



CARROLLTON-FARMERS BRANCH ISD

Q2 REPORT - February 17, 2022

**TOGETHER WE *Rise***

**CHÚNG TA CÙNG NHAU VƯƠN LÊN**

**JUNTOS ELEVAMOS**

**រួមគ្នាឃើងវិភាគម្រើន**

# OPTIMIZE engaging and diverse learning

## Teaching and Learning Update:

### Essential Action 1: Strong Leadership & Planning

**Optimizing Outcomes:** CFB will once again offer Optimizing Outcomes as a two-day option for staff to gain professional learning to make up for the November exchange days. The conference will be held on August 1st and 2nd of 2022. Excellent, top-named speakers have been obtained for this conference, and the line-up is as follows:

Monday, August 1st - Dr. Adam Saenz Topic: *The EQ-uipped Educator*

Tuesday, August 2nd - Jan Chappuis Topic: *7 Strategies of Assessment for Learning*.

**Social Studies:** As part of social studies Instructional Leverage, the Social Studies Team designed a new [checklist](#) to give specific feedback to teachers on strengths and areas for growth. Implemented during round two, the checklist provided feedback on best practices. The team attended the Texas Council for Social Studies Conference in Round Rock, bringing back new ideas for curriculum and instruction.

**Science Planning:** Training for 6th grade science and chemistry teachers in Argument-Driven Instruction (ADI) was to occur in January but has been rescheduled to February. ADI provides investigations or design challenges that give students a chance to learn how to use core science ideas and practices of one or more STEM disciplines to figure out how or why something happens and to develop a solution to the problem. This program gives students an authentic and meaningful context to develop disciplinary-based literacy skills as they read to obtain and evaluate information, communicate ideas and write to share what they have learned.

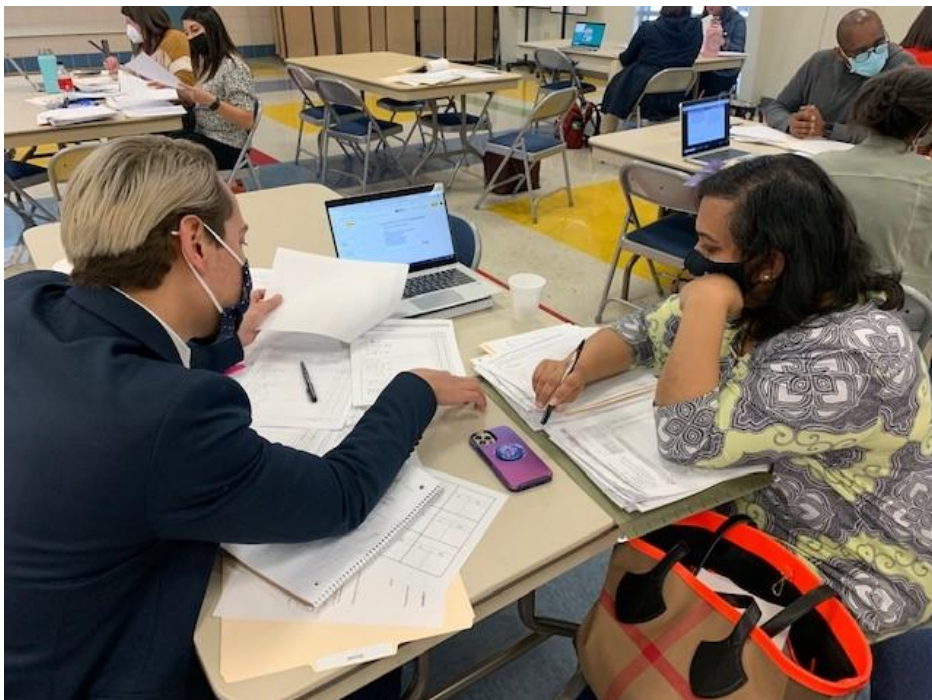
**Special Education:** The Educational Diagnosticians and Licensed Specialists in School Psychology (LSSPs) are participating in a four-part series this school year with the author of Core-Selective Evaluation Process (C-SEP), a method for identifying Specific Learning Disabilities. Dr. Ed Schultz is a wealth of knowledge as the team transitions with new TEA requirements regarding Specific Learning Disabilities (SLD) and Dyslexia identification. C-SEP is an efficient and comprehensive approach used to identify students with SLD by determining a pattern of strengths and weaknesses using the core tests of the Woodcock-Johnson (WJ) IV, Wechsler, or Kaufman Batteries with additional "selective" testing conducted as needed. Each assessment contains a "core" set of tests that provides a representative survey of abilities measured by the battery. Examiners can selectively administer additional tests to provide a greater breadth of measurement in an area of cognition or linguistic competency or in a domain of achievement.



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**Elementary ELA:** Principals and Assistant Principals brought student running records to the latest meeting and practiced analyzing them for strengths and next steps. They will encourage the same work with their teachers at Professional Learning Community meetings.



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## Essential Action 2: Effective, Well-Supported Teachers

**TAGT GiftED:** Advanced Academics Specialists along with 32 ACE and IDS teachers attended Texas Association for Gifted & Talented to participate in a two-day conference discussing the challenges and needs of Advanced Learners in today's schools.

**Social Studies:** After the first and second rounds of Instructional Leverage observations, Social Studies Specialists developed and facilitated training around campus needs.

What a great day of @PearDeck training today for social studies teachers at @rltcfb - even had a teacher so ready & was eating a Pear 🍌 - Great collaboration and planning with PD! #leadwithPD #peardeck @CFBISD



CFBSocialStudies @CFB\_Soc\_Studies · Dec 3, 2021

Big shoutouts to @DeWitt\_Perry Social Studies today for rocking the "Test Taking Strategies" PD today! Such a great group of devoted educators ❤️ @CFBISD



**Elementary Science Cadres:** Elementary Science Specialists have conducted two rounds of PLC's for each grade level during the Monday science cadre sessions for first semester.

**Secondary Science Professional Development Sessions:** Professional development was conducted with all high school biology teachers to show them how to implement MAP testing and then analyze results.

**Support for Bilingual/ESL Certification:** The Bilingual/ESL Department continued to offer Bilingual and ESL certification preparation classes including covering substitutes and reimbursement for test fees.

### **Support for Teachers of Emergent Bilinguals:**

As part of Project Success, in collaboration with UNT, the Bilingual/ESL Department offered professional development to teachers of emergent bilingual students. Third through fifth-grade teachers attended professional development to learn more about bridging languages. The 5th and 6th grade content teachers participated in professional development on Sheltered Instruction.



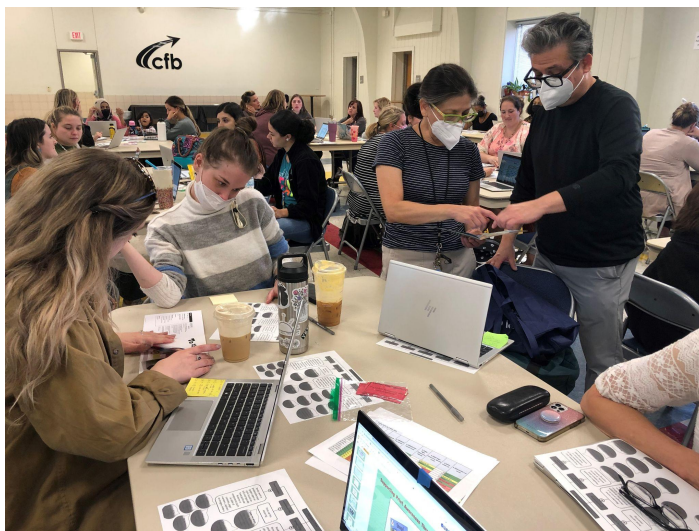


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**Amplio for Dyslexia Intervention:** The Dyslexia Interventionists (formerly Instructional Facilitators) spent time learning how to use the Amplio platform in order to make their lessons interactive for students in the classroom and for students who access lessons remotely. In addition, the Amplio platform provides access to the resources of the Multisensory Teaching Approach (MTA) program so that they are readily available to teachers and students. Another feature of the Amplio platform is its ability to monitor the progress of students, making the data easily accessible to teachers.

**Support for Dyslexia Teachers:** During the month of November, Nancy Disterlic, Region 10 Dyslexia Consultant, challenged the Dyslexia Interventionists to use their knowledge and expertise to enhance their instruction. With the growing body of research about dyslexia, Nancy shared resources that will strengthen the knowledge and skills of the teachers so that they can do a more effective job of knowing students by name and by need. More importantly, Nancy focused on how to help struggling readers not only learn how to read but also to enjoy reading, one of the life skills that support all content areas.

**Texas Reading Academies:** All of CFBISD's participating educators are over halfway through the Texas Reading Academies modules! The Reading Academies have two major artifacts that educators must complete and the first one was completed in December. For this artifact, educators created a video that demonstrated how to directly teach, model, and provide guided practice for phonological awareness skills (in English or Spanish).



**Assessment & Accountability - Utilizing Eduphoria Aware for Short Cycle Assessment:** The Assessment Team visited Carrollton Elementary and Thompson Elementary on the January 4th in-service day to provide training and direction on how to effectively utilize Eduphoria Aware as a short cycle assessment tool. These training sessions align with previously ongoing efforts and training that focus on building teacher capacity around using data to drive instruction as well as preparing students for online testing.

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## **Support for TELPAS Coordinators:**

Campus TELPAS Coordinators received required annual training. They learned about the new testing platform and updates for the upcoming TELPAS testing window.

**Make It Happen:** CFB Content Coaches/Specialists and Digital Literacy Specialists participated in a two-day training with Chris Jakicic, one of the authors of *Make It Happen: Coaching Collaborative Teams in a PLC* in December. The training focused on how these individuals can best support Professional Learning Communities on each campus. Participants had opportunities to work with others to determine how to move from working with individual teachers to working with collaborative teams. The session also centered around how to help teams focus on the four guiding questions of a PLC. These questions are:

What do we want students to know and be able to do?

How will we know when they know it?

What will we do if they didn't learn it?

What will we do if they already know it?

## **Essential Action 3: Positive Culture**

**Social Studies:** The Social Studies Team delivered a much-appreciated thank you to secondary social studies teachers in the district.



**Secondary Dual Language and ESL:** The Bilingual/ESL Department delivered a small token of appreciation to the teachers by sending additional assistance out to help with newcomers. The support worked with these newcomers to ensure they were enrolled in the appropriate courses.



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**Partnership with Latino Families:** As part of Project Success, in collaboration with UNT, McLaughlin-Strickland and Blanton Elementary teachers spent a day preparing for the implementation of the Latino Literacy Night. CFB teachers will work also with UNT pre-service teachers on how to build lasting relationships with parents around relevant Latino literature.



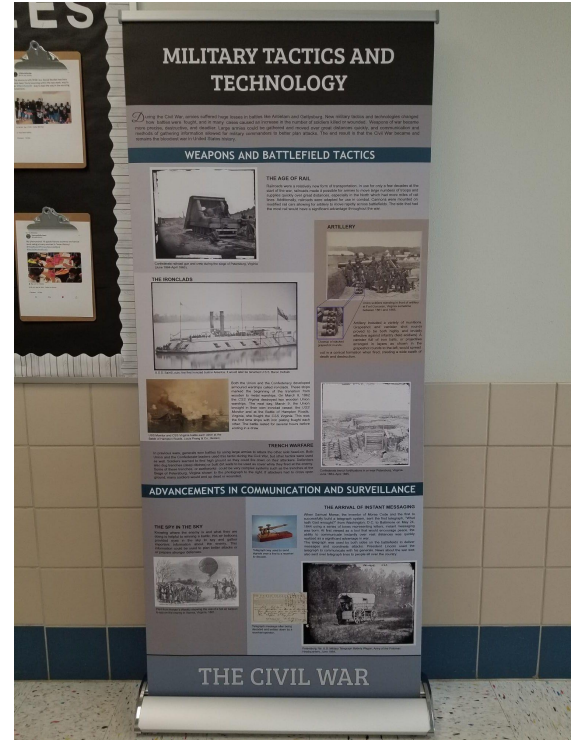
**Campus Spelling Bees:** Seventeen elementary and middle school campuses submitted the names of their spelling bee champions so that they can compete in the district spelling bee. This year's competition will use the Scripps Online Testing Platform. The top four spellers will advance to the Dallas County Spelling Bee, which will include spelling and vocabulary words administered on the Scripps Online Testing Platform.

## Essential Action 4: High-Quality Curriculum

**Social Studies:** After collaborating with colleagues on Region 10's Ethnic Studies Cohort, the Social Studies Team is organizing the first cohort of district teachers to develop CFB's African American Studies and Mexican American Studies courses.

**Social Studies - Elementary:** Elementary Specialist Daniel Derasaugh is designing a Mobile Museum curriculum. The Civil War Banner Series will bring primary sources into the classroom in a tangible and engaging lesson. Photography, soldiers' letters, and other physical artifacts are presented in a way that transforms a classroom into a Civil War museum where students will, using the provided activity guide, move from station to station reading and analyzing primary sources displayed on four banners, and accompanying artifacts from Civil War battlefields. Teachers will have the option to check out these museum sets as an alternative to the lesson covering the Civil War for a more hands-on, active learning experience.

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**Pre-Kindergarten Curriculum:** Pre-Kindergarten teachers are diving into the newly adopted curriculum resource: *Three Cheers for Pre-K/Uno, dos, tres: ¡PreKínder!* This new curriculum resource facilitates skills-based experiences and purposeful play structured around high-quality children's literature.





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## Essential Action 5: Effective Instruction

**Social Studies:** The Social Studies Department continued with the second round of Instructional Leverage observations. Focusing on campus selected [disciplinary literacy goals](#) and best practices in the social studies classroom, campus leaders and district administrators saw growth and improved classroom practices since the beginning of the school year.

**Science Support:** The Science Team has been supporting new science teachers at all grade levels. The new 5th-grade science teachers have been able to attend two full-day training sessions to help them to prepare for the upcoming units of study.

**Math Mondays:** Kindergarten through 5th-grade math teachers were invited to participate in various Math Mondays during the second nine weeks of school. Grades 3-5 focused on unpacking essential standards for their grade level to ensure student success on district assessments. Grades K-2 studied the Number Corner curriculum and collaborated on how to best support learners each day with a spiral review of key concepts.

**McCoy LEAP:** Elementary LEAP teachers met with trainers from the Smithsonian to receive training and write a curriculum to support elementary LEAP students.

**Elementary ELA:** Teachers were encouraged to share their expertise with their colleagues at the latest first-grade LA Monday. The goal is to build capacity in our teachers!

### **Assessment & Accountability - Progress**

**Monitoring:** The Assessment Team collaborated with Field Middle School as work focused on monitoring campus and student progress towards the Campus Improvement Plan goals. During this time, administrators and teachers collaborated to evaluate their goals and monitored current progress towards achieving these goals. Each grade and content area evaluated and compared student performance on STAAR, NWEA MAP, and DCFA (District Common Formative Assessments).



**Secondary Math:** The Secondary Math Team delivered training to 6th grade through Algebra I teachers during the second quarter. The first training was followed with small group instruction where teachers practiced the task they designed with their teams. This included practice on how to question and group students. These sessions were recorded for teachers who could not make the training. Teachers have access to all of the videos and resources that were used. In addition, the specialists have been meeting with their teams as well as working with teachers on their goals for their students.

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## Update from Athletics:

November started off with a playoff run by the Creekview Mustangs football team as they competed in the Bi-District Round of the State Football Playoffs against Wichita Falls Riders. The 'Stangs gave it a great fight, however, ended their playoff appearance as Bi-District Finalist. This is the first time in seven years that this football team has made the playoffs!



In swimming, the Creekview swimmers have been breaking records all over the Metroplex. During the December TISCA Invitational, Creekview became the 2021 TISCA Champions for the boys. Anthony Paculba has been leading the team with breaking records all season and will go back to State Swim Meet in February to compete for the gold a second time. Swim competes at the District Meet in early February.





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In volleyball action, three of the four high schools witnessed post season play as Ranchview and Creekview each ended their playoffs as Bi-District Finalist, but Newman Smith went on to the area round before finishing as Area Finalists.

January started off with all four of our high school cheer teams competing at the UIL State Spirit Championships in Fort Worth. All four improved from last year's showing in their rankings but none of them made it to the finals. We are proud of our teams for cheering their way to STATE!

