



Marketing & Client Engagement

Stephanie De Los Santos, Director

Communications & Creative Services

Kristoffer Smith, Director

Board Presentation

May 20, 2025

WE ARE VARSITY



HCDE
IS

MCE IS VARSITY!

Marketing & Client Engagement



Stephanie De Los Santos
Director

Mitzi Loera
Assistant Director

Lanette Gonzales-Tonsul
Marketing Coordinator

Peyton Keene
Marketing Coordinator

Luis Sanchez
Marketing Coordinator

Jade Suan
Administrative Assistant

Wendy Utterback
Translations Coordinator

small but
MIGHTY



Division Goals

- ✓ Continue marketing support for enterprise and revenue-generating divisions (*Choice Partners, Records Management, Center for Safe & Secure Schools, Center for Educator Success*)
- ✓ Continue marketing support for other divisions (*Adult Education, Business Services, Education Foundation, Therapy Services, Center for Grants Development, Human Resources, and more*)
- ✓ Support overall marketing efforts of HCDE



Ways We Support HCDE



CALL TO ACTION

- ✓ Trade Shows / Conferences
- ✓ Branding / Image Packaging
- ✓ Reputation Management
- ✓ Marketing Campaigns
- ✓ Advertising
- ✓ Website
- ✓ Social Media (LinkedIn, YouTube, Twitter, Facebook, Spanish SM)
- ✓ Exhibit Support Services
- ✓ Translations Services
- ✓ Event Planning / Presentations
- ✓ Analytics (Eblasts, Social Media)
- ✓ Promo Items / Swag
- ✓ Podcasts
- ✓ Instructional PSAs
- ✓ E-newsletters / Weekly Eblasts
- ✓ Maintain database for CP/RM membership / contact lists
- ✓ Collaboration with ALL divisions



Key Highlights (Awards & Presentations)



Choice Partners

The Right Resources. Right Now.



Won **Best of Category** in Video Marketing
for the **Choice Partners Division Video**.



Key Highlights (Awards & Presentations)

- **21 State** (Texas School Public Relations Association) Awards, including a *Best of Category*
- **19 Presentations / Trainings** (CP Vendor/Member Workshops; TSPRA Breakout Sessions; CRM training; PTIC presenter recruitment)



Key Highlights (New Launches)



A Multilingual Network

EMPOWER. LEAD. IMPACT

A quarterly event for local district employees who support language access opportunities for students and families

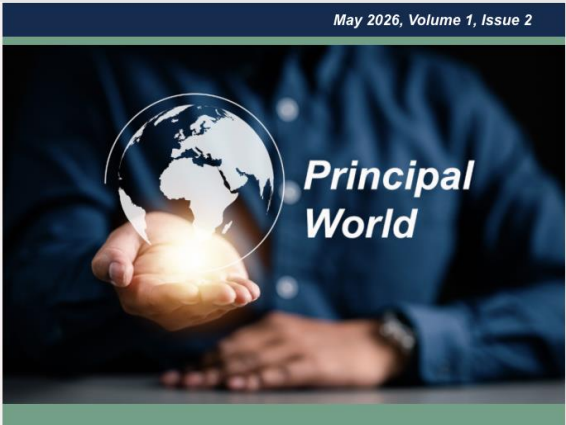
A new vendor category for Language Access and Services



REQUEST FOR PROPOSAL
26/019SG

Language Access
Products and Services

Closing Date: Thursday,
April 9, 2026, at 2 p.m. CT



A Message from Dr. Wadley

As we enter the final stretch of the school year, I want to encourage each of you to remain focused, intentional and committed to finishing strong. May is often one of the busiest months in education, filled with celebrations, testing, deadlines, transitions and preparations for what comes next.



In the middle of all the activity, it is important that we do not lose sight of our purpose or the students and staff who continue to depend on our leadership every day. How we finish matters just as much as how we started.

This is the season where leadership requires stamina, consistency and presence. Your teams are watching how you respond under pressure, how you continue to lead with clarity even when you celebrate small wins, recognize the hard work, and remind your staff that their efforts have been seen. Students may not remember every lesson, but they will remember how their school made them feel as the year ends.

