END-OF-THE-YEAR

REPORT SUMMARY

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2024-2025

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Introduction

What a fantastic year with our STEAM schools! This report provides a comprehensive snapshot of our efforts to offer students and the community a unique and high-quality education program. Before highlighting the achievements of this school year, it's important to acknowledge the individuals who made it all possible.

We begin by expressing our gratitude to Judge Elizabeth Foote for her belief in the district, which allowed St. Martin Parish to embark on this journey. We also thank the Plaintiff Parties and their experts for their collaboration during numerous meetings, leading to the final approval of our Magnet Plan. The District Leadership Team deserves recognition for their tireless efforts and determination to bring the plan to life. We also appreciate the support of the St. Martin Parish School Board throughout this process and their unwavering support. Our attorneys provided invaluable guidance and advice as we navigated negotiations to ensure our students and community had every opportunity for success.

The most impactful recognition goes to the school's administration, teachers, staff, students, and parents for their trust, hard work, and unwavering determination to establish our STEAM schools. These schools are now beacons of excellence, laying the foundation for future generations to learn in an environment that fosters curiosity and a love for learning.

This report reflects the district's dedication to creating schools where students thrive academically and culturally, broadening their understanding of the world. We will demonstrate how our Magnet Plan served as a guide and ensured our schools' success in providing the educational experiences parents desire for their children. Key elements in this report include faculty hiring and certification goals, student enrollment and demographic goals, professional development, curriculum writing and implementation, theme integration, aftercare and extracurricular activities, recruitment and marketing efforts, summer enrichment, facilities and beautification, advisory board planning, parent engagement planning, transportation, and satisfaction surveys. These data points help us understand the complexity of opening such enriching and vital school programs, aiding the district in achieving unitary status.

One of the first accomplishments of the district at the beginning of the school year was hiring our new Magnet Coordinator, Dr. Jon Downs. Despite the unfortunate departure of our previous Magnet Coordinator, Dr. Downs has been a welcome addition to our Magnet District Leadership Team and has shown his commitment to the success of our STEAM schools. In the spring, we experienced another significant turnover with the departure of Mrs. Azadeh "Azi" Yazdi Kaufman, our Marketing and Recruitment Coordinator. Mrs. Azi was instrumental in our launch and success. We were fortunate to find and hire her replacement, Mrs. Crystal Rapinchuk, who has expertise in marketing and recruitment, who lives in and has strong ties to the community. Additionally, we secured the position of Family Engagement Facilitator, Mrs. Trisheena Celestine, in late spring. Mrs. Celestine, a lifelong resident of St. Martinville, attended local schools and continues to live and work in the community. With extensive experience

collaborating with parents in the community, she is a valuable asset to our STEAM schools. These additions to our Magnet Team strengthen our continued success.

The STEAM Magnet Academies hosted a wide range of events and parent engagement opportunities that not only generated excitement but also demonstrated the District's ongoing commitment to students—beyond court obligations and rooted in what's best for children. Ensuring every community voice is heard remains a top priority.

This support was clearly visible during the Grand Openings of both schools, where parents, board members, community partners, and media came together in celebration. The energy from that event rippled throughout the community.

Whether it was Open House, Recruitment Open House, Recruitment Field Trips, Grandparents' Day, Veterans Day, Trunk or Treat, Christmas holiday programs, Black History Month events, the Mini Magnet Showcase, Family Days, STEAM Nights, the 5th Grade Dance, Community Walk, or End-of-Year programs—students, teachers, and staff consistently felt the strong backing of the community.

We ended the 2024–25 school year with a successful and well-attended summer STEAM enrichment program, STEAMing Around the World, which engaged students in global cultural exploration through STEAM-based activities. The program attracted 224 applications, with 151 students attending. It also served as a strong recruitment tool, resulting in 11 new Tier 1 applications for the 2025–26 school year. This event strengthened our overall recruitment efforts to stay aligned with the desegregation goals in the Magnet Plan.

Magnet Plan

The 2024–2025 school year represented a pivotal phase in the implementation of the St. Martin Parish Magnet Plan. Both schools worked diligently to ensure compliance with the desegregation order while strengthening the STEAM theme. Administrators, staff, and central office leadership collaborated to maintain fidelity to the plan, aligning staffing, curriculum, and student services with the requirements of the Magnet Implementation Plan. This year was marked by steady progress, clearer structures, and stronger community engagement.

Enthusiasm for the Magnet Academies continues to be a driving force behind their growth. Students and families are excited about the specialized opportunities in STEAM, while staff members express pride in being part of an innovative initiative. Community response has also been positive, with parents recognizing the Magnet Academies as unique options within the parish. This excitement has translated into stronger recruitment, increased demand for seats, and greater visibility for the program across the region.

Staff Update

Faculty hiring and certification goals aligned with the staffing goals of the Magnet Plan. Staffing remains a cornerstone of program success. Both SMESA and SMSA maintained strong faculty numbers, and efforts to recruit certified teachers resulted in higher certification percentages compared to the previous year. Certification directly impacts instructional quality, and this year's gains reflect the district's commitment to hiring and retaining qualified educators. Prior to opening in 2024, teacher certification rates at both Magnet schools exceeded 87%.

The Magnet-specific positions funded under the plan are the Magnet Coordinator, Marketing Coordinator, Family Engagement Facilitator. These three positions proved instrumental in day-to-day operations. The Magnet Coordinator ensured fidelity of implementation, the Marketing Coordinator expanded outreach and recruitment, and the Family Engagement Facilitator built trust and relationships with families. Together, these roles reinforced the program's infrastructure.

Position	Name	Hire Date
Magnet Coordinator	Dr. Jon Downs	8/19/2024
Marketing Coordinator	Mrs. Crystal Rapinchuk	3/24/2025
Family Engagement Facilitator	Mrs. Trisheena Celestine	7/1/2025

While funding remained stable during the 24-25 school year, budget challenges emerged, particularly related to staffing districtwide. The district took proactive steps by funding critical positions in the Magnet Academies, such as librarians, and responding mid-year with a Behavior Interventionist to address student needs at SMESA. These decisions demonstrate flexibility, prioritization of the Magnet Academies, and a clear focus on program sustainability and fidelity of program implementation.

Retention rates remained positive, with the majority of teachers returning from the prior year. Turnover, where it occurred, was often linked to certification gaps or personal circumstances rather than dissatisfaction. This demonstrates that staff see value in the Magnet program and want to be part of its continued development. Teacher satisfaction is represented in the survey results found later in this report.

Student Enrollment

Student enrollment has consistently grown from the 2023-2024 school year to the 2025-2026 school year, with both St. Martin Early STEAM Academy (SMESA) and St. Martin STEAM Academy (SMSA) seeing a steady increase in students. This trend highlights the growing demand for our STEAM-focused programs and the community's trust in our academies. This

upward trend reflects the success of recruitment efforts and community confidence in the Magnet program. The table below highlights the increase in enrollment.

Enrollment Comparison 2024-2025 vs. 2025-2026

School	Enrollment as of September 12, 2023	Enrollment as of September 12, 2024	Enrollment as of September 12, 2025
SMESA	303	312	332
SMSA	450	482	492

The racial composition of both Magnet Academies demonstrates significant progress toward the district's desegregation goals. As the tables below illustrate, enrollment data for each school aligns with the goals of our Magnet Implementation Plan of +/- 15%. .

SMESA Year over year White / Black Racial Percentage Comparison

SMESA % by Race	White %	Black %	+/- 15%
As of 9/12/23	30.7%	67.3%	+ 18.9%
As of 9/12/24	33%	62%	+ 14.3%
As of 9/12/25	36.1%	62%	+ 13.5%

SMSA Year over year White / Black Racial Percentage Comparison

SMSA % by Race	White %	Black %	+/- 15%
As of 9/12/23	31.8%	64.9%	+ 16.5%
As of 9/12/24	40.2%	57.2%	+ 8.9%
As of 9/12/25	37%	60.6%	+ 12.1%

2025-2026 Magnet Academy Applications

Total Applications	71	SMESA		SMSA	
Total Tier 1 Applications	24	SMESA Total # of tier 1	9	SMSA Total # of Tier 1	15
Total Tier 2 Applications	8	SMESA Total # of tier 2	4	SMSA Total # of Tier 2	4
Total Tier 3 Applications	39	SMESA Total # of tier 3	17	SMSA Total # of Tier 3	22

2025-2026 Applications by Tier

Tier type	Pre-K	K	1st	2nd	3rd	4th	5th
Tier 1	4	4	1	5	2	2	6
Tier 2	3	0	1	1	1	1	1
Tier 3	9	4	4	3	6	8	5

Theme Integration & Curriculum Implementation

Both SMESA and SMSA made significant strides in integrating the STEAM theme across classrooms and grade levels. Teachers planned interdisciplinary units that integrated science, technology, engineering, the arts, and mathematics into meaningful learning. Evidence of integration was visible in classroom walkthroughs, student work, and schoolwide events. Students engaged in collaborative problem-solving, creative expression, and critical thinking, demonstrating that the Magnet theme is a core element of instruction.

Instructional Leadership Teams (ILTs) and teacher clusters met regularly to review student data, align instruction, and share strategies. These structures ensured consistency and accountability across grade levels.

During the summer curriculum planning sessions, teachers engaged in a comprehensive study of Louisiana standards. Curriculum pacing guides and lesson plans were aligned with state expectations. This ensures students are meeting grade-level benchmarks while engaging in STEAM-themed learning.

Project-Based Learning (PBL) training was conducted during the Summer of 2025 as a key professional development initiative for both SMESA and SMSA teachers. Educators participated in intensive sessions designed to deepen their understanding of PBL as an instructional framework that integrates STEAM themes with rigorous state standards. Teachers engaged in collaborative workshops where they explored model PBL units, designed projects aligned to

their grade levels, and practiced strategies for fostering student inquiry, collaboration, and problem-solving. This training not only equipped teachers with practical tools to implement PBL in their classrooms but also built a shared vision across both Magnet Academies for engaging students in authentic, hands-on learning experiences that prepare them for future capstone projects and real-world applications. This is a multi-year initiative that will take time to fully implement as teachers continue to develop, refine, and integrate PBL practices into their instruction. During the 25-26 school year we are laying the groundwork through foundational steps that will support the long term success of Project Based Learning.

The Capstone Project, set to launch in 2025–2026, advanced in its planning stage. Guidelines were finalized, and teachers prepared to incorporate this culminating experience into their instruction. The Capstone will allow students to demonstrate mastery of STEAM concepts in a meaningful way.

Teachers participated in curriculum writing sessions to refine units and prepare for Capstone implementation. Their work created consistency across grade levels and strengthened alignment to the Magnet mission.

Professional Development

Summer PD sessions focused on STEAM integration and project-based learning. Teachers participated in hands-on workshops that prepared them to deliver STEAM theme-based instruction with fidelity.

Professional development for the Louisiana A+ Schools initiative was confirmed through both site visits and mid-year reviews, ensuring that implementation remained on track. During these sessions, teachers received coaching and feedback on how to integrate the arts meaningfully into daily instruction. Educators embraced arts integration strategies such as using visual art, music, drama, and movement to deepen student understanding of core academic standards. This work strengthened the STEAM focus of the Magnet Academies by blending creativity with rigorous content, resulting in more engaging and well-rounded learning experiences for students.

The district's Desegregation Compliance Officer and Magnet Coordinator attended professional development sessions at the MSAP Project Directors' Conference. This national conference provided targeted training on compliance, program sustainability, recruitment strategies, and effective implementation of magnet plans. The sessions allowed district leaders to learn from experts and peer districts facing similar challenges, particularly in aligning magnet programs with desegregation requirements. Attendance at the conference strengthened the district's capacity to monitor compliance, refine recruitment and marketing efforts, and ensure that the Magnet Academies continue to operate with fidelity to both federal requirements and the goals of the Magnet Implementation Plan.

School leaders and district leadership teams attended the National Magnet Schools of America (MSA) Conference in Nashville, where they participated in high-quality professional development alongside magnet leaders from across the country. Sessions focused on best practices in magnet program implementation, innovative instructional strategies, community engagement, and sustaining desegregation goals through effective recruitment and retention. In addition to the conference sessions, the team participated in multiple site visits to established magnet schools. These visits provided firsthand opportunities to observe successful practices in action, gather ideas for theme integration, and better understand how other districts sustain magnet programs beyond initial funding. Complementing this, a dedicated group of school teachers, leaders, and district staff attended the National Arts Integration and STEAM conference in Baltimore. The professional development at this conference provided invaluable training and resources specifically tailored to integrating the arts into the STEAM curriculum. Leaders returned from both conferences with new strategies and resources that strengthen the work at SMESA and SMSA and reinforce the district's commitment to rigorous, equitable, and engaging STEAM-focused instruction.

Staff from both SMESA and SMSA participated in Restoring JOY training through the National Institute for Magnet School Leadership (NIMSL). This professional development focused on restorative practices as a proactive approach to building strong, positive school cultures. Teachers and leaders explored strategies for fostering supportive relationships, addressing conflict constructively, and creating classroom environments where every student feels respected and valued. Training sessions emphasized the importance of shifting from punitive discipline toward restorative approaches that encourage accountability, reflection, and personal growth. Educators left with concrete tools such as restorative circles, conferencing techniques, and classroom management strategies that strengthen student engagement while reducing behavioral challenges. This PD directly supports the Magnet Plan by promoting equitable learning environments, improving student-teacher relationships, and ensuring that all students are set up for academic and social success. See the chart below with the professional development sessions mentioned above.

Professional Development Event	Participants	Focus Areas	Key Outcomes	Date
PBL Summer PD Sessions	Teachers, School Leaders, District Leadership	STEAM integration, Project-Based Learning	Provided hands-on workshops to prepare teachers to deliver STEAM theme-based instruction with fidelity.	June - 2024
Restoring JOY Training (NIMSL)	SMESA and SMSA Staff	Restorative practices, building positive school culture, constructive conflict resolution	Focused on shifting from punitive discipline toward restorative approaches, providing concrete tools to strengthen student engagement and reduce behavioral challenges.	August - 2024
Louisiana A+ Schools Initiative	Teachers, School Leaders, District Leadership	Arts integration, coaching, and feedback	Coached teachers on how to meaningfully integrate visual art, music, drama, and movement into daily instruction to deepen understanding of core academic standards.	October - 2024 June - 2025
MSAP Project Directors' Conference	Desegregation Compliance Officer, Magnet Coordinator	Compliance, program sustainability, recruitment, implementation of magnet plans	Provided targeted training for district leaders to monitor compliance, refine recruitment, and ensure alignment with federal desegregation requirements and magnet plan goals.	November -2024
National Magnet Schools of America (MSA) Conference (Nashville)	School Leaders, District Leadership	Best practices in magnet program implementation, innovative instruction, community engagement, desegregation goals	Offered high-quality professional development and site visits to established magnet schools, providing strategies and resources for theme integration and program sustainability.	April - 2025
Curriculum Writing Sessions	Teachers, School Leaders, District Leadership	STEAM Integration and Curriciulum Standard Review	Review and refine the curriculum with a focus on STEAM integration. The sessions ensured that the curriculum aligns with high academic standards while providing a cohesive, cross-curricular approach to learning.	June - 2025
National Arts Integration & STEAM Conference (Baltimore)	Teachers, School Leaders, District Leadership	Arts integration in STEAM curriculum	Provided invaluable training and resources for blending creativity with rigorous content, strengthening the overall STEAM focus.	July - 2025

School Performance Data

As this is a newly launched program, the data should be viewed as baseline information rather than a comprehensive data set. Both Magnet Academies began the year with new leadership, staff, and curriculum—bringing challenges, but also creating valuable opportunities for rapid growth. As students entered the classroom with varied prior knowledge, the new instructional approach allowed teachers to better assess where students were starting from and to identify the steps needed to move them forward. Therefore, ongoing evaluation and data collection will be essential to fully understand the program's impact as it continues to develop. Comprehensive state data will not be available until November. However, we have a snapshot of benchmark assessments in reading and math below.

