



**FABENS ISD**

# **2025-26 MEDIA & COMMUNICATION PLAN**

**PREPARED BY SOFIA MACIEL  
(MEDIA SPECIALIST)**



# Fabens

## Who we are

### District Overview

Fabens ISD is committed to providing our students with the best possible access to learning and opportunity. Efficient communication is paramount in the attainment of this commitment.

### Vision Statement

Working together, Fabens ISD creates a positive and lasting impact through multiple learning opportunities.

### Mission Statement

All students of the district will be prepared to be successful, life-long, global learners.

### Communications Plan Development

This plan has been developed to assure stakeholders that all communications support the district's goals. Effective communications is a two-way process. It is the goal of the department to ensure the district's story is told faithfully and accurately. Our goal is to be informative and transparent.

## Audience

### Internal

Board of Trustees  
Administration  
Students  
Teachers  
Staff

### External

Parents  
Community  
Members  
Media  
Alumni Associations  
Businesses





## **Growth since March 2022**

Active and targeted social media engagement began in March 2022 with consistency and showed exponential growth.

The original Fabens ISD Facebook page was unpublished in June 2023, but held a consistent reach of 38, 404 (78.5 percent) with 1,108 page likes and 1,145 total followers. A new page was deployed in August 2023 and has an organic reach of 137,261K (June 2025) with 738 page likes and 1326 followers.

Total page visits: 123,427K.

Instagram has had a reach of 106K since March 2022 to June 2025 with 2,503 followers.

Total profile visits: 151K.

X (formerly Twitter) was the most active account in March 2022. It was created in July 2015 and has 1,849 followers. Other analytics are not available at this time.

Each social media account has a different audience. X is largely used by educators and others education professionals, Facebook by parents and community at large and Instagram is largely used by students and younger families.

