond program is nearly complete, with only approximately \$5,563 in remaining project costs to be finalized. Once these final items are closed out, the bond will officially be concluded.

Bond	Issue Amount	Interest and Other Revenue	Cumulative Expenditures	Balance
2008	125,935,319	6,833,167	132,762,921	5,565
2018	332,000,000	17,395,587	337,866,223	11,529,363
2022	367,204,000	42,647,464	201,896,131	207,955,333

2018 Bond: There is still approximately \$11.5 million available for general project use from the 2018 Bond. This includes:

- \$4 million in unspent interest earnings
- \$183,845 in COVID reimbursement funds, specifically reserved for technology needs
- \$447,941 from the sale of surplus school buses, which will be used to support the Transportation Department

2022 Bond: As of July, the 2022 Bond program has a remaining balance of \$207.9 million across all voter-approved propositions. Since its issuance, the bond has also generated \$42.6 million in interest earnings. These funds are being reinvested to support additional projects and initiatives outlined in the bond package, with a portion reserved to pay required arbitrage.





Pflugerville ISD

8: Facilities

8: Facilities

8.1 Monitoring, Reviewing, and Addressing Facilities and Infrastructure is Critical for Fostering a Welcoming Culture

- 8.1.1 Develop a comprehensive facilities master plan for proactive maintenance and sustainability of district facilities.
- 8.1.2 Create a five to ten-year strategic vision for facility efficiencies and improvements.
- 8.1.3 Ensure responsible oversight of bond-funded projects.

8.2 Integrating Sustainable, Energy-Efficient and Beautification Solutions Leads to More Cost-Effective and Welcoming Campuses.

- 8.2.1 Invest in energy-efficient building upgrades to reduce operational costs and align with long-term environmental goals.
- 8.2.2 Explore alternative design concepts to create aesthetically pleasing environments.

Summer Renovation and Construction Progress

The Facilities and Construction team has begun oversight of the renovation and upgrade project scheduled for 2025 summer months. These projects range from renovations of restrooms and classrooms through full Heating, Ventilation, and Air Conditioning (HVAC) replacements.

The district has seven campuses under HVAC repairs or replacements:

Westview Middle School (Minor - Completion from 2024)

- Installation 100% Complete
- Finalizing Control Systems

Pflugerville High School (Minor - Auxiliary Buildings / Control Systems)

- Control System Upgrades Through September 30, 2025
- Ancillary Building Upgrades (6 Units) - Complete

Wieland Elementary (Major - Site Closed – Full Replacement)

- Installation 100% Complete
- Finalizing Control Systems

Kelly Lane Middle School (Major - Site Closed – Full Replacement)

- Installation 100% Complete
- Finalizing Control Systems

Windermere Elementary (Major - Site Closed – Full Replacement)

- Installation 100% Complete
- Finalizing Control Systems
- Second Chiller Unit & MAU's To Be Installed November 2025

Northwest Elementary (Major - Site Closed – Full Replacement)

- Summer Installation 100% Complete
- Second Chiller Unit To Be Installed November 2025

Provan Opportunity Center (Major - Full Replacement)

- Equipment Delivery Delays
- Upgrades Commence Late July Through November 2025

Campus Renovations Completed Over 2025 Summer:

Rowe Lane Elementary (Full Campus)

- 100% Complete

Dessau Middle School (Admin, Classrooms, Restrooms, Library)

- 100% Complete

Highland Park Elementary (Restrooms)

- 100% Complete

Park Crest Middle School (Restrooms)

- 100% Complete

Connally High School (Data Cabling, Restrooms)

- Cabling 100% Complete
- Competition Gym Restrooms
85% Complete. Completion expected 8/31/2025

Performing Arts Center Upgrades

Connally High School

- On Schedule - 85% Complete
- Audio Upgrades Ongoing

Hendrickson High School

- On Schedule - 85% Complete
- Audio Upgrades Ongoing

Pflugerville High School

- On Schedule - 25% Complete
- Completion Schedule September 2025

Technology Upgrades

Projector Replacements

- Elementary - Phase 1 Complete
- Elementary - Phase 2 Ongoing - 100% Complete
- Weiss High School - 100% Complete