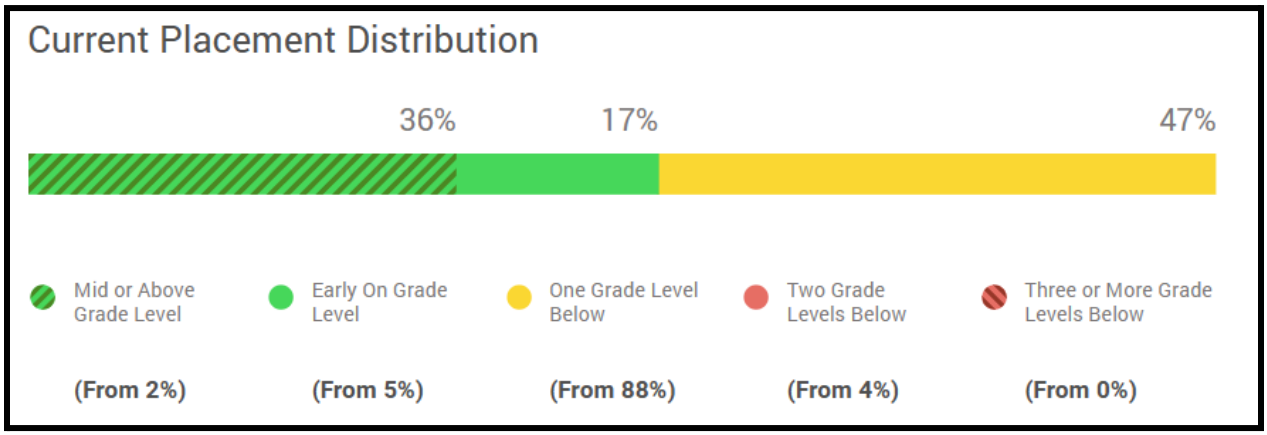
SMSA Reading Scores comparison 24-25 - Dibels Assessment

3RD GRADE						
SCHOOL	GRADE/# OF STUDENTS	WELL BELOW	BOY- ON LEVEL	EOY- ON LEVEL	PROGRESS +/-	Growth by Grade Level
BBE	3RD- 114 STUDENTS	36%=42 STUDENTS	25%	41%	16%+	
PP	3RD- 89 STUDENTS	26%= 23 STUDENTS	53%	58%	5%+	
SMSA	3RD - 124 STUDENTS	19%= 24 STUDENTS	46%	64%	18%+	1st in Growth in District and 2nd in Acheivement
TE	3RD - 172 STUDENTS	24%= 41 STUDENTS	41%	55%	14%+	
SE	3RD- 7 STUDENTS	14%=1 STUDENT	72%	86%	14%+	
2ND GRADE						
SCHOOL	GRADE/# OF STUDENTS	WELL BELOW	BOY- ON LEVEL	EOY- ON LEVEL	PROGRESS +/-	Growth by Grade Level
BBP	2ND- 118 STUDENTS	17%= 20 STUDENTS	49%	64%	15%+	
CP	2ND -184 STUDENTS	27%=50 STUDENTS	51%	59%	8%+	
PP	2ND- 63 STUDENTS	30%=19 STUDENTS	47%	57%	10%+	
SMSA	2ND- 130 STUDENTS	36%= 36 STUDENTS	50%	56%	6%+	5th in Growth
SE	2ND-10 STUDENTS	10%=1 STUDENT	60%	70%	10% +	

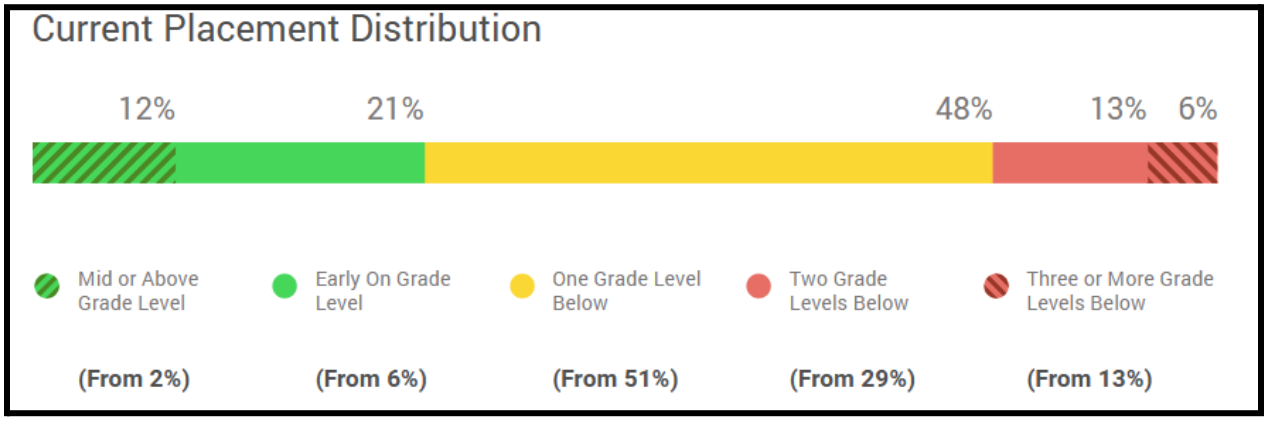
SMESA Reading Scores comparison 24-25 - Dibels Assessment

SCHOOL	GRADE/# OF STUDENTS	WELL BELOW	BOY- ON LEVEL	EOY- ON LEVEL	PROGRESS +/-	Growth by Grade Level
BBP	1ST-127 STUDENTS	24%=31 STUDENTS	45%	63%	18%+	
CP	1ST- 186 STUDENTS	17%=31 STUDENTS	51%	64%	13%+	
PP	1ST-50- STUDENTS	16%= 8 STUDENTS	52%	80%	28%+	
SMESA	1ST- 103 STUDENTS	17% =18 STUDENTS	62%	70%	8%+	2nd in Achievement and 5th in growth
SE	1ST -16 STUDENTS	25%= 4 STUDENTS	56%	75%	19%+	
KINDERGARTEN						
SCHOOL	GRADE/# OF STUDENTS	WELL BELOW	BOY- ON LEVEL	EOY- ON LEVEL	PROGRESS +/-	Growth by Grade Level
BBP	K- 123 STUDENTS	35%=44 STUDENTS	33%	50%	17%+	
CP	K-171 STUDENTS	16%=27 STUDENTS	36%	73%	37%+	
PP	K-75 STUDENTS	21%= 16 STUDENTS	41%	63%	22%+	
SMESA	K-101 STUDENTS	38%=39 STUDENTS	34%	43%	9%+	5th in growth and Achievement
SE	K-7 STUDENTS	0- STUDENTS	71%	86%	15%+	

SMESA End-of-Year 2024-2025 Math Scores - iReady Diagnostic Assessment



SMSA End-of-Year 2024-2025 Math Scores - iReady Diagnostic Assessment



Attendance (total days absent comparison)			
School	**2023-2024 August 15 - May 15**	**2024-2025 August 15 - May 15**	**% +/-**
SMESA	7,722 total absences	6,748 total absences	- 12.7%
SMSA	9,102 total absences	8,984 total absences	- 1.3%

The table above shows that student attendance improved at both SMESA and SMSA from the 2023-2024 school year to the 2024-2025 school year. SMESA decreased their total absences by 12.7% and SMSA decreased their absences by 1.3%. This is a positive indicator of student engagement and program success.

Aftercare / Clubs

Both Magnet Academies provided aftercare and extracurricular offerings to provide students with enriched, extended learning opportunities beyond the traditional school day. These programs included a diverse range of clubs and activities focused on robotics, visual arts, music, and other STEAM-related disciplines. This supports student engagement, fosters creativity and collaboration, and reinforces academic concepts through hands-on, interest-driven learning experiences. The success of the 2024-2025 after-school programs led to increased enrollment, prompting both schools to expand their enrichment offerings for the 2025-2026 school year, as detailed below.

ST. MARTIN PARISH MAGNET PROGRAM

« AFTER SCHOOL CLUBS »

"EVERY DAY IS A CHANCE TO LEARN SOMETHING NEW."



Pre-K ONLY: Steam Activities



C-STEAM (K-1ST) - An international program where students bring ideas to life through robotics, art, and more, fostering innovation and cultural understanding.



First LEGO League (K-1ST)- A global robotics program that develops problem-solving, critical thinking, coding, and design skills through hands-on challenges.



Cajun Zydeco (K-1ST) - A cultural club celebrating South Louisiana's Cajun and Creole heritage through hands-on learning of Zydeco music, including accordions, guitars, and traditional rhythms.



Tynker - An inclusive coding program where students learn to code using icons, blocks, and text in multiple languages like Python and JavaScript, while developing real-world tech skills.



DREAM - Dance/Drama infused through Relevant and authentic Experiences in Art & Music.



Culinary (2ND-5TH) - Where food, fun, and flavor come together as students learn to cook and create in the kitchen!



Esports (2ND-5TH) - A competitive and collaborative club where students develop teamwork, strategy, and communication skills through organized video gaming and tournaments.



Pep Squad (2ND-5TH) - An energetic club that promotes school spirit through cheers, chants, and teamwork at school events and activities.



Podcast (2ND-5TH) - A creative space where students learn to plan, record, and produce podcasts while building skills in storytelling, interviewing, and audio editing.



Odyssey of the Mind (2ND-5TH)- An international creative program that allows students' ideas to come to life.



Environmental (4TH-5TH) - A leadership club where students learn about environmental issues and take action to raise awareness and create positive change in their community.



Science Olympiad (4TH-5TH) - An international program where students deepen learning in scientific concepts through collaborative learning.



ALL AFTER SCHOOL PROGRAMS ARE FREE, PROVIDE SNACKS, AND INCLUDE TRANSPORTATION.

ST. MARTIN PARISH MAGNET PROGRAM

« AFTER SCHOOL CLUBS »

"EVERY DAY IS A CHANCE TO LEARN SOMETHING NEW."

NEW THIS YEAR!

- Ceramics / Art (PreK-1st)
- Intermediate Choir (2nd-5th)
- Advanced Choir (2nd-5th)
- Cosmetology (2nd-5th)
- Heart and Soul (Yoga/Mindfulness) (2nd-5th)
- Robotics (2nd-5th)
- Art (2nd-5th)

ALL AFTER SCHOOL PROGRAMS ARE FREE, PROVIDE SNACKS, AND INCLUDE TRANSPORTATION.

@SMSATIGER @SMESACUBS @STMARTINMAGNETPROGRAM

Facilities and beautification

The St. Martin Parish Magnet Academies have implemented several updates and beautification efforts to enhance both learning and school pride. These combined efforts create a safe, engaging, and visually inspiring environment that aligns with the schools' mission to provide a rigorous, specialized curriculum and enrich student learning experiences.

Local artists have transformed classroom wings at both the St. Martin Early STEAM Academy and St. Martin STEAM Academy into vibrant, STEAM-inspired spaces.



Over the past year, both schools have seen significant facility upgrades aimed at enhancing the learning environment and supporting the STEAM curriculum. Kilns have been installed at both campuses, providing students with new opportunities to explore ceramics and other fired-art projects. In addition, new flooring and other improvements have been completed at the Early

STEAM Academy, along with classroom renovations designed to better support specialized STEAM instruction.

The district also prioritized safety, adding enhanced security measures to ensure a secure environment for all students and staff. To foster school pride and highlight each academy's unique identity, colorful banners have been added to the front fencing, showcasing their focus on STEAM.

A major addition to the St. Martin Early STEAM Academy is a new 10x20 greenhouse. This project was made possible through generous community support and partnerships. It features both traditional soil-based and hydroponic growing systems, providing an excellent space for hands-on, inquiry-based learning. This greenhouse is already being actively used by classroom teachers to support their lessons, bringing the curriculum to life.











Marketing and Recruitment Activities

The District is committed to fostering strong community connections and showcasing the unique opportunities offered through intentional marketing, strategic recruitment, and meaningful family engagement. In addition to JCalls (texts and emails), social media activities and monthly newsletters, this section highlights key initiatives that support our outreach efforts designed to engage and recruit families to the Magnet Program. Through a robust array of marketing materials we ensure consistent and compelling messaging across various platforms. Participation in both district-wide and community events, along with personalized open houses and private tours, further strengthens our relationships with current and prospective families. Together, these efforts reflect our dedication to creating an inclusive, informed, and engaged school community.

In response to families requesting assistance in preparing for enrollment in magnet schools for the fall or applying to the summer enrichment program, the District provided comprehensive support services to facilitate a successful transition. The Magnet Program team conducted targeted outreach to parents and guardians to ensure that identified needs were addressed and that families received the necessary resources and guidance throughout the process.

An Annual Marketing Plan and a comprehensive Social Media Content Calendar were developed to guide strategic outreach efforts, ensure consistent branding across all platforms, and coordinate timely promotion of events, enrollment opportunities, and program highlights throughout the year.

A Community Partners Database has been created to organize and track local organizations, businesses, and stakeholders that support the Magnet Academies through outreach, events, and collaborative initiatives.

As part of the student transition assistance plan, the *Pawsitive Community* initiative was established to provide targeted support for incoming Majority-to-Minority transfer students at the STEAM Academies. Each quarter, the Family Engagement Facilitator personally contacts new students and their families to ensure a smooth transition into the school community. In addition to strengthening student support, this personalized outreach also serves as a strategic marketing tool to reinforce the schools' commitment to individualized attention, building positive word-of-mouth within communities, and fostering long-term family engagement. By creating a welcoming and responsive experience from the outset, the initiative helps enhance the school's reputation and encourages continued interest and enrollment growth.

In May 2025, the District successfully hosted a Community Walk as part of our ongoing commitment to outreach and engagement. STEAM Academies filled school buses with school staff, parents, and students who participated in a guided walk through neighborhoods in Cecilia and St. Martinville. During the walk, participants distributed school information, marketing materials, and small promotional gifts to residents. The event provided a meaningful opportunity to share the district's educational offerings, promote our magnet programs, and engage directly with families in their own neighborhoods. Invitations and outreach for the walk were extended to all school community members, including parents and guardians, students, school and district staff, board members, and community partners, ensuring broad and inclusive participation. This Community Walk helped strengthen trust, increase awareness of school options, and reinforce the district's commitment to equity and inclusion through intentional, face-to-face engagement.






Top Left: *School staff, students, parents and community members assembled for a group photo in the Cecilia neighborhood.* ***Top Right:*** *Superintendent Fred Wiltz alongside Desegregation Compliance Officer Corky Matthews engaging with community stakeholders.* ***Bottom Left:*** *Student and community member collaborating in a Saint Martinville neighborhood while distributing marketing materials and gift bags.* ***Bottom Right:*** *Participants walking through the neighborhood to disseminate marketing materials and engage with local families.*

Throughout the 2024–2025 school year, multiple STEAM Nights were hosted at our STEAM Magnet Academies. These events were well attended by students and their families and provided opportunities for hands-on learning and meaningful engagement with STEAM education. Each event featured interactive, student-led activities in science, technology, engineering, the arts, and mathematics. Families participated alongside their children in fun and

educational experiences that supported classroom learning and encouraged exploration beyond the school day. Community partners also joined the events, offering additional resources, demonstrations, and support that enriched the overall experience and helped strengthen ties between schools and the broader community. Family STEAM Nights were open and accessible to all families and played a key role in fostering a welcoming environment, encouraging family involvement, and highlighting the importance of STEAM in education.



















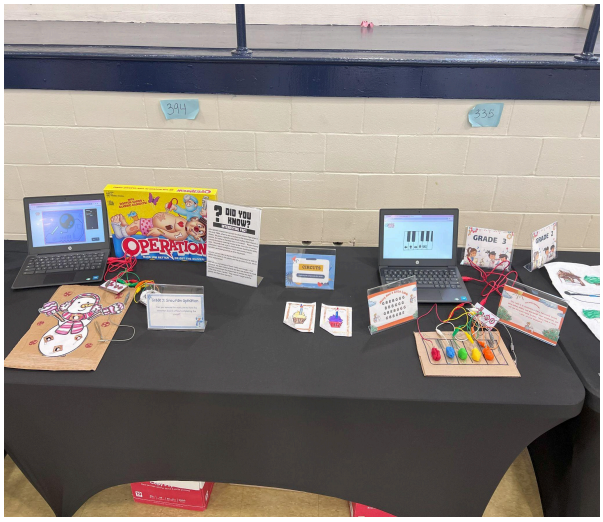


Row 1 Left: *Student and staff collaborating on a STEAM engineering activity.* ***Row 1 Right:*** *Parent and child working together on a construction project.* ***Row 2 Left:*** *Students playing Sphero robotic soccer using tablets.* ***Row 2 Right:*** *Community partner and student collaborating on a building project.* ***Row 3 Left:*** *Group of students engaged in a carpentry project.* ***Row 3 Right:*** *Two students working jointly on a robotics project.* ***Row 4 Left:*** *Student attempting to play the violin.* ***Row 4 Right:*** *Two students holding a live snake as part of a hands-on learning experience.* ***Row 5 Left****: Two students collaborate on a building project.* ***Row 5 Right:*** *A student and his parent building a project together.*

Magnet Showcase

In February 2025, the St. Martin Parish School Board hosted its First Annual Magnet Program Showcase at the St. Martin Early STEAM Academy. Students from both magnet schools presented hands-on projects that highlighted their creativity, leadership, and engagement with STEAM learning. The Showcase not only celebrated student achievement but also strengthened community connections. Families, educators, and stakeholders experienced firsthand the innovation taking place in classrooms, building excitement and pride in the Magnet Program. This inaugural event marked a milestone in our journey which affirms progress toward desegregation goals, program fidelity, and student success. Looking ahead, the Showcase will become an annual tradition, expanding student participation and community involvement while continuing to demonstrate the transformative impact of our STEAM academies.