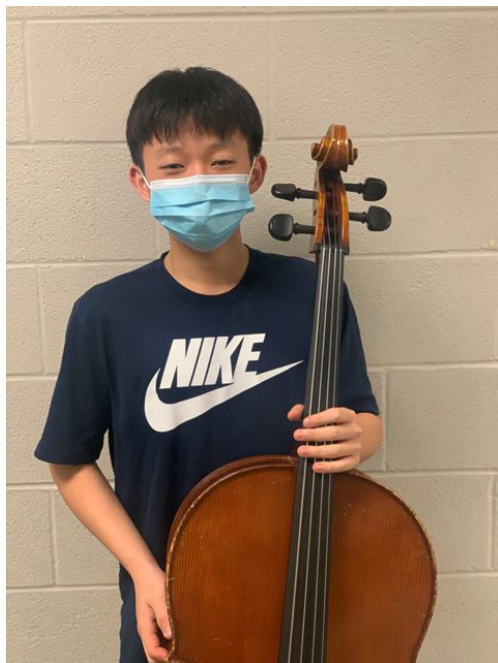
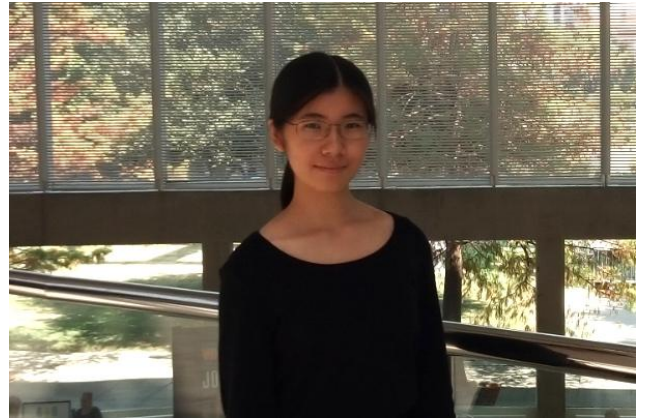


As we close out January, our boys' and girls' basketball teams are fighting their way to stay in the top four in their districts to claim the right to post season playoffs. Soccer is now in full swing and powerlifting, softball, baseball, tennis, track and golf has just started for the spring. Spring brings us many champions so keep tuned to CFB Sports via twitter and keep up on all the action. That's a wrap for now.

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## Fine Arts Update:

**All State Orchestra - Ranchview:** Esther Peng just made the Texas All-State Orchestra again!! For those of you counting, that would be number four in a row!!! Esther made it into the All-State Philharmonic Orchestra, which is the second of three state-level orchestral ensembles. She placed very high in the first violin section, which means she has an excellent chance to lead the section after the re-chair audition. She is happy to get to go back to San Antonio one last time and do it again.



**All State Orchestra:** Creekview's James Lee (10<sup>th</sup>) made 12<sup>th</sup> Chair Cello 2021-2022 All State Philharmonic Orchestra this year. James placed high enough in both the All-Region and All-Area audition process to earn him a spot in the most competitive state-wide organizations in the state. TMEA All-State earns students the prestigious title to carry with them well into college and beyond as a tremendous musical achievement. This is James' first time making the ensemble.

**All State Choir - R.L. Turner:** RL Turner Choir Senior Jace Kershen was placed in the Texas Music Educators Association Tenor/Bass All-State Choir as a Bass 2. In Texas, the All-State Choir audition process begins with approximately 20,000 students and is narrowed down to 500 through a series of auditions. It is an outstanding accomplishment to earn a spot in the Texas All-State Choir. We are incredibly proud of Jace!





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**Furneaux Elementary Art Student:** Furneaux student, Dalena Livas, showcased her artwork at the Beth Van Duyne Elementary Art Showcase and Forum.



**Creekview Band:** Congratulations to the Creekview Band for earning 3rd Place in Class AA & winning the Outstanding Music Performance Award for Class AA at the Waco Regional Festival! This was an amazing outcome for our dedicated Mustang Band members in their final marching contest of the season!



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## **Barbara Bush Middle School - All Region Band:**

The Bush band students went to Pilot Point for the All-Region Band auditions. They all worked hard, and represented BBMS well. The students who made the band are:

Elizabeth Bell-Flute  
Jordynn Schippert-Flute  
Francys Penaranda-Clarinet  
Gabrielle Harris-Clarinet  
Samantha Vo-Clarinet  
Benjamin Kuruvilla-Clarinet  
TiVo Platt-Alto Saxophone  
Jacob Harms-Tenor Saxophone  
Adel Safa-French Horn  
Carlo Johnson-French Horn  
Zerek Wright-French Horn  
Nick Verra-Trombone  
Braylon Dotson-Trombone  
Terrance Harris-Tuba

## **Creekview Band:**

Congratulations to 17 Creekview Band members for making the ALL REGION BANDS! We're incredibly proud of our kids for their hard work this fall! Special thanks to our private lesson staff, support from our parents, directors and talented students for showcasing the great talent in the Creekview Band!

Please help us congratulate these students for their outstanding work!

Seven freshman + 10 students in 5A track for a total of 17 students with six Area Qualifiers!

## **TMEA 9th GRADE BAND**

Shira Strohl – 4th chair Oboe  
Jacqueline LeComte – 10th chair Clarinet  
Moses Alvarado – 1st chair Bari Sax  
Grant Grieser – 5th chair Trumpet  
Baltimore Aleman – 6th chair Tenor Trombone  
Gage Montgomery – 1st chair Bass Trombone  
Darren Ochoa – Tuba – 2nd chair Tuba

## **TMEA 5A TRACK**

Wind Ensemble  
Audrey Milton – Eb Clarinet 1st overall (5A AREA)  
Jesus Peres – Alto Sax 4th overall (5A AREA)  
Christian Gonzalez – Tenor Sax 1st overall (5A AREA)



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## **Creekview Band cont:**

Wind Symphony

Osmar Flores – Bb Clarinet 19th overall

Samuel Shin – Bass Clarinet 3rd overall (5A AREA)

Lolo Martinez – Tenor Trombone 11th overall (5A AREA)

Luke Hill – Tuba 5th overall

Symphonic Band

Brandon Fantine – Alto Sax 9th overall

Nick Truong – Euphonium 8th overall (5A AREA)

Concert Band

Isaac Yoo – Tenor Trombone 29th overall

**Newman Smith Debate:** Congratulations to Newman Smith Debate Team member Suhani Jampala.

On December 2-4 Suhani competed at the Alta High School Silver and Black Tournament in Salt Lake City against students from across the nation. She had a 5-1 preliminary round record, was the top speaker in the tournament, 2<sup>nd</sup> seed going into the elimination rounds and she won 3<sup>rd</sup> place overall in the tournament. In doing so she also received a bid to the prestigious Tournament of Champions to be held at the University of Kentucky in May.

**Ranchview Band:** All Region Band!

Ranchview Band had another record year of 18 students making the All Region Band. We had five 1st Alternates and seven students who made the band are 1st Alternates for Area Track!



**Blalack Band:** Congratulations to the Blalack Band and band directors for receiving the Impact Now! grant for the Musical Braille Software and Printer. This grant will go a long way in ensuring that we are able to meet the needs of our musicians who could benefit from such software. Thank you to the Educational Foundation, as well as internal and external donors for partnering with Mr. Marshall, Mrs. Robinson, and Mrs. Thiessen to make this happen. Once again, congratulation Blalack Band Department!!



# OPTIMIZE engaging and diverse learning

## Career & Technology Education (CTE) Update:

### Creekview Mock Trial Results:

Creekview Mock Trial competed in the Region 10 Tournament, which is the qualifying event for the Dallas Bar Association's Texas Mock Trial State Tournament in March. The State champion will then go on to Nationals which is hosted by the Michigan Bar Association this year.

The team advanced to single-elimination rounds, which will take place in February. Additionally, Shemaiah Dejorge qualified for Top Advocate and Sophina Boychenko qualified for Top Witness.



This year's case is a civil case involving a dispute between an art museum and its insurer over the theft of a Rothko painting. Creekview is represented by attorneys Brandon Fantine, Shemaiah Dejorge, and Emma Hill; witnesses Danae Anderson, Sungjae "Brian" Kang, Leslie Plata, and Sophina Boychenko; paralegal Nicholas Pesqueda; and courtroom artist Alessia Chavez. We are still awaiting the results of the courtroom artist competition, but Alessia produced a phenomenal submission this year (see below). The courtroom artist competition takes place in real time during a single Mock Trial round and competitors may only submit what they are able to produce during that round. The competition is judged separately from Mock Trial.



# OPTIMIZE engaging and diverse learning

## High School Planning Parent Nights:



The CTE and Counseling Team's met with 8th grade parents at all CFBISD middle schools to prepare students, and their families, for their transition to high school. The presentation focused on the personal graduation plan (PGP) process, how the choices that students make now affect their four-year planning process in the future, as well as the CTE programs of study and the opportunities within those pathways. The presentation also showcased the other Programs of Choice that CFBISD offers, including Athletics, Fine Arts, World Languages and AVID.





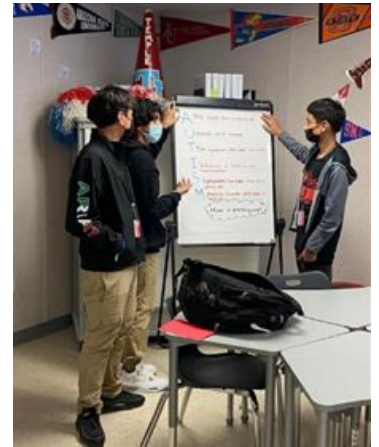
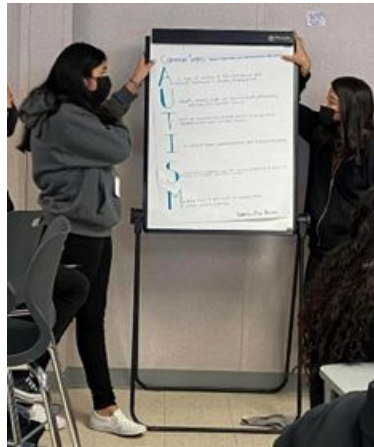
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## Heartwarming News from AVID Classrooms:

One goal of AVID is to prepare students for postsecondary success, and walking through college admissions applications and the acceptance process in class is one excellent support component built into the AVID elective course. AVID seniors, and their teachers and classmates, continue to celebrate receipt of college acceptance letters as they arrive. Creekview senior and Dell Scholar Semifinalist, Jasmine Alvarado, celebrates receiving university acceptance with her AVID "Accepted" t-shirt.



At the middle school level, at Perry, approximately one hundred 7<sup>th</sup> and 8<sup>th</sup> grade AVID students were trained on January 12<sup>th</sup> and 13<sup>th</sup> on autism, its signs, and treatments, and some students will continue their training to learn to be ambassadors and advocates for people with autism. Vivian Field AVID held a toy drive before winter break, as part of service to the local community.



At Polk Middle School, AVID students participated in a Lead the Way Challenge to create joy for the school community. In the same way adults try to enrich the environment for the benefit of students, AVID students filled the Panther Den Professional Development Room with affirmations to bring joy, love, and encouragement to staff.





# OPTIMIZE facility, safety, security, and infrastructure to be adaptable to student needs

## Plant Operations:

### Grounds Department:

The Grounds Department spend their days ensuring that our facilities are always looking their best! Whether that means cleaning drains at our schools that are clogged with dirt debris so water can flow through the drains properly or removing old landscape and replacing it with new shrubs, plants, and cedar mulch, this team helps ensure that CFBISD looks great!





# OPTIMIZE facility, safety, security, and infrastructure to be adaptable to student needs

## Plant Maintenance:

The Mechanical Department has stayed very busy these last few months, and our district would not be able to function without them! As our Facilities Department Mission Statement states, we dedicate all our efforts and resources to provide a clean, safe, secure, and comfortable environment which enhances the education process. This department ensures that happens by locating and fixing gas leaks, replacing rusted flue vents on kilns, doing maintenance daily on exhaust fans, replacing bad heat exchangers plus so much more.



## Paint and Carpentry:

Our Paint and Carpentry team continued to focus their energy on updating our campuses on the interior and exterior. Pictured below you can see their tile work at Newman Smith High School, newly painted handrails and door frames at McWhorter Elementary, and a restriped parking lot at our District Service Center.



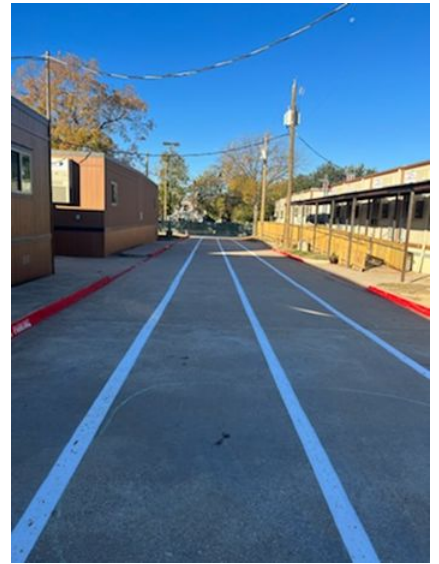
# OPTIMIZE facility, safety, security, and infrastructure to be adaptable to student needs



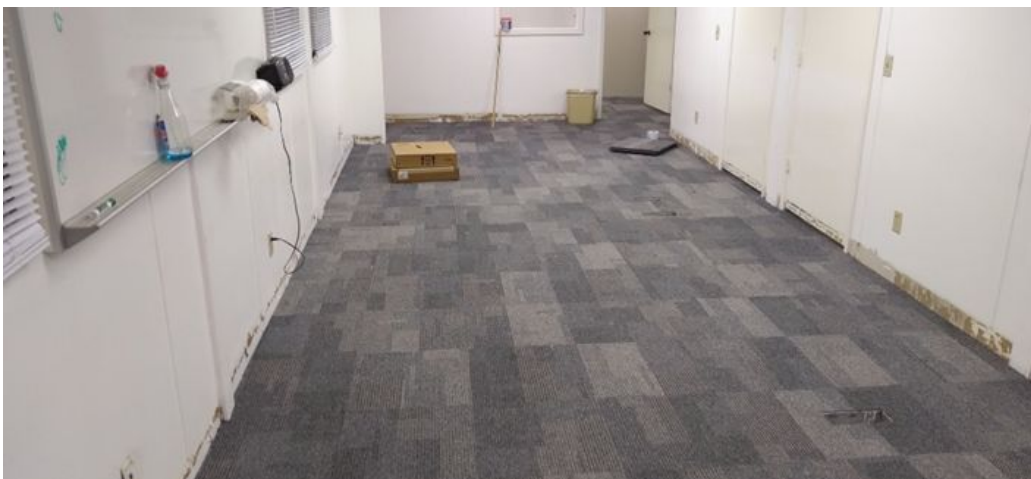


# **OPTIMIZE** facility, safety, security, and infrastructure to be adaptable to student needs

Additionally, our team striped a new running track at DeWitt Perry Middle School for our students! This track goes around their temporary portables while their brand-new campus is being built.



While Standridge Stadium is receiving upgrades, we made sure that our staff was comfortable in their temporary space. One way we did this was fixing the flooring in their space.





# OPTIMIZE facility, safety, security, and infrastructure to be adaptable to student needs

## Plant Operations:

The Plant Operations Team is the epitome of “team work makes the dream work!” They came together to help our Construction Team prepare for our ribbon cutting at Vivian Field Middle School and R.L. Turner High School. They also invited and encouraged the Transportation Department to help with a clean-up during the holidays, and continued their knowledge with colleagues at various equipment trainings. They were also able to come together to celebrate a number of retiring coworkers. Congratulations to all who retired last year, and thank you for all you have done for CFBISD over the years!





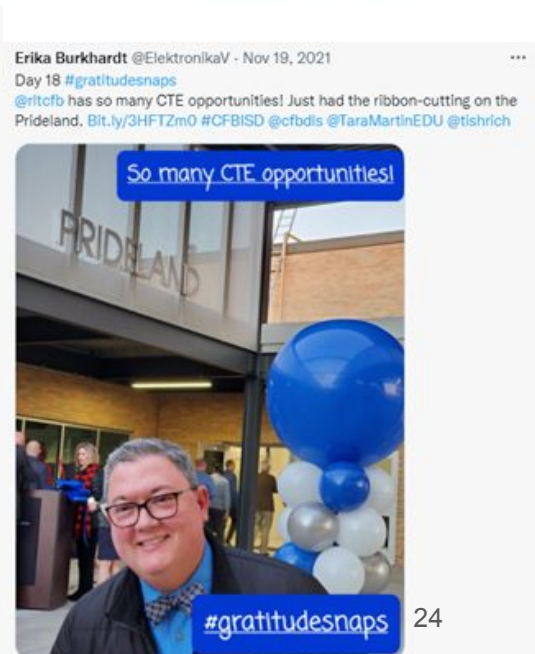
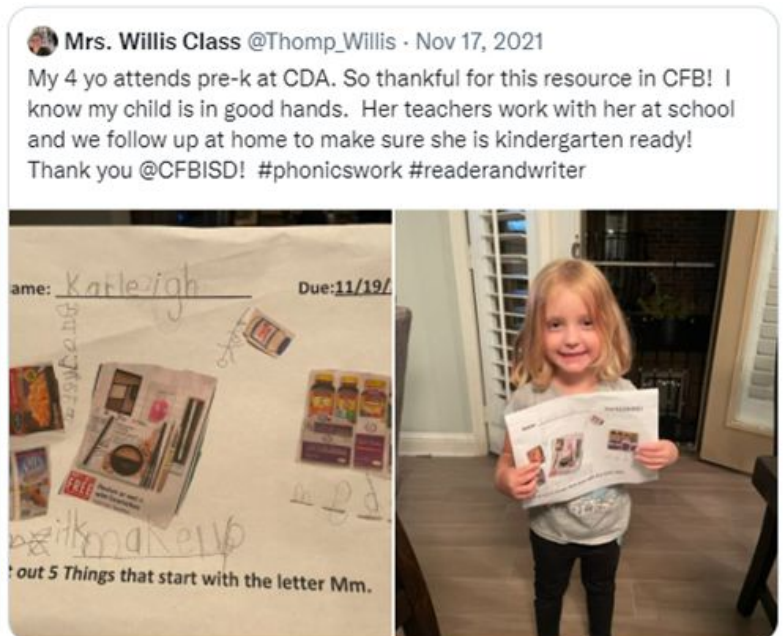
# OPTIMIZE facility, safety, security, and infrastructure to be adaptable to student needs

## Update for the Technology Department:

### Digital Learning Department:

The Digital Learning Team and Library Services have teamed up to expand digital citizenship exposure to teachers, students, and parents. In addition to librarians reviewing digital citizenship lessons with their classes, they are also working to get every school in the district Common Sense Media Certifications. The group is also sending monthly ParentSquare tips for families, building a website and developing parent education sessions for PTA meetings or other family events.