# Who We Are

## Board of Trustees

Luis “Charlie” Estrada – President

Angel Ornelas – Vice President

Crystal Ramirez– Secretary

Orlando “OO” Flores – Trustee

Benjamin Morales – Trustee

Julieta Sepulveda Ramirez – Trustee

Greg Spence – Trustee

## Administration

Dr. Rogelio Segovia – Superintendent

Manuel Aldaco – Assistant Superintendent

Jesus Barba – Director of Operations

Diane Flores – Director of Special Education

Dr. April Galaviz – Director of Federal Programs

Marcela Licerio – Director of Child Nutrition

Michael Perez – Director of Technology & Security

Aide Polanco – Director of Human Resources

Lily Nuñez – Director of Finance

Jason Blair – Athletic Coordinator

Raul Ugarte – Transportation Supervisor

### **Fabens Elementary School**

Veronica Brashear – Principal

Jessica Yildirim – Assistant Principal

### **O'Donnell Intermediate School**

Corina Ruiz – Principal

Marlene Bullard – Assistant Principal

### **Fabens Middle School**

Justin Kleist – Principal

Rachel Peña – Assistant Principal

### **Fabens High School**

Roxana Amador – Principal

Maria Serrano – Interim Assistant Principal







# 2025-26 School Year

## Education Appreciation Days Observed

*This list is not exhaustive*

### August

August 3 **El Paso Strong Commemoration**

### September

**National Campus Safety Awareness Month**

**Attendance Awareness Month**

**National Hispanic Heritage Month** 9/15 – 10/15

**National Arts in Education Week** 9/15 – 9/19

September 7 **National Grandparents' Day**

September 8 **World Physical Therapy Day**

September 16 **National IT Professional Day**

September 26 **Teacher's Assistant Day**

### October

**National Principal Month**

**National Hispanic Heritage Month** 9/15 – 10/15

**National School Lunch Week** 10/13 – 10/17

**National School Bus Safety Week** 10/20 – 10/24

**Red Ribbon Week** 10/23 – 10/31

October 2 **National Custodian Appreciation Day**

October 5 **World Teachers' Day**

October 6 **National Coaches Day (Academic & Instructional)**

October 9 **Texas Education Human Resources Day**

October 16 **National Boss's Day**

### November

**Native American Heritage Month**

**National School Psychology Week** 11/3 – 11/7

November 8 **National STEM/STEAM Day**

November 11 **Veteran's Day**

November 13 **World Kindness Day**

November 19 **Education Support Professionals Day**

November 21 **Substitute Appreciation Day**

### December

December 2 **Special Education Day**



# 2025-26 School Year

## Education Appreciation Days Observed

*This list is not exhaustive*

### January

School Board Appreciation Month

January 9 Law Enforcement Appreciation Day

### February

Career & Technical Education Month

National African American History Month

School Counselor Appreciation Week 2/2 - 2/6

February 10 Crossing Guard Appreciation Day

February 15 School Resource Officer Day

### March

Women's History Month

National Athletic Training Month

National Social Worker Week 3/1 - 3/7

Educational Diagnostician Week 3/1 - 3/7

March 2 Read Across America Day

March 7 Maintenance Worker Appreciation Day

March 7 National Employee Appreciation Day

March 8 International Women's Day

### April

National Autism Awareness Month

School Library Month

National Assistant Principal Week 4/6 - 4/10

Public School Volunteer Week 4/20 - 4/24

April 1 Paraprofessional Appreciation Day

April 4 School Librarian Appreciation Day

April 22 National Administrative Professionals Day

April 28 School Bus Driver Appreciation Day

### May

Mental Health Awareness Month

Teacher Appreciation Week 5/4 - 5/8

May 1 School Principal Day

May 1 School Lunch Hero Day

May 6 School Nurse Day

May 8 School Communicator Day

May 18 Speech Language Pathologist Day

May 20 International Human Resources Day

# Public Relations

The purpose of media and communications is to inform stakeholders. It provides public relations, marketing and communications counsel on issues that impact schools, departments and the district. The communications delegation provides advice on written and oral material, including the district magazine, press releases, letters home brochures, talking points, key message development, and media requests. The goals of the delegation are:

1. To develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for the Fabens Independent School District.
2. To establish an effective employee communication plan to improve internal communication and employee engagement.
3. To create key messages and talking points about Fabens ISD to establish “one clear voice” throughout all communication channels.
4. To establish a clear brand identity for the district and build on that image and reputation.



## Community Relations

The focus of community relations is to build and strengthen the relationship between Fabens Independent School District and our local community. We do this by working with community groups, organizations, and key business and community leaders to inform, recruit, and promote greater community involvement with the district. The goals of community relations are:

1. To establish strong, positive connections between individual schools and their communities.
2. To utilize effective operational practices to provide good customer service, increased efficiency, and quality creative media and printed materials.



# Media Relations

Serving as the district's voice and as a liaison between schools, the district and the media. The main goal of media relations is to build and maintain a strong relationship between the press and our school district. With this relationship, we are able to publicize our schools' good news, events activities and awards while also promoting district, student, and staff accomplishments.

The goals of media relations are:

1. To utilize a variety of media to maximize awareness and support of the district's goals, objectives and programs.
2. Maintain a proactive media relations program to enhance the district's image on local, state and even national levels.



## Crisis Communication & Management

The main goal of crisis communication and management is to provide timely information in the event of a crisis or emergency affecting schools, staff, students parents, and community when necessary using tools such as social media, letters, and call-outs in the event of an emergency.

Crisis communication and management provides counsel to schools and district leaders to resolve crisis situations and/or emergencies. Crisis communication aims to achieve coordinated transmission, both internally and externally, regarding safety issues and crisis management.







# Communications Channels

The district can more effectively provide consistent and unified messages by identifying and managing all communication avenues. A multifaceted approach to overall communications helps ensure greater impact of messages. The following list details the internal and external communication channels Fabens ISD utilizes:

## Communication Vehicles: Electronic

District Website

School Websites

Quarterly Digital Newsletter – The Wildcat

Social Media: Facebook, Twitter, Instagram & YouTube

Blackboard Mass Communications

## Communication Vehicles: Media

West Texas Country Courier

El Paso Times

Broadcast Stations

Facebook Live / Live-stream

## Communication Vehicles: District

Team Meetings

Campus Meetings

Administration Meetings

District Improvement Team

Monthly Superintendent Update

Wildcast (Podcast)



**NEW VEHICLE INSPECTION RULES** – El Paso County officials stated that all gasoline-powered vehicles two- through 24-years old are now required to undergo an emissions inspection only. Exempt from the emissions checkup are the electric-only vehicles. Diesel-powered vehicles and motorcycles are exempt from emissions testing but are still required to have the annual safety inspection.

## Major change for Texas car owners is now official

By Alfredo Vasquez  
Special to the Courier

TEXAS – Texas Motor vehicle safety inspections are no longer required for non-commercial vehicles as part of the annual vehicle registration process, El Paso County officials announced recently.

The announcement came after Texas Governor Greg Abbott signed House Bill (HB) 3297, which abolished the Vehicle Safety Inspection Program. As of January 1st vehicle safety inspections are a thing of the past for most Texans.

Texas lawmakers and supporters of the bill asserted that eliminating the annual inspection requirement would save Texas drivers money. According to the Texas Department of Public Safety, a safety inspection in Texas costs \$7 and up to \$18 more for a safety emissions inspection. The safety and emission items during the inspection would include

brakes, tires, fuel system, headlights, taillights and turn signals, exhaust system, and mirrors.

Proponents also noted that eliminating the requirement would make things more convenient for Texas drivers, particularly in rural areas where access to inspection stations might be limited. And they claimed that it would also reduce the administrative burden for the state government, which had to oversee the inspection program.