2025 Summer Computer Replacement Cycle

- On Schedule - 100% Complete

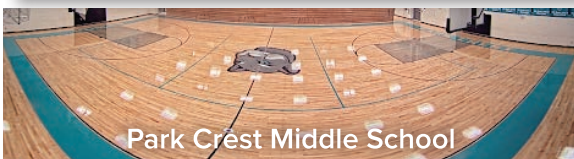
New Construction

Weiss High School Weight Room

- On Schedule
- Completion Fall 2025

Gymnasium Flooring Upgrades

While PfISD is significantly upgrading student facilities, additional improvements were seen across some campus gymnasiums. This includes comprehensive flooring overhauls: sanding, refinishing, and waxing. The new floors also feature campus colors and logos, enhancing school spirit and providing a superior environment for physical education, athletics, and community events



Summer 2026 Projects

As summer 2025 ends, the PfISD Operations team is already planning for extensive 2026 summer projects. This proactive approach ensures continuous district-wide facility enhancement.

The following list outlines critical proposed upgrades from the voter-approved 2022 Bond, focusing on improving infrastructure and facility modernization.

During the upcoming August Board of Trustees meeting, firms and their proposals will be presented for approval on a number of projects. This will initiate design and execution of these vital upgrades, maintaining PfISD's commitment to exceptional education.

Summer 2026 Projects

HVAC & Controls

- **Hendrickson HS**, Full Campus
- **Delco ES**, Full Campus
- **River Oaks ES**, Full Campus
- **Highland Park ES**, Full Campus
- **Rowe Lane ES**, Full Campus

Modernization

- **Connally HS**, Restrooms, Gymnasium, Skylight Addition
- **Copperfield ES**, Full Campus
- **Dessau MS**, Hallway Corridor
- **Kelly Lane MS**, Hallway Corridors, Walls, Restrooms
- **Park Crest MS**, Classrooms, Hallway Corridors
- **Pflugerville MS**, Restrooms, Classroom
- **Riojas ES**, Full Campus
- **Westview MS**, Full Campus
- **Wieland ES**, Full Campus
- **Windermere ES**, Full Campus

New Construction

- **Teacher Housing**, Full Site
- **CTE Center**, Full Campus

High School Campus Athletic Turf

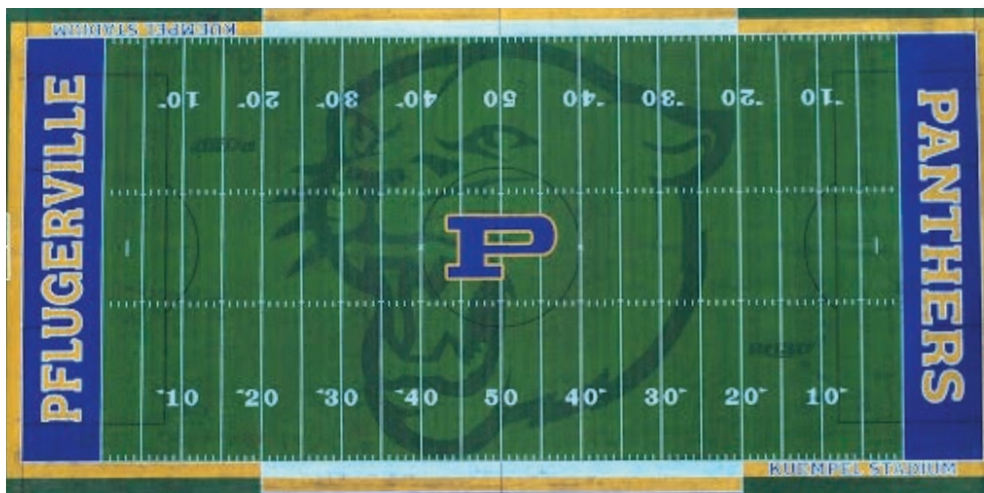
Pflugerville and Connally High Schools received athletic turf upgrades during the 2025 summer months. The new turf, installed by PSC (Paragon Sports Construction) provided the latest technology for both printing, design, comfort and cooling.

During the summer months of 2025, significant athletic turf upgrades were completed at both Pflugerville High School and Connally High School. The installation, expertly carried out by PSC (Paragon Sports Construction), incorporated the latest advancements in sports surfacing technology. This new turf system offers a multitude of benefits, including cutting-edge capabilities for vibrant printing and intricate design, enhanced comfort for athletes, and innovative cooling properties to mitigate heat on the field.

These improvements are expected to provide a superior playing surface, contributing to athlete safety and performance across various sports.