The Digital Learning Team held a #gratitudesnaps social media challenge in November before Thanksgiving break.



# OPTIMIZE facility, safety, security, and infrastructure to be adaptable to student needs

The Digital Learning Team held a #12DaysOfHolidayHacks challenge for teachers in December. Each day, they posted technology integration tips for teachers to try in their classrooms. Awards were given to teachers who posted on Twitter or Instagram evidence of using the day's tip. There were 115 social media posts by teachers! You can see the tips here: [bit.ly/12daysofholidayhacks](https://bit.ly/12daysofholidayhacks) or follow @CFBDLS on Twitter or Instagram.



The Digital Learning Team and K-12 Coding Coordinator are in the middle of the International Hour of Code. The team built a site of teacher resources, and activities for students, and parents to complete one hour of coding between Dec. 5, 2021 and Feb. 22, 2022. Announcements were sent via social media, weekly DLS newsletters, and ParentSquare. The site is here: [bit.ly/cfbisdhoc](https://bit.ly/cfbisdhoc) if you'd like to participate!





# **OPTIMIZE** facility, safety, security, and infrastructure to be adaptable to student needs

## **Technology Services Team:**

Network upgrades complete at Davis, Kent, Blair, Service Center, Central, Ranchview, Landry, Carrollton, McLaughlin-Strickland, Early College, La Villita, Freeman, and Blanton. Riverchase and Thompson are being completed the week of Jan 24th to close out Q2.

Incident IQ - Team continues to work diligently to stand up new Service Management and Asset Management System.

Construction - continue to ensure Technology is at the forefront of CFBISD construction schools.

Interstate 35 construction - this will affect our district-owned fiber. The fiber will need to be moved at I-35 and Valley View, as well as I-35 and Valwood. Working with TxDOT and district legal counsel on the contract. Fulcrum will be contracted to work on behalf of CFBISD to facilitate the fiber move, the cost of which will be reimbursed by TxDOT.

## **Enterprise Systems Team:**

Student Information worked through PEIMS Fall Submission and Resubmission timelines contacting various departments across the district including Finance, Special Education, Student Nutrition, and campus level administration for review of data elements submitted to the State. Final Submission and Resubmission were completed on time and “Fatal Free”. Notes were taken throughout both timelines to remind the team of areas of improvement for next year and will be threshed out in an upcoming meeting.

Closing out the fall semester for campuses included attendance and grade reviews, moving grades to transcripts, and calculating GPA/Rank for the secondary schools. All campuses had completed the process by January 24 - an improvement from last year by almost two full weeks.

Processes for Online Registration and timelines for the Signature Programs and Programs of Study were planned and discussed interdepartmentally including Student Information, Student Services, Counseling, CTE, and Communications. Plans are underway for updating the forms and documents used in Online Registration. Program of Study selection for rising 9th-grade students is live on the web with updated selection counts sent weekly to CTE and Counseling departments. Other Signature Programs are in queue to be opened in the coming weeks.

Work with CCMR and Counseling departments toward seamless course selection through Xello and/or TEAMS continues.



# OPTIMIZE facility, safety, security, and infrastructure to be adaptable to student needs

Initial New Year Rollover processes have begun. The District Course Catalog was updated by the end of January to include new CTE and Language courses for 2023 as well as the removal of courses no longer in use. Campus Calendars for each campus are being created and steps to set up student self-scheduling and master scheduling are next on the action items list.

Collaboration with Assessment & Accountability is ongoing. New reports and tables have been created to generate necessary data for decision-making around TIA as well as assessment registrations.

## **Library Media Team:**

### Library Services

- Visited each campus library to determine library needs

- Conferenced with new librarians on book orders

- Interviewed for open Database Manager position - recommendation submitted

- Reviewed book ordering process and reviewed with librarians

- Continued professional development with librarians on Leading from the Library

- Further cleanout of Technology & Learning Building

- Library Media Services statistics:

  - Purchase orders - 206

  - Work orders - 205

  - Books processed - 7121

  - Boxes sent to campus libraries - 208

- Construction updates -

  - Attended two construction meetings about library close-ups

  - Developed timeline for pack-up of eight (8) libraries

  - Met with all librarians about the close-up procedure/timeline

  - Ordered and procured materials needed for pack-up

  - Provided reports to librarians to weed collection

  - Packed up over 400 boxes of books at the high schools in January

### Instructional Materials

- Attended IMCAT conference

- Started new health adoption

- Ordered materials for new classrooms as needed

- Reconciled accounts for ECHS/dual credit from fall

- Clean out of materials from TLC and at the warehouse

- Instructional materials statistics:

  - Purchase orders 19

  - Work orders 33

# OPTIMIZE facility, safety, security, and infrastructure to be adaptable to student needs



Library Media Team



Q2



28



# OPTIMIZE facility, safety, security, and infrastructure to be adaptable to student needs

## School Safety and Security Update:


### Website Updates Complete:

The CFBISD Safety & Security Department has updated the Department's webpage as an ongoing effort to keep the most current resources and school safety information accessible to parents and the community.

### Example: Parent Resources Created

## IN AN EMERGENCY

Parent guide



THE ROLE OF PARENTS & GUARDIANS IN AN EMERGENCY

### Parent Responsibilities During a School Emergency and Reunification After a School Emergency

In a school emergency, the first instinct as a parent is to pick up the telephone and start calling the school or to rush up to the school and get your child/children. The truth is, this only complicates matters from a safety and security standpoint.

Parents too close to an incident often hinder the rescue attempts of first responders on the scene. The best action parents can take in an emergency is to stay close to their phone/terminal and to monitor the district website for regular updates.

### How can you help?

Ensure that your child's emergency contact information is accurate and current. The district primarily uses ParentSquare for immediate emergency notifications to parents. The district may also use the district website, phone calls and social media to notify parents. Become familiar with your school's emergency communication procedures. Each school is committed to providing accurate and timely information in the event of an emergency.

### In Case of a School Emergency

Although your first reaction might be to call or rush to your child's school, please follow the tips listed below:

- ✓ **DO** monitor the district website and your phone for ParentSquare alerts.
- ✓ **DO** trust only official communication from school or public safety officials.
- ✓ **DO** monitor for information regarding reunification with your child.
- ✗ **DO NOT** rush to your child's school. Your presence could interfere with emergency responders.
- ✗ **DO NOT** call your child or school. Staff and students are discouraged from using cell phones until they are safe.



DEPARTMENT OF SAFETY & SECURITY  
CARROLLTON-FARMERS BRANCH ISD  
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## EN CASO DE EMERGENCIA

Guía para padres



EL PAPEL DE LOS PADRES Y TUTORES EN CASO DE EMERGENCIA

### Responsabilidades de los padres durante una emergencia escolar y reunificación después de la emergencia escolar

En una emergencia escolar, el primer instinto parental es levantar el teléfono y comenzar a llamar a la escuela o dirigirse de inmediato a la escuela y recoger a sus hijos. Lo cierto es que, desde el punto de vista de la seguridad, esto solo complica más las cosas.

Los padres que están demasiado cerca del incidente o demasiado obstruyen los intentos de rescate de las autoridades y personal de socorro. Lo mejor que los padres pueden hacer durante un caso de emergencia es permanecer cerca de su teléfono y de su correo electrónico y monitorear el sitio web del distrito para mantenerse al tanto de las últimas novedades e instrucciones.

### ¿Cómo puedo ayudar?

Asignarse de mantener al día la información en la tarjeta de contactos de emergencia. Esta alerta. El distrito utiliza principalmente ParentSquare para notificaciones de emergencia inmediatas a los padres. El distrito también puede usar el sitio web del distrito, las llamadas telefónicas y las redes sociales para notificar a los padres.

Familiarízase con los procedimientos de comunicación de su escuela en caso de una emergencia. Las escuelas están comprometidas a brindar información precisa y oportuna en caso de emergencias.

### En caso de emergencia escolar

Aunque su primera reacción podría ser llamar o apresurarse a la escuela de su hijo, siga los consejos que se encuentran en continuación:

- ✓ **Monitoree el sitio web del distrito y su teléfono para recibir alertas de ParentSquare.**
- ✓ **Confíe solo en la comunicación oficial de la escuela o de los funcionarios de seguridad pública.**
- ✓ **Monitoree la información sobre la reunificación con su hijo.**
- ✗ **NO se apresure a ir a la escuela de su hijo. Su presencia podría interferir con los servicios de emergencia.**
- ✗ **NO llame a su hijo ni a la escuela. Se pide al personal y a los estudiantes no usar teléfonos celulares hasta que estén a salvo.**



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CARROLLTON-FARMERS BRANCH ISD

DEPARTMENT OF  
SAFETY AND SECURITY

# OPTIMIZE facility, safety, security, and infrastructure to be adaptable to student needs

## **District Acquired Navigate 360 Products:**

The CFBISD Safety & Security Department acquired two program management platforms from Navigate 360. The first is the Emergency Management Suite, which unifies existing plans and system into a comprehensive safety technology with a holistic and reliable system to manage safety and security compliance along with emergency operations plans with enhanced efficiency and connectivity. The second platform is the Behavioral Threat Assessment and Student Case Manager that serves as a state-of-the-art database and resource collaborative for maximizing the efficiency of mental, behavioral, and crisis counseling services including all District Behavioral Threat Assessments.

## **McLaughlin-Strickland ES Crosswalk Safety:**

The CFBISD Safety & Security Department is collaboratively working with the Farmers Branch Transportation Division to address the safety concern of the crosswalk on Fyke Street and support their respective implantations of any other preventative traffic measures to ensure the safety of McLoughlin-Strickland students. The City of Farmers Branch anticipates the installation of a new light pole in the area in an effort to illuminate the area for both pedestrians and drivers.





# OPTIMIZE facility, safety, security, and infrastructure to be adaptable to student needs

## Health Services Department Update:



Health Services provided CPR Training for the staff at McWhorter Elementary on November 3<sup>rd</sup>.

Twelve staff members were certified in CPR, AED, First Aid and Stop the Bleed.

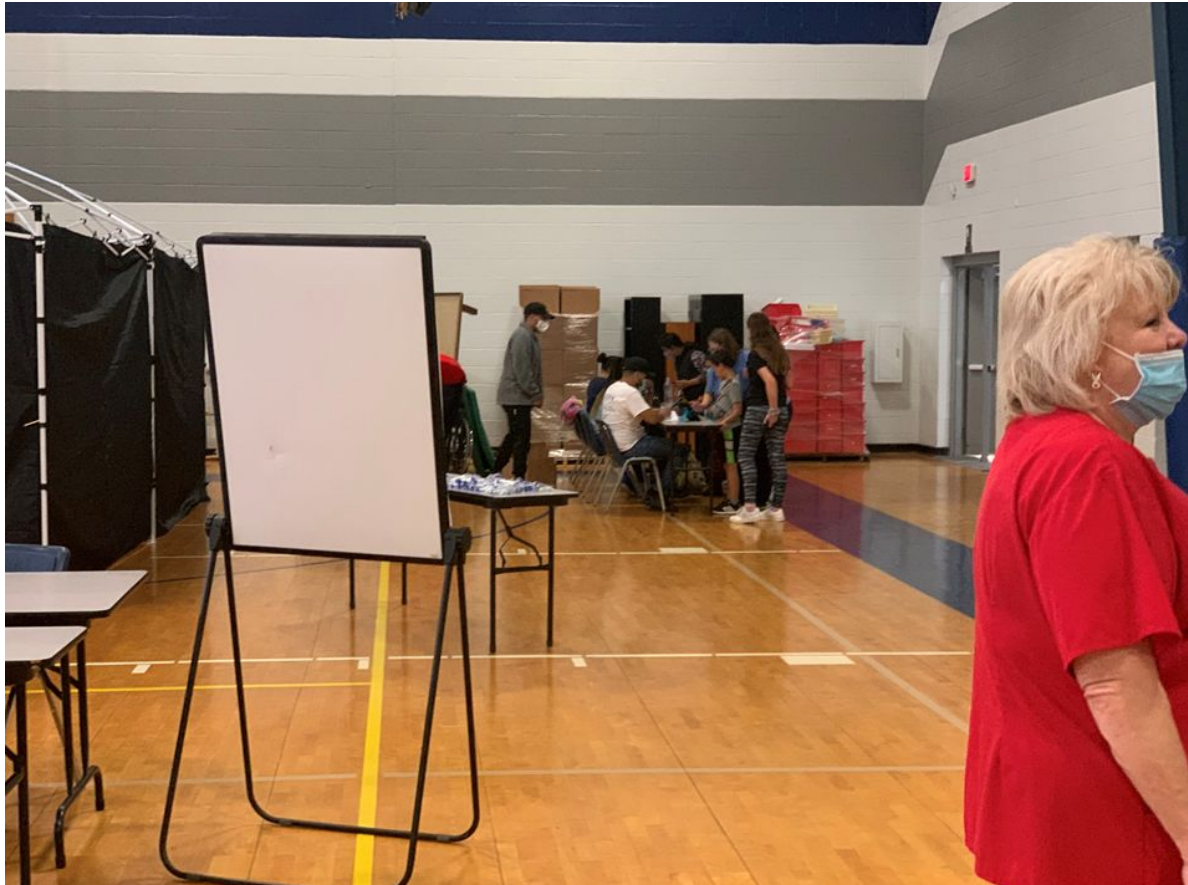


# OPTIMIZE facility, safety, security, and infrastructure to be adaptable to student needs

## Vaccine Clinic for CFBISD

**Students:** Health Services, in collaboration with Gene IQ, provided an opportunity for parents to immunize children 5-11 years of age for COVID. Dose #1 was administered on December 14<sup>th</sup> and dose #2 on January 7<sup>th</sup>.

Two hundred and fifty students received COVID vaccinations and fifty students also received flu vaccinations.





# OPTIMIZE community engagement

## Update from Communication Services:

### District Announcements:

Keeping the CFB community informed with announcements, updates and important information continued to be a priority for the Communication Services Department.

### Examples of COVID Updates:



#### CFB COVID UPDATE

Carrollton-Farmers Branch Independent School District •  John Karstetter • 14 days ago • Thursday, Jan 13 at 7:00 PM • Carrollton-Farmers Branch Independent School District



CFBISD Families and Staff,

It has been great to see students and staff back in person after the winter break. With the ever evolving situation regarding COVID-19, we wanted to give you an update. As you may be aware, CFBISD, along with most school districts in the state and nation, is experiencing a spike in positive COVID-19 cases reported daily as the highly transmissible Omicron variant has rapidly spread. With this increase in cases, the normal school day may be affected.

Per health guidelines, elementary classes or grade levels must be quarantined for 10 days when 15% of the students/staff test positive for the Coronavirus. Secondary campuses will follow the recommendation from Dallas County Health and Human Services and Denton County Public Health when it comes to closures. Secondary campus quarantines are based on varying factors and not a percentage. At this time, there are not any plans for school-wide or district-wide closures.

Additionally, the challenge with keeping schools open is having enough staff members to cover all classrooms and bus routes safely. Principals, teachers, and staff are doing everything they can to find coverage, but it is possible that students and families will be impacted by a shortage of bus drivers, teachers and substitutes. We will communicate that information with those impacted as soon as possible when the situation arises.

We are asking for your continued support to self-check your student each day and to keep your student home from school if they are sick or exhibiting signs of COVID-19. While we are still operating under the Governor's Order and cannot require masks, we do strongly encourage the use of masks by students, staff, and visitors within district facilities. Please know our number one goal is safety and to keep our schools open for in-person learning.