Left: *Table of Visual Arts displayed at the Magnet Showcase.* ***Right:*** *Display of interactive circuits activities.*

Summer Enrichment Program

The 2025 Summer Enrichment Program, themed **"STEAMing Around the World,"** offered two weeks of engaging, hands-on learning designed as both a recruitment initiative and an enrichment opportunity. Hosted at the Saint Martin STEAM Academy, the program welcomed new and prospective students, giving them a preview of the schools' STEAM-focused learning environment.

Students participated in globally inspired activities that combined creativity, critical thinking, and collaboration. Each day, they explored different regions of the world through culturally relevant lessons and STEAM-based projects which explored from international art and music to engineering challenges and scientific investigations rooted in global contexts. This immersive

experience allowed families to connect with the Magnet schools while providing students with meaningful, high-interest learning opportunities in a welcoming and exploratory setting.

















Row 1 Left: *Students participating in the Chinese Dragon Dance.* ***Row 1 Right:*** *Students and teacher engaged in dance class.* ***Row 2 Left:*** *Classroom of students displaying geometric visual art projects.* ***Row 2 Right:*** *Students engineering a maze design with blocks for the Sphero robot.* ***Row 3 Left:*** *Student creating gel print artwork.* ***Row 3 Right:*** *Group of students holding hands in a circle during a collaborative teamwork session in the dance room.* ***Row 4 Left:*** *Staff member and student working together on pottery creation.* ***Row 4 Right:*** *Group of students proudly presenting their engineered tower build.*

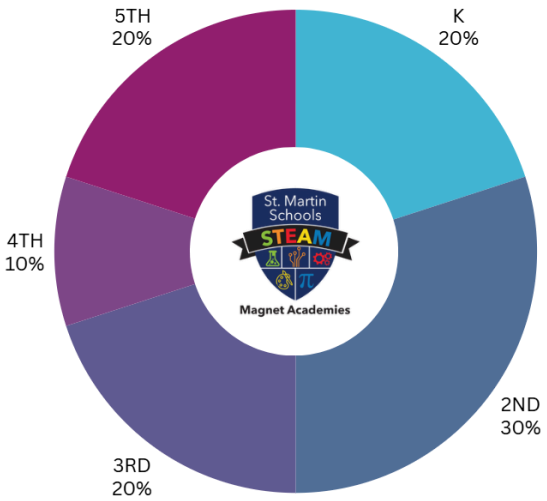
Summer Application Information

Total Applications *(All tiered and zoned students)*				224		
Total Applications Enrollment Projections						
PK	**K**	**1st Grade**	**2nd Grade**	**3rd Grade**	**4th Grade**	**5th Grade**
9	31	32	46	44	33	21
Total teachers needed per grade level for Total Applications based on 18:1 ratio						
PK (not including Para)	**K**	**1st Grade**	**2nd Grade**	**3rd Grade**	**4th Grade**	**5th Grade**
1	2	2	3	3	2	2
Summer STEAM Enrichment Enrollment Projection *(Totals for Tier 1, Tier 2, and Zoned Applications)*				170		
Projected Enrollment of Tier 1, Tier 2, and Zoned Applications by Grade Level						
PK	**K**	**1st Grade**	**2nd Grade**	**3rd Grade**	**4th Grade**	**5th Grade**
5	28	27	32	39	25	14
Minimum teachers needed by grade level for 18:1 ratio *(based on Projected Enrollment of Tier 1, Tier 2, and Zoned Applications)*						
PK (not including Para)	**K**	**1st Grade**	**2nd Grade**	**3rd Grade**	**4th Grade**	**5th Grade**
1	2	2	2	3	2	1

The following table provides a detailed breakdown of Tier 1 students by grade level who both applied to our STEAM summer camp and were accepted into the magnet school program for the 2025–2026 academic year. This data highlights the alignment between our enrichment pipeline and formal enrollment, offering insight into student engagement and interest across grade levels. It also serves to inform future recruitment strategies and program development.

Tier 1 25-26 School Year Grade Level Breakdown of Attendees that Applied to both Summer Camp & Accepted School Year

Grade	Count	Rounded
Pre-K	0	0%
K	2	20%
1	0	0%
2	3	30%
3	2	20%
4	1	10%
5	2	20%



Percentages were rounded up to the nearest whole number where possible, then minimally adjusted to ensure the total does not exceed 100%.

The table below provides a summary of the 2025-2026 Magnet Academy applications, highlighting the impact of our STEAM Summer Enrichment program. The data shows a notable increase in interest following the summer program, with 8 additional applications submitted after the application window was reopened for students who attended. This demonstrates the success of our summer initiatives in generating continued interest and securing new enrollments beyond the initial lottery period.

Tier 1 Applications	Prior to June 30th, 2025	After STEAM Summer Programming
PreK	3	1
K	2	2
1	1	0
2	3	2
3	1	1
4	1	1
5	5	1

Examples of Marketing Materials

Billboards were designed and strategically placed in targeted communities during the application season to increase visibility of the district's magnet programs and encourage families to apply.



This billboard was strategically placed in targeted communities in the spring of 2025 to increase awareness and engagement with the Magnet Academies.

Yard signs were redesigned with a bold, simple visual approach to ensure key application information stood out and caught the attention of passersby. During the application season, these updated signs were strategically placed in targeted high-visibility areas to promote magnet school enrollment and increase community awareness.



This yard sign was prominently displayed in neighborhood locations to promote enrollment and raise community awareness about the Magnet Academies.

The Marketing Coordinator updated the Magnet Program brochures with a bold, cohesive design that effectively communicates the distinctive strengths of the magnet programs. These materials provide clear explanations of STEAM education and outline the benefits of enrolling in a magnet program, while prominently featuring current students at the STEAM Academies. The brochures include detailed information about both magnet schools, highlighting after-school clubs, exclusive opportunities available solely to magnet students, and essential supports such as free transportation, free after-school care, and free summer enrichment programs. Furthermore, the brochures emphasize the favorable 18:1 student-teacher ratio and the high certification levels of the teaching staff, underscoring the commitment to personalized learning and academic achievement. These updated brochures serve as a strategic resource to engage families and promote enrollment by clearly presenting the comprehensive advantages offered by the magnet schools.



Brochure layout showcasing the design and content used to promote the Magnet Academies.

As part of our comprehensive marketing efforts, printed flyers, postcards, and other promotional materials played a key role in reaching prospective families. Thousands of postcards were mailed directly to the homes of students not currently enrolled in the public school system, targeting households that might be interested in our magnet schools. In addition, flyers, brochures, and related materials were distributed and prominently displayed in a variety of community locations, including local businesses, private daycares, Head Start programs, official local government offices, the Cecilia Primary and Teche Elementary school lobbies, and doctors' offices. This multi-channel outreach strategy helped increase awareness of our magnet offerings and encouraged families throughout the community to explore enrollment opportunities.



Postcard layout showcasing the design and content used to promote the Magnet Academies.

As part of our community marketing initiative, bumper stickers will be distributed free of charge to families and community members. This effort aims to increase organic visibility and support for our magnet schools by encouraging families throughout the district to proudly display their affiliation, thereby enhancing word-of-mouth promotion and strengthening community connections.



Bumper sticker design used to promote the Magnet Academies.

As part of our ongoing outreach and recruitment efforts, the Magnet Program actively participated in a variety of district-sponsored and community-based events throughout the year. These events provided valuable opportunities to connect with families, share information about the magnet programs, and promote the unique educational experiences offered at the STEAM Academies. Participation in these events supported our broader goal of increasing visibility and engagement across diverse areas of the community. As part of our enhanced marketing strategy, all marketing materials were updated and used at district and local community events to reflect a clear, consistent, and professional brand identity. This included the use of bold, cohesive design elements and prominent displays of the magnet program logo across all assets. Each event setup featured a fully branded presentation, including a custom tent, table runner, sign-in sheets, printed applications, and a variety of informative materials to engage families and promote the magnet programs. Branded promotional items were also distributed to increase awareness and extend the program's visibility beyond the event itself. These efforts ensured that our presence at community and district events was not only informative but also visually engaging and aligned with our overall marketing goals.









Multiple Open Houses at each STEAM Academy included the same cohesive, professionally branded marketing materials used at district and community events, along with coordinated digital presentations designed for clearer communication and easier understanding. These materials helped create a consistent and welcoming environment for prospective families, reinforcing the magnet program's identity and offerings. In addition to the standard materials, private tours provided an added level of personalization. Families received customized folders containing school-specific marketing materials and helpful parent information tailored to each magnet school. These personalized packets supported meaningful one-on-one conversations and ensured that families left with clear, targeted information to support their enrollment decisions.



Magnet Academy Events from 2024-2025	
Event Name	**Event Date**
SMESA Fall STEAM Night	October - 2024
SMSA Fall STEAM Night	October - 2024
Magnet Showcase	February - 2025
Virtual Information Sessions	November / December 2024
M to M / Magnet information Sessions	January - 2025
Recruitment Open House	February - 2025
M to M Field Trips	February - 2025
Pre-K Recruitment at Head Start	March - 2025
SMESA Spring STEAM Night	May - 2025
SMSA Spring STEAM Night	May - 2025
SMESA Recruitment Open House	May - 2025
SMSA Recruitment Open House	May - 2025
Principal Visits to Cecilia Primary and Teche Elementary	May - 2025
Community Walk	May - 2025

In the spring, the Marketing Coordinator implemented a more intentional and accessible system to engage prospective families through personalized tours. Key improvements included launching a new “Schedule a Tour” feature across all Magnet and school websites, streamlining the scheduling process, and integrating school administrators and/or STEAM Coordinators into the tour experience. As a result of these enhancements, the program saw a significant uptick in engagement from families previously unaware or unable to schedule visits.

In under four months, the new system generated 17 tour requests which is a substantial increase from near-zero activity prior to implementation. Of those, 10 families attended private tours (not including Open House events or informal drop-ins). The remaining families either transitioned to attending an Open House, canceled due to inclement weather, or were no-shows and followed up with by the Marketing Coordinator.

Additional accomplishments included the creation of new marketing materials specifically tailored for prospective families and plans to promote tour opportunities strategically across social media throughout the school year.

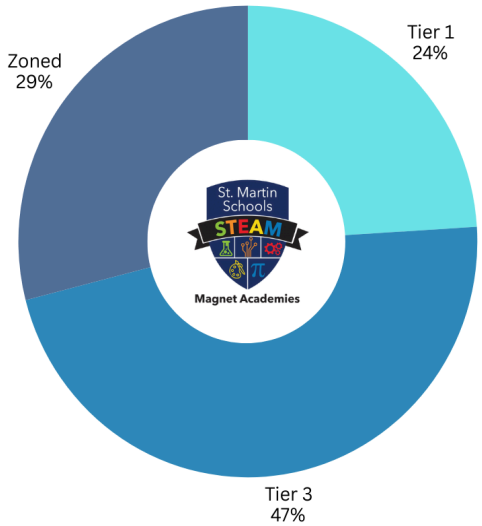
A noteworthy outcome is that 14 of the 17 families who requested a tour went on to apply to the district's magnet schools, indicating strong interest and the effectiveness of this direct engagement strategy. This personalized tour program will serve as a key recruitment tool moving forward, helping to connect prospective families with our schools in a more meaningful and accessible way. The following provides a further breakdown of data related to private tour requests conducted during the spring and summer of 2025.

Below is a breakdown of students who submitted private tour requests, categorized by their tiered eligibility status.

Breakdown of Private Tour Requests

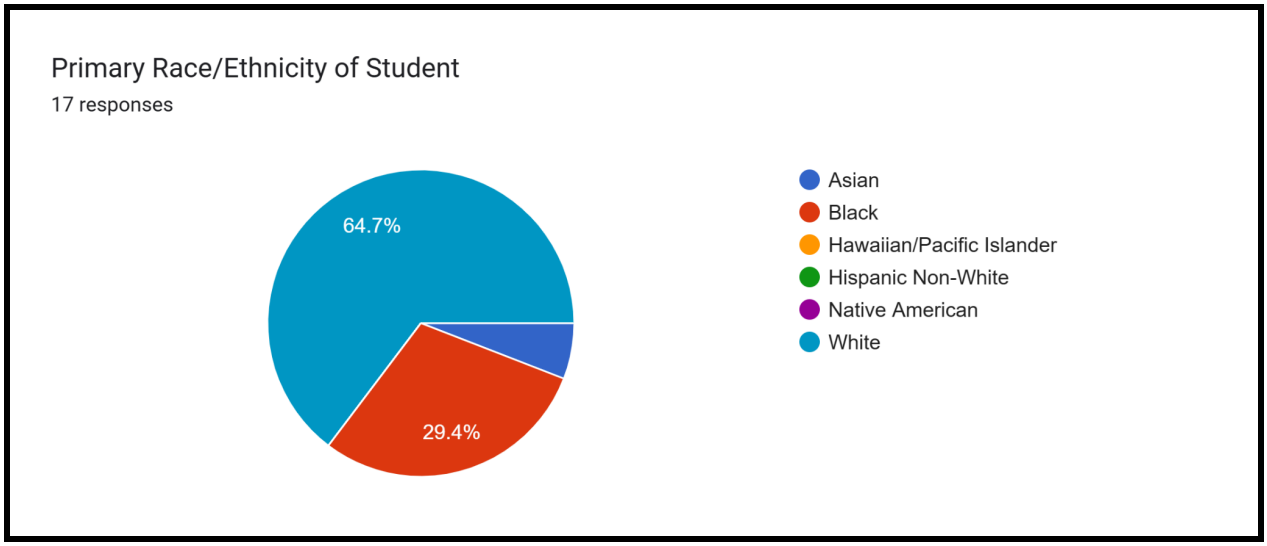
Tier	Count	Rounded
1	4	**24%**
2	0	**0%**
3	8	**47%**
Zoned	5	**29%**
Total	**17**	**100%**

Percentages were rounded up to the nearest whole number where possible, then minimally adjusted to ensure the total does not exceed 100%.

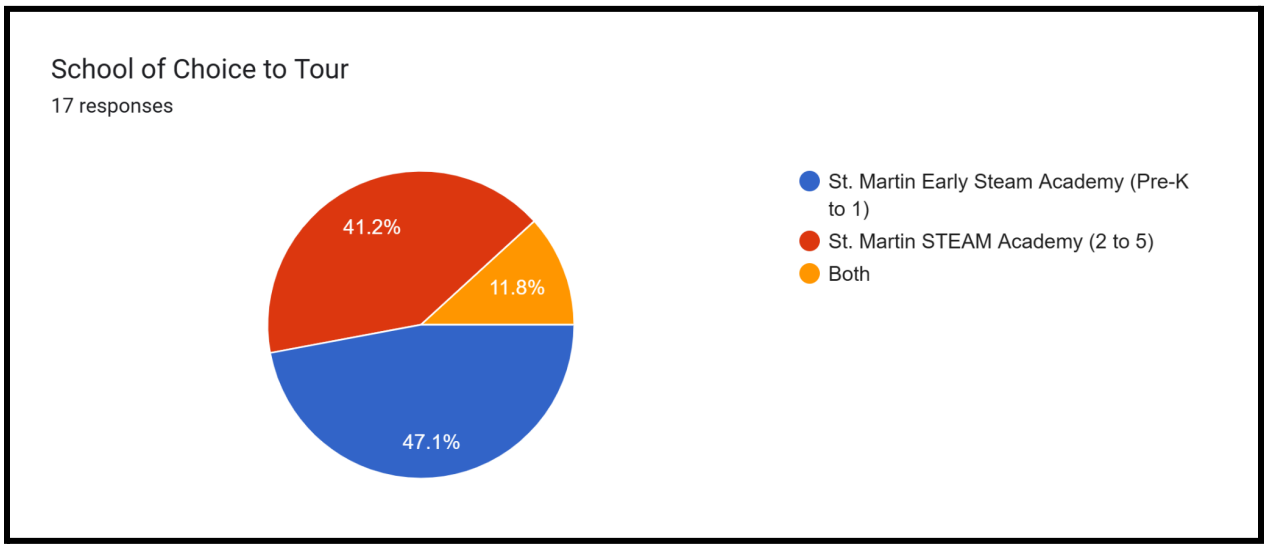


Note: The three students who did not apply for the STEAM Academies represented in the chart above have not been verified for tier-based eligibility and are categorized based on the information provided by their families.