Connally High School (CHS) Turf Design



Keumpel Stadium (PHS) Turf Design



Pflugerville ISD
Board of Trustees

Board Agenda Focus Points



August 28, 2025 – Pflugerville ISD Board of Trustees Meeting Agenda Summary

The following items are scheduled for discussion and possible action during the August 28, 2025 regular meeting of the PflISD Board of Trustees. This summary is designed to keep our community informed about key decisions and activities.

Location: PflISD Administration Building, 1401 W. Pecan Street

Time: 6:00 PM, Thursday, August 28, 2025

[Livestream: Available here](#)

We invite families, staff, and community members to attend or tune in to this important meeting as we continue building a bright future for every student in Pflugerville ISD.

I.C. Awards and Recognitions

- Hendrickson High School Speech & Debate Team will be honored for outstanding achievements at the NSDA National Tournament, with students placing in the top 10 nationally and the team earning a School of Honor award for the first time in over a decade.
- Newly appointed principals for the 2025–26 school year will be introduced, including leaders for Pflugerville Elementary, Spring Hill Elementary, Jessica Carpenter Elementary, Timmerman Elementary, Westview Middle, PACE, and Provan Opportunity Center.

I.D. Public Comment Related to Items Listed on the Agenda

II. President's Report

- Updates and remarks from the Board President.

III. Administration Report

- Updates from district administration.

IV. Consent Agenda

IV.A. Consideration and Possible Approval of Meeting Minutes

- Approval of July 17, 2025 Regular Meeting Minutes.
- Approval of July 29, 2025 Special Meeting Minutes.

IV.B. Graduation 2026 Facility Contract

- Approval of a \$90,000 contract with the H-E-B Center in Cedar Park to host 2026 graduation ceremonies for Hendrickson, Pflugerville, Weiss, and Connally High Schools.

IV.C. Transportation Services Optimization Study

- Proposal of a \$100,000 study with TransPar to review routes, fleet management, staffing, and facility needs. The study aims to improve safety, efficiency, and cost-effectiveness of student transportation.

IV.D. Resolution Authorizing Access & Utility Agreement with Vanterra Capital Group

- Agreement provides natural gas service, sidewalks, and roadway access for the new CTE Center. Partnership is expected to save the district over \$650,000 in infrastructure costs.

IV.E. Agreement for the Purchase of Attendance Credit (Chapter 49 – Recapture)

- Annual state-required action for Pflugerville ISD to send \$7.86 million in recapture payments because local property tax collections exceed state thresholds. Each year, the Board of Trustees entrusts the Superintendent with the authority to manage Pflugerville ISD's obligations under Chapter 49, which requires districts with local tax collections above the state's threshold to share revenue with the state. Now in our third year of participation, PflISD's 2025–2026 recapture payment is projected at \$7.86 million.
- To best serve our students and community, PflISD has submitted the intent to purchase attendance credits (Option 3). This strategic approach reduces our district's revenue level in excess of entitlement while ensuring compliance with state law. By carefully navigating these financial requirements, PflISD continues to prioritize resources for classrooms, teachers, and student opportunities.

IV.F. Audio/Visual Installation – Learning & Technology Center

- Approval of a \$1.35 million contract for advanced AV systems at the new LTC, which will include interactive displays, large projection screens, sound systems, and video conferencing. The facility will serve staff and provide 10,000 sq. ft. of professional development space.

IV.G. Copier Equipment & Impressions Contract

- Renewal of copier services with Ricoh. The \$900,000 annual contract covers 141 devices, 64 million copies, supplies, and support staff, with Ricoh chosen for cost-effectiveness and strong service history.

IV.H. Special Education Legal Services Agreement

- Proposal to retain Eichelbaum Wardell Hansen Powell & Muñoz, P.C. for consultation on Special Education matters, increasing flexibility and expertise while potentially lowering costs.