Please be assured that CFBISD will continue to follow Dallas County Health and Human Services, Denton County Public Health, and state guidelines. CFBISD also maintains daily protocols for the vigilant mitigation of COVID-19 through cleaning, sanitizing and disinfecting our facilities and buses. We remain committed to ensuring the health, safety, and well-being of our children and staff. We will continue to monitor the evolving pandemic and keep you updated and informed of any changes.

Thank you for partnering with us to keep CFB safe.

Sincerely,  
CFBISD Administration



## Bus Delays For Middle and High School Students

Carrollton-Farmers Branch Independent School District • Chelse Westbrook • 16 days ago • Tuesday, Jan 11 at 3:12 PM • Carrollton-Farmers Branch Independent School District



CFB Families and Staff,

Due to the COVID-19 variant and driver shortages, we will have late buses arriving to the middle and high school campuses for the next two or more weeks. Our drivers will be running doubles, and in some cases, triple routes in order to cover and get our students to and from school. Please accept our apologies in advance as we work diligently to provide safe transportation.

Thank you,  
CFBISD Administration

### Examples of Announcements Shared with CFB Community:



## Carrollton-Farmers Branch ISD Board of Trustees appoints Carolyn Benavides to fill district vacancy

Carrollton-Farmers Branch Independent School District • John Karstetter • 2 months ago • Wednesday, Nov 17 at 10:42 AM • Carrollton-Farmers Branch Independent School District



### **Carrollton-Farmers Branch ISD Board of Trustees appoints Carolyn Benavides to fill district vacancy November 17, 2021**

Carrollton – During a special called meeting on Tuesday, November 16, CFBISD Trustees appointed Carolyn Benavides to fill the vacancy left by Juan Renteria, who resigned from his school board seat on September 1, 2021. She will be sworn in on Thursday, December 2, at the regularly scheduled board meeting.

“I am honored and humbled to serve alongside the CFBISD board members,” said Benavides. “I look forward to working together and making a difference for all students in this wonderful school district.”

Carrollton-Farmers Branch ISD Board President Dr. Les Black says trustees look forward to working with Benavides. “As a Board, we are excited to work alongside Carolyn,” Black said. “She is extremely vested in our community as a business owner, volunteer and CFB alumni. More importantly, she will help the Board in our pursuit of high expectations for all.”

Ms. Benavides will fill the role until the May 2022 school board election. Voters will then elect a candidate to serve the remaining unexpired term through May 2023.

For more information, contact Dawn Parnell at 972.968.6186.



# OPTIMIZE community engagement

## Reminder - Safety Terms and Procedures Carrollton-Farmers Branch Independent School District • Dawn Parnell • 3 months ago • Thursday, Nov 11 at 1:49 PM • Carrollton-Farmers Branch Independent School District

Dear CFB Families,






CFBISD is committed to providing a safe and secure learning environment for our students. Please take time to review and become familiar with the following safety terms and procedures. In the event of an emergency at your child's school, it is important to know these terms.

Thank you for partnering with our schools as we work together to ensure a culture of safety, security, and emergency preparedness in our district. For more information visit <https://www.cfbisd.edu/departments/safety-and-security>.



A school crisis can take on a number of forms including an environmental event, such as a chemical spill or gas leak; a weather emergency, such as a tornado warning; or an intruder in or near the school. The nature of a school crisis dictates whether school officials will put in place a secure, lockdown, shelter, evacuation or any combination of these protocols, as a means to ensure the safety and well-being of students and staff.

**Safety Terms and Procedures In the event of an emergency at your child's school, it is important to know these terms:**

-  **SECURE "Get Inside. Lock Outside Doors."**  
This occurs when there is criminal activity in the community or an unsafe situation outside of the school. Staff will secure the exterior doors and monitor the situation, preventing any unauthorized visitors into the school. Students will continue with school activities and will not be permitted outside until the all-clear announcement is made.
-  **LOCKDOWN "Locks, Lights, Out of Sight"**  
A lockdown takes place if an internal threat is identified at the school. All school doors are locked, and students are confined to classrooms. No entry into or exit from the school will be allowed until an all-clear announcement is made. For their safety, students will NOT be released during a lockdown.
-  **EVACUATE "To \_\_\_\_\_"**  
In the event of certain building emergencies, students will be relocated to an evacuation assembly area.
-  **SHELTER "For a Hazard Using a Safety Strategy"**  
Students take shelter in designated areas to protect themselves from hazardous materials or severe weather.
-  **REUNIFICATION**  
The district will follow established procedures when releasing students to any parent/guardian. Students will only be released to a parent/guardian who presents a valid government issued photo identification.

### How will I be reunited with my child?

Parents and/or guardians will be directed by school or public officials to their child's specific location via the district website or ParentSquare alerts. Students will be released ONLY to parents and/or guardians who are documented as emergency contacts and who present a valid government issued picture ID. The reunification process can be time-consuming so parents are urged to be patient.

## Recognitions and Celebrations:

### Celebrations!



#### STUDENT RECOGNITION:

Esther Peng from Ranchview - All-State Philharmonic Orchestra

James Lee from Creekview - TMEA All-State Philharmonic Orchestra



Sharing student and staff achievements through various communication channels continued to be a priority. Examples include:

#### Student Recognitions at School Board Meeting:





### Teacher of the Nine Weeks at School Board Meetings

### TEACHERS OF THE NINE WEEKS



### Staff Accomplishments at School Board Meetings

### Staff Appreciation Days



### **District-wide and Community Events:**

Several district and community events were planned and organized including the following:



### **CFBISD Celebrates R. L. Turner CTE Renovations with Ribbon Cutting:**

CFBISD celebrated the renovation of R. L. Turner High School's Career and Technical Education (CTE) area, the R. L. Turner Pridelands, on Nov. 18, 2021 with a ribbon cutting ceremony. The renovations were part of the 2018 voter-approved bond. During the ceremony, the building's official dedication plaque was revealed before the CFBISD Board of Trustees cut the ribbon.

Also in attendance were CTE students and teachers, the CFB Bond Oversight Committee, mayors and city officials, Chamber of Commerce members, district administrators, and community members. After the ribbon cutting, National Honor Society students led attendees on tours of the renovated facilities while CTE students performed demonstrations in their different Programs of Study. To read more about the event and renovations, [visit the district's website.](#)

### **CFB Celebrates Field Middle School Renovations with Ribbon Cutting:**

CFBISD celebrated the campus-wide renovation of Field Middle School on Dec. 9, 2021, with a ribbon cutting ceremony. During the ceremony, the building's official dedication plaque was revealed before the CFBISD Board of Trustees cut the ribbon. Also in attendance were Field MS AVID Students, cheerleaders, and teachers, the CFB Bond Oversight Committee, mayors and city officials, Chamber of Commerce members, district administrators, Rotary Club members and community members. After the ribbon cutting, AVID students led attendees on tours of the renovated facilities featuring a new entry way, courtyard, and Quad-Pod Learning Studio. The renovations were part of the 2018 voter-approved bond.





### CFBISD RETIRED PERSONNEL ANNUAL LUNCHEON



**Retired School Personnel  
Enjoy Fellowship, Food,  
Fine Arts at District  
Luncheon**

More than 75 retirees enjoyed a Thanksgiving lunch, fellowship with friends, and student performances at the CFB Retired School Personnel Luncheon on Nov. 17 at the CFBISD Multipurpose Facility. To read more about the event, [visit the district's website](#).

### **CFBISD Educational Foundation Innovative Grants:**

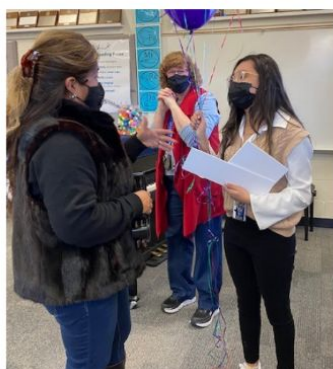
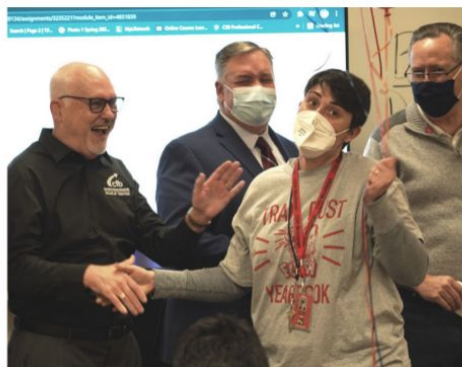
Q2 was filled with multiple fundraising opportunities including a new initiative designed directly for Innovative Grants. The gift of a grant allows external stakeholders the opportunity to show their support of CFBISD educators and programs. It has been a success with more than \$10,000 generated during the first 30 days of this project.

The Educational Foundation fulfilled its mission to successfully complete the first launch of its new Innovative Granting program. The program, after one year of planning, launched in Q1 with the goal of rewarding innovation in CFBISD classrooms and programs. Out of 22 applications received in October, 14 were funded for a total of \$30,575 to various classrooms and programs. A check was presented to the CFBISD School Board at the December Board meeting.



# OPTIMIZE community engagement

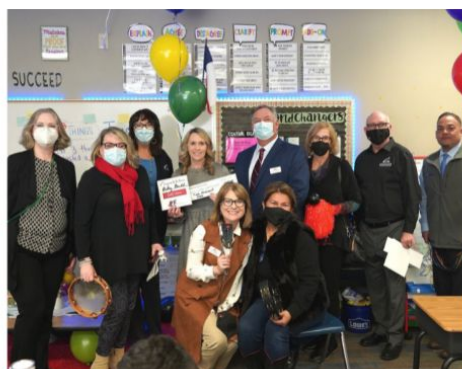
The Innovative Grant Celebrations were held on January 11, 2022, in surprise visits to classrooms and campuses. Fun and fanfare went into these full-day surprise visits with happy tears, cheers, chants and photo memories from CFB educators and campus leaders.



## CONGRATULATIONS GRANT WINNERS!



### 14 GRANTS OVER \$30,000





### Impact Now Grants:

The EF grant program continued throughout Q1 and Q2 and was not restricted only to Innovative Grants, as the Impact Now grant program witnessed a dramatic uptick in applications, awarding nearly \$10,000 to programs to support CFB students. Program support ranged from Craft Club supplies, Cheval Costumes, earbuds and headphones, a technology program for college/career/military readiness, classroom sensory devices, and a musical braille software and printer for blind/visually impaired musical students presented at the Blalack Middle School orchestra holiday concert.



### CFB Educational Foundation Supports CFB Giving House:

Foundation donors including NTE Mobility Partners, LLC., joined with EF board members and stakeholders at the inaugural donor event celebrating a milestone for the CFB Giving House. The Educational Foundation is a proud supporter of the CFB Giving House.



# OPTIMIZE

## community engagement

### Community Relations

#### Giving House Donations:

November	\$1,150.00
December	\$20,250.00
January	Currently Unavailable
Total Donations to Date	\$129,808.93

#### **Who can order items from CFB Giving House?**

The Giving House orders can be generated by principals, campus counselors, and campus secretaries.

#### **Items currently available in the CFB Giving House:**

- Uniform pants, shorts, and polo shirts
- Socks
- Underwear
- Hygiene items
- Coats/Jackets
- (New) Non-uniform clothing for non-uniform campuses
- (New) Shoes

#### **Giving House Transactions**

- October: TBD (updated from last qtr.) 23
- Orders processed in November: 29
- Orders processed in December: 10



# OPTIMIZE community engagement

## Customer Service Tip of the Month:

November



There are times in providing customer service where we are expected to solve a problem that's beyond our control. Here are six steps to get through these challenges with customers and co-workers.

1. Stay calm. Don't take the situation personally—focus on solving the problem and put your feelings aside.
2. Listen with intent to understand.
3. Repeat the concerns and acknowledge negative emotions before they escalate.
4. Show understanding, even apologize about the situation; For example, "I am sorry this hasn't been resolved. I would be frustrated too."
5. Offer a solution and provide an explanation.
6. Follow up to be sure the relationship and the situation is repaired.

December



Recover exceptional service by repairing and retaining relationships. The heart of service recovery is to pursue the reconciliation of the relationship, not just the resolution of the issue.

Poor service will occasionally happen, even when we strive for perfect service delivery. Human beings are not perfect, and we will make mistakes. One small mistake could lead to a more significant issue.

So what now? Consider the following:

- Service recovery is about salvaging a potentially damaged relationship, which means we must honestly believe that the person is more important than the issue itself.
- Imagine what service recovery would look like if everyone approached service issues and processes with the following statement: "It's not our fault, but it IS our problem."

**Remember: Most people care more about how they are treated than about the outcome itself.**

*"Most of us spend our days looking forward to those rare moments when everything goes right. Imagine how much leverage you would have if you spend your time maximizing those common moments when it doesn't."*

Seth Godin, Entrepreneur, Author, Public Speaker

**Together We Rise Award (Customer Service Award, sponsored by Chick-fil-A, Trinity Mills):**  
Patrice Brenner, Personnel Clerk of Student Nutrition



Patrice Brenner has been serving as the Personnel Clerk for eight years. In this time, she has demonstrated a true servant's heart. She cares deeply for all of our 200-plus Student Nutrition employees and works to serve them all to the best of her ability. She knows no bounds when it comes to advocating for our employees' needs and will go out of her way to ensure that every question gets answered to the best of her ability. Additionally, she has exuded exemplary customer service in every phone call, interaction, and email. She is a great example of a deserving recipient of the Together We Rise Award.



# OPTIMIZE

## community engagement

### **CFBISD Volunteers:**

2,650 volunteers have conducted successful background checks through the ParentSquare system.

### **Partnerships:**

Community partners continued their support and outreach despite the pandemic. To date, more than 100 community partners have been reported by our campuses. The majority of CFB campuses have reported partnership engagement this school year.

### **Peachjar:**

	Total Parents Subscribed	Total Flyers Distributed
November	Unavailable due to tech issues	180
December	28,712	207
January	29,596	59

### **Let's Talk:**

#### **Top Five Interest Areas**

Student Services	33
CCMR	9
Counseling Services	8
Human Resources	7
Safety and Security	5

#### **Customer Type**

Student	19%
Employee	8%
Parent/Guardian	45%
Community Member	31%

# OPTIMIZE

## community engagement

### Community Connections:

The Community Connections Newsletter was sent to all CFBISD staff. The December Holiday Edition highlighted all activities and events to enjoy in the cities we serve.

### Dr. Martin Luther King Parade:

CFBISD partnered with Christ Community Connection and The City of Carrollton to celebrate Dr. Martin Luther King, Jr. The majority of CFB campuses and student groups had representation. Due to cold weather and COVID-19, many groups were unable to attend the Saturday event. The post parade event was also canceled. There was a brief presentation from Reverend Willie Rainwater, Founder of Christ Community Connection, following the parade at Polk Middle School.





### WEBSITE

#### CTE Webpage Redesign:

The Career and Technical Education (CTE) Department has moved their programs from the Programs of Choice page to their department page. The CTE page has been redesigned to show the list of offerings available at each high school.

### Programs of Study

**REGISTER FOR YOUR  
PROGRAM OF STUDY**

Before registering, please review the programs of study below, along with the pathways within each. When registering, you will be indicating your interest in the overall program of study, not a specific pathway. You will have time to talk to a counselor before completing your official high school course registration.

**FREQUENTLY ASKED QUESTIONS →**

#### Creekview High School



##### Education & Training

- Early Learning
- Teaching & Training

**REGISTER NOW →**



##### Law and Public Service

- [Auto Technology](#)
- Cybersecurity
- Emergency Services
- Forensic Science
- Government and Public Administration
- Law Enforcement
- [Law & Criminal Justice Academy](#)
- Legal Studies

**REGISTER NOW →**



##### Human Services

- Family & Community Services
- Health & Wellness

**REGISTER NOW →**

# OPTIMIZE community engagement

## Fine Arts Webpages:

For ADA compliance, accessibility, and consistency, all external fine arts sites have been migrated to our district website. We're currently in the process of training fine arts staff to update their websites. Each high school now has a fine arts landing page.

## Fine Arts



Preparing all students the opportunity to express themselves in their own unique way. Fine arts complements and enhances academic preparation by providing all students with the opportunity to explore the arts. Whether it be art, band, choir, dance, orchestra, theatre, or more, students can learn to hone their craft and create amazing art.

## PROGRAMS OFFERED



Art



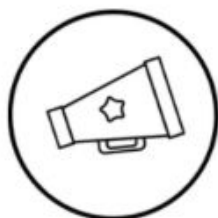
Band



Choir



Dance



Drill Team



Orchestra



Theatre



**Most Visited Webpages:**

The most visited pages of the website internally were the digital resources for students page and the staff portal page. Externally, the most visited webpages were the school directory page, COVID-19 information, student enrollment and the COVID-19 dashboard.