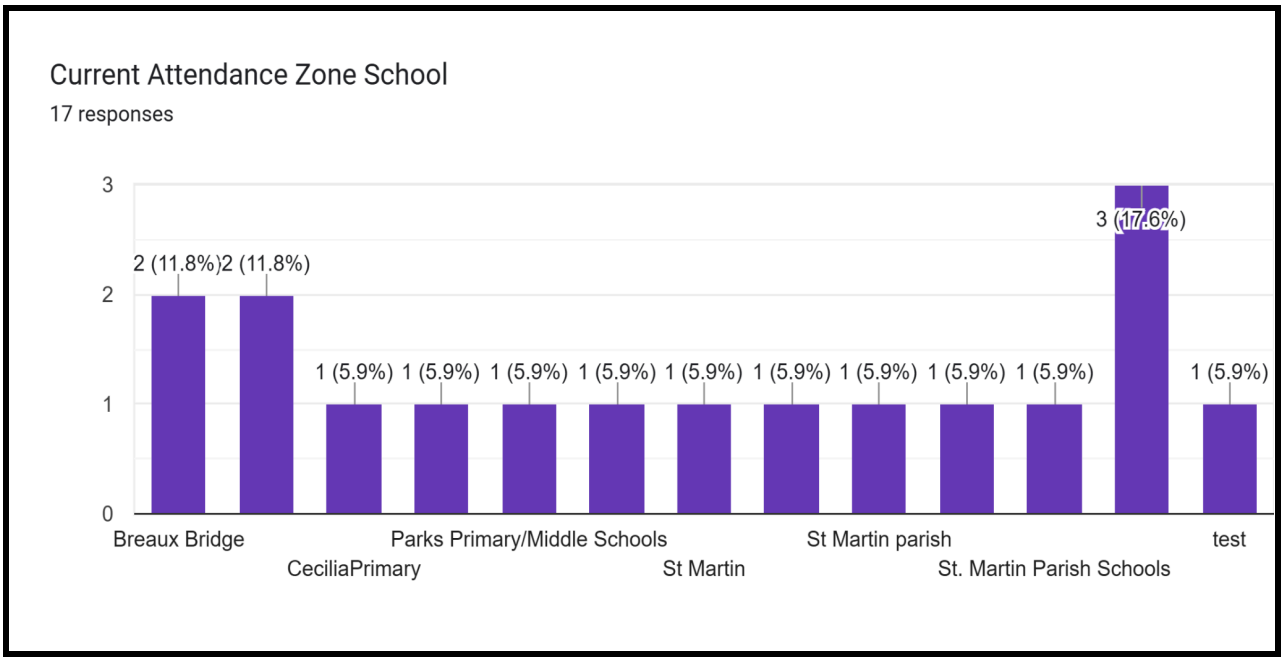
The chart below illustrates the racial demographics of students who requested tours.



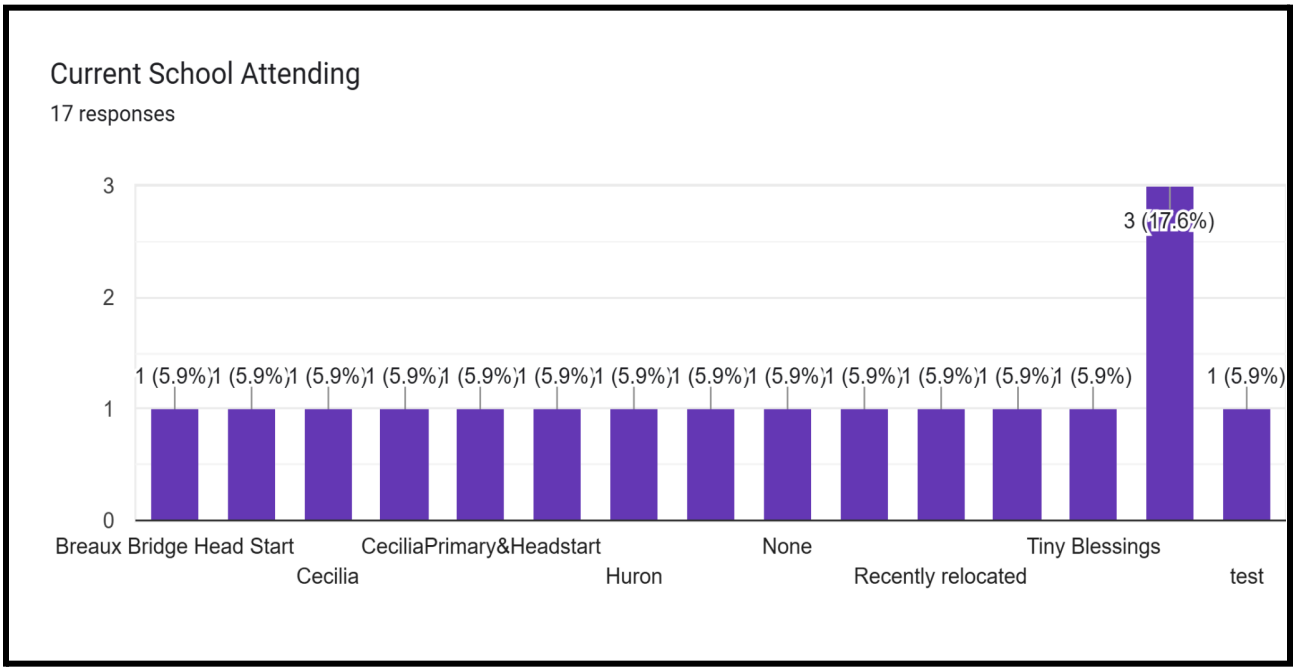
The chart below shows the percentage of tour requests for each Magnet school.



The bar chart below shows the current attendance zone/schools of the student associated with each tour request.



The bar chart below shows the current school being attended by the student associated with each tour request.



**Pie chart and bar graphs generated using Google Forms survey data*

This section highlights key strategies and metrics related to the online branding and visibility efforts supporting the Magnet Program's outreach and recruitment goals. To enhance accessibility, visibility, and user experience, the magnet program website was transitioned from a District subpage to a standalone site. This move allowed for a more customized and user-friendly experience, tailored specifically to the needs of prospective families and the broader school community. In addition to this transition, all individual Magnet school websites were comprehensively updated to support enrollment efforts and ensure consistency across all digital platforms. Key improvements included the implementation of custom-designed website templates that reflect a cohesive visual identity and provide an engaging online presence. A new "Schedule a Tour" feature was introduced, offering a streamlined and intuitive scheduling process for families interested in visiting the schools. Staff and faculty profiles were updated to include current photographs and direct contact information, making it easier for families to connect with school personnel. To further support parents and guardians, a dedicated resource section was added to each site, containing essential information such as school hours, uniform guidelines, supply lists, and more. The application process was also made more accessible through a comprehensive, easy-to-navigate guide and a detailed FAQ section, designed to support prospective families throughout each step of the enrollment journey. Google Analytics was installed on all Magnet school websites to support data-driven decision-making and improve the effectiveness of online engagement strategies. This tool allows the Marketing Coordinator to track key metrics such as website traffic, page views, user behavior, referral sources, and geographic location of visitors. These insights help identify which content is most frequently accessed, evaluate the success of marketing campaigns, and refine outreach efforts to better target prospective families and increase overall visibility of the Magnet programs. Beyond the websites themselves, a custom-branded YouTube channel was launched to highlight the unique offerings of the magnet programs through video content featuring events, school environments, and student experiences. In addition, custom Facebook landing page URLs and standardized social media handles were created to establish a consistent and easily recognizable online presence. To increase digital visibility and ensure accurate, up-to-date information is easily accessible, Google Business profiles were created and updated for all magnet schools. These profiles include essential details such as school names, addresses, hours of operation, photos, map locations and directions, and direct links to each school's social media platforms. They also provide access to user engagement analytics, allowing for data-informed marketing strategies to better reach and engage prospective families.

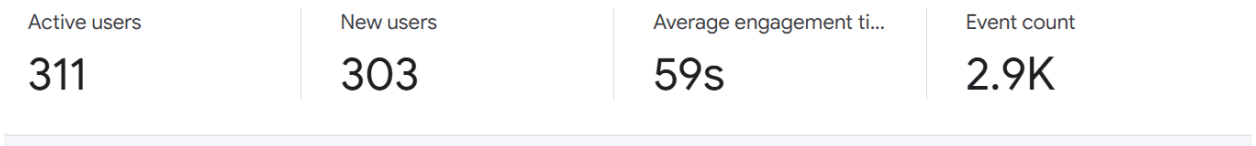
Below is a snapshot of key analytics currently being tracked across the Magnet Program, including data on Google Business Profile activity, social media engagement, and website user metrics. Please note that the following snapshot represents a selection of tracked analytics and does not constitute a comprehensive overview of all data collected. Tracking these key analytics is essential for understanding how families and the community are discovering and engaging with our Magnet Program, as well as evaluating the effectiveness of the content we produce. This information lets us see what's working well and where we can improve to better reach and support prospective students and their families. This data should be considered a baseline for ongoing monitoring and future comparison.

The chart below presents Google Business Profile data for the two magnet schools from August 1–31, 2025. It compares school profile interactions across several metrics, including Google Search views, phone calls made via Google Search, map direction requests, and website clicks originating from Google.

Google Business Profile Magnet School Comparison Overview (August 2025)

Google Based Insights	SMESA	SMSA
School Profile Interactions	437	707
Phone Calls	222	339
Directions Requests	86	154
Website Clicks from Google	129	214

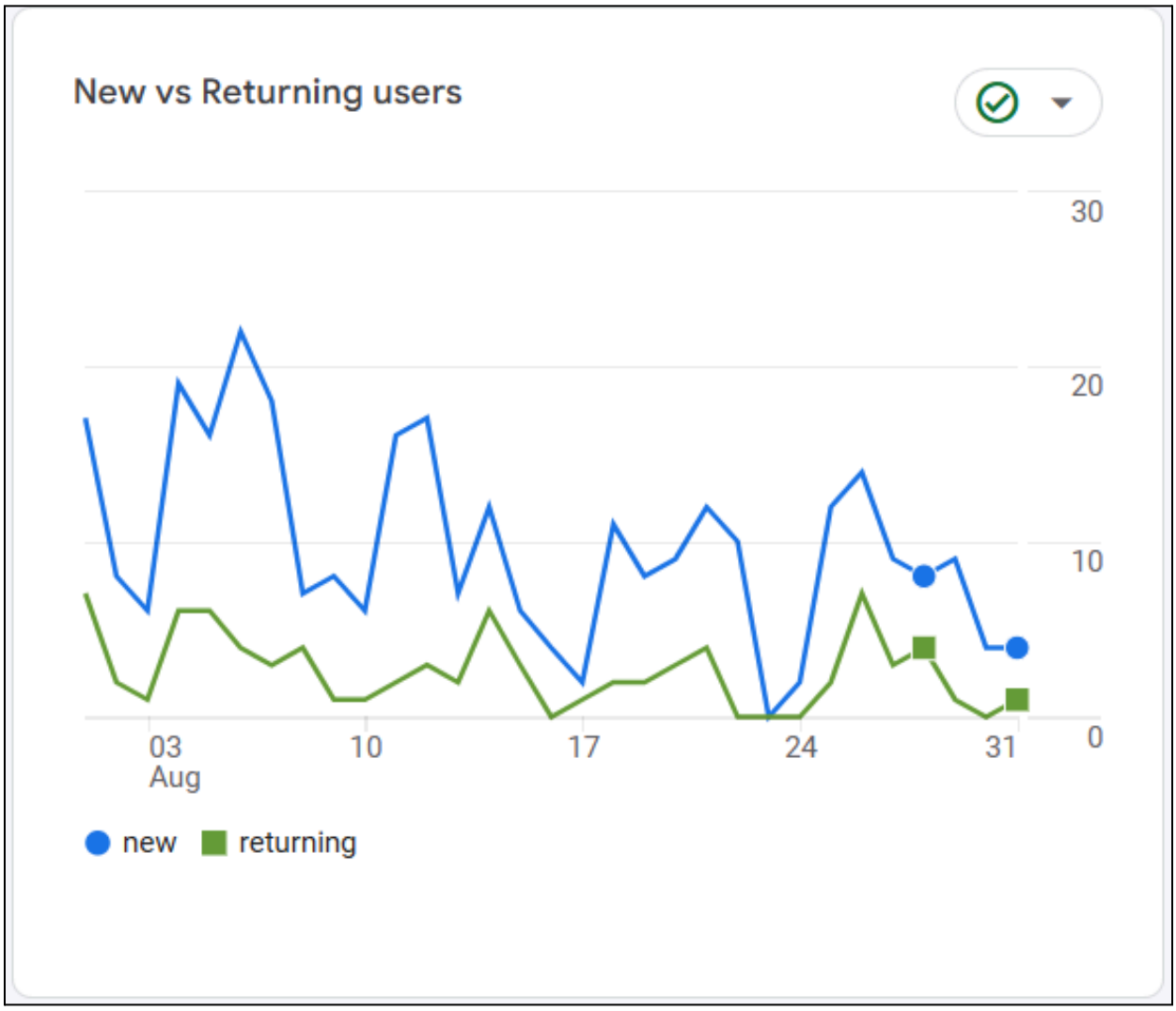
Below shows the number of active users, new users, the average length of engagement, event count (the number of times an individual action was taken on the website such as clicking a button, playing a video, downloading a file, etc.), the bounce rate (percentage of visitors who land on a webpage and then leave without interacting further or visiting any other pages on the site), and the most visited pages on the Magnet website at www.stmartinmagnet.org from August 1-31, 2025. In order of highest number of visits to lowest the most frequently visited pages were: Homepage, Calendar, Application Process, Schools, Parent Resources, After School Programs, STEAM Advisory Board



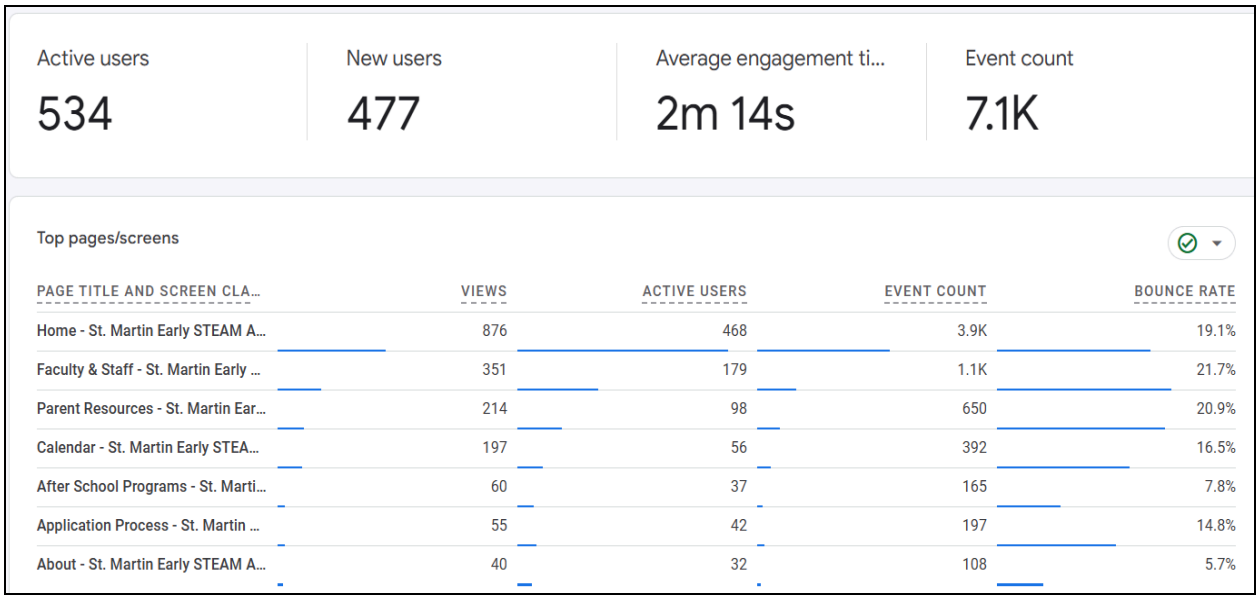
Top pages/screens

PAGE TITLE AND SCREEN CLA...	VIEWS	ACTIVE USERS	EVENT COUNT	BOUNCE RATE
Home - St. Martin Schools Magn...	441	299	2K	25.7%
Calendar - St. Martin Schools Ma...	74	20	166	42.5%
Application Process - St. Martin ...	46	33	136	21.3%
Schools - St. Martin Schools Mag...	31	22	103	14.8%
Parent Resources - St. Martin Sc...	29	24	80	0.0%
After School Programs - St. Marti...	23	16	70	9.5%
STEAM Advisory Board - St. Mart...	15	13	35	6.7%

Below showcases the difference in number of New vs. Returning Users on the Magnet website at www.stmartinmagnet.org from August 1-31, 2025.