HB 3297, signed into law in 2023, removes the requirement for state inspections of noncommercial vehicles. However, county officials emphasized that all non-commercial vehicles registered in El Paso County still need to obtain a passing emissions inspection before applying for a current vehicle registration sticker whether in person, in an email, or online.

El Paso County officials said that inspection stations will automatically report and upload inspection status onto the Texas Department of Public Safety (DPS)

system. They then provide this information to the Texas Department of Motor Vehicles (TDMV) and update the vehicle record in real-time. Nonetheless, to avoid delays county officials recommended that a hard copy of the passing emissions inspection report be provided to the Tax Office or any private full-service offices when applying for a new registration sticker.

While the vehicle inspections were eliminated by the state the fees were not. El Paso County officials reported that non-commercial vehicles are still subject to a \$7.50 inspection program replacement fee. This fee will be added to the total when a person registers his or her vehicle with the Texas Department of Motor Vehicles.

County officials stated that all gasoline-powered vehicles two through 24 years old are required to have an emissions inspection. Exempt from the

See VEHICLES, Page 3

## Retamoza earns ATSSB All-State Symphonic Band membership

By Sofia Maciel  
Special to the Courier

FABENS – Azul Retamoza, a Fabens High School junior, has been selected as a member of the distinguished ATSSB (Association of Texas Small School Bands) All-State Symphonic Band. Out of more than 10,000 student musicians across Texas who began the rigorous audition process, Retamoza's selection places her in the top 2% of high school musicians in the state. This extraordinary accomplishment earned her a place among Texas's most elite young musicians.

Miguel Soto, the director of the Fabens High School band, has been

invited to perform alongside Retamoza at the ATSSB All-State Concert, which will take place on February 15, 2025, at the Lila Cockrell Auditorium in San Antonio.

"We are incredibly proud of Azul and her commitment to excellence. This honor showcases her talent and reflects the hard work and dedication of our entire band program," said Soto. "It is exceptional to have the opportunity to perform with one of my students at such an exceptional event."

"I am beyond proud of my daughter for making it to the All-State Band! This is such an incredible achievement, and I am so grateful for all the hard work and

dedication she has put in to get here. Thank God for blessing her with the gift of music and the strength to pursue it. I also want to give a huge thank you to her band director, Mr. Soto, for his guidance, support, and encouragement. I am so excited to see where this journey takes her! We love you, Azul!" said Rebeca Marque Retamoza, Azul's mother and a teacher at Fabens ISD.

Retamoza competed in the ATSSB auditions for the past three years. This year is the first she has been selected to go to state. "I did not expect to make it; I teared up when I found out. I feel this accomplishment reflects all the hard work, dedication, and perseverance in my love of music."



Azul Retamoza – Photo courtesy Fabens ISD

*Far too often an abandoned child is one that is still living at home.*

– Quips & Quotes



# 2025-26 Events

## Convocation

July 30, 2025

Promote and document the 2025-26 Convocation.

## Meet the Teacher Events

July 29, July 30 and August 1, 2025

Fabens Elementary  
O'Donnell Intermediate  
Fabens Middle School

## First Day / Week of School

August 4 - 8, 2025

Liaise with media during the first day of class.  
Promote and document entire week.

## Band Competitions

October 4, 11 and 18, 2025

EPISD Invitational, SISD March Fest and UIL.

## Red Ribbon Week

October 23 - 31, 2025

Activities requested by campus.

## Homecoming and Parade

Fall 2025

Date to be announced.

## Wildcat Fest

Fall 2025

Date to be announced.

## O'Donnell Fine Arts Gala

December 2025

Date to be confirmed.

## FES Winter Extravaganza

December 4, 2025

Bi-annual student showcase.

## FHS Band & Mariachi Concert

December 16, 2025

Bi-annual student showcase.

## FMS Band Concert

December 11, 2025

Bi-annual student showcase.

## FMS Strings Concert

December 8, 2025

Video and photography.







## **School Board Appreciation**

**January 2026**

Recognition of trustees.

## **Mariachi UIL Competition**

**January/February 2026**

Bi-annual student showcase. Dates to be confirmed.

## **Teacher of the Year (TOY)**

**Early 2026**

Photography, videos and promotion of candidates.

## **Employee of the Year (EOY)**

**Early 2026**

Photography, videos and promotion of candidates.

## **Read Across America**

**March 2026**

Fabens Elementary events to be confirmed.

## **MKV & Migrant Videos**

**March 2026 (deadline to be confirmed)**

Video recognition for exemplary students.

## **UIL Concert Band Competitions**

**Spring 2026 (dates to be announced)**

Media coverage.

## **Lower Valley Games**

**Spring 2026**

Photography and social media.

## **Online Registration Campaign**

**Spring 2026**

Annual marketing drive for registration.