**Top 10 News Stories:**


News Post	Page Views
Top 10 Awesome Reasons to Take the SAT	1,933
CFBISD Honors Employees with 10-40 Years of Service at Annual Dinner	378
Inclement Weather Need to Knows for Families	307
CFBISD Accepting Applications for Board Vacancy	205
CFBISD Celebrates R. L. Turner CTE Renovations with Ribbon Cutting	191
CFB Creates New Position to Provide Mental Health Support to Employees	188
Retired School Personnel Enjoy Fellowship, Food, Fine Arts at District Luncheon	153
CFB Boasts Two National Merit Semi Finalists and 17 Commended Scholars	143
COVID-19 Reporting Dashboard	108
Polk MS Students Combat Viral Illegal, Destructive TikTok Challenges with #LeadTheWayChallenge	104

### 2022-2023 Academic Calendar Now Online:

## District Calendar

< JANUARY 2022 >

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27 ● School & District Holiday	28 ● School & District Holiday	29 ● School & District Holiday	30 ● School & District Holiday	31 ● School & District Holiday	1
2	3 ● School & District Holiday	4 ● School & District Holiday	5 ● Teacher Workday	6	7	8



- [2021-2022 Academic Calendar](#)
- [2022-2023 Academic Calendar](#)
- [Workday Calendars](#)
- [Early College High School Calendar 2021-2022](#)

< JANUARY 2022 >

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15

### Social Media:

Social media marketing increases brand awareness, grows our district's audience and boosts community engagement. Different social media platforms attract different audiences. In CFBISD, we have found that our most popular platform is still Facebook and is where we reach most of our parents. We receive the most engagement and two-way communication on Facebook. Twitter attracts our internal audience of teachers and staff. Instagram appeals to our students and younger generations of parents. We utilize both Facebook and Twitter to disseminate important information and good news. Our focus for Instagram in the 2021-22 school year is to build district and campus culture by focusing solely on what our students are doing. Instagram will not be used for important announcements and messaging.



### Facebook:

At the end of Q2, Facebook had 16,217 followers, reached 275,037 people and 14,773 clicks to the website. We have posted student and staff success stories/good news/celebrations, recognition days and months, open position announcements, community events, community partners, Bond Updates, "Chats with Chapman" video series, safety tips/information and need-to-know information for parents. We expect the reach to continue to grow throughout the school year.




# OPTIMIZE

## community engagement

### Sample Facebook Posts:

**Carrollton-Farmers Branch Independent School District** Published by Chelse Westbrook · Yesterday at 9:01 AM ·

CFBISD joins the state of Texas in observing Holocaust Remembrance Week, Jan. 24-28, 2022. This week coincides with the International Holocaust Remembrance Day, Jan. 27, 2022. In 2019, Texas lawmakers approved Senate Bill 1828 which states that the week is designed "to educate students about the Holocaust and inspire in students a sense of responsibility to recognize and uphold human value and to prevent future atrocities." To learn more about the week, please visit [cfbisd.edu](http://cfbisd.edu). We Remember.



**WE REMEMBER**

**HOLOCAUST REMEMBRANCE WEEK**  
Jan. 24-28, 2022

3,311 People reached 209 Engagements -1.0x average Distribution score [Boost post](#)

63 2 Comments 9 Shares

**Carrollton-Farmers Branch Independent School District** Published by Chelse Westbrook · December 13, 2021 ·

The holidays are here and many CFB campuses and departments are generously supporting our [#cfbcommunity](#). In this episode of "Chats with Chapman," Superintendent Dr. John Chapman interviews two Kent Elementary Student Council students about their food drive benefiting Metrocrest Services. We are [#cfbproud](#)!



**LILY GONZALEZ**  
Student Council Member, Kent Elementary





**NOURA KHAWLA-ELLIOTT**  
Student Council Member, Kent Elementary

1,472 People reached 82 Engagements [Boost post](#)

8 1 Comment

**Carrollton-Farmers Branch Independent School District** added 35 new photos. Published by Chelse Westbrook · January 18 at 3:09 PM ·

CFB students, staff and Board Members were [#cfbproud](#) to participate in the annual Martin Luther King, Jr. Day Parade this past Saturday! The annual parade was sponsored by Christ Community Connection, Inc. in partnership with the City of Carrollton and CFBISD. The parade Grand Marshal was Pro Football Hall of Famer, and former wide receiver for the Dallas Cowboys, Drew Pearson. It was a great day honoring Dr. Martin Luther King, Jr.'s legacy. [#cfbcommunity](#)

**+32**

5,287 People reached 806 Engagements [Boost post](#)

74 1 Comment 9 Shares



# OPTIMIZE community engagement

**Carrollton-Farmers Branch Independent School District**  
Published by Chelse Westbrook · January 15 at 3:04 PM ·

We are [#cfbproud](#) of CFBISD School Board Member Carolyn Benavides for receiving the Trailblazer Award from Inspiring Lives today. She received the award because of her service in the [#cfbcommunity](#). Congratulations, Carolyn! [#togetherwerisecfb](#)





5,608 People reached 365 Engagements [Boost post](#)

100 9 Comments 7 Shares

**Carrollton-Farmers Branch Independent School District**  
Published by Chelse Westbrook · January 5 at 9:00 AM ·

January is School Board Recognition Month and CFBISD is [#cfbproud](#) to celebrate our trustees for their dedication and commitment to the district's schools, students, staff and [#cfbcommunity](#)! Our School Board members are selfless volunteers who spend long hours working to ensure all of our students have the opportunity to learn and grow. Thank you, CFB School Board, for all that you do! [#SchoolBoardMonth](#) [#togetherwerisecfb](#)



5,265 People reached 347 Engagements [+1.3x average](#) Distribution score [Boost post](#)

50 10 Comments 17 Shares

**Carrollton-Farmers Branch Independent School District**  
Published by Chelse Westbrook · January 9 at 9:30 AM ·

Today is National Law Enforcement Appreciation Day! Thank you to our School Resource Officers and our local law enforcement officers for your service to our [#cfbcommunity](#) schools each day! [#cfbproud](#)



3,353 People reached 156 Engagements [-1.3x average](#) Distribution score [Boost post](#)

57 1 Comment 9 Shares

**Carrollton-Farmers Branch Independent School District**  
Published by Chelse Westbrook · December 3, 2021 ·

CFBISD officially welcomed Carolyn Benavides to the Board of Trustees at the Dec. 2, 2021, Board of Trustees meeting. Ms. Benavides was administered the oath of office surrounded by family and friends. She was appointed to fill a vacancy left by Juan Renteria, who resigned from his school board seat on Sept. 1, 2021. Welcome to the CFB family! To read more about Benavides, visit <https://www.cfbisd.edu/.../carrollton-farmers-branch-isd...> [#cfbproud](#)



5,849 People reached 584 Engagements [Boost post](#)

165 6 Comments 4 Shares



# OPTIMIZE community engagement



## Carrollton-Farmers Branch Independent School District

Published by Chelse Westbrook · December 1, 2021 ·

We are [#cfbproud](#) of and thankful for our [Ted Polk Middle School](#) students who are a part of the Superintendent Advisory Council that met with CFBISD Superintendent Dr. John Chapman today. Great discussions were had! [#discovercfb](#) [#togetherwerisecfb](#)



4,523  
People reached

380  
Engagements

Boost post

68

2 Comments 7 Shares



## Carrollton-Farmers Branch Independent School District

Published by Chelse Westbrook · November 11, 2021 ·

Happy Veterans Day! Thank you to all the veterans in our [#cfbcommunity](#) for your service! To celebrate today, we are featuring Furneaux Elementary kindergarten teacher Geena Thompson and her time in the Army Reserves. We are [#cfbproud](#) of Thompson and all our veterans!



2,753  
People reached

289  
Engagements

Boost post

62

8 Comments 5 Shares



## Carrollton-Farmers Branch Independent School District

Published by Chelse Westbrook · December 17, 2021 ·

**NOW HIRING!** The CFBISD Natatorium is currently looking for Part-Time/Temporary Lifeguard staff to join our team. Details of the position include:

- \$15.00/hour
- Average 8-12 hours a week
- Must have current American Red Cross Lifeguard Certification
- Comfortable in water depths ranging from 4 feet-13 feet
- Shifts available Monday- Friday (Shift times: 7:00 am – 9:15 am, 2:30 pm – 4:30 pm, 4:45pm – 8:15 pm, Occasional Saturdays)
- Paid monthly training times (3 hours each month)
- Flexible scheduling

For questions, please contact the Natatorium Supervisor, Grace Parker, at 972-968-5668 or [parkerg@cfbisd.edu](mailto:parkerg@cfbisd.edu). For more information, please visit <https://www.cfbisd.edu/departments/pe-wellness/natatorium>. To apply, please visit [www.cfbjobs.com](http://www.cfbjobs.com).



## APPLY TO BE A LIFEGUARD FOR THE CFBISD NATATORIUM!

- \$15.00/hour
- Average 8-12 hours a week
- Must have current American Red Cross Lifeguard Certification
- Comfortable in water depths ranging from 4 feet-13 feet
- Paid monthly training
- Flexible scheduling

### CFBISD CAREERS MAKE A DIFFERENCE

CARROLLTON-FARMERS BRANCH ISD

[www.cfbjobs.com](http://www.cfbjobs.com)

3,601  
People reached

66  
Engagements

↓ -1.2x average  
Distribution score

Boost post

10

6 Shares





# OPTIMIZE community engagement



## Carrollton-Farmers Branch Independent School District

Published by Chelse Westbrook · December 2, 2021 ·

CFBISD celebrated the renovation of R. L. Turner High School's Career and Technical Education (CTE) area, the R. L. Turner Pridelands, on Nov. 18, 2021, with a ribbon cutting ceremony. The renovations were part of the 2018 voter-approved bond and included creating areas that could replicate real life industry experiences, collaboration spaces, and a courtyard that provides students an area to connect. Watch the video below to learn more about all the renovations at R. L. Turner HS. [#cfbproud](#) [#discovercfb](#) [#togetherwerisecfb](#)



10,125  
People reached

2,162  
Engagements

Boost post

118

23 Comments 62 Shares



## Carrollton-Farmers Branch Independent School District

Published by Chelse Westbrook · December 1, 2021 ·

Keeping schools safe and ensuring that students and staff feel safe in an environment that promotes social and creative learning is a top priority in CFBISD. A safe learning environment is an essential need for students of all ages to stay engaged while learning and growing. One part of creating a safe environment is making sure that prohibited items are not brought to school and that safety protocols are followed. Parents are encouraged to review the list of prohibited items in the Student Code of Conduct and talk with their children about the items. To read more about what items are appropriate for school, please visit <https://www.cfbisd.edu/.../all.../post/keeping-cfb-safe>. Thank you for helping keep [#cfbsafe](#)!



CFBISD.EDU

### Keeping #CFBSafe

Story - Carrollton-Farmers Branch ISD

2,322  
People reached

143  
Engagements

-1.8x lower  
Distribution score

Boost post

10

5 Comments



## Carrollton-Farmers Branch Independent School District

Published by Chelse Westbrook · December 10, 2021 ·

CFBISD celebrated the campus-wide renovation of Field Middle School on Dec. 9, 2021, with a ribbon cutting ceremony. During the ceremony, the building's official dedication plaque was revealed before the CFBISD Board of Trustees cut the ribbon. After the ribbon cutting, AVID students led attendees on tours of the renovated facilities featuring a new entry way, courtyard, and Quad-Pod Learning Studio. To read more about the campus-wide renovations and ceremony, visit <https://www.cfbisd.edu/.../cfb-celebrates-field-middle...> [#cfbproud](#) [#discovercfb](#) [#cfbcommunity](#)



4,734  
People reached

514  
Engagements

Boost post

65

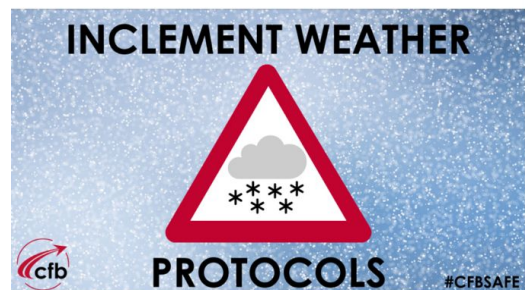
1 Comment 9 Shares



## Carrollton-Farmers Branch Independent School District

Published by Chelse Westbrook · November 29, 2021 ·

As we move into the winter season, it is important for all CFB families and staff to become familiar with our district inclement weather protocols. Please visit <https://www.cfbisd.edu/.../inclement-weather-need-to...> to review our protocols. Thank you for helping keep [#cfbsafe](#)!



5,014  
People reached

446  
Engagements

+1.7x higher  
Distribution score

Boost post

40

16 Shares







# OPTIMIZE community engagement

**Carrollton-Farmers Branch Independent School District** ...

Published by Jeff Smith · November 30, 2021 ·

We are [#cfbproud](#) of the [Dan F. Long Middle School Band](#) for playing at the Dallas Mavericks game last night! DFW got to see our kids jammin' pre-game at the [American Airlines Center](#) 🎵🥁🎶

**5,711**  
People reached

**622**  
Engagements


[Boost post](#)

[👍❤️ 217](#) [12 Shares](#)

**Carrollton-Farmers Branch Independent School District** ...

Published by Chelse Westbrook · December 21, 2021 ·

It's been festive around CFBISD! 🎄  
[#cfbproud](#) [#discovercfb](#) [#cfbcommunity](#)



**7,137**  
People reached

**719**  
Engagements

[Boost post](#)

[👍❤️ 107](#) [1 Comment 5 Shares](#)





# OPTIMIZE community engagement



## Twitter:

At the end of Q2, Twitter had 11,800 followers, made 175,000 impressions (number of times posts were seen) and 338 clicks to the website. On Twitter, we posted student and staff success stories/good news/celebrations, recognition days and months, community events, community partners, Bond Updates, "Chats with Chapman" video series, safety tips/information and need-to-know information for parents. We also retweeted posts from teachers, staff members and our schools to engage with our audience.



# OPTIMIZE community engagement



Carrollton-Farmers Branch ISD @CFBISD · Jan 12

We're [#cfbproud](#) of all the [@EdFoundationCFB](#) grant winners who were surprised yesterday with their checks. Thank you to everyone in the [#cfbcommunity](#) who has donated to the Foundation and made these grants possible! [#togetherwerisecfb](#)



4 21



Carrollton-Farmers Branch ISD @CFBISD · Jan 14

Congratulations!!

[Dan F. Long MS](#) @cfbLongFalcons · Jan 14

Congratulations to our Falcon Spelling Bee Winners!! 1st: Chani; 2nd: Valerie; 3rd: Pethra! Shout out to all who participated! We are proud of you!!!@SulakCFB @CFBISD @DrChapmanCFBISD @drdanawest @lancehamlin



1 5



Carrollton-Farmers Branch ISD @CFBISD · Jan 13

Congratulations!

[Rosemeade Elementary](#) @RosemeadeSoars · Jan 13

Rosemeade is proud of our Reflections winners. Congratulations Pete and Coretta! @RosemeadeSoars @CFBISD @PrincipalLG @marci\_kinch



1 16



Carrollton-Farmers Branch ISD @CFBISD · Jan 17

It's Martin Luther King, Jr. Day, a day to honor the civil rights leader & Nobel Peace Prize winner who played a key role in the American civil rights movement. Signed into law in 1983, the holiday is a celebration of King's immeasurable contribution to the U.S. & to humankind.



1 5 12



Carrollton-Farmers Branch ISD @CFBISD · Jan 14

In "This Week in CFB," enjoy highlights of [@EdFoundationCFB](#) grant award patrol, School Board Recognition Month presentations along w/ student & staff recognitions & a service project completed for [@CentralCFB](#) by an Eagle Scout. [#cfbproud](#) [#togetherwerisecfb](#)



youtube.com

This Week in CFBISD | Jan. 5 - 14

Awesome highlights from the best school district in the State of Texas for the weeks of Jan. 5 - 14.\* ...