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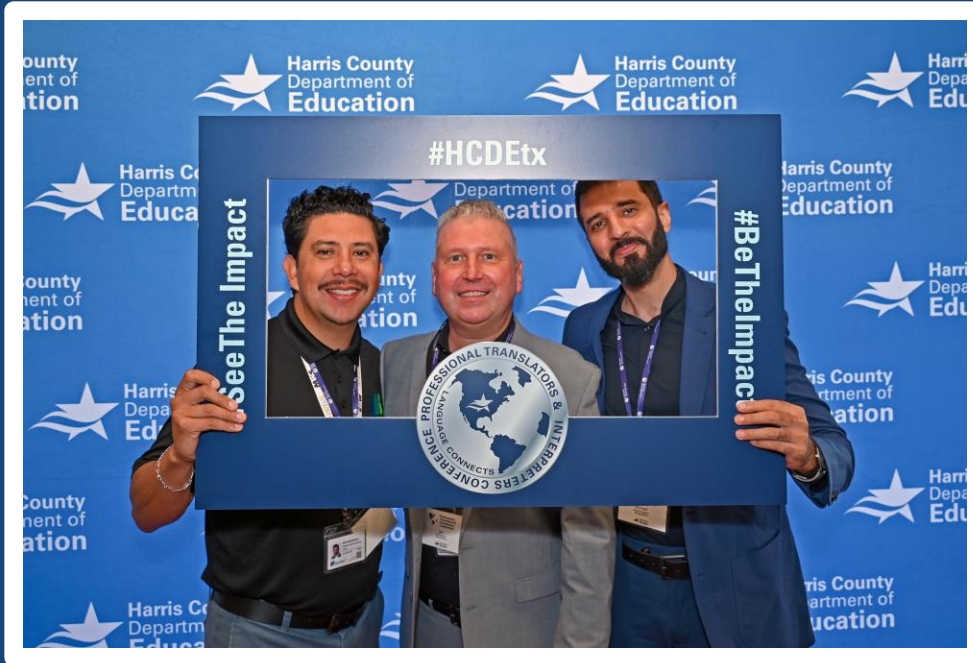


Words with
Wadley
PODCAST

A CES e-newsletter and podcast for principals



Inaugural PTIC 2025



- **First-of-its-kind** in Texas designed for educators
- **More than 200** registered attendees
- **18** vendors (including sponsors)



PosMedia Coverage



**NPR
Radio**



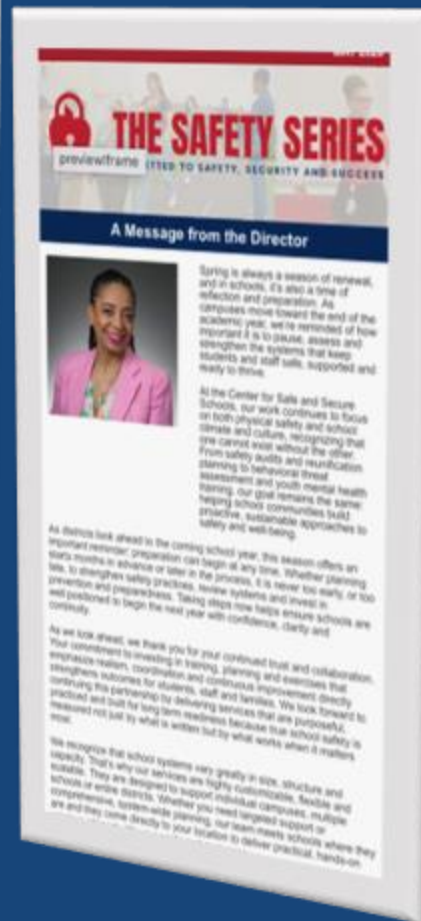
**WB
39**



E-Newsletters & Podcasts

- ✓ Produced monthly and/or quarterly newsletters for revenue generating divisions (CP, CSSS and CES)

30+
published



Systems & Processes

✓ Streamlined processes for efficiency (*Event Run of Show, Marketing Timeline, Rollout Plans, Publication Schedules, Formstack, Redbooth etc.*)