IV.I. Ordinance to Set the 2025 Pflugerville ISD Tax Rate

- Recommendation to adopt a total property tax rate of \$1.1069 per \$100 valuation (\$0.7869 for operations, \$0.3200 for debt service). This matches last year's rate but requires a supermajority vote. This steady rate allows us to fund classrooms, staff, and voter-approved debt while protecting our taxpayers.
 - \$0.7869 for classrooms, staff, and daily operations (M&O)
 - \$0.3200 for paying down voter-approved debt (I&S)
 - \$1.1069 Total Tax Rate (unchanged from last year)
- Why the State Calls It an "Increase"
 - The state compares PflSD's proposed tax rate (\$1.1069) to the No-New-Revenue (NNR) rate (\$1.0448). The NNR rate is a "what if" number - the rate that would generate the same amount of revenue as last year, before considering rising property values.
 - Since property values have increased, the proposed rate generates about 5.9% more revenue that's driven by higher property values, not a higher tax rate, even though the tax rate didn't change.
- In short, tax bills may go up because property values increased, not because PflSD raised the tax rate. The bottom line is that PflSD is keeping the tax rate steady while continuing to responsibly fund schools, staff, and student opportunities.

IV.J. 2025–2026 Budget Amendment (General Fund)

- Updates reflect \$15.7M increase in revenues and \$8.8M increase in expenditures. Recapture payments decrease by \$1.2M, reducing the district's budget deficit by nearly \$7M. In Pflugerville ISD, every dollar is managed with transparency and care. In line with Texas Education Agency requirements, PflSD ensures that expenditures in the General Fund, Food Service Fund, and Debt Service Fund remain within budgeted limits. This year, the General Fund was updated to reflect changes from Texas House Bill 2, and revise revenue and expenditure projections to align with state funding adjustments and our Board-approved compensation plan. These adjustments not only keep PflSD in compliance, but also demonstrate our commitment to investing in our staff and students while planning responsibly for the future.
- **General Fund:**
 - Revenue: Increased by \$15.7 million
 - Expenditures: Increased by \$8.8 million
 - Net Impact: The amendment reduces the budget deficit to \$4.3 million which is a \$6.9 million improvement compared to the adopted budget.

IV.K. Adoption of an Order Authorizing Redemption of Outstanding Bonds

- Board will consider approving redemption of \$24.9M in Series 2019A bonds. This lowers long-term debt costs and maintains stability in the debt service tax rate.
- Pflugerville ISD is taking proactive steps to manage debt responsibly and protect taxpayers. The District intends to refund \$24.9 million of the Series 2019A Bonds, which become callable on February 15, 2026.

- This refunding strategy serves two important purposes:
 - **Maintaining Stability:** It supports the District’s ability to keep the current debt service tax rate steady by aligning the refunded bonds with the minimum required debt service for FY 2026.
 - **Saving Money:** By refunding the bonds early, PflSD expects to reduce overall debt service costs and provide flexibility for future bond planning.
- This action reflects PflSD’s ongoing commitment to fiscal stewardship and long-term financial planning. By carefully managing debt, the District ensures obligations are met responsibly while preserving financial flexibility to prepare for future investment in classroom and staff.

IV.L. Travis County 4-H Organization Recognition

- Approval to continue recognizing 4-H as an extracurricular activity, allowing student absences to count as school-related. County extension agents will be designated as adjunct faculty (no pay or benefits).

IV.M. Third Quarter & Annual Investment Reports (2024–25)

- District investment portfolio totaled \$505M as of June 30, 2025, generating \$19.9M in interest for the year. Reports highlight strong liquidity and compliance with state law.
- Quarterly Reporting Period: March 1, 2025 - May 31, 2025
- Annual Reporting Period: September 1, 2024 - June 30, 2025
- Portfolio Overview:
 - **High Liquidity:** 90% of the portfolio remains in government pools and the district’s bank, ensuring that funds are readily available when needed.
 - **Strong Returns:** Investments delivered a 4.3% yield with an average maturity of just 3 days demonstrating both security and efficiency.
 - **Strategic Diversification:** During the last quarter, PflSD broadened its portfolio by adding certificates of deposit, commercial paper, and long-term securities. While this slightly reduced liquidity, it strengthened overall diversification, positioning the district for stability and long-term success.

Financial Performance:

- **Investment Income:** The district realized \$6.5 million in investment income this quarter and \$19.8 million for the fiscal year.
- **Portfolio Growth:** The portfolio began the year at \$484.3 million and closed at \$504.9 million.
- **What’s Driving Growth:** This increase is primarily fueled by investing local tax collections, ensuring resources remain available when needed.

IV.N. First Reading – Policy CDH (Local): Workforce Housing Public Facility Corporation

- Discussion of creating a Public Facility Corporation to oversee affordable housing for PflSD teachers (approved by voters in 2022). First reading only—no vote will be taken.