1 6





# OPTIMIZE community engagement



**Carrollton-Farmers Branch ISD @CFBISD · Jan 19**  
 We are [#cfbproud](#) of the 23 entries from students that are advancing to the State PTA Reflections Contest and of the 120 students who were celebrated by the Council PTA at an awards ceremony for their PTA Reflections Contest entries on Jan. 12. Read more: [cfbisd.edu/about-us/news/...](#)

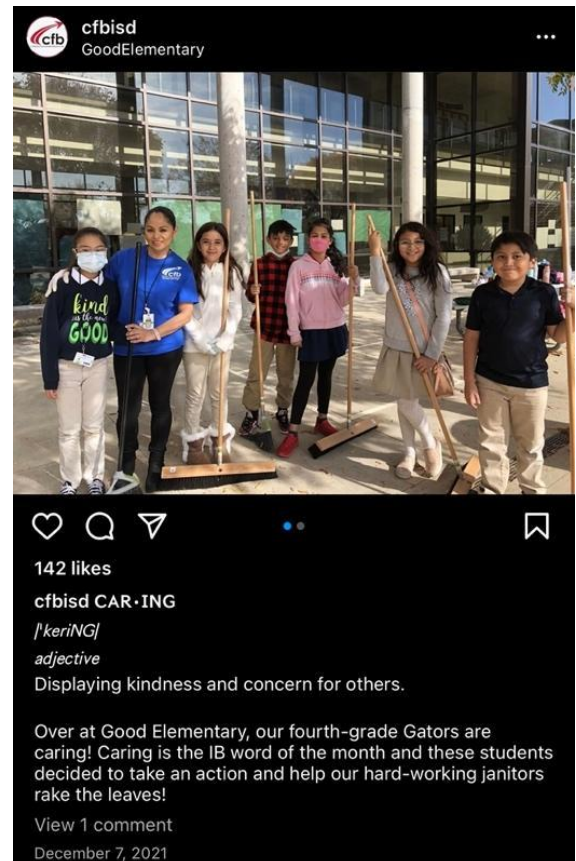
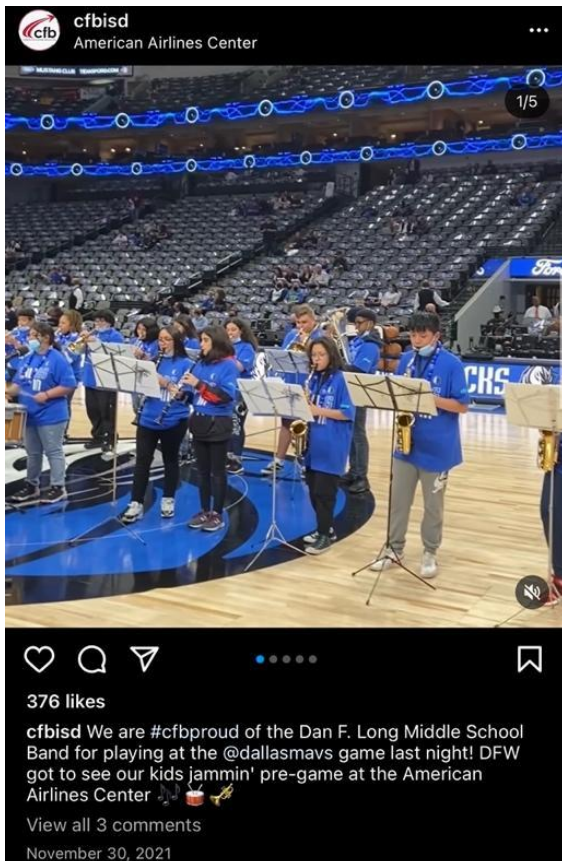


1 6



**Instagram:**

At the end of Q2, Instagram had 4,732 followers and reached 17,649 people. We expect our Instagram followers to continue to grow as we focus solely on building CFB culture on this platform by featuring students and what they are doing in their schools. We are no longer posting flyers or important announcements and messages on Instagram as this platform's design is intended for photos and videos.



# OPTIMIZE

## community engagement



### GRAPHIC DESIGN:

#### Retiree Luncheon:

PLEASE JOIN US FOR THE

**CARROLLTON-FARMERS BRANCH ISD  
RETIRED SCHOOL PERSONNEL  
APPRECIATION LUNCHEON**

November 17  
11:30 a.m. – 1 p.m.

CFBISD Multipurpose Center  
455 E. La Villita Blvd  
Irving, TX 75039

RSVP IS REQUIRED TO ENSURE A SEAT.  
EMAIL RSVP TO RESERVATIONS@CFBISD.EDU



# OPTIMIZE community engagement

## 2022-2023 Enrollment Hero Graphic for Website:



## MLK Day:



# OPTIMIZE

## community engagement

### Field Ribbon Cutting:

*Please join us*  
for a ribbon cutting celebration to tour the  
newly renovated Vivian Field Middle School.



DECEMBER 9  
5:00 P.M.

VIVIAN FIELD MIDDLE SCHOOL  
13551 Dennis Ln.  
Farmers Branch, TX 75234

### Turner Ribbon Cutting

*Please join us*  
for a ribbon cutting celebration to tour the  
newly renovated Vivian Field Middle School.



NOVEMBER 18  
5:00 P.M.

R. L. TURNER HIGH SCHOOL  
1600 S. Josey Ln.  
Carrollton TX 75006

*Student guided tours of the Career Technology Education facilities will  
begin after the ribbon cutting of the new plaza.*



OPTIMIZE

community engagement

Giving House Donor Event and Plaque:

CFBISD GIVING HOUSE

Inaugural Founding Donor Appreciation Event

Date: November 11, 2021

Time: 5:00 p.m. - 6:00 p.m.

(presentation at 5:30 p.m.)

CFBISD

Giving House

Thank you for Giving

Location:

CFBISD Multipurpose Center

455 E. La Villita Blvd

Irving, TX 75039

Let us know if you will attend

Please email:

givinghouse@cfbisd.edu



# OPTIMIZE community engagement

## 2022-2023 Calendars:

**2022-2023 ACADEMIC CALENDAR**

Facebook - /cfbisd | Twitter - @cfbisd | Instagram - @cfbisd | YouTube - /innovativeleader

**KEY**

- FIRST DAY OF SCHOOL
- SCHOOL AND DISTRICT HOLIDAY
- SCHOOL HOLIDAY
- STUDENT HOLIDAY
- BAD WEATHER DAY
- LAST DAY OF SCHOOL
- INDIVIDUALIZED EDUCATION
- END OF GRADING PERIOD
- SCHOOL HOURS
- GRADUATION

Elementary — 7:40 AM-2:55 PM  
Middle School — 8:30 AM-3:45 PM  
High School — 8:30 AM-3:45 PM

cfbisd.edu

**CALENDARIO ACADÉMICO 2022-2023**

Facebook - /cfbisd | Twitter - @cfbisd | Instagram - @cfbisd | YouTube - /innovativeleader

**CLAVE**

- INICIO DE CLASES
- DÍAS FERIADOS - DISTRICTO
- DÍAS FERIADOS - ESCUELAS
- DÍA FERIADO - ESTUDIANTES
- DÍA DE REPUESTO POR MAL CLIMA
- ÚLTIMO DÍA DE CLASES
- GRADUACIÓN PARA PREPARATORIAS
- FIN DE PERIODO DE CALIFICACIONES
- HORARIO ESCOLAR
- GRADUACIÓN

Primaria — 7:40 AM-2:55 PM  
Secundaria — 8:30 AM-3:45 PM  
Preparatoria — 8:30 AM-3:45 PM

cfbisd.edu

## Advantage Card:



# CFBISD ADVANTAGE CARD

This card entitles holder to free general admission to CFBISD athletic events, theatrical productions and concerts.

The Advantage card is for members over the age of 60.



# OPTIMIZE community engagement

## Updated Free and Reduced Lunch Flyer:

### CARROLLTON-FARMERS BRANCH ISD

## Free and Reduced MEALS

**WHAT ARE THE BENEFITS OF APPLYING BESIDES FREE OR CHEAPER MEALS?**

**Extra benefits for our families:**  
(that go beyond free or reduced-priced meals)

- Eligibility to participate in Pre-K programs
- Discounted summer school tuition and evening High School course fees
- Discounted After the Bell tuition
- Free or discounted fees to participate in athletic activities
- Discounted Advanced Placement exam fee
- Free use of musical instruments for band and orchestra
- Free summer meals at select community locations for kids and teens 18 and younger
- Discounted Advanced Placement, SAT, and ACT test fees, and free college application fees

**Impact on our community**

School accountability ratings can have a significant impact on home prices in our community, therefore it is important for our families to understand that a school may receive a lower rating because economically disadvantaged students were not considered properly in test results which could affect the entire neighborhood.

As you can see, the benefits of free and reduced qualification do not only apply to receiving school meals free or at a reduced rate, but provide many other discounts and benefits to our families and to the District overall.

It is important that every family is aware of these benefits and encourage other families to apply for the benefits that they may be eligible to receive.  
*Your help is essential!*

Visit [www.niappscloud.com](http://www.niappscloud.com) to begin or to learn more about the online application process. Contact the Student Nutrition Office at 972.968.6390 if you have questions about the online application.

**Impact on CFBISD:**

1. The District receives 20% more funding per student that qualifies for free and reduced status. Increasing our percentage can add millions in state revenue to the District.
2. The District can take advantage of more grant opportunities based on these counts.
3. The District's ratings for accountability, fiscal effectiveness and other measures are impacted by our percentage of free and reduced students.
4. The District realizes higher reimbursement rates for federal technology subsidies.
5. General fund money used in the past to cover cafeteria balances can be used elsewhere.

**Beneficios adicionales para nuestras familias:**  
(más allá de comidas gratuitas o a precios reducidos)

- Elegibilidad para participar en programas de Prekinder
- Descuento en matrículas para clases de verano y para cursos de preparatoria nocturna.
- Descuento en la cuota de After the Bell
- Tarifas gratuitas o con descuento para participar en actividades deportivas
- Descuentos en el costo de exámenes de colocación avanzada (Advanced Placement o AP)
- Uso gratuito de instrumentos musicales para banda y orquesta
- Comidas gratuitas durante el verano en determinados sitios comunitarios, para niños y adolescentes de 18 años o menores
- Descuentos en derecho de examen para colocación avanzada (Advanced Placement) y SAT y ACT y solicitudes universitarias gratuitas

**Impacto en CFBISD:**

1. El Distrito recibe 20% más en fondos por estudiante que califique para recibir comidas gratis o a precios reducidos. Al incrementar nuestro porcentaje de estudiantes que califiquen, el Distrito puede recibir millones más en ingresos de parte del estado.
2. El Distrito puede obtener más oportunidades de becas en base a este recuento.
3. Nuestro porcentaje de alumnos con comidas gratuitas y a precios reducidos repercute en las calificaciones de responsabilidad, en su efectividad fiscal y en otras medidas del Distrito.
4. El Distrito obtiene mayores tasas de reembolso con respecto a subsidios de tecnología del programa federal.
5. El dinero del fondo general utilizado anteriormente para cubrir los saldos de cafetería puede utilizarse para otro fin.

Visiten [www.niappscloud.com](http://www.niappscloud.com) para empezar, o para conocer más detalles sobre el proceso de solicitud en línea. Favor de llamar a la Oficina de Nutrición Estudiantil al 972.968.6390 si tienen alguna pregunta sobre la solicitud en línea.

**la ayuda de todos ustedes es esencial!**

### CARROLLTON-FARMERS BRANCH ISD

## COMIDAS GRATIS O A PRECIO REDUCIDO

**¿CUÁLES SON LOS BENEFICIOS DE SOLICITAR ESTA AYUDA ADÉMÁS DE RECIBIR COMIDAS GRATUITAS Y A PRECIOS REDUCIDOS?**

**Beneficios adicionales para nuestras familias:**  
(más allá de comidas gratuitas o a precios reducidos)

- Elegibilidad para participar en programas de Prekinder
- Descuento en matrículas para clases de verano y para cursos de preparatoria nocturna.
- Descuento en la cuota de After the Bell
- Tarifas gratuitas o con descuento para participar en actividades deportivas
- Descuentos en el costo de exámenes de colocación avanzada (Advanced Placement o AP)
- Uso gratuito de instrumentos musicales para banda y orquesta
- Comidas gratuitas durante el verano en determinados sitios comunitarios, para niños y adolescentes de 18 años o menores
- Descuentos en derecho de examen para colocación avanzada (Advanced Placement) y SAT y ACT y solicitudes universitarias gratuitas

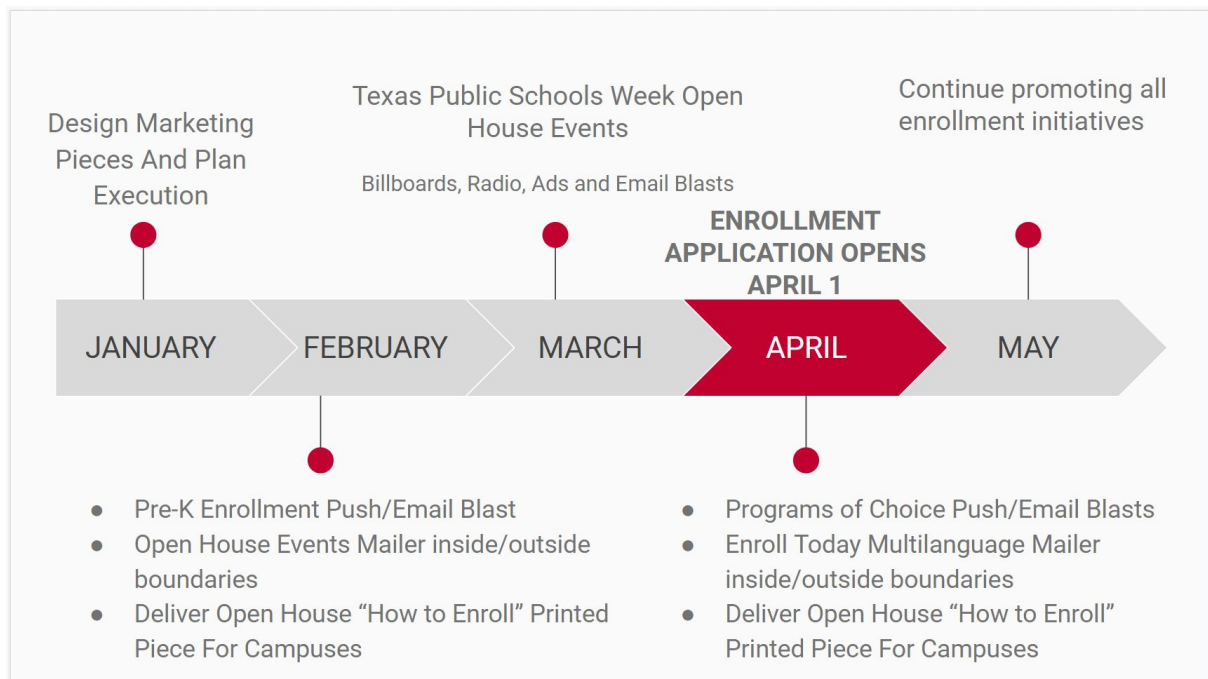
**Impacto en CFBISD:**

1. El Distrito recibe 20% más en fondos por estudiante que califique para recibir comidas gratis o a precios reducidos. Al incrementar nuestro porcentaje de estudiantes que califiquen, el Distrito puede recibir millones más en ingresos de parte del estado.
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**la ayuda de todos ustedes es esencial!**