## **TOY & EOY Banquet**

**April 2026**

Photography, videos and promotion of candidates.

## **MKV & Migrant Commencement**

**April 2026 (date to be announced)**

Region 19-wide event.

## **Top Cats**

**April 2026**

Top ten recognition with video, photography, cutouts, and banquet.

## **Rocket Launch**

**April 2026**

Photography, videos and promotion.

## **MKV & Migrant Commencement**

**April 2026 (date to be announced)**

Region 19-wide event.





## 2025–26 Events *Continued*

### **FES Awards**

**May 2026**

Kinder through second grade awards.

### **ODI Awards**

**May 2026**

Third through fifth grade awards.

### **FMS Awards**

**May 26 and 27, 2026**

Sixth through eight grade awards.

### **FMS Strings Concert**

**May 18, 2026**

Date to be confirmed.

### **FMS Band Concert**

**May 14, 2026**

Date to be confirmed.

### **ROAR Awards**

**May 2026**

High School awards. Date to be confirmed.

### **Pre-K Graduation**

**May 19, 2026**

Livestreamed event.

### **O'Donnell Fine Arts Gala**

**May 2026**

Date to be confirmed. Livestreamed event.

### **FHS Band & Mariachi Concert**

**May 19, 2026**

Bi-annual student showcase.

### **Senior Decision**

**Spring 2026**

Video to be showcased during commencement.

### **Senior Walkthrough**

**Spring 2026**

Students visit each campus.

### **Class of 2026 Graduation**

**May 29, 2026**

Media and video coverage, pictures of each graduate to be distributed digitally.

Possible: billboard.

# Athletics

## FMS Athletic Banquet

Spring 2026

Media coverage.

## FHS Athletic Banquet

Spring 2026

Media coverage.

### Schedules

Team season schedules will be created for the following varsity sports:

**Fall:** Football, volleyball, cross country and tennis.

**Winter:** Boys basketball, girls basketball, boys soccer, girls soccer and wrestling.

**Spring:** Baseball, softball, track, tennis and flag football.

### Team pictures and banners

Team pictures and individual banners may be commissioned. Please allow sufficient time for principal photography, production and delivery. Please submit a work order along with a request. Please note not all requests may be accommodated due to capacity.

### Coverage and press

At least one athletic event per sport will be covered. Please submit a work order with two weeks' notice for any additional coverage requests.

Press relations must be left to this office. Sharing scores in real time with the press is allowed, but all else must be redirected to this office and approved by the superintendent.





# Branding

District branding to be presented to the Board of Trustees for approval.

## Wildcast (Podcast)

Fabens High School and Fabens ISD will collaborate in the creation, launch and distribution of a podcast, led by Professional Communications Teacher Joshua Sustaita.

## New Classic Hashtag

Fabens ISD has used #SmallTownTough for the last few years. This year, we will launch the classic #FabensForever to replace this hashtag.

## Special Projects

### Special Education Spotlight

Project will encompass all the stakeholders involved in the Fabens ISD. It will highlight the Transition Center and Wildcat Closet, among others.

### Migrant Education & McKinney-Vento Spotlight

The Migrant Education program in Fabens is very special, but often misunderstood. The project will encompass promotion and purpose. The McKinney-Vento program works with homelessness.

### Fabens Middle School Culture Change and Community Engagement

Fabens Middle School's public relations campaign to improve the image of the campus.

**"Dar el Gatazo"** highlight our Wildcats who do outstanding things.





# District Communications Goals

Promote, facilitate and enhance parent, student and community involvement in Fabens ISD education programs.

The department's goal is to promote the district and build community relations.

*Strategy: Utilize the key communicator network model to involve parents and community members in schools and education.*

1. Facilitate connections among community stakeholder groups and district administrators, leaders, business groups and area legislators.
2. Expand on external key communication initiatives and share information to promote education with the entire community.
3. Work with special programs and the district improvement team to increase parents' and patrons' awareness of volunteer opportunities in schools and departments through a recruitment campaign.



## District Employee Social Media Expectations

Fabens ISD staff are expected to exercise professionalism and discretion when using personal social media platforms. The following guidelines apply:

- Avoid accepting current students as "friends," followers or connections on personal social media accounts.
- Understand that individuals labeled as "friends" or followers may be able to download, share, or redistribute your content beyond your control.
- Keep in mind that content posted online is rarely ever fully deleted. Even if removed, it may remain accessible and widely circulated.
- Ensure your privacy settings are configured to the highest level of restriction to protect your personal information.
- Do not use personal social media to discuss students, colleagues, or district matters negatively or in a way that could reflect poorly on the district.
- Refrain from using personal accounts as district accounts. Abstain from using public accounts mixed with student and business affairs combined with political and/or religious views.
- Before posting photos of students, confirm that the students have media release approval for school-related publications.