2025 - 2026 Leader's Choice
Publication Schedule

Publication	Start Date/ Page Budget	To Review	Make Edits	Finalize	Published	Post to WEB
Leader's Choice	Aug. 5	Aug. 18-19	Aug. 20	Aug. 22	Aug. 26	Aug. 27
Leader's Choice	Sept. 2	Sept. 15-16	Sept. 18*	Sept. 19	Sept. 23	Sept. 27
Leader's Choice	Oct. 7	Oct. 20-21	Oct. 22	Oct. 24	Oct. 28	Oct. 29
Leader's Choice	Nov. 4	Nov. 17-18	Nov. 20*	Nov. 21	Nov. 25	Nov. 26
Leader's Choice	Dec. 2	Dec. 8-9	Dec. 10	Dec. 12	Dec. 18*	Dec. 19*
Leader's Choice	Jan. 6	Jan. 20*	Jan. 22*	Jan. 23	Jan. 27	Jan. 28
Leader's Choice	Feb. 3 / March	Feb. 16-17	Feb. 19*	Feb. 20	Feb. 24	Feb. 25
Leader's Choice	April 7	April 20-21	April 22	April 24	April 28	April 29
Leader's Choice	May 5	May 18-19	May 21*	May 22	May 26	May 27
Leader's Choice	June 2	June 15-16	June 18	June 22*	June 23	June 24
Leader's Choice	July 7	July 20-21	July 22	July 24	July 28	July 29

* Modified Scheduling due to holidays, staff events and/or Board Meeting Date.

2025-2026
Advertisement Publication Schedule

AD	DUE DATE	CP / HCDE	PUBLICATION DATE	AD SIZE / SPECS	COST
Texas County Progress	Sept. 1, 2025	CP	Oct. 1, 2025	Full Page Color	\$1,350
Texas County Progress	Nov. 1, 2025 Dec. 1, 2025 April 1, 2026 May 1, 2026	CP	Dec. 1, 2025 Jan. 1, 2026 May 1, 2026 June 1, 2026	Half Page Color	\$1,100 ea Total: \$4,400
Texas County Progress (Directory)	Dec. 1, 2025	CP	Jan. 1, 2026	Full Page Color	\$1,700
Texas County Progress (Directory)	Aug. 16, 2025	HCDE	Jan. 1, 2026	Listings / Logo	\$300
TASA	Nov. 1, 2025	HCDE / CP	(See below)	-Combined HCDE / CP ad on back cover of centennial celebration memory book -Exhibit Booth Display ad on TASA MW conference website -Magazines (See below)	\$17,000
Insight		HCDE	Winter 2025 Spring 2025	Full Page	Included
Texas School Business Magazine		CP	Jan. 1, 2025 March 1, 2025 May 1, 2025 July 1, 2025	Full Page	Included
TSPRA	Jan. 10, 2025	HCDE / CP	Feb. 2026 TSPRA Conference Program	-Exhibit Booth -Use of meeting suite for 1 hour -Ad placement in conference app, program and signage	\$10,000

Marketing Timeline for [Adult Ed Career Kickoff Day – June 13, 2026]

Activity	Start / End Date	Team Lead	Status
Gather invite list Student 1 Guest 1 Employers 30 180 max	3/27	AE	In progress
Thematic Graphic Push Card Eblast graphic	Office on the web Frame 3/26 3/26		
Invitation/Eblast			
Colbert CJ Board ELT	4/15 4/15 4/15 4/15	Stephanie/MCE Stephanie/MCE Stephanie/MCE Stephanie/MCE	In progress In progress In progress In progress
Photos:			
Event photos	Event date	MCE/COMMS MCE/COMMS	Done on the day of the event
Video:			
Video for event	Event date	COMMS	Done on the day of the event
Media Invite			
English and Spanish	TBD	COMMS/MCE	In progress
Items:	Design Print		
Tablecloths	4/26	AE/Facilities	In progress



By the Numbers

HCDE Swag Distribution ▶



20+
Exhibits



Approx.
\$10,000
value



By the Numbers

80+ Email Campaigns

400+ Eblasts



By the Numbers

**50+
Events**

**Assisted in
planning event
from start to finish**



By the Numbers

600+



Social Media

(LinkedIn, Facebook, Instagram, X and YouTube)