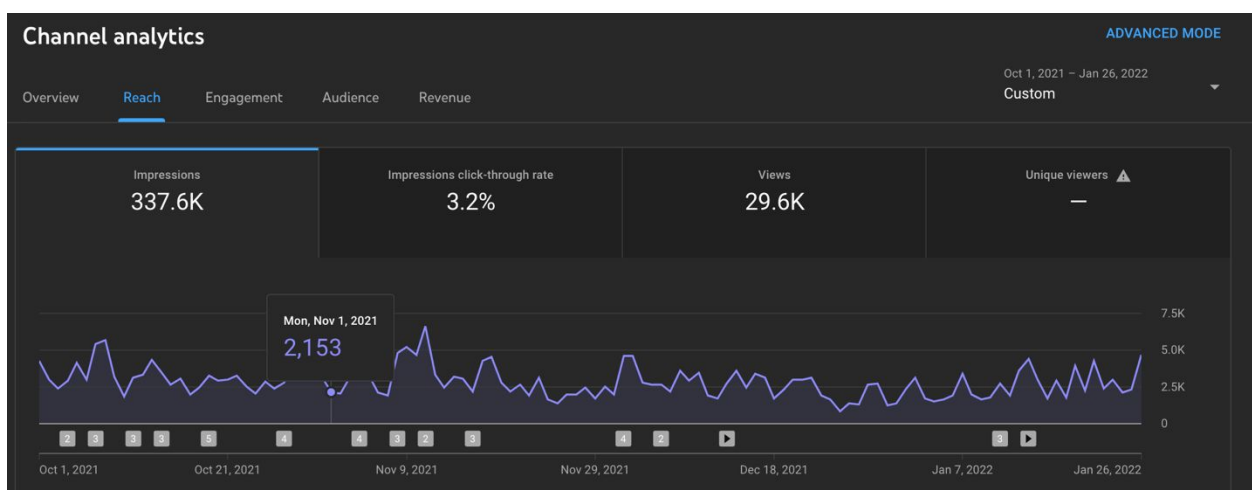
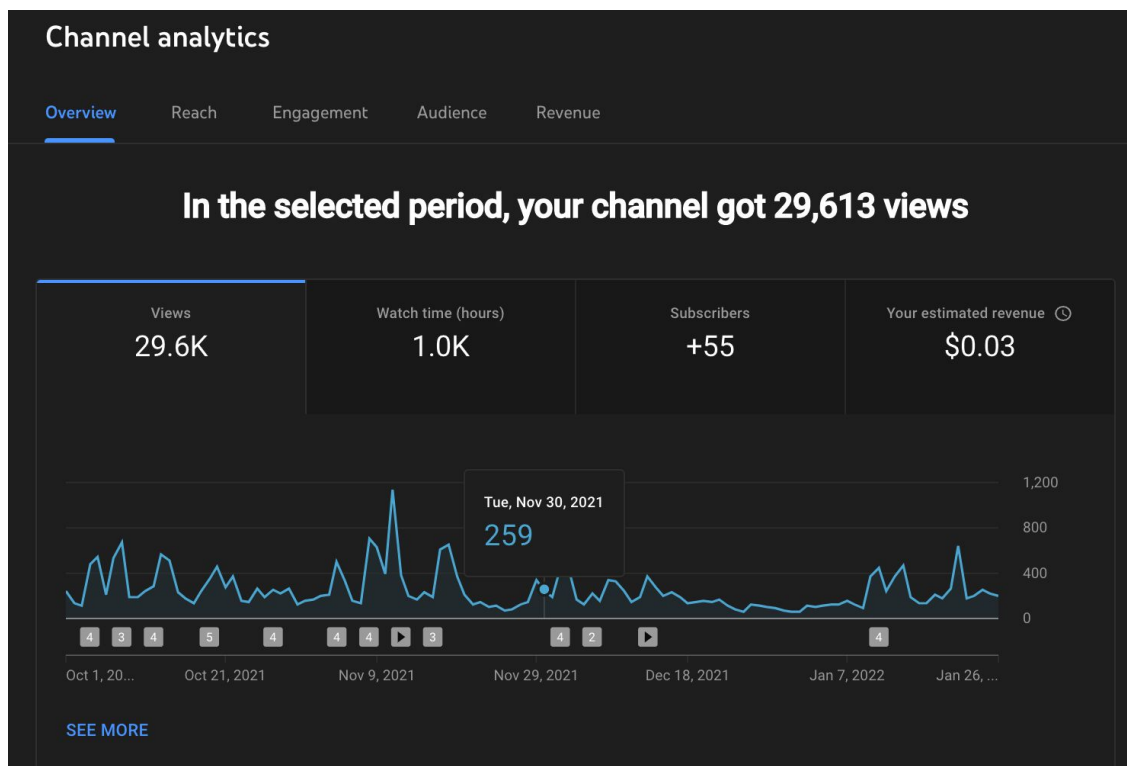
## Enrollment Marketing Timeline:



## Videos


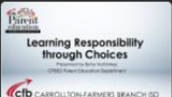








### YouTube:

In Q2, our YouTube page saw 29,613 views, 1.0K hours of view time and added 55 subscribers as well as 337.6K impressions. During this quarter, we published 48 videos covering Service Awards, Veterans Day, Bond Updates, Parent Education Content and Chats with Chapman.





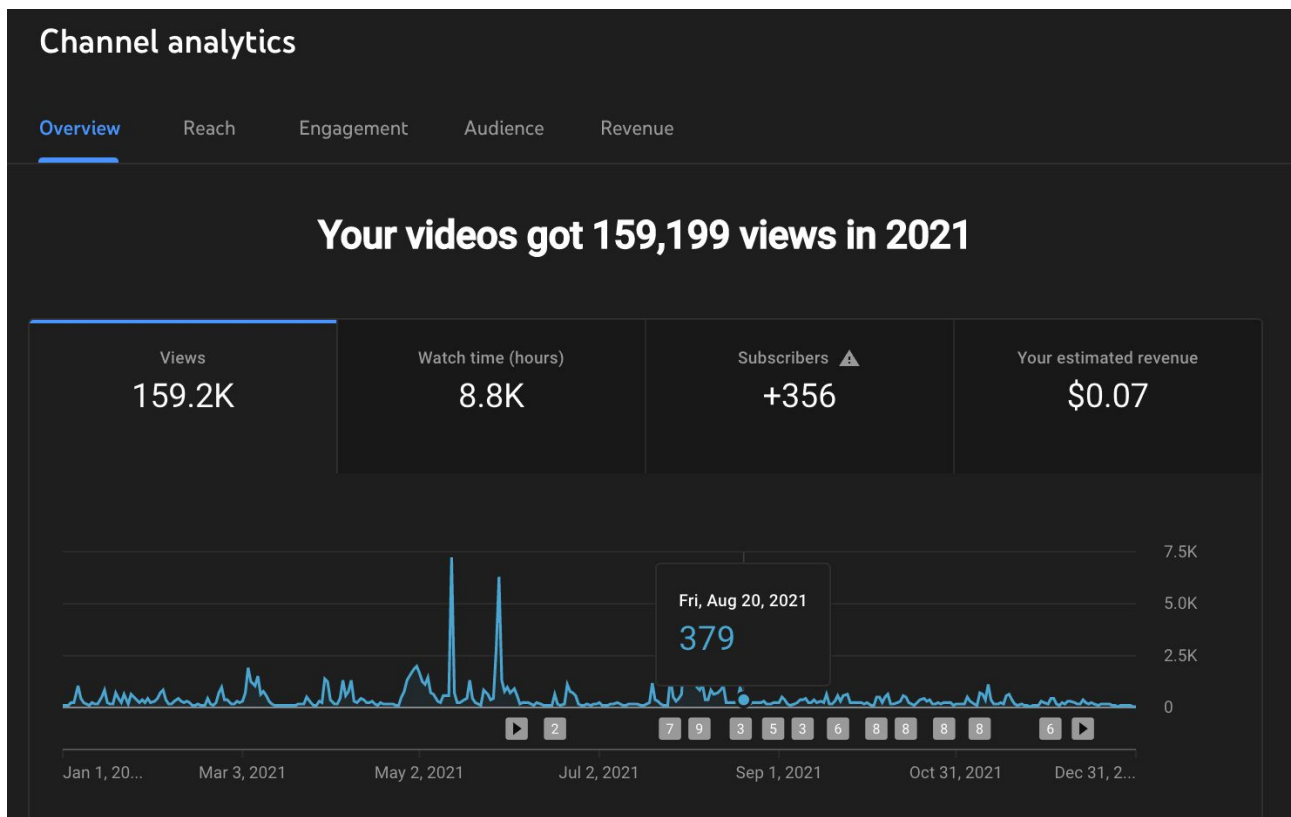
### Your top videos in this period

Video		Average view duration	Views
1	 <p>Accessing Progress Reports &amp; Report Cards Using Parent Self Serve Oct 16, 2020</p>	0:55 (25.8%)	949
2	 <p>Learning Responsibility Through Choices Oct 19, 2021</p>	1:43 (49.6%)	899
3	 <p>Superintendent Message to the District - 11.5.21 Nov 8, 2021</p>	1:06 (71.8%)	794
4	 <p>Cumulative Voting English Jan 6, 2016</p>	1:19 (50.2%)	639
5	 <p>Superintendent Dr. John E. Chapman III - Message to Staff Jan. 21, 2022</p>	0:55 (92.7%)	599
6	 <p>R. L. Turner High School - CFBISD Bond Update - November School Tour 2021 Dec 2, 2021</p>	2:19 (54.9%)	551
7	 <p>CFBISD Celebrates National Principals Month Oct 4, 2021</p>	0:48 (69.7%)	524
8	 <p>Creekview Alumna Melissa Gonzalez Has Eyes on Olympics May 16, 2019</p>	0:53 (38.8%)	475
9	 <p>REQUIRED CFBISD Volunteer Orientation Aug 2, 2021</p>	2:03 (36.1%)	465
10	 <p>Carrollton-Farmers Branch ISD Board Meeting - 10/7/21 Oct 7, 2021</p>	14:42 (6.1%)	463

Tue, Nov 30, 2021  
259

**2021 YouTube Recap:**

As we recap 2021, in total, our account received almost 200K total views while adding 356 subscribers - almost one new subscriber for every day in the year – and clocked over 8K hours of watch time.





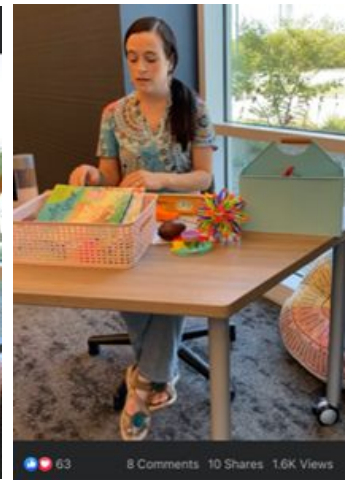
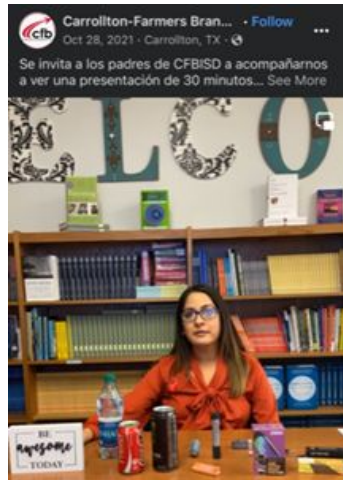
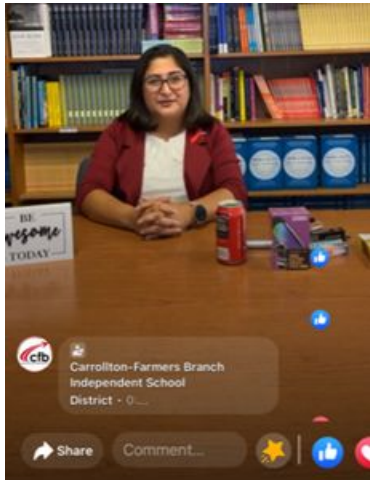
# OPTIMIZE community engagement

## **CFBISD Parent Education Videos Online:**

The CFBISD Parent Education Department's Betsy McKinney gathers input from parents and staff in interdepartmental, PTA, and other committees and meetings to determine topics for videos to create and share online in both English and Spanish. In November, Ms. McKinney filmed at Blanton Elementary to share how parents can help their children learn responsibility through making choices. The video is appropriate for parents of all ages of children and is posted on CFBISD's Parent Education site at <https://www.cfbisd.edu/students/parent-education>.



On October 8<sup>th</sup>, the Parent Education Department held English and Spanish Facebook Live sessions sharing tips for dealing with anxiety, featuring Employee Assistance Specialist Tina Smith in English and Elementary Counselor Christy Fox in Spanish. During Red Ribbon Week, Monica Belen, CFBISD's new Substance Use Counselor, presented a Facebook Live session for parents' drug awareness, and our community partner, Safety Net, presented in Spanish.



Parent Education worked with our Special Education Department to explain the transition from high school to postsecondary, for parents of students served by special education. The video is currently being edited and will be posted on the CFBISD Parent Education page soon.

On March 4<sup>th</sup>, Parent Education will work with team members in occupational therapy in CFBISD to film tips on early childhood motor skills, so that parents will understand how working on pencil grip and other school readiness skills can be supported at home. On March 7<sup>th</sup>, we will interview CFBISD's Director of Elementary Math, Whitney Hartman, to showcase early childhood math skills parents can support at home. Both videos will be sent to principals to share with families directly in time for kindergarten roundup activities and will post later to the CFBISD Parent Education webpage.

# OPTIMIZE social and emotional health of all students

## Mental Health Update:

CFB's Employee Assistance Specialist arranged special visits to several elementary campuses with Pet Partners. Pet Partners was formed based on research which indicates that the human-animal bond is a mutually beneficial and dynamic relationship, positively influencing the well-being of both. Community volunteers enjoyed visiting campuses and sharing their precious pets with our eager students and staff



Here is what one principal shared following their Pet Partners visit for staff members:

“As soon as our staff knew we had dogs coming for a visit, they got excited and were watching the doors for their arrival. Teachers reported the time spent with our furry friends made them smile and helped to reduce stress as they prepared for students. It was also nice to have groups of teachers sharing pictures and stories about their own furry friends as they loved on the dogs. They want them to come back again!”



# OPTIMIZE social and emotional health of all students

## Counseling Department Update:

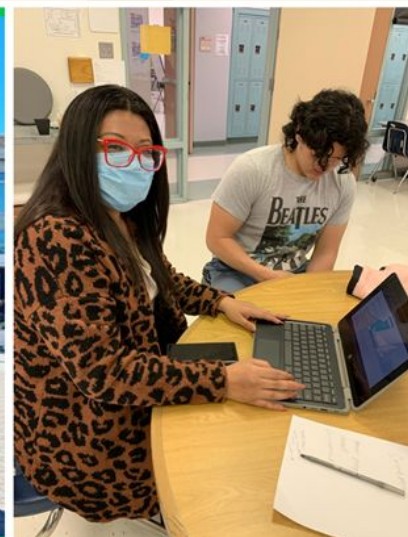
### Building Connections:

The CCMR Team is focusing on how to build more relevant connections between students and parents to the college, career, and military readiness information they receive. Building those connections to help our students graduate more prepared for postsecondary success requires a tremendous amount of information to be shared between CFB staff, IHE partners, students, and parents.

For our youngest students, postsecondary education can be hard to connect and visualize. Bulletin boards displaying where campus staff attended college have started popping up at elementary campuses to help students make a personal and geographic connection to higher education.

For our secondary students, there has been a wide range of changes to postsecondary admissions policies over the last few years that can be difficult to navigate. Working directly with IHE partners to understand the latest policy updates is critical to making sure that students receive the most up-to-date guidance possible.

For our parents, it can be an exciting time for both their graduating students and for them. We are thrilled to be able to help interested parents complete applications for the Parent Promise, an extension of the Dallas County Promise that provides the opportunity for parents of graduating students from Promise campuses to receive tuition coverage at Dallas College to earn credentials in specific high-demand fields and broaden their career options.



# OPTIMIZE social and emotional health of all students

## Join CFBISD in Celebrating National School Counseling Week February 7-11, 2022:

National School Counseling Week is celebrated the first full week in February each year to focus public attention on the unique contribution of school counselors within U.S. school systems. This year's theme created by the American School Counselor Association (ASCA) is "School Counseling: Better Together," and ASCA is promoting a photo challenge/social media campaign where each day has a different focus on the populations school counselors collaborate with to be the most successful in their endeavors. For this challenge, small posters can be downloaded from the link below, printed, and the daily message written in the blank. The targeted stakeholder/s of the day are asked to take a picture holding the sign and post to their social media accounts with the tags #NSCW22 and #ASCA.

### Daily Themes:

Monday, Feb. 7: School counselors and **other school-based mental health professionals** are better together because ...

Tuesday, Feb. 8: School counselors and **administrators** are better together because...

Wednesday, Feb. 9: School counselors and **teachers** are better together because...

Thursday, Feb. 10: School counselors and **the community** are better together because...

Friday, Feb. 11: **School counselors** are better together because...

### ASCA links:

About NSC Week:

<https://www.schoolcounselor.org/Events-Professional-Development/Events/National-School-Counseling-Week>

Download photo signs:

<https://www.schoolcounselor.org/Events-Professional-Development/Events/National-School-Counseling-Week/Events>





# OPTIMIZE all available resources

## Human Resources Update:



### MORE IN THE WINTER ISSUE

- Meet our Staff
- Contact Information
- It Pays...
- SPED Certification
- Job Fair Dates
- Staying Safe

### MEET THE STAFF

#### HR Department Undergoes Many Changes

This year, we introduce new roles, staff, and adjustments made which will help to ensure a top quality experience for our staff and applicants. We want to take this opportunity to introduce you to the "new" HR department.



WENDY DAVIS, ESQ.  
CHIEF HUMAN  
RESOURCES OFFICER



PHOEBE ADAMS  
COORDINATOR OF  
RECRUITMENT  
AND RETENTION



GERARD MARTINEZ  
DIRECTOR OF HUMAN RESOURCES,  
AUXILIARY PERSONNEL



GAIL JAGGARD-PRINCE, PH.D.  
DIRECTOR OF HUMAN RESOURCES,  
SECONDARY COURSES



MARSHA WERNER, PH.D.  
DIRECTOR OF HUMAN RESOURCES,  
ELEMENTARY COURSES

# OPTIMIZE all available resources

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## CONTACT INFORMATION

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VALENCIA GRIMES, ASSISTANT TO PAIGE ACEVEDO.....	6161
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KENA BARTHAULT, ASSISTANT TO JERRY MARTINEZ.....	6174
GAIL MASSEY PRINCE, DIRECTOR OF HUMAN RESOURCES.....	6157
JENNIFER MEDINA, ASSISTANT TO GAIL PRINCE.....	6125
CATHY EGAN, RECORDS SPECIALIST, SECONDARY.....	6189
MARTHA WERNER, DIRECTOR OF HUMAN RESOURCES.....	6158
KAY MERRIWEATHER, ASSISTANT TO MARTHA WERNER.....	6176
COURTNEY GEORGEIFF, RECORDS SPECIALIST, ELEMENTARY.....	6160
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JENNIFER VARGAS, SUBSTITUTE COORDINATOR.....	6155



**IT PAYS  
TO BE A  
CFB EMPLOYEE!**



### Beginning Teacher Salary Ranks 2nd in Dallas & Denton Counties

CFB has one of the highest beginning teacher salaries in Dallas and Denton counties.