IV.O. Student Code of Conduct for 2025–26

- Adoption of updated Student Code of Conduct, revised to reflect changes from the most recent legislative session. [Draft SCOC can be viewed here.](#)

V. Consideration and Possible Approval of Purchases in Excess of \$50,000

The Board will consider approving major purchases from approved vendors across various operational areas, including HVAC, curriculum, legal services, pest control, and special education services.

In compliance with District policy CH(Local), any single, budgeted purchase of goods or services costing \$50,000 or more requires Board approval before a transaction may take place. The following items are presented for consideration:

1. Student Attendance Services

- Purpose: Expand and strengthen district-wide attendance efforts by providing additional campuses with data-driven tools and outreach strategies to reduce chronic absenteeism and improve student engagement.
- Cost: \$82,109
- Funding Source: General Fund
- Vendor: EveryDay Labs Inc..
- Rationale: This expansion will target 15 campuses with the lowest ADA and highest chronic absenteeism rates. EveryDay Labs provides multilingual outreach, professional development, and actionable data shown to significantly improve attendance. This investment supports equitable access by directing resources to campuses with the greatest need.

2. PMS Flooring

- Purpose: Replace kitchen tile flooring.
- Cost: \$215,272
- Funding Source: 2022 Bond
- Vendor: Erban Construction Group
- Rationale: Erban Construction Group will complete demolition, installation, and clean-up of the new kitchen flooring at Pflugerville Middle School.

3. HVAC Renovations

- Purpose: Provide professional engineering design services at five campuses for the 2026 Mechanical Systems Renovation Project.
- Cost: \$458,500
- Funding Source: 2022 Bond
- Vendor: ESA Energy Systems Associates, Inc.
- Rationale: ESA will deliver engineering design services for HVAC renovations at River Oaks ES, Highland Park ES, Rowe Lane ES, Delco ES, and Hendrickson HS.

4. Records Retention Services

- Purpose: Provide district-wide records retention services.
- Cost: \$135,000
- Funding Source: General Fund
- Vendor: GRM Information Management Services of Austin
- Rationale: Records retention services ensure proper management, security, and compliance with legal requirements district-wide for the 2025–26 school year.

5. Worker's Compensation Excess Stop Loss Coverage

- Purpose: Provide coverage for claims exceeding \$450,000.
- Cost: \$79,793
- Funding Source: Insurance Fund
- Vendor: Midwest Employees
- Rationale: Stop loss coverage mitigates the financial impact of catastrophic workers' compensation claims.

6. Workers Compensation Claims Administrator

- Purpose: Administer the district's workers' compensation program.
- Cost: \$622,566
- Funding Source: Insurance Fund
- Vendor: Tristar Risk Management
- Rationale: Tristar manages claims to ensure employees receive legally entitled benefits while protecting district interests. Contract period: 9/1/2025 – 8/31/2026.

7. Unemployment Insurance Claims

- Purpose: Cover unemployment claims and related services.
- Cost: \$150,000
- Funding Source: Insurance Fund
- Vendor: TASB Risk Management Fund (Unemployment)
- Rationale: TASB administers PflSD's self-funded unemployment program, provides legal support, processes TWC payments, and ensures compliance. Contract period: 10/1/2025 – 9/30/2026.

8. Digital College and Career Readiness Platform

- Purpose: Continue use of College and Career Readiness tracking software for secondary students.
- Cost: \$93,536
- Funding Source: General Fund
- Vendor: SchoolLinks
- Rationale: SchoolLinks tracks CCMR outcomes, integrates with PflSD testing and accountability systems, and supports student achievement in CTE and college readiness.

9. CSG and PflSD Optimization Process

- Purpose: Provide consultation and support for district demographic and optimization planning.
- Cost: \$239,800
- Funding Source: 2022 Bond
- Vendor: CSG
- Rationale: CSG will partner with PflSD to analyze demographic trends, engage stakeholders, develop frameworks for decisions, produce school profile reports, and establish a phased, multi-year optimization plan.

OR

- CSG support for Pflugerville's district optimization processes will include advising and partnering with Pflugerville staff on community engagement, board engagement, developing a framework for optimization decisions, conducting research and gathering feedback on innovative school models, creating initial and final recommendations based on data analysis, producing detailed school profile reports for every PflSD school, and partnering to establish a multi-year phased approach to address ongoing demographic trends in the district.