Below shows the number of active users, new users, the average length of engagement, event count (the number of times an individual action was taken on the website such as clicking a button, playing a video, downloading a file, etc.), the bounce rate (percentage of visitors who land on a webpage and then leave without interacting further or visiting any other pages on the site), and the most visited pages on the Saint Martin Early STEAM Academy website (smesa.saintmartinschools.org) from August 1-31, 2025. In order of Highest Number of Visits to Lowest the most frequently visited pages were: Homepage, Faculty & Staff, Parent Resources, Calendar, After School Programs, Application Process, About

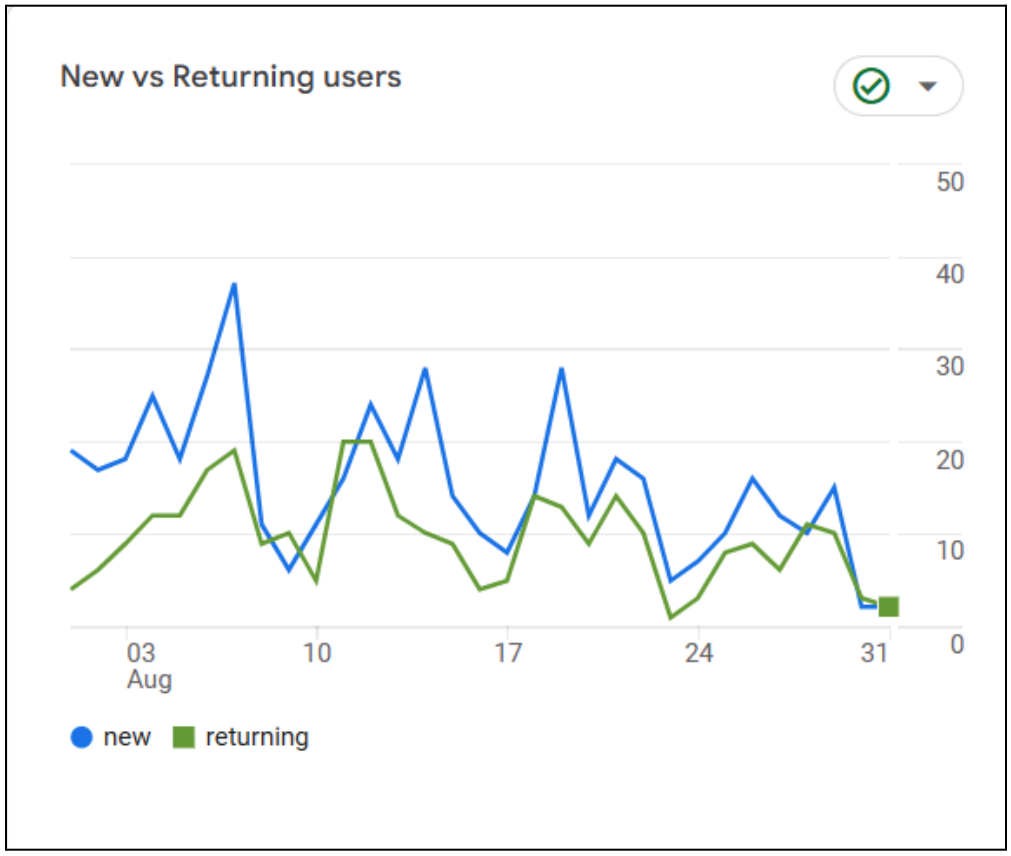


Active users	New users	Average engagement ti...	Event count
534	477	2m 14s	7.1K

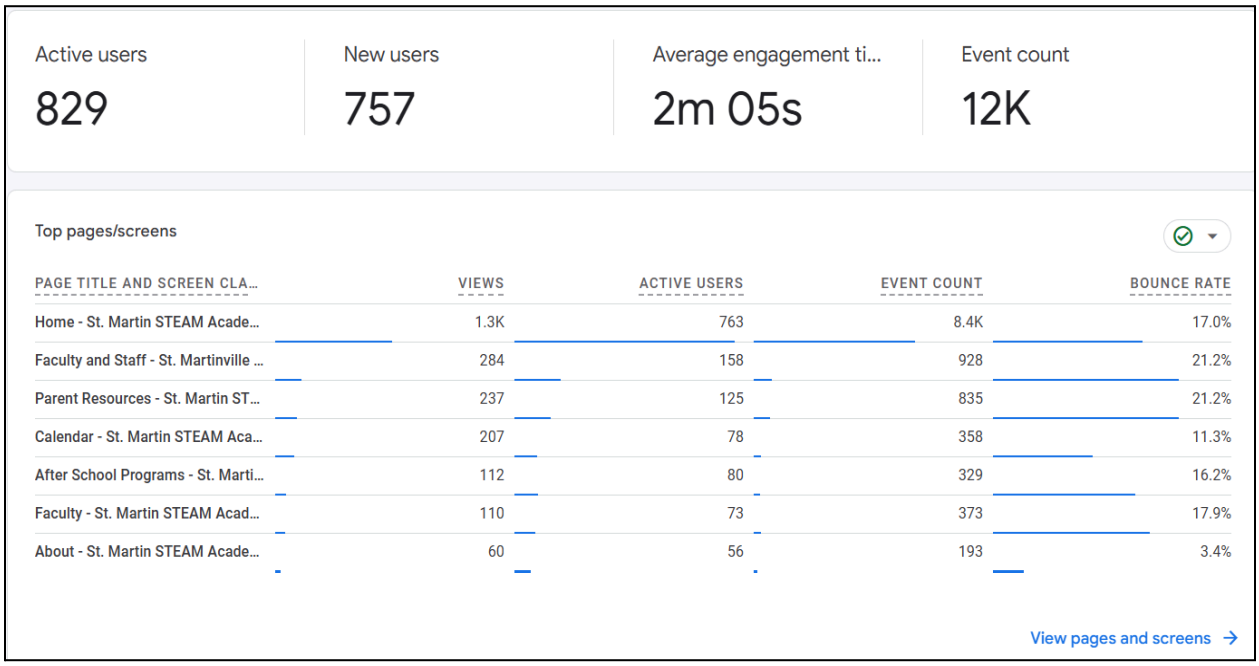
Top pages/screens

PAGE TITLE AND SCREEN CLA...	VIEWS	ACTIVE USERS	EVENT COUNT	BOUNCE RATE
Home - St. Martin Early STEAM A...	876	468	3.9K	19.1%
Faculty & Staff - St. Martin Early ...	351	179	1.1K	21.7%
Parent Resources - St. Martin Ear...	214	98	650	20.9%
Calendar - St. Martin Early STEA...	197	56	392	16.5%
After School Programs - St. Marti...	60	37	165	7.8%
Application Process - St. Martin ...	55	42	197	14.8%
About - St. Martin Early STEAM A...	40	32	108	5.7%

Below showcases the difference in number of New vs. Returning Users on Saint Martin Early STEAM Academy's website (smesa.saintmartinschools.org) from August 1-31, 2025.



Below shows the number of active users, new users, the average length of engagement, event count (the number of times an individual action was taken on the website such as clicking a button, playing a video, downloading a file, etc.), the bounce rate (percentage of visitors who land on a webpage and then leave without interacting further or visiting any other pages on the site), and the most visited pages on the Saint Martin STEAM Academy website (smsa.saintmartinschools.org) from August 1-31, 2025. In order of highest number of visits to lowest the most frequently visited pages were: Homepage, Faculty & Staff, Parent Resources, Calendar, After School Programs, Faculty, About



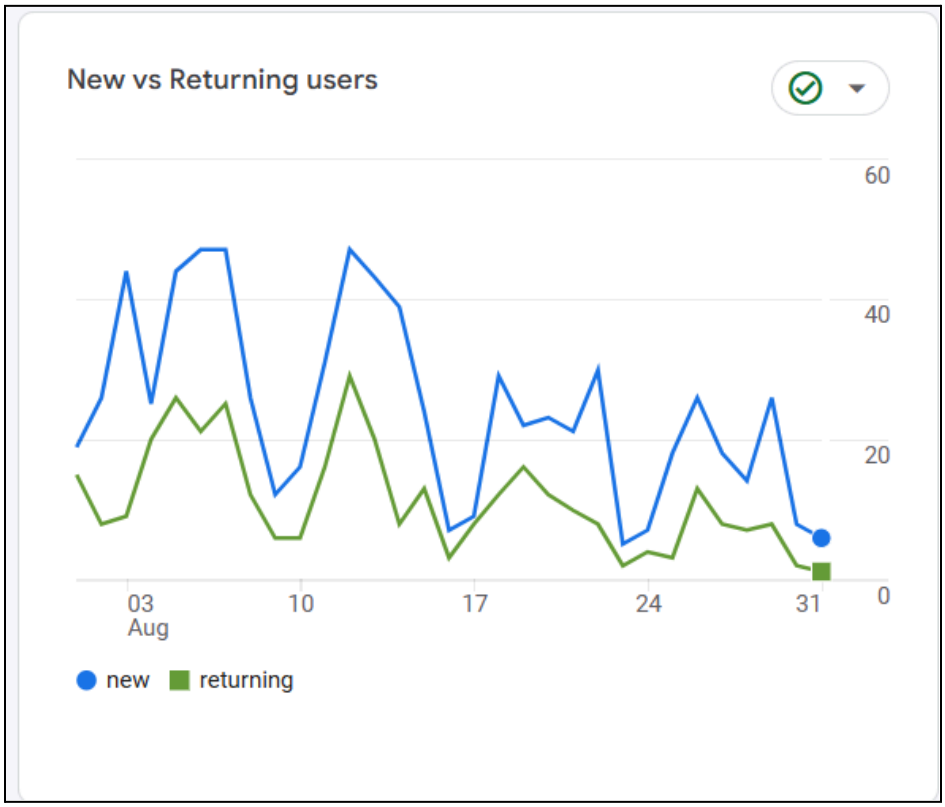
Active users	New users	Average engagement ti...	Event count
829	757	2m 05s	12K

Top pages/screens

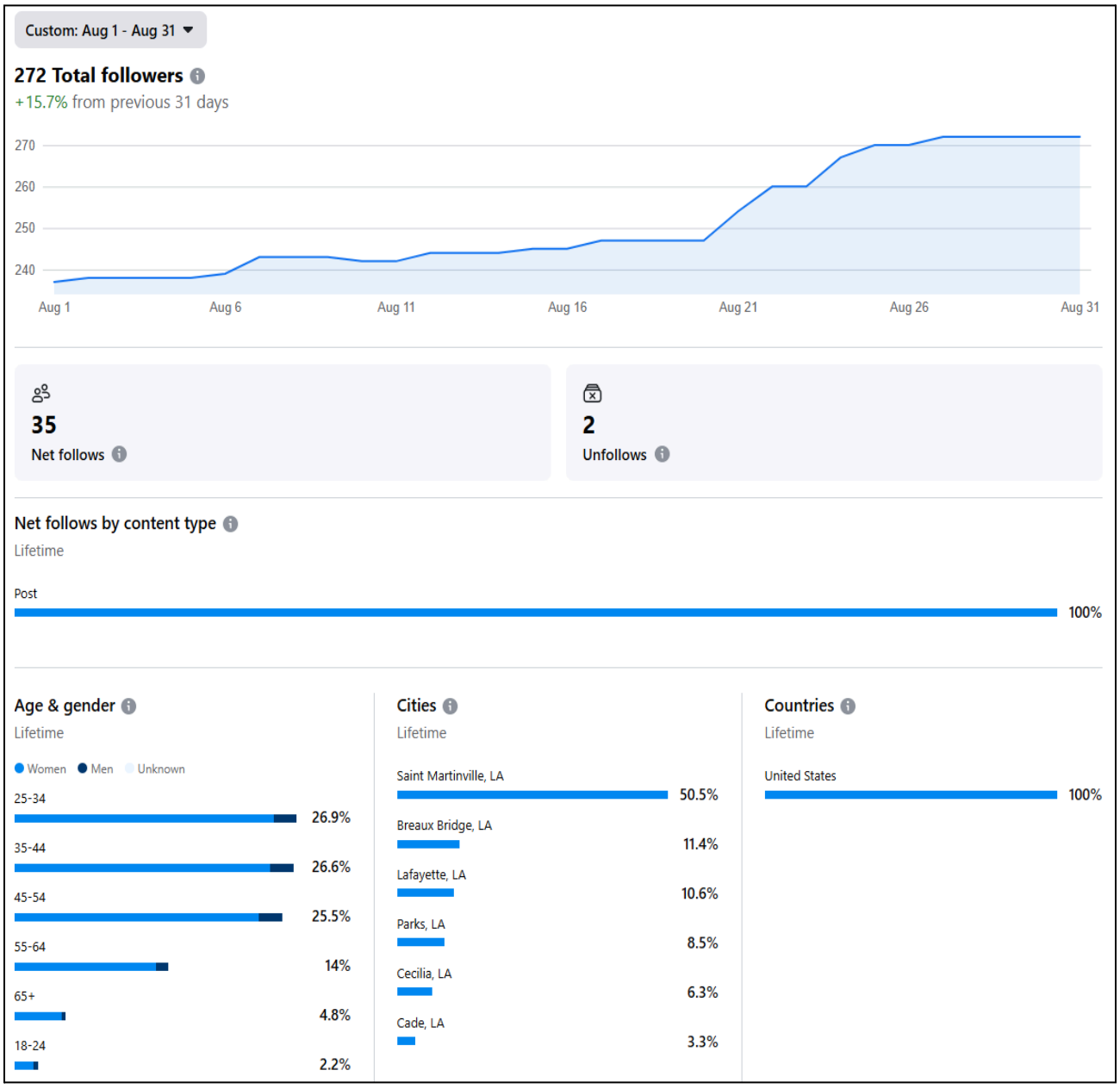
PAGE TITLE AND SCREEN CLA...	VIEWS	ACTIVE USERS	EVENT COUNT	BOUNCE RATE
Home - St. Martin STEAM Acade...	1.3K	763	8.4K	17.0%
Faculty and Staff - St. Martinville ...	284	158	928	21.2%
Parent Resources - St. Martin ST...	237	125	835	21.2%
Calendar - St. Martin STEAM Aca...	207	78	358	11.3%
After School Programs - St. Marti...	112	80	329	16.2%
Faculty - St. Martin STEAM Acad...	110	73	373	17.9%
About - St. Martin STEAM Acade...	60	56	193	3.4%