### Increases District Contribution for TRS Health Insurance Premium

For 2021-22, CFB increased the district's contribution for employee TRS monthly health insurance premium from \$275 to \$300.



### COVID-19 Sick Leave

For 2021-22, the School Board approved modification of guidelines to permit COVID-19 leave using the sick leave bank for CFB employees retroactive to July 1, 2020.



### Teacher Incentive Allotment (TIA)

CFB has been placed for consideration in Cohort 2 for TIA funded by the State of Texas for eligible teachers to receive supplemental pay based on teacher performance and effectiveness.



### 2% Raise for Employees in 2021-22

For 2021-22, the School Board approved a 2% raise for employees at the June School Board meeting.



### Increased Stipends

For 2021-22, CFB increased annual stipends including an increase for bilingual teachers from \$4,000 to \$4,500.



### Technology Support

The district purchased new technology equipment for teachers and students such as Promethean Boards, ViewSonic Viewboards, headsets, document cameras, laptops, and more.



### Employee Child Care Center

CFB offers the Child Development Academy, a daycare, for CFB employees' children only. The Academy provides each class with age appropriate activities and learning experiences.





# OPTIMIZE all available resources



W I N T E R 2 0 2 1 | I S S U E 1



## Are you interested in taking the special education certification examination?

The district will reimburse employees who take and pass the special education certification examination. In addition, CFB will reimburse the employee the cost of having the certification placed on the TEA license.

The district has funding to cover up to 25 employees. If you would like to be a special education teacher and take the exam, please click [here](#) to see the requirements and register for the program.

## Recommend an Employee to CFB

As we enter the Spring Hiring Season, we are always on the lookout for top talent in all areas of District operations. As an ambassador of our family, I encourage you to actively recruit top talent to CFB. Share the information listed on page 2 of this newsletter with those future employees.



## IMPORTANT DATES

March 2, 2022: Student Teacher Job Fair  
April 9, 2022: CFBISD Teacher Career Fair  
June 9, 2022: Auxiliary Staff Career Fair

# OPTIMIZE all available resources

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The connection between physical activity and heart health is as strong as the NFL and Sundays in America. So, whether you're watching your favorite team, running a marathon or enjoying the cooler weather with a walk around the neighborhood, this is a perfect time to celebrate moving more.

Check out these 5-minute Movement Breaks and On-Demand fitness, meditation videos and digital recipes [from the American Heart Association](#).

## Move More Together

Find Your Fierce in movement gets you up and moving – for better physical and mental health.



## Find Your Fierce in Movement for Better Mental Health

Being active is a great way to maintain our physical and mental health – especially during this time of isolation and social distance. Join us for Fierce 5 movement breaks, workouts, streaming events, tips and activities that will motivate you to move more every day so you can Live Fierce.

## Stay Safe This Holiday Season

Holiday traditions are important for families and children. There are several ways to enjoy holiday traditions and protect your health. Because many generations tend to gather to celebrate holidays, the best way to minimize COVID-19 risk and keep your family and friends safer is to get vaccinated if you're eligible.

### How to Protect Yourself - Important Ways to Slow the Spread of COVID-19

- Get a COVID-19 vaccine as soon as you can. Find a vaccine.
- Wear a mask that covers your nose and mouth to help protect yourself and others.
- Stay 6 feet apart from others who don't live with you.
- Avoid crowds and poorly ventilated indoor spaces.
- Test to prevent spread to others.
- Wash your hands often with soap and water. Use hand sanitizer if soap and water aren't available.



# OPTIMIZE all available resources

## ENJOY HOLIDAY TRADITIONS AND PROTECT YOUR LOVED ONES | COVID-19 |

Accessible version: <https://www.cdc.gov/coronavirus/2019-ncov/downloads/holiday-season.pdf>

The best way to keep your family and friends safe is to get vaccinated.



Wear a mask in public indoor settings if you are not fully vaccinated, have a weakened immune system, are in an area of high transmission.



Avoid crowded, poorly ventilated spaces.



If you are sick or have symptoms, don't host or attend gatherings.



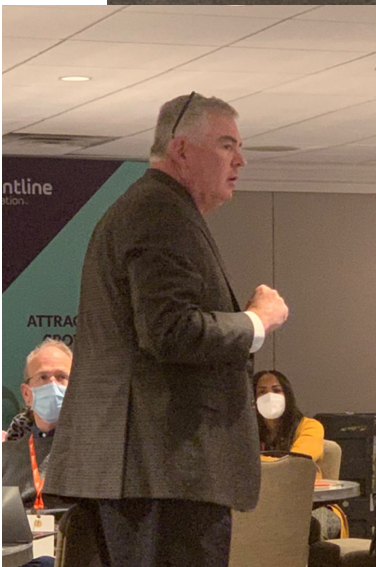
Delay travel until you are fully vaccinated.



[www.cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

# OPTIMIZE all available resources

Human Resources received a grant from the CFBISD Education Foundation in January. Needless to say, we were pleased to see administrators, Board members, as well as Foundation Board members deliver the news personally. We are excited to begin implementing the grant to assist our current teachers in obtaining a special education certification. For selected personnel, the grant will pay for the successful passing of the special education test for endorsement as well as the cost to have the endorsement placed on the educator's certificate.

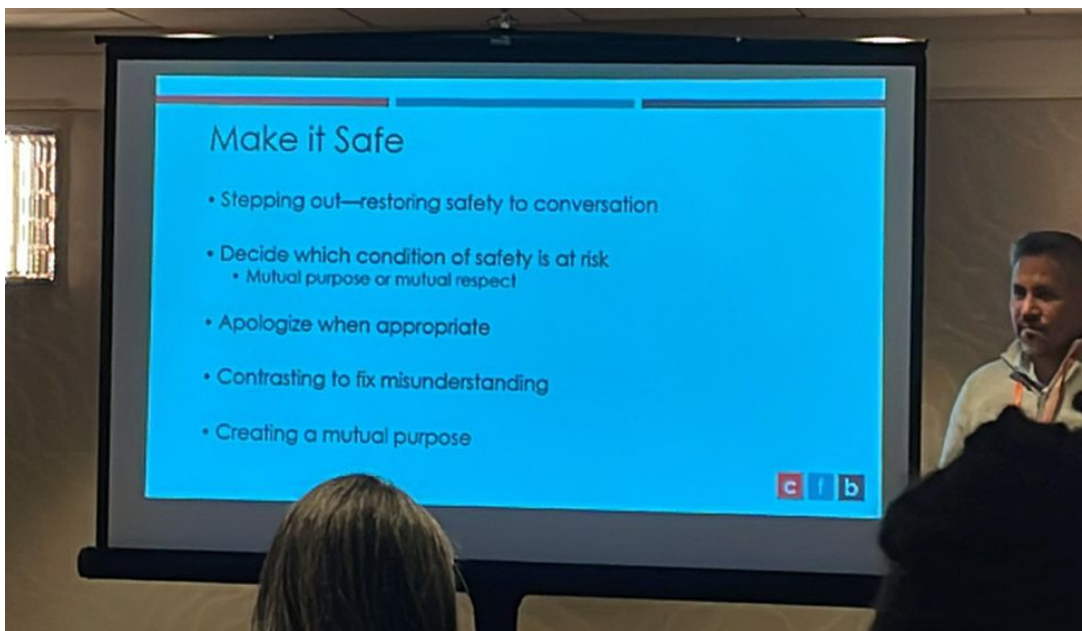


Additionally, Dr. Davis presented to HR folks on employee retention, outlining efforts CFBISD is making in reducing our turnover amidst the "Great Resignation". Having the opportunity to present to colleagues from around the country not only solidifies our relationships as HR professionals, but also gives us a glimpse into the pains in other states.

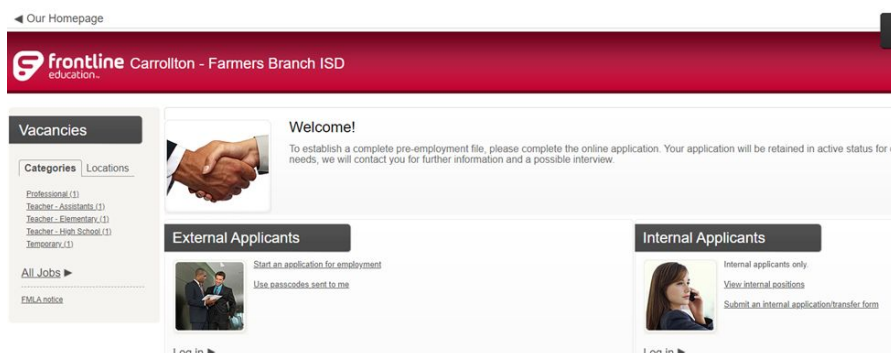


# OPTIMIZE all available resources

What is Your Story? Is your story consistent with facts, or conjectures? Mr. Jerry Martinez and Dr. Randy Davis presented at a national American Association of Personnel Administrators Boot Camp in January on having crucial conversations. The presentation room was packed and the content was well-received by the HR administrators in attendance. This presentation will be replicated within our district for administrators in the near future. While the topic of conversations is understood by most all who engage in them, we often fail to obtain the facts and deliver the facts in a comprehensible manner. The presentation is an introduction to *Crucial Conversations*, by Patterson, et.al.



HR is in its final phase of the rollout of the new applicant tracking system. Our intent is to provide our candidates with a user experience one would expect from the top school district in the DFW metroplex. The experience will be more familiar to the candidates and provide a seamless process for completing the initial application for employment. Phase 2 for the department is to integrate our required forms into the software, allowing candidates to complete the “busy work” of filling out required forms at home, while allowing our department to monitor progress in real time and nudge those who delay the processes. Directors Martha Werner and Gail Prince, along with Coordinator Paige Acevedo have been working with our staff and Frontline staff to create the processes.



# OPTIMIZE all available resources

## Purchasing Department Update:

### Free and Reduced Lunch Application Drawings:

As a continuing effort to maximize revenue, CFBISD launched a campaign to provide incentives for families that qualify to participate in the free and reduced lunch program to apply. Each student whose family applies was eligible to participate in a drawing for one of three grand prizes. Additionally, one student from each campus was selected to win a bicycle. Prizes were purchased through the Purchasing Department and made available to the winners. The three Grand prizes included: Sony PlayStation 5 Bundle Gaming system, a Samsung 65" QLED flat screen TV and a stainless steel four burner Monument grill.



The Purchasing and Distribution Center staff delivered the grand prizes to the recipients prior to the Christmas break. Winners of the bicycles were awarded a certificate to present to the Walmart on Trinity Mills Road to claim their bike. In 2020-2021 the District received 5,065 free and reduced lunch applications, while in 2021-2022, 6,304 were received, which is an increase of 1,243 applications!

While it is not determined the impact on the number of applications had on the free and reduced lunch program, needless to say, there were a lot of happy students and families that benefited from these prizes.





# OPTIMIZE all available resources

## Texas Political Subdivision Cooperative Advisory Board:

CFBISD Director of Purchasing, Gary Kerbow, was asked to serve on the Board of a new Purchasing Cooperative created to provide an additional automobile insurance cooperative. The purpose of the cooperative is to introduce a large pool of government entities to generate more competitive auto insurance rates. The lead agency for this cooperative is the Texas Political Subdivision (TPS), and the awarded insurance underwrites is Liberty Mutual Insurance. This is the third year CFBISD has participated in this cooperative and the first year an advisory Board has been created to oversee the actions of this cooperative.



## Purchasing Operation:

Improvements continue to be made to the Distribution Center operation. In addition to procedural changes, under the leadership of Supervisor, Alixx Johnson-Hubbard, a complete review and reduction of aging inventory is underway. Inventory levels continue to be reviewed and managed based on actual usage and district forecasted needs. Many items have been declared obsolete and stock levels reduced to make room for new inventory items and surplus furniture, equipment and other items. Additionally, the Distribution Center is home to many of our textbooks and instructional materials currently in adoption.

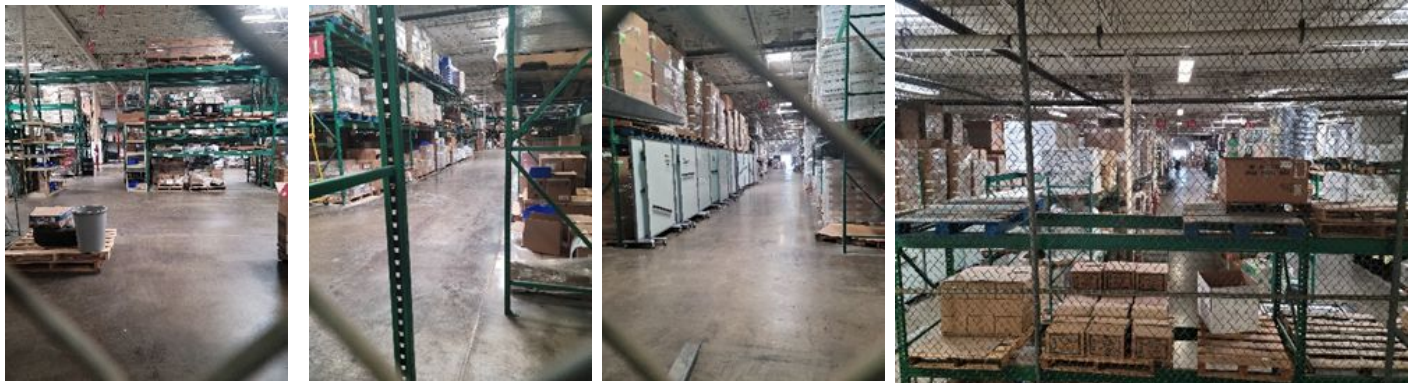
Facility improvements to the Distribution Center include replacement of outdated lighting for LED energy efficient lighting. With much improved lighting, labels are easily read, resulting in fewer errors in order fulfillment.

Along with the lighting improvements, upgrades to the two-decades old overhead doors have been made in order to provide a safer and better operation. This allows drivers and warehouse workers to open the doors remotely without having to utilize the old chain driven system, creating a much safer working environment.

# OPTIMIZE all available resources

Finally, the aging rack system for many of the bulk inventory items continues to deteriorate over time, therefore, a systematic process of replacing failing racks with newer ones is underway. Ten racks, which allows for a total of 1,200 square feet, up to three levels of vertical storage, create an efficient way to store bulk items, such as paper towels, trash bags, and copy paper, making it accessible with any of the fleet of forklifts or pallet jacks in use in the Distribution Center. Additionally, pallet racks were fortified with steel mesh shelving which makes the rack systems more stable and able to increase the total weight from 3,200 lbs. to 5,600 lbs. The plan is to eventually replace all bulk racks in the Distribution Center with newer racks as funds allow.

While more improvements are in the planning stages, these changes are a good start to a leaner Distribution Center operation!





# OPTIMIZE all available resources

## Student Nutrition Update:

### Free Meals for All Students in 2021-2022:

CFBISD Student Nutrition Services is utilizing a Seamless Summer Option waiver to feed all students at no charge in school year 2021-2022. It is the department's goal to ensure that all CFBISD students have access to nutritious meals during the school day. Eliminating the cost of meals makes them more accessible to all students regardless of their socioeconomic status. Participation has trended upward throughout the fall semester. Student meal participation has more than doubled from last year at this time. From August 2021 through December 2021, CFB students have enjoyed 343,280 breakfast meals, 1,273,687 lunch meals, and 75,950 snacks.



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## Overcoming Pandemic-Related Obstacles:

CFBISD Student Nutrition Services has struggled with many pandemic-related challenges including but not limited to supply chain disruptions and labor shortages. At this time, 68 of the 240 departmental positions are vacant. Despite these challenges, the cafeteria staff members at all 34 campuses have worked hard to find creative ways to continue to provide more than 1.6 million meals to CFBISD students in the fall semester. On average, the remaining 172 staff members produce 4,113 breakfast meals, 15,158 lunch meals, and 892 snacks per day. This means that employees are producing 15.7 meals per labor hour worked.





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## Business Support Services Update:

**Superior Rating:** Schools FIRST (Financial Integrity Rating System of Texas) Accountability rating system is designed to encourage Texas public schools to manage their financial resources better to provide the maximum allocation possible for direct instructional purposes. This report creates transparency and discloses the quality of the management and decision-making processes of school districts when it involves resources.

Carrollton-Farmers Branch ISD annually prepares and distributes an annual financial management report, and a public hearing is also provided for community comment on the report. This is a very rigorous process and to achieve a superior rating is difficult. Proudly, CFBISD has achieved the rating of “Superior” scoring a perfect 100 for 20 consecutive years. The report can be found on the CFBISD website under the Business Support Services tab.