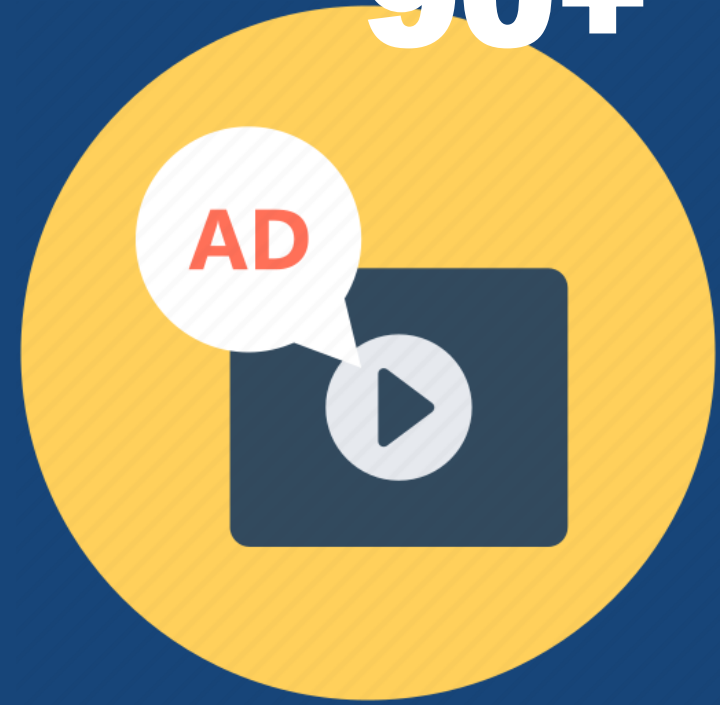
150+



Translations

(collateral, eblasts, social media, website, media interviews)

90+



Advertisements

(HCDE and CP ads – published locally, statewide and nationally, sponsorships, digital advertising)



Looking Forward

✓ **Increase visibility of HCDE and divisions at the national level through:**

- Conferences, presentations, sponsorships, tradeshows

✓ **Increase number of:**

- ✓ marketing campaigns
- ✓ social media posts
- ✓ translations & interpretations
- ✓ advertisements





Marketing & Client Engagement

Stephanie De Los Santos, Director

Communications & Creative Services

Kristoffer Smith, Director

Board Presentation

May 20, 2025

WE ARE VARSITY



Communications & Creative Services

Kristoffer Smith	Director
Angel Verdejo	Communications Manager
Juan Lopez	Graphic Design Manager
Debbie Sanchez-Treese	Multimedia Manager
Oliver Dyke	Web Content Coordinator
Shelby Buchtien	Events Coordinator
Razzak Akorede	Creative Content Coordinator
Vianey Torres	Creative Content Coordinator
Jessica Lieng	Multimedia Content Coordinator
Caleb Releford	Multimedia Production Coordinator
Shelby Trahan	Communications Coordinator
Emily Ortiz	Administrative Assistant



Communications & Creative Services

Services Provided

- Increased awareness and understanding of HCDE programs and services
- Stronger employee engagement and internal alignment
- Enhanced public trust and organizational reputation
- Elevated visibility for division accomplishments and student success
- Improved stakeholder engagement across all channels