10. Playscape Shade Structure

- Purpose: Install a new shade structure at Highland Park Elementary.
- Cost: \$55,711
- Funding Source: 2022 Bond
- Vendor: The PlayWell Group Inc. DBA PlayWorks
- Rationale: Replace the aging and damaged shade structure to provide a safe and functional play environment.

11. YMCA Childcare

- Purpose: Provide YMCA child care services for preschool-aged children in FY2025–26.
- Cost: \$137,280
- Funding Source: General Fund
- Vendor: YMCA of Central Texas
- Rationale: The district subsidizes child care fees to support employee retention and family stability.

12. Communication Platform

- Purpose: Support district-wide communication, attendance, and student success initiatives..
- Cost: \$104,94
- Funding Source: General Fund
- Vendor: SchoolStatus
- Rationale: SchoolStatus provides tools for two-way communication, attendance management, and data-driven insights that improve engagement and reduce absenteeism.

13. Canvas Renewal

- Purpose: Renew subscription for grades 2–12.
- Cost: \$147,360
- Funding Source: General Fund
- Vendor: Instructure Inc. DBA Canvas
- Rationale: Annual renewal provides continued access to the Canvas learning management system for instruction and professional learning.

14. BrainPOP Subscription Renewal

- Purpose: Renew subscription for grades K–8.
- Cost: \$95,220
- Funding Source: General Fund
- Vendor: BrainPOP
- Rationale: BrainPOP offers over 1,000 standards-aligned topics across core content and SEL, available in English, Spanish, and French, supporting curriculum and student engagement.

15. SORO OverDrive Subscription Renewal

- Purpose: Renew subscription for grades K–12.
- Cost: \$150,000
- Funding Source: General Fund
- Vendor: OverDrive
- Rationale: Sora by OverDrive provides students and staff with access to ebooks, audiobooks, and curriculum titles, supporting literacy, leisure reading, and professional development.

16. District Kitchen Smallwares

- Purpose: Purchase and replenish smallwares for district kitchens.
- Cost: \$57,475
- Funding Source: Food Service Fund
- Vendor: Hubert Company
- Rationale: Smallwares replenishment ensures kitchens are properly equipped for 2025–26 operations.

17. Instruction Partners

- Purpose: Partner with a technical assistance provider for the 2025–26 Strong Foundations Planning Grant.
- Cost: \$100,000
- Funding Source: Strong Foundation Planning Grant
- Vendor: Instruction Partners
- Rationale: Instruction Partners will support development of a mathematics instructional framework and planning for future curriculum adoption.

18. Police Vehicles

- Purpose: Purchase six 2025 Tahoes for the district police department.
- Cost: \$578,744
- Funding Source: 2022 Bond
- Vendor: Caldwell Country Chevrolet
- Rationale: Acquisition includes four sergeant vehicles and two patrol vehicles with Cap Fleet upfitting to support district police operations.

19. Police Shields

- Purpose: Purchase 22 ballistic shields to comply with HB 33.
- Cost: \$95,738
- Funding Source: 2022 Bond
- Vendor: GT Distributors, Inc.
- Rationale: HB 33 requires each campus to maintain at least one ballistic shield and one breaching tool. This purchase adds 22 shields to the district's current inventory of 16, ensuring coverage for all campuses with three additional spare units available.

20. Athletics Facilities Fiber

- Purpose: Install fiber connectivity at three high school athletic facilities.
- Cost: \$195,000
- Funding Source: 2022 Bond
- Vendor: Carroll Systems
- Rationale: Installation will provide network connectivity to football, baseball, and softball press boxes and concession stands at PHS, HHS, and CHS.

21. LTC Fiber

- Purpose: Install primary fiber connection for the Learning & Technology Center (LTC).
- Cost: \$355,000
- Funding Source: 2022 Bond
- Vendor: Asound
- Rationale: The project establishes the LTC Network Operations Center as the central data hub for all schools, facilities, and the Support Services building.

22. Network Support Agreement Contract

- Purpose: Renew annual support agreement for Cisco network equipment.
- Cost: \$111,408
- Funding Source: General Fund
- Vendor: Red River
- Rationale: Renewal ensures ongoing support, software licensing, and upgrades for Cisco network equipment, including telephone systems.