View pages and screens →

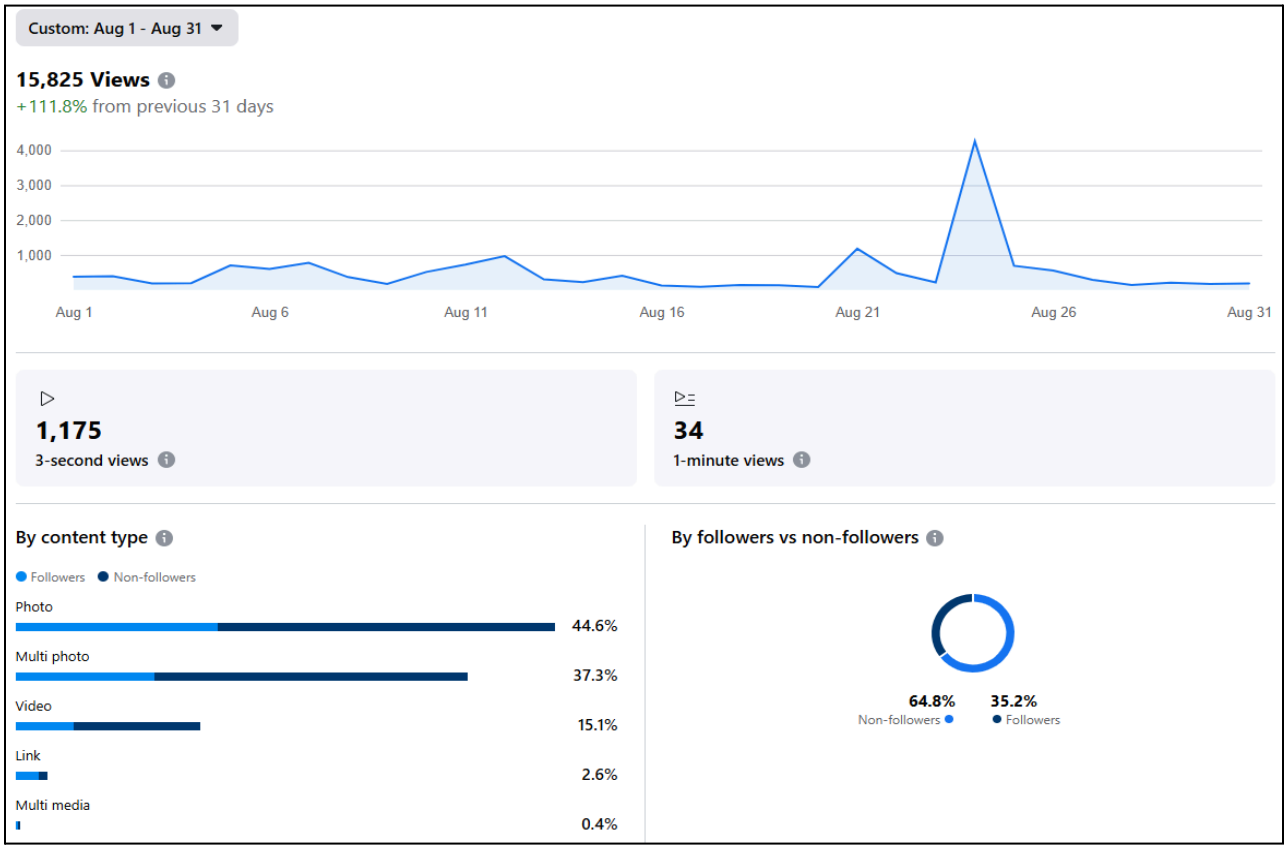
Below showcases the difference in number of New vs. Returning Users on Saint Martin STEAM Academy's website (smsa.saintmartinschools.org) from August 1-31, 2025.



Below shows a snapshot of the total follower count and growth on the Magnet Program Facebook page for August 1-31, 2025 compared to the previous month - including net follows and unfollows. It also shows a breakdown of age and gender, cities of users following the page and the countries represented.



Below shows a snapshot of user views on the Magnet Program Facebook page, time of 3-second and 1-minute video views, and the percentages of content type that was viewed by followers vs non-followers from August 1-31, 2025.

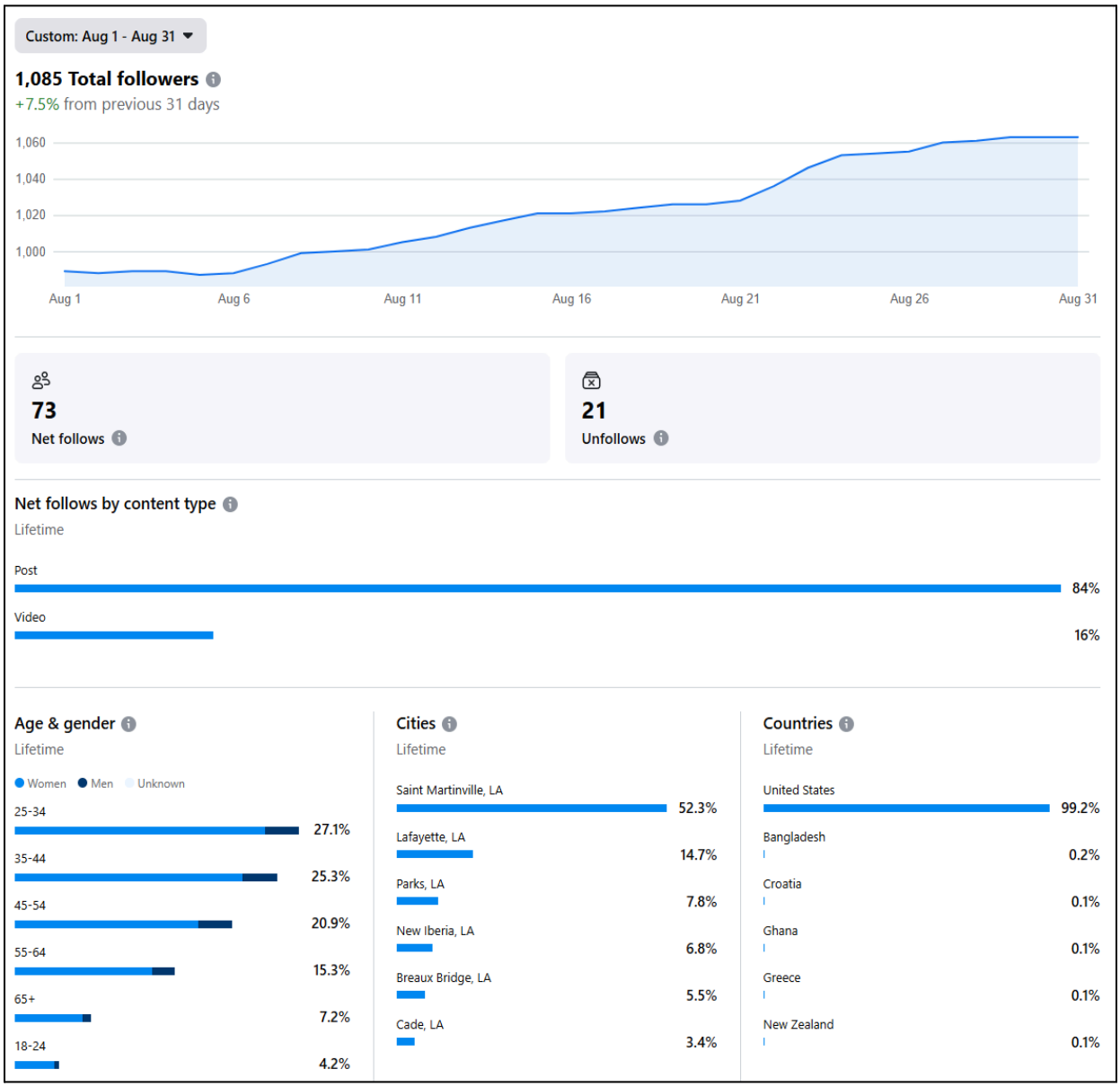


Below shows an overview of content published on the Magnet Program Facebook page, total number of views (the total number of times a user viewed the content), the reach (total number of individual people who saw the content), interactions, impressions (number of times the content was displayed on a screen), comments, and distribution score (how content is performing based on the page's historical average).

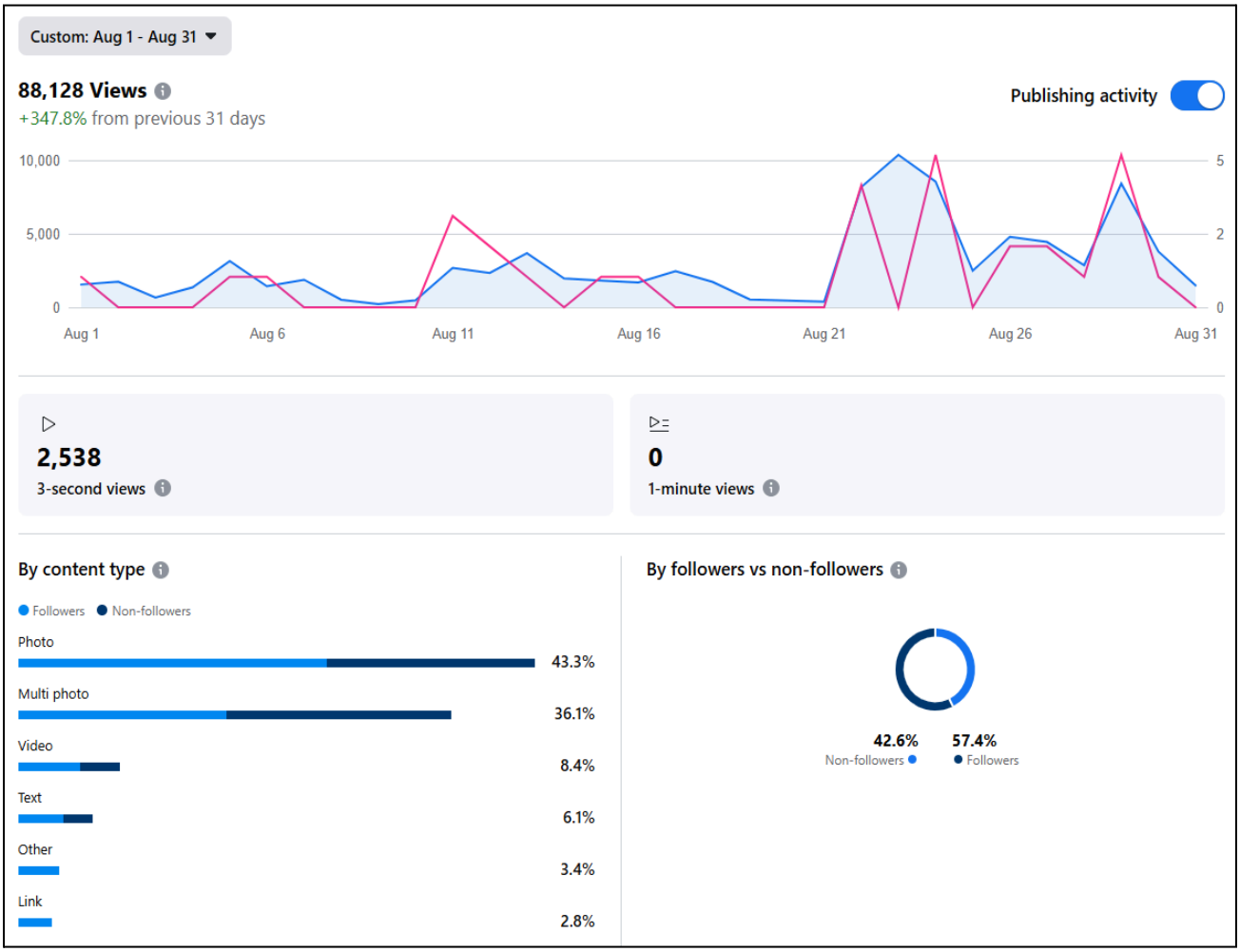


Preview	Views	Reach	Interactions	Net follows	Impressions	Comments	Distribution
As the new school year begins we are more in... Published • Aug 24 at 11:30 AM	4,615	1,711	29	0	2,319	0	--
URGENT HIRING ALERT – Join Our Magne... Published • Aug 6 at 8:00 AM	2,269	1,079	17	0	1,267	3	--
Back to School means one thing: the future is ... Published • Aug 21 at 12:56 PM	1,749	1,324	29	0	1,464	2	+3.9x
Welcome back students!!! Published • Aug 12 at 7:00 AM	1,018	321	68	0	417	55	--
Our monthly newsletter is PACKED with impor... Published • Aug 5 at 8:24 AM	734	245	13	0	295	5	--
August 17th is the LAST DAY we are accepting... Published • Aug 15 at 10:01 AM	618	317	4	0	360	0	--
Friendly Reminder to all Parents! Wednesday, ... Published • Aug 26 at 4:00 PM	497	281	5	0	316	0	--
Ever wonder what makes our Magnet Progra... Published • Aug 11 at 11:02 AM	435	205	6	0	235	0	--
From creative projects to hands-on learning a... Published • Aug 29 at 7:01 PM	425	280	11	0	350	0	+3.6x
We're proud to be part of a place where st... Published • Aug 12 at 9:00 PM	324	153	11	0	195	0	--
We're READY!!!! Published • Aug 11 at 5:58 PM	--	136	11	0	160	0	--

Below shows a snapshot of the total follower count and growth on the Saint Martin Early STEAM Academy Facebook page for August 1-31, 2025 compared to the previous month - including net follows and unfollows. It also shows a breakdown of age and gender, cities of users following the page and the countries represented.



Below shows a snapshot of user views on the Saint Martin Early STEAM Academy Facebook page, time of 3-second and 1-minute video views, and the percentages of content type that was viewed by followers vs non-followers from August 1-31, 2025.