Data Highlights | Website



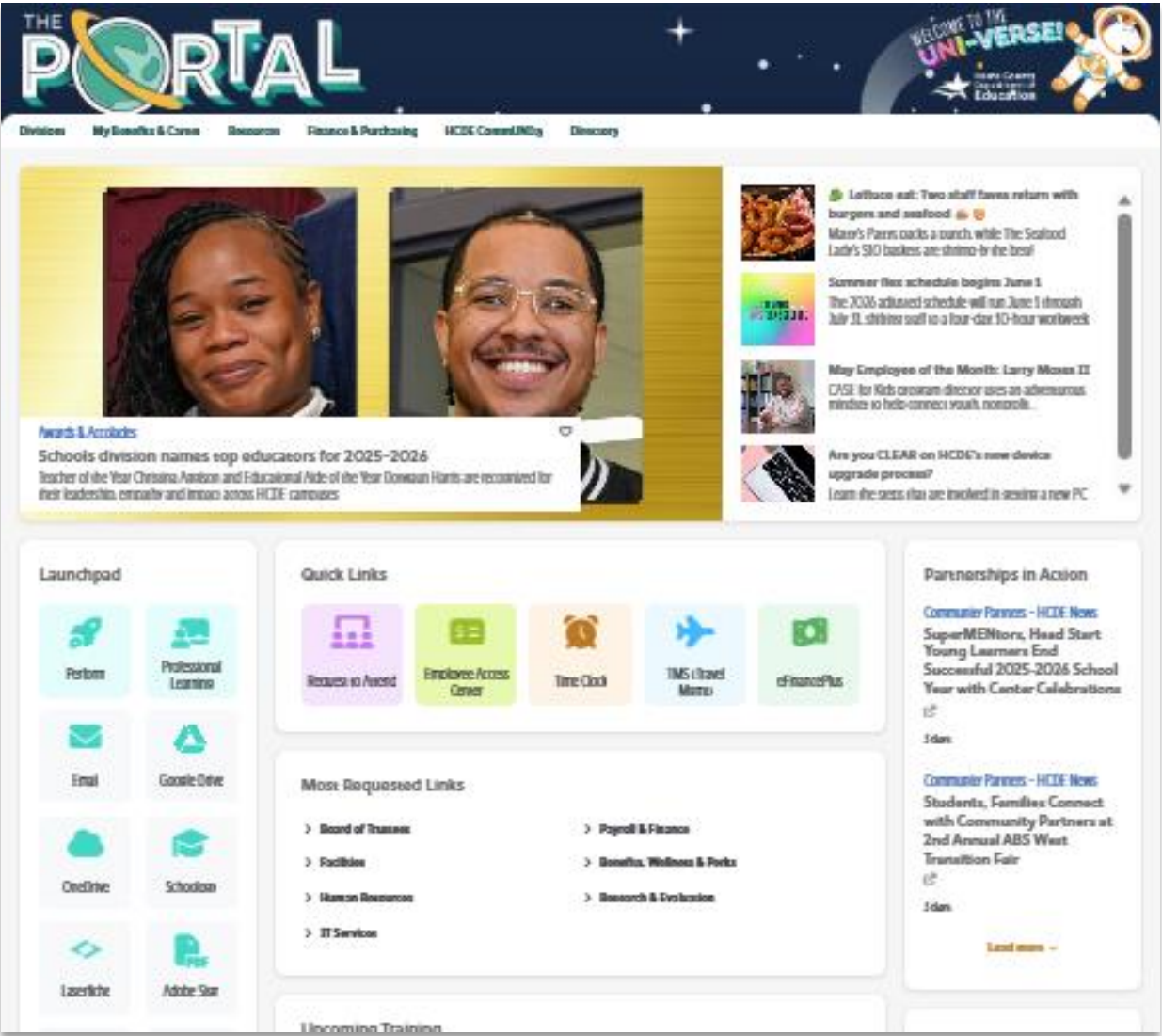
www.hcde-texas.org

539
Pages

~2,000
Documents

Metric	FY 2025-26 (To Date)	Year-over-Year Change
Active Users	525K	+11.1%
New Users	516K	+13.9%
Pageviews	1.5M	+12.6%
Engaged Sessions	424K	+10.9%
Organic Search Traffic	234K	+8.3%