23. PflSD PD to City - Fiber Relocation

- Purpose: Relocate fiber connection to the City of Pflugerville's new data center.
- Cost: \$149,715
- Funding Source: 2022 Bond
- Vendor: Astound
- Rationale: With the City's Network Operations Center relocating in 2026, new fiber will connect PflSD PD to the Justice Center on E. Pfenning Lane for continued systems access and IT support.

24. System Operation License Renewal

- Purpose: Renew VMware licenses.
- Cost: \$71,000
- Funding Source: General Fund
- Vendor: SHI
- Rationale: VMware licenses are required to manage system performance across physical and virtual platforms, supporting all district servers.

25. Elementary Campus Modernization - Summer 2026

- Purpose: Provide architectural design services for elementary campus renovations.
- Cost: \$345,500
- Funding Source: 2022 Bond
- Vendor: RelianceVLK Architects
- Rationale: As part of the 2022 Bond, Reliance Architects will design renovations for Kelly Lane MS, Copperfield ES, Riojas ES, and Wieland ES, building on prior successful district projects.

26. Secondary Campuses Modernization - Summer 2026

- Purpose: Provide architectural design services for secondary campus renovations.
- Cost: \$568,220
- Funding Source: 2022 Bond
- Vendor: VLK Architecture
- Rationale: VLK Architecture will design renovations for Park Crest MS, Westview MS, and Windermere ES, scheduled for summer 2026 as part of the 2022 Bond.

27. HVAC Upgrades (Engineering) - Summer 2026

- Purpose: Provide engineering design services for HVAC upgrades.
- Cost: \$458,500
- Funding Source: 2022 Bond
- Vendor: Energy Systems Associates (ESA)
- Rationale: ESA will design HVAC equipment and controls upgrades at Hendrickson HS, Delco ES, River Oaks ES, Rowe Lane ES, and Highland Park ES.

28. CTE Commissioning & TAB Services (Engineering)

- Purpose: Provide commissioning and Testing and Balance (TAB) services for the new CTE Center.
- Cost: \$181,250
- Funding Source: 2022 Bond
- Vendor: EMA Engineering & Consulting Inc.
- Rationale: Commissioning and TAB services are required for occupancy of the new CTE Center. EMA has provided successful services on prior district projects.

29. Learning.com Subscription Renewal

- Purpose: Renew subscription for grades K–8.
- Cost: \$112,808
- Funding Source: Instructional Materials Allotment (IMA) Fund
- Vendor: Learning.com
- Rationale: Learning.com is the district's adopted Technology Applications instructional material, aligned with TEKS. Renewal supports digital literacy, coding, productivity tools, online safety, and computational thinking, ensuring equitable access and instructional continuity.

30. Work Based Learning Programs

- Purpose: Contract with The Stacer Group to coordinate work-based learning programs.
- Cost: \$105,000
- Funding Source: Community Engagement Grant from Pflugerville Economic Development Corporation.
- Vendor: The Stacer Group
- Rationale: The Stacer Group will develop and implement partnerships with businesses to expand student work-based learning. Services include assessment and planning (Year 1), implementation (Years 2–3), and maintenance (Year 4).

31. Lease Virtual Reality Headsets

- Purpose: Continue lease of virtual reality headsets with pre-installed curriculum.
- Cost: \$61,000
- Funding Source: Perkins Federal Grant
- Vendor: TransfrVR
- Rationale: VR headsets support career exploration in skilled trades, healthcare, and manufacturing for middle and high school CTE courses.

32. AVID Program

- Purpose: Continue AVID college readiness program at nine campuses.
- Cost: \$61,396
- Funding Source: General Fund
- Vendor: AVID
- Rationale: AVID prepares students for four-year colleges through rigorous coursework, academic support, organizational skills, and college planning resources. Program sites include nine campuses: Bohls MS, Dessau MS, Park Crest MS, Pflugerville MS, Westview MS, John B. Connally HS, Hendrickson HS, Pflugerville HS, and Weiss HS.

33. Connally High School Gate Camera

- Purpose: Install vandal-resistant cameras with AI at Connally HS gate.
- Cost: \$59,651
- Funding Source: 2022 Bond
- Vendor: STS360
- Rationale: Installation includes two new vehicle gate pedestals with keypad readers, two 4K AI-enabled dome cameras, cabling, and configuration to enhance security.