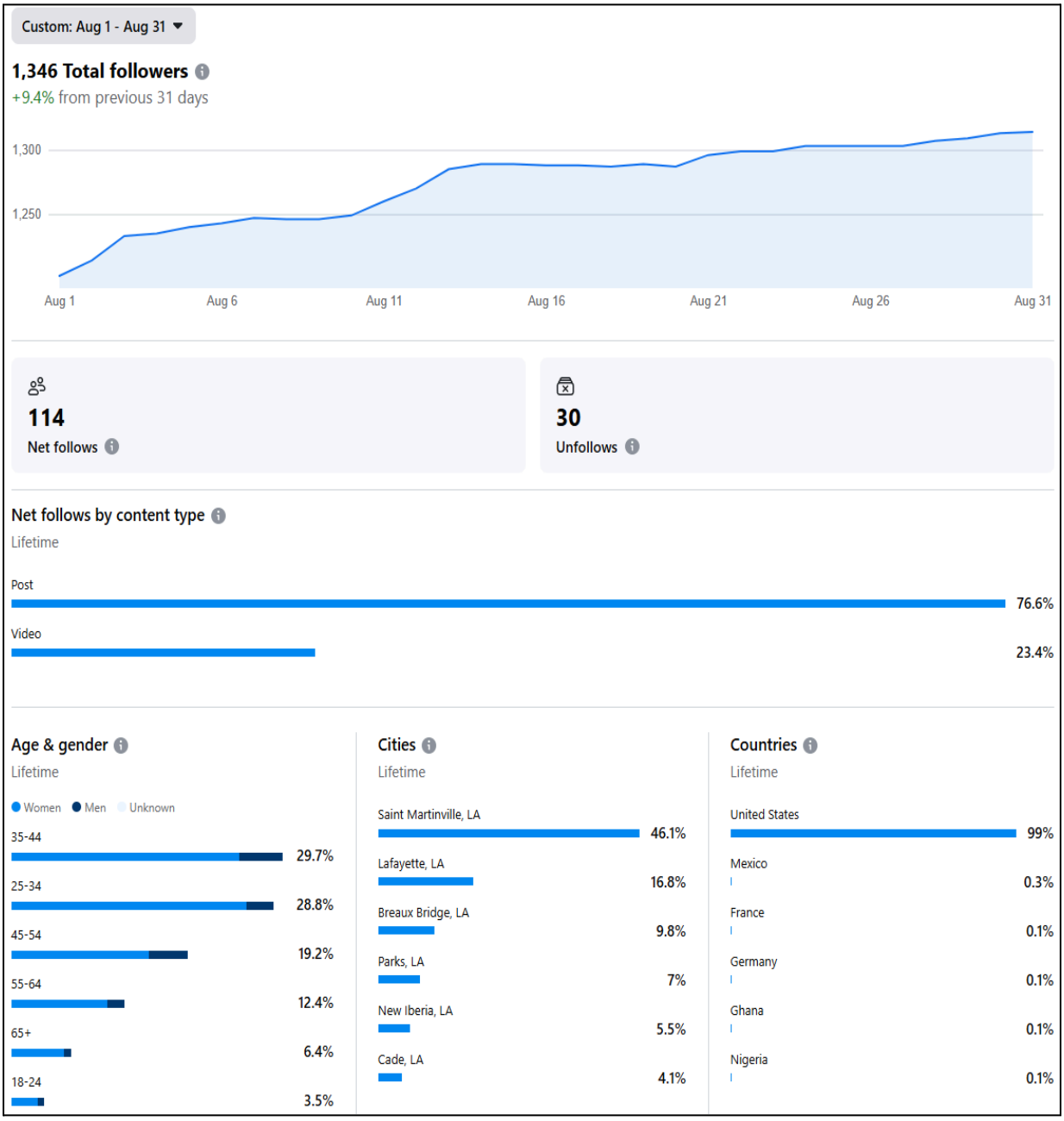
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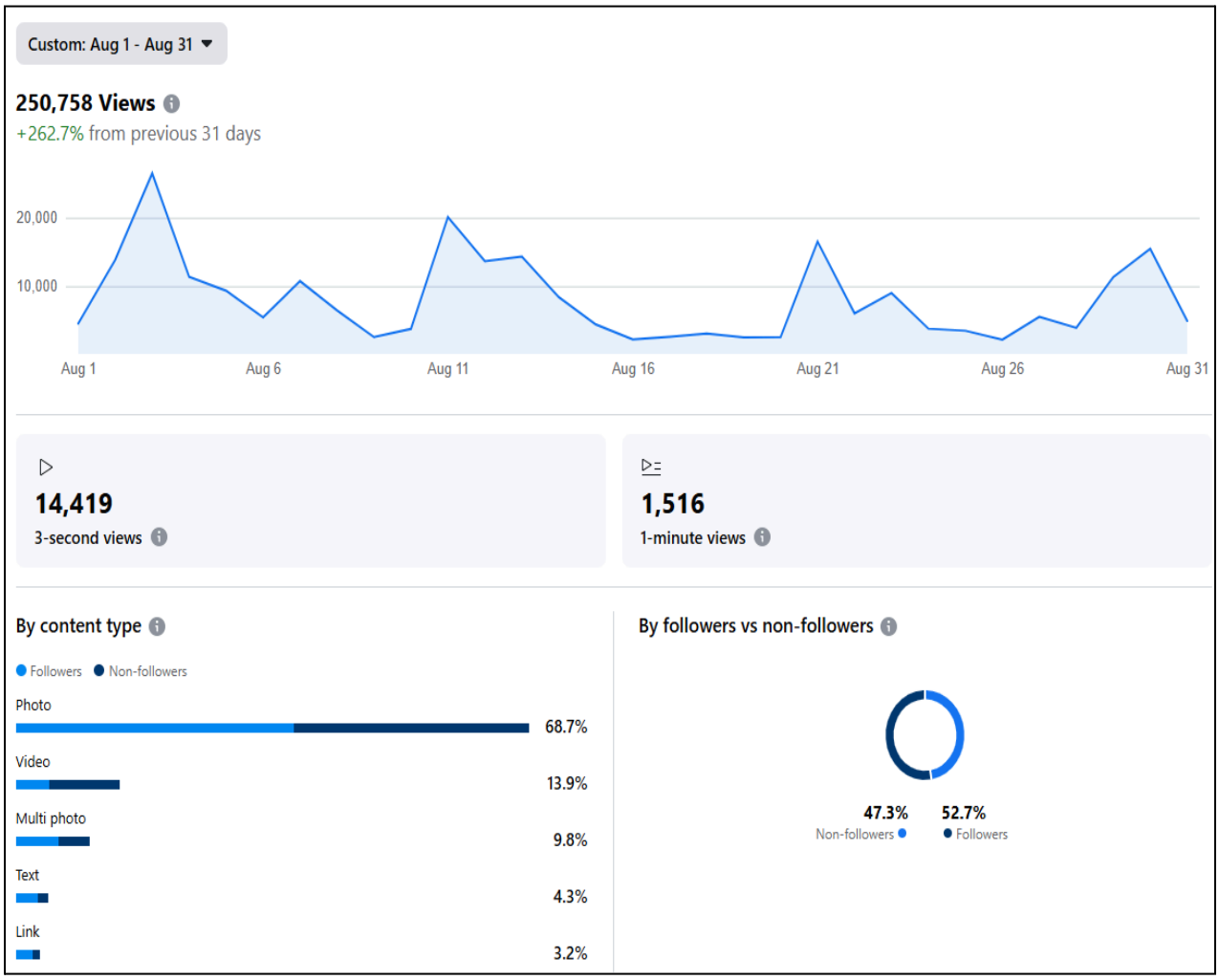
+ Create | Filters | Columns | Custom: Aug 1 - Aug 31 | 0/50

Preview	Views	Reach	Interactions	Net follows	Impressions	Comments	Distribution
We would like to send a huge ROARing appla... Published • Aug 22 at 8:50 PM	12,112	3,968	72	0	5,413	18	--
We would like to congratulate Ms. Cala Hadle... Published • Aug 22 at 8:52 PM	7,547	2,912	123	0	3,425	99	--
Let's give a huge round of applause for our st... Published • Aug 29 at 7:12 PM	6,631	2,172	40	0	2,924	11	--
Just wrapped up an incredible faculty retr... Published • Aug 1 at 10:32 PM	4,336	1,245	20	0	1,951	4	--
Tomorrow we welcome 1/3 of our PreK Stude... Published • Aug 13 at 8:11 PM	4,328	1,253	92	0	1,562	13	+0.7x
No text content Published • Aug 27 at 10:52 AM	3,634	1,117	46	0	1,552	21	--
Our STEM classes kicked off the year with ... Published • Aug 24 at 11:30 AM	2,918	1,081	21	0	1,378	3	--
Let's give a huge congratulations to Mr. Culle... Published • Aug 29 at 7:14 PM	2,770	1,119	94	0	1,416	44	--
Dance classes have started too! Here is a clip ... Published • Aug 22 at 11:06 PM	2,534	934	30	0	1,184	2	-0.9x
The After School Program Application Form i... Published • Aug 5 at 3:35 PM	2,442	864	9	0	1,151	0	--
No text content Published • Aug 11 at 7:44 PM	2,291	809	17	0	1,058	1	--
There will be NO AFTERCARE Wednesday, Au...	2,089	995	10	0	1,187	0	--

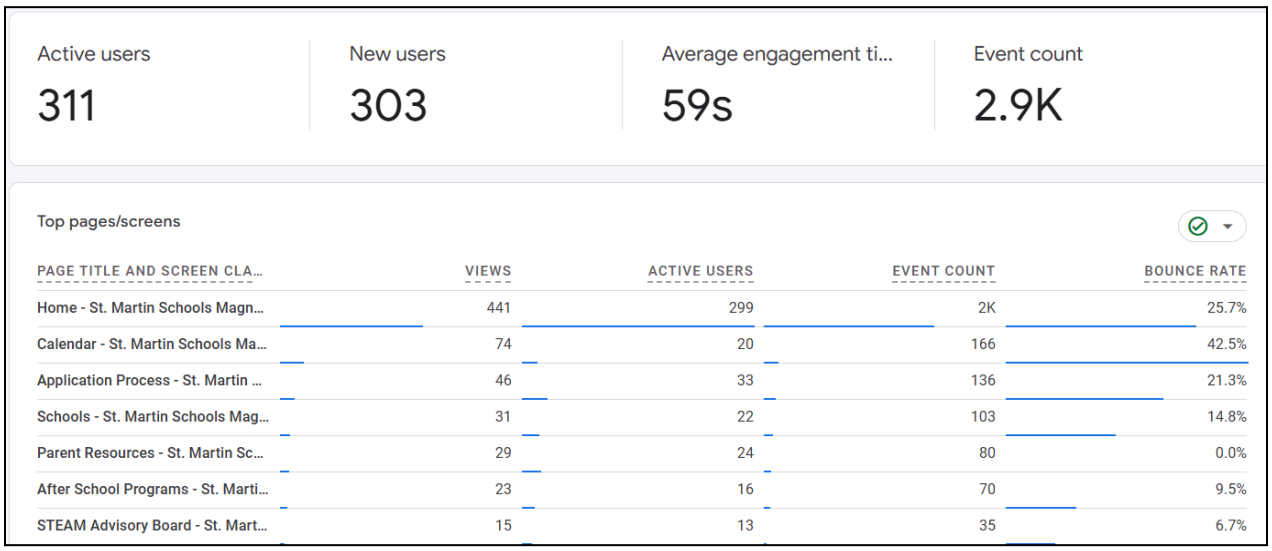
Below shows a snapshot of the total follower count and growth on the Saint Martin STEAM Academy Facebook page for August 1-31, 2025 compared to the previous month - including net follows and unfollows. It also shows a breakdown of age and gender, cities of users following the page and the countries represented.



Below shows a snapshot of user views on the Saint Martin STEAM Academy Facebook page, time of 3-second and 1-minute video views, and the percentages of content type that was viewed by followers vs non-followers from August 1-31, 2025.



Below shows an overview of content published on the Saint Martin STEAM Academy Facebook page, total number of views (the total number of times a user viewed the content), the reach (total number of individual people who saw the content), interactions, impressions (number of times the content was displayed on a screen), comments, and distribution score (how content is performing based on the page's historical average).

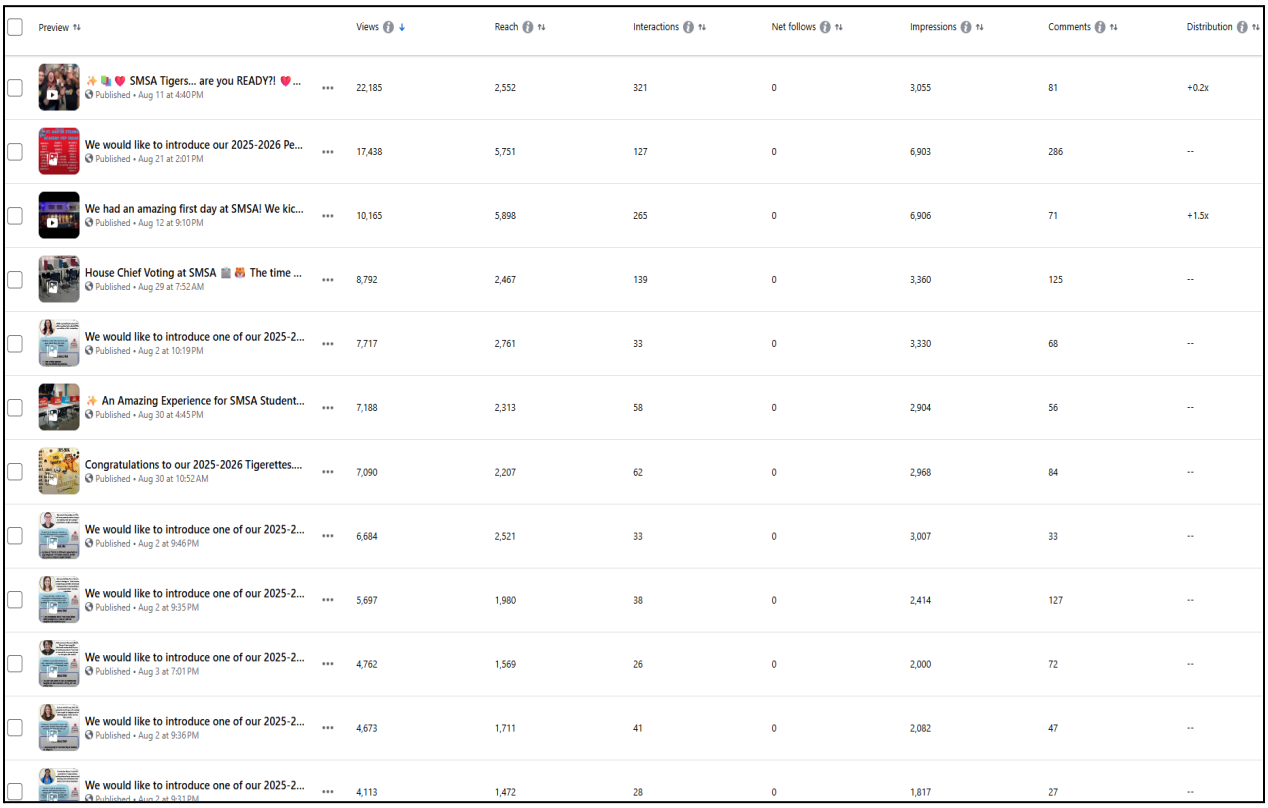


Active users	New users	Average engagement ti...	Event count
311	303	59s	2.9K

Top pages/screens

PAGE TITLE AND SCREEN CLA...	VIEWS	ACTIVE USERS	EVENT COUNT	BOUNCE RATE
Home - St. Martin Schools Magn...	441	299	2K	25.7%
Calendar - St. Martin Schools Ma...	74	20	166	42.5%
Application Process - St. Martin ...	46	33	136	21.3%
Schools - St. Martin Schools Mag...	31	22	103	14.8%
Parent Resources - St. Martin Sc...	29	24	80	0.0%
After School Programs - St. Marti...	23	16	70	9.5%
STEAM Advisory Board - St. Mart...	15	13	35	6.7%

Below shows an overview of content published on the Saint Martin STEAM Academy Facebook page, total number of views (the total number of times a user viewed the content), the reach (total number of individual people who saw the content), interactions, impressions (number of times the content was displayed on a screen), comments, and distribution score (how content is performing based on the page's historical average).



Preview	Views	Reach	Interactions	Net follows	Impressions	Comments	Distribution
✨🛍️❤️ SMSA Tigers... are you READY?! ❤️... Published • Aug 11 at 4:40 PM	22,185	2,552	321	0	3,055	81	+0.2x
We would like to introduce our 2025-2026 Pe... Published • Aug 21 at 2:01 PM	17,438	5,751	127	0	6,903	286	--
We had an amazing first day at SMSA! We kic... Published • Aug 12 at 9:10 PM	10,165	5,898	265	0	6,906	71	+1.5x
House Chief Voting at SMSA 🟥🔥 The time ... Published • Aug 29 at 7:52 AM	8,792	2,467	139	0	3,360	125	--
We would like to introduce one of our 2025-2... Published • Aug 2 at 10:19 PM	7,717	2,761	33	0	3,330	68	--
✨ An Amazing Experience for SMSA Student... Published • Aug 30 at 4:45 PM	7,188	2,313	58	0	2,904	56	--
Congratulations to our 2025-2026 Tigerettes.... Published • Aug 30 at 10:52 AM	7,090	2,207	62	0	2,968	84	--
We would like to introduce one of our 2025-2... Published • Aug 2 at 9:46 PM	6,684	2,521	33	0	3,007	33	--
We would like to introduce one of our 2025-2... Published • Aug 2 at 9:35 PM	5,697	1,980	38	0	2,414	127	--
We would like to introduce one of our 2025-2... Published • Aug 3 at 7:01 PM	4,762	1,569	26	0	2,000	72	--
We would like to introduce one of our 2025-2... Published • Aug 2 at 9:36 PM	4,673	1,711	41	0	2,082	47	--
We would like to introduce one of our 2025-2... Published • Aug 2 at 9:31 PM	4,113	1,472	28	0	1,817	27	--

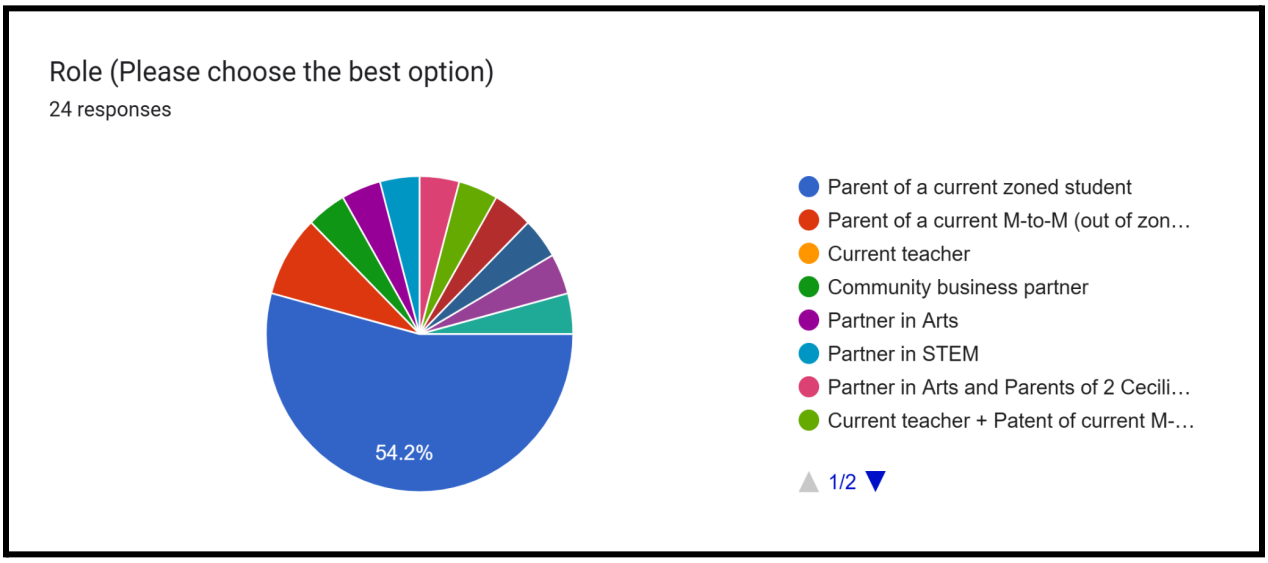
The diverse range of marketing analytics presented above provides valuable insights into how the Magnet Program engages prospective families and the broader community. The Marketing Coordinator actively monitors and analyzes this data to identify effective recruitment strategies and areas for improvement. By examining analytics from multiple sources, outreach efforts can be optimized, communication channels improved, and the overall experience for families exploring the Magnet schools enhanced. Leveraging this comprehensive data supports targeted recruitment and strengthens community connections.