Data Highlights | Intranet – The Portal



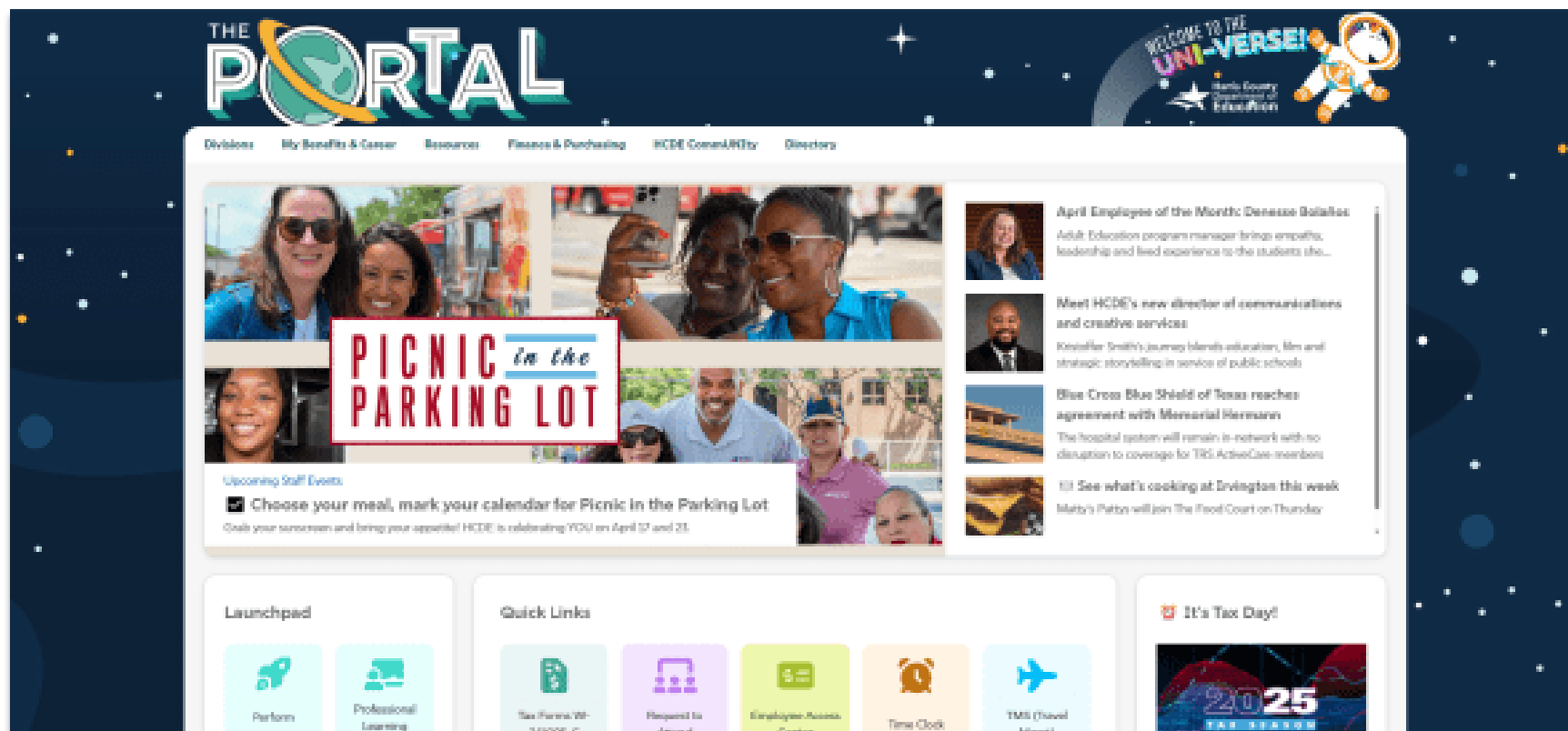
Views	FY 2025-26 (To Date)	Year-over- Year Change
Total Views	593K	+131%
Unique Views	303K	+141%
Mobile Views	82K	+216%

Engagement	Total	Year-over- Year Change
Likes	2,132	+207%
Comments	830	+328%
Bookmarks	200	+92%
Downloads	7,073	+166%
Searched Conducted	4,187	+219%

Data Highlights | Intranet – The Portal

‘The Portal’ Earns 2nd Place for Best Design

By ThoughtFarmer



Data Highlights | Social Media

Followers by Platform

Platform	Followers	Growth
 Facebook	17,418	+1,234
 Instagram	3,521	+692
 X	4,570	+73