34. Football and Softball Scoreboards at HHS

- Purpose: Replace football and softball scoreboards at Hendrickson HS.
- Cost: \$69,795
- Funding Source: 2022 Bond
- Vendor: BSN
- Rationale: Replacement of aging and non-functional scoreboards will improve game-day operations and safety.

35. May 2025 Board Elections

- Purpose: Pay the remaining balance for May 2025 Board elections.
- Cost: \$135,062
- Funding Source: General Fund (2024-2025 Fiscal Year)
- Vendor: Travis County Clerk - Elections Division
- Rationale: In April 2025, the Board approved an initial allocation of \$101,737 for election costs. Following reconciliation, the final expense totaled \$236,799, requiring an additional payment of \$135,062.



Board of Trustees



Policy Committee Meeting – August 15, 2025

On August 15, 2025, the policy committee met with Jacob Woolston, General Counsel, Dr. Quintin Shepherd, Superintendent of Schools, Alex Okafor, Board Member, and Charlie Torres Board Member.

The committee discussed proposed changes to two local policies: CDH (Local) and BBB (Local). Under Policy CDH (Local), the district is exploring the creation of a Public Facility Corporation (PFC) dedicated to providing workforce housing for teachers. The goal is to present the policy for a first reading at the August regular meeting. A separate policy committee meeting will be scheduled to review the Articles of Incorporation and Bylaws for the proposed PFC, which require Board approval.

Regarding Policy BBB (Local), the committee considered shifting school board elections from May to November and changing board member terms from three to four years in an effort to reduce increasing election costs. Board Member Alex Okafor requested clarification on how this change might affect current board terms and the plan to transition to the new election cycle. Mr. Woolston will provide additional information to clarify the impact on existing terms, and how other districts have handled the transition. Mr. Woolston is also preparing estimates on the potential cost savings and will provide that information once available.

Governmental and Community Relations Committee

Federal Funding Update

Federal education funds that had previously been withheld have now been released. Of particular importance, Special Education funding will continue to be administered under the oversight of the U.S. Department of Education, not through block grant funding. This ensures stability and continuity for critical services.

Dr. Shepherd, through his advocacy with AASA (The School Superintendents Association), played a pivotal role in advancing this outcome. Members of our committee also contributed by sending letters to federal figures to reinforce the district's position. This layered advocacy helped ensure our students with disabilities are not subjected to interruptions in services due to funding structures.

Special Session Update – Sine Die and Refiling

The first special legislative session adjourned Sine Die on Friday, August 15th. Immediately following, the second special session was gavelled in. Nearly all bills from the first session were quickly refilled and passed through the Senate, with only a small handful left unaddressed. Of notable concern, SB 12 (Taxpayer-Funded Lobbying Ban) does not appear to be receiving a hearing in the House this session. If that remains the case, the bill will not advance, though monitoring continues.

Recent Priority Legislation – SB 9 & HB 8

Most recently, SB 9 and HB 8 were heard. The Governmental and Community Relations Committee, working with district leadership, submitted collective testimony—neither in full support nor in outright opposition, but on the bill, raising substantive concerns and recommendations.

- HB 8 passed out of committee on Thursday, August 21st and now moves to the House floor.
- Importantly, this bill does not eliminate STAAR testing. Instead, it maintains the current structure while increasing requirements and burdens, particularly around accountability and compliance.
- Key items flagged in testimony include the need for reduced redundancy, alignment to student outcomes rather than compliance metrics, and consideration for impacts on districts with high percentages of special education and emergent bilingual students.

SB 12 and Advocacy Access

- The committee's ongoing work on SB 12 remains a cornerstone of this reporting cycle. As previously shared:
- Trustees Yanez and Mayer engaged directly in advocacy, with Trustee Yanez serving as one of only two trustees statewide to testify when the bill was heard.
- Recommended amendment language was submitted, developed in coordination with district leadership and counsel.
- While some senators acknowledged concerns and narrowed the language, the bill continues to present new liabilities and ambiguities for school boards regarding contracting and advocacy services.

Next Steps

- Monitor HB 8 as it proceeds to the House floor, ensuring amendments and concerns raised in testimony remain part of legislative dialogue.
- Continue preparing for potential re-emergence of SB 12 or similar language in future sessions.
- Track SBOE developments around the School Board Development Framework, particularly the protection of the Advocacy pillar.
- Preserve alignment between federal advocacy gains (e.g., Special Education funding protections) and state-level strategy.