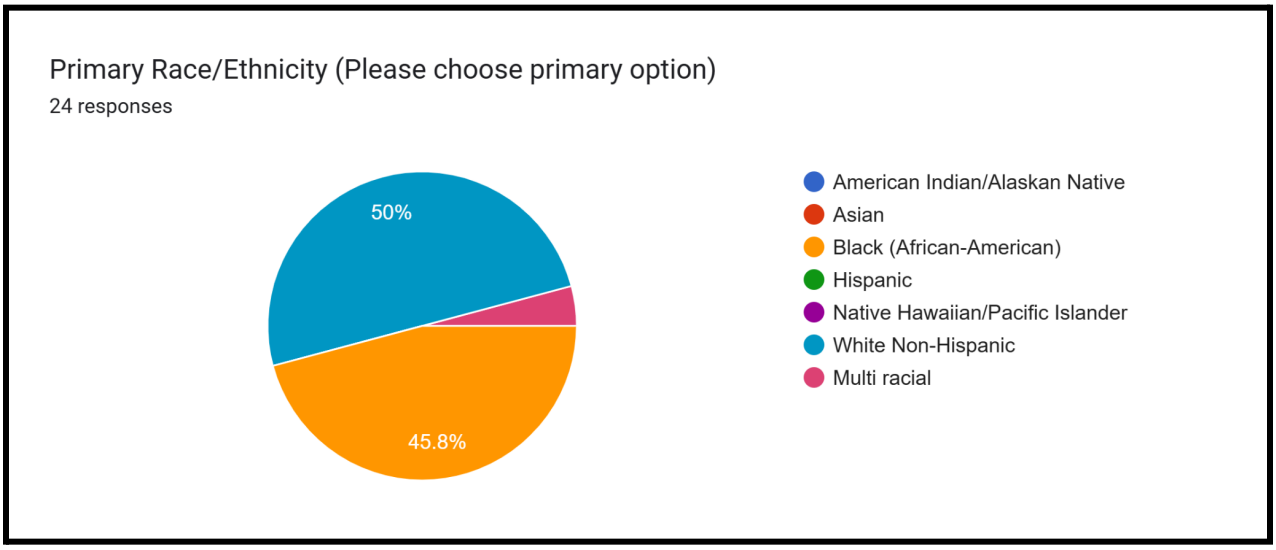
Advisory Board

The District began conversations with Plaintiff Parties in the Spring of 2025 through the Summer of 2025 concerning the formation of the Advisory Board to adhere to the requirements of the Magnet Implementation Plan. The District followed the process as outlined in the plan by advertising for potential candidates to serve on the Advisory Board. Candidates were selected through a thorough vetting process conducted by racially balanced district leadership team members. Chart of candidates is listed at the bottom of this section. The Advisory Board convenes its inaugural meeting on September 15th, 2025. This board plays a vital role in ensuring the success and sustainability of the Magnet Implementation Plan. Its members provide oversight to ensure fidelity to the plan while serving as important liaisons between schools, families, community partners, and the district. The Board regularly reviews progress toward desegregation goals and monitors key program metrics to ensure accountability. In addition, members contribute valuable input on curriculum design, professional development, and recruitment strategies that strengthen the Magnet Program's impact. By fostering partnerships with local businesses, higher education institutions, and community organizations, the Board helps expand opportunities and resources available to students. Equally important, the Advisory Board supports family engagement initiatives and works to ensure that a wide range of community voices are represented in decision-making, creating a foundation of trust and inclusivity that benefits the entire district.

To guide its work with clarity and consistency, the Advisory Board will operate under a set of bylaws which were presented at its first meeting by its membership. These bylaws establish the Advisory Board's structure and processes. Officers are elected annually, with racially balanced positions of Chair, Vice-Chair, and Secretary providing leadership and accountability. The bylaws will require monthly meetings, with minutes recorded and shared publicly to maintain transparency.

The following section presents a visual breakdown of Advisory Board applicant data, highlighting both the primary role of each applicant (e.g., parent, educator, community member) and their self-identified primary race. These pie charts provide insight into the diversity and representation reflected in the applicant pool.





**Pie charts generated using Google Forms data*

Advisory Board Members		
Name	**Role**	**Race**
Angela Allen	Bus Driver - Community Member	Black
Aurore Ballengee	Partner in STEAM - Atelier de la Nature	White
Brandon Ballengee	Partner in STEAM - Atelier de la Nature	White
Elleanor Batiste	LDF representative	Black
Sabrina Belaire	Parent of M-to-M student	White
Alberta Charles	LDF representative	Black
Brittany Manuel	Partner in STEM - First Solar	Black
Ricky Martin	Community Partner - Chief of Police	White
Shekia Garrick	Community Partner - Secretary of Chief	Black
Jenny Mayeaux	Parent of M-to-M student	White
Tyler Patin	Partner in STEM - Architecture	White
Markela Robertson	Parent of current zoned student	Black
Bree Sargent	Partner in Arts - Acadiana Center for the Arts	White
Alainey Smith	Parent of current zoned student	Black
Ryan Denise Williams	Partner in Arts	Black

Transportation

Transportation routes were intentionally designed to ensure equitable access across racial/ethnic groups and neighborhoods and provide door to door service to the extent practicable. There was successful coordination with summer and aftercare programs to extend accessibility beyond the regular school day.

Relevant members of the Magnet Leadership Team reviewed annually against Magnet Plan commitments, made adjustments for ridership patterns and increased bus routing due to increased attendance during the school day. The district continues to have proactive communication with families on routes, schedules, and expectations.

Survey Data

The Evaluation Group (TEG) conducted a series of surveys to gather feedback from students, parents, and teachers. Student participation was lower than anticipated, likely because the surveys were administered during the final week of the school year. This timeline was influenced by ongoing meet-and-confer discussions with the plaintiff parties and the availability of the plaintiff's expert consultant. However, the results still provided valuable insights. Students reported a high interest in STEAM projects and clubs, while also expressing concerns about the stress of transitioning for new students and a desire for a greater variety of elective courses. Parent feedback was overwhelmingly positive, with strong satisfaction reported regarding communication, family events, and support services. Some parents did request more structured tutoring and homework assistance within aftercare programs. The teacher surveys highlighted several strengths, including strong staff buy-in and attendance, as well as a positive view of the Magnet mission. Areas identified for professional development included classroom management and integrating STEAM into the curriculum.

MAGNET SCHOOL SURVEY RESULTS
Spring 2025

INTRODUCTION

The 2024 – 25 school year marked the first full year of magnet implementation at St. Martin Early STEAM Academy (SMESA) and St. Martin STEAM Academy (SMSA). These two whole-school magnet programs are supported by a Magnet Schools Assistance Program (MSAP) grant through the US Department of Education. As part of the MSAP grant evaluation, St. Martin Parish worked with an external evaluator to administer surveys to students, parents, and teachers at both schools during May and June of 2025. This was the first administration of the Parent Survey, and the results will serve as a baseline against which future years' data will be assessed. An early version of the Teacher Survey was previously administered as a baseline in June 2024 before teachers received any magnet-themed professional development. An early version of the Student Survey was similarly administered in fall 2024 to 3rd – 5th grade students at SMSA. In the report that follows, the 2025 results have been compared with the 2024 baseline wherever applicable.

KEY FINDINGS

Students

- More than half of students at both SMESA and SMSA reported **high levels of school engagement** as well as **positive perceptions of their school's climate**. While SMSA students' scores decreased from the 2024 baseline, their responses may have been affected by the timing of the post-survey, which they took during the last week of the school year.

Parents

- More than two-thirds of parents reported **high levels of efficacy in supporting their children's learning**. However, SMSA parents had lower levels of trust and communication with their school than did the parents at SMESA.
- More than half of parents had **positive perceptions of the overall fit and culture of their child's school**. Parents at both schools were highly satisfied with the STEAM magnet programming; they appreciated the variety of opportunities available to their children, and many commented how much their children enjoyed attending school as a result.
- Parents shared some **concerns about bullying** within the schools as well as about the overall responsiveness of school faculty to their students' learning and behavioral challenges.

Teachers

- Teachers had **high levels of skill in STEAM integration and multicultural teaching**, representing enormous increases from the 2024 baseline survey.
- Teachers appreciated the **strong sense of community** they felt with other teachers in their school. They were proud of their teams' dedication to students' overall wellbeing and academic success.
- While teachers were excited about the STEAM integration programming, they noted that the **new requirements came with additional stress and pressure**. They requested a variety of supports both in and out of the classroom that will allow them to succeed without burning out.

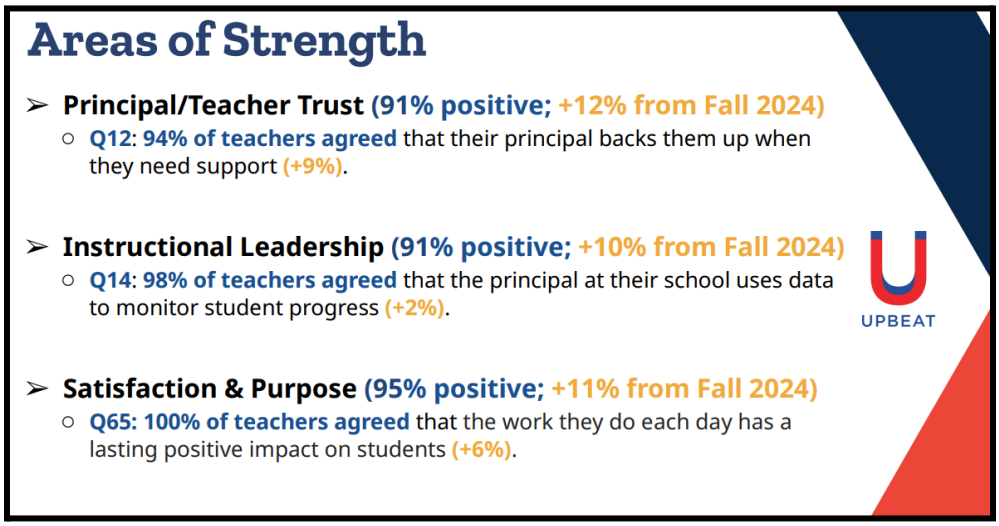
In response to the valuable feedback gathered from our recent surveys, the district has taken several proactive steps to address the needs of our school community. Recognizing the concerns raised by both staff and students, we've successfully added a Behavior Interventionist at Saint Martin Early STEAM Academy to our team mid-year. This new role is dedicated to providing targeted support and strategies to foster a positive and productive learning environment for everyone.

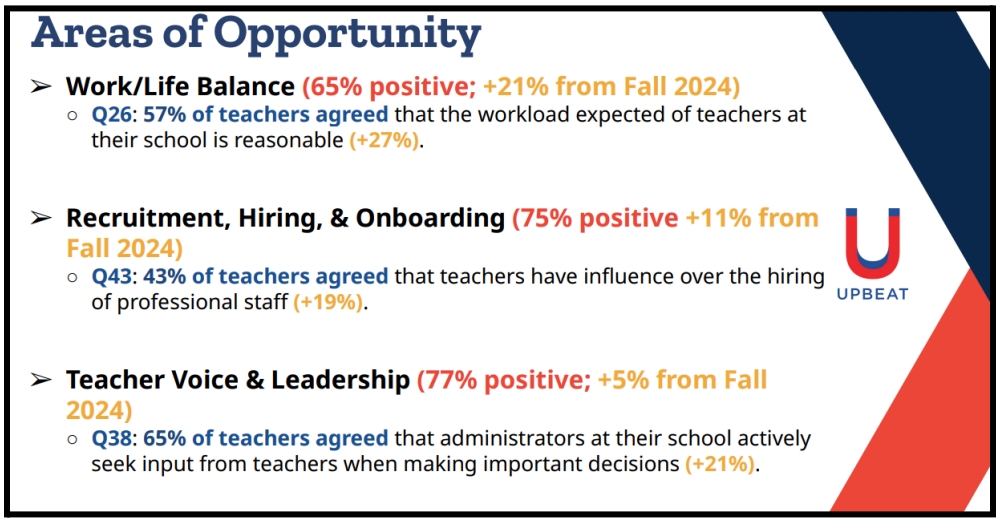
Furthermore, we've focused on enriching the student experience by expanding our aftercare program. The new aftercare clubs, including robotics and various arts groups, were chosen specifically to align with the interests students expressed in their surveys.

Finally, to support our newest members, we've strengthened the onboarding process for new students. Our Family Engagement Facilitator is now working in partnership with the new "Pawsitive Community" initiative to ensure that new transfers and their families feel welcomed, supported, and connected from their very first day.

Looking ahead, we're planning to administer student surveys earlier in the 2025–26 school year to increase participation and gather more comprehensive feedback. We're committed to building on this progress and creating an even stronger, more vibrant school community.

The District puts a high value on teacher voice, retention, and overall climate and administered an additional survey for teachers to provide insights and data to help support teachers. This survey was conducted through Upbeat, with an impressive 84% participation rate. This survey provided a valuable baseline for measuring staff perspectives and highlighted growth in several key areas. Upbeat, a national organization that partners with school districts, uses research-based tools to assess and improve teacher satisfaction, retention, and overall school climate. The results not only establish a foundation for tracking progress over time but also offer actionable insights to guide professional development and strengthen support for teachers in the Magnet Program.





Planning and Sustainability

The Magnet Implementation Plan is designed to move St. Martin Parish toward unitary status while creating sustainable, high-quality STEAM programs. Planning and sustainability efforts in 2024–25 included protecting critical positions (librarians, interventionist) even amid district budget challenges and strengthened partnerships through Advisory Board, Community Walk, STEAM Nights, and marketing outreach.

The District has established a transformative partnership with the Acadiana Center for the Arts (AcA) for students PK–12. This collaboration enriches educational exposure to the arts, with the intent of increasing student interest in the St. Martin Magnet Academies. While all district schools may benefit from certain aspects of this collaboration, the St. Martin Magnet Academies will receive exclusive access to dedicated, in-classroom arts instruction led by local teaching artists. This focused integration of the arts in magnet classrooms is designed to enrich students' educational experiences, increase engagement, and boost interest in the Magnet Academies. Through this initiative, the Magnet Program positions itself as a hub for innovative, arts-integrated learning which sets it apart within the district and the broader community.

During the 2024–2025 school year, the District Leadership Team began discussions on expanding our STEAM approach as students progress through the system. With existing STEM programs at St. Martinville Junior High and Senior High, the district is well positioned to build on this foundation. We plan to seek federal, state, and industry funding to support continued STEAM development. By introducing arts courses and enhancing our current STEAM Academies, we aim to strengthen student and parent confidence in the district's vision and commitment to providing enriching educational opportunities.

The 2024–2025 school year marks a defining chapter in St. Martin Parish's Magnet Implementation Plan. Together, we have demonstrated that our STEAM Academies are not only

meeting desegregation goals but also creating schools of choice where students thrive academically, socially, and culturally. Through intentional recruitment, high-quality professional development, community partnerships, and the tireless efforts of teachers and staff, the Magnet Academies have established themselves as vibrant centers of innovation and equity. These accomplishments reflect more than compliance—they reflect a district-wide commitment to doing what is best for children and families. As we look ahead, we remain focused on sustaining this momentum, deepening community trust, and expanding opportunities that prepare our students for future success. The foundation is strong, the progress is clear, and the future of STEAM in St. Martin Parish is brighter than ever.