Audience Growth

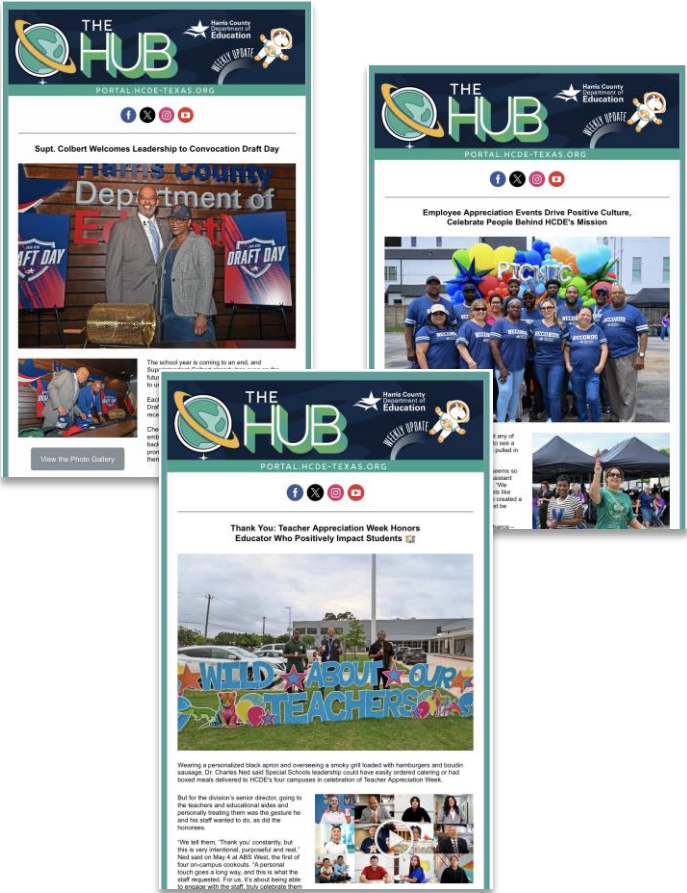
- 25,509 total followers **(+9.2%)**
- 1,999 new followers gained **(+37.3% year over year)**

Content Performance

- 1,582 posts published **(-5.7%)**
- 79,075 engagements **(+72.6%)**
- 220,892 video views **(+19.5%)**
- 11,589 link clicks **(+130.6%)**

Data Highlights | News and Story Production

Newsletter Production



Publication	Total
The Hub (Internal Newsletter)	53
The Connector (Superintendent Newsletter)	43

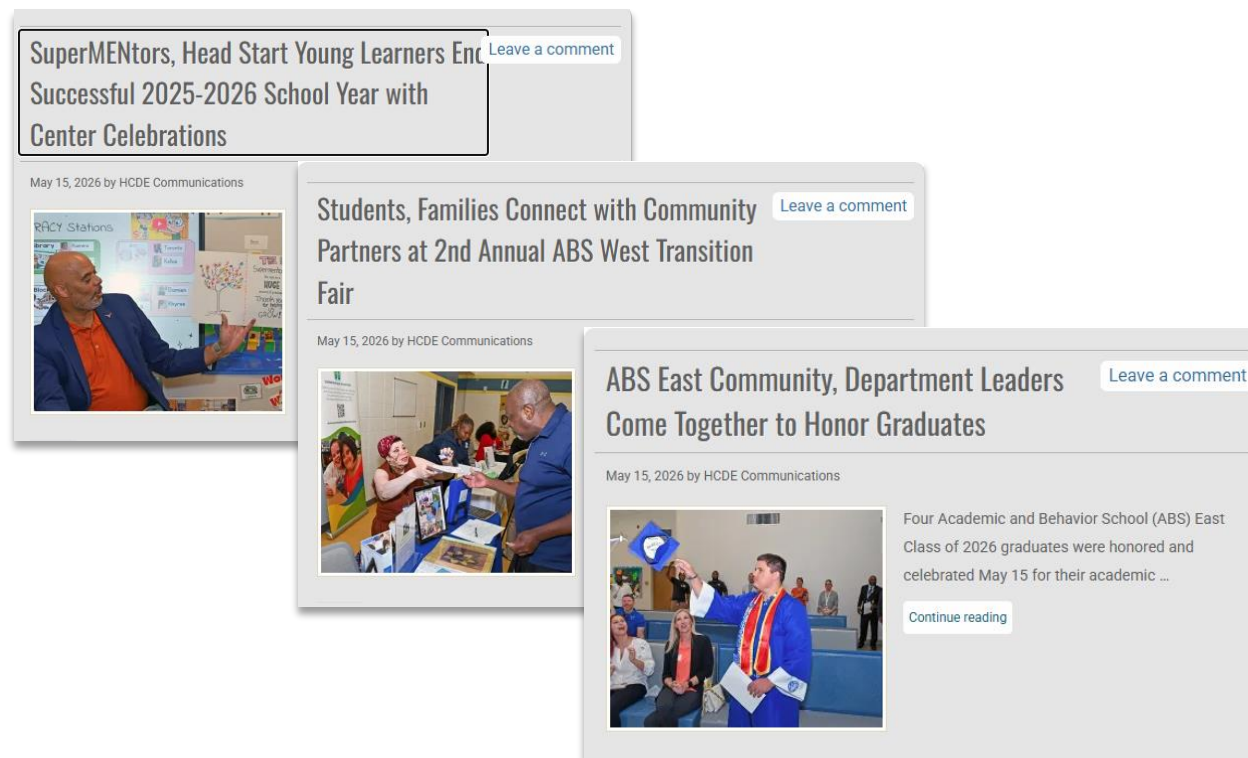


Data Highlights | News and Story Production

Story/Article Production



183
Written Stories/Blog



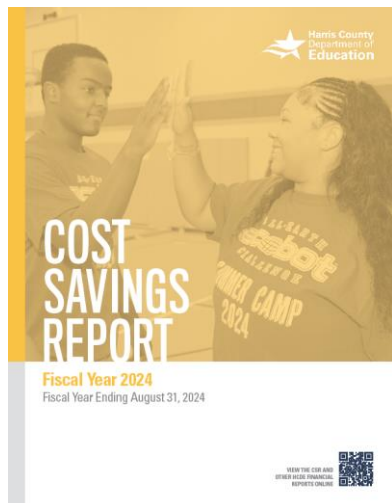
Data Highlights | Printed Projects and Graphic Design



Graphic Design Projects

6000+
Printed Projects

Countless
Graphics and Logos



Data Highlights | Photography

Metric	Result
Albums	156
Photos	8,125



Data Highlights | Video Production

Videos	Result
Short-Form Reels	33
Long-Form Videos	122
Total	155

Audience Reach

Metric	Results
YouTube Views	829K
Watch Time	6,000 hours
Subscribers	1,715





HCDE Communications

@HCDEtv
1.71K subscribers • 1.3K videos

Who We Are: Harris County Department of Education, or HCDE, supports the educational needs of 25 school districts in Harris County. Services are ex...more

hcdetexas.org and 5 more links

Subscribe



Data Highlights | Events



Event Planning & Support

Metric	Total
Events Planned and Executed	7
Events Co-Planned and Supported	10+

Key Highlights | Conferences

2025 NSPRA Conference & Awards



Danielle Clark was named the recipient of the 2025 Barry Gaskins Mentor Legacy Award for her dedication to mentorship and work to pave the way for future leaders in the field

2026 TSPRA Conference & Awards



- 28 TSPRA Awards
- 4 Presentations

Key Highlights | School Communications Support

HASPRA Meet the Media

Hosted the annual HASPRA “Meet the Press” Roundtable on Sept. 25, welcoming **80+ school communications professionals** from across the Houston region.



Largest Finalsite Workshop in the Nation

Hosted a Finalsite Workshop on May 6, the event drew **nearly 50 school communications professionals and website managers** and prompted Finalsite CEO Jim Calabrese to attend in person and engage directly with district teams.



Looking Forward

- Delivering high-quality content across digital, print, social media, and earned media channels to reach stakeholders where they are.
- Expanding use of The Portal as HCDE's central hub for timely and effective internal communications.
- Strengthening HCDE's position as a statewide and national leader in school public relations through innovative strategy, creative excellence and best-in-class production

Communications & Creative Services

SEE THE IMPACT

Questions?