

November 21, 2013

## Go Public campaign celebrates public schools

With SAISD's historic Jefferson HS serving as the backdrop, Superintendent Dr. Sylvester Perez was among representatives of the 15 Bexar County-area school district and business leaders united in a common cause: promoting the benefits of a public school education.

The Go Public campaign, which kicked off earlier this month, will combine social media outreach with radio and TV ads.

"Public schools educate about 90 percent of school-aged children in Bexar County - yet you don't hear often enough about the benefits of public

schools," Perez said.

The yearlong initiative will provide supporters of public schools an opportunity to tell their collective story, Perez said.

"The ads will focus on public education's core strengths: a highly trained and experienced teaching corps, a wide variety of extracurricular activities and clubs and a diversity of learning experiences and technological resources."

Go Public campaign tri-chairs are USAA CEO Gen. Josue (Joe) Robles, CST Brands CEO Kim Bowers and Toyota Motor Manufacturing Texas President

Chris Nielsen. All are products of, and send their children to, public schools.

Perez took advantage of the opportunity to tout some of the host school's highlights since opening amid much fanfare in 1932. Among them being named the "Most Outstanding School in America," appearing on the cover of Life magazine and providing the setting for movies and commercials.

For more information on the campaign visit:

[WeGoPublic.com](http://WeGoPublic.com).



Superintendent Dr. Sylvester Perez (right) is joined by representatives from USAA, Toyota, CST Brands and area school districts in kicking off the Go Public campaign to generate public school awareness.



Jefferson HS Architecture & Environmental Studies Magnet students stand ready to welcome guests to the Go Public campaign kick off.

## Now showing: application process for specialized schools

City Base Cinema moviegoers have an added attraction to their viewing pleasure. Through mid-December, their ticket price will include an opportunity to learn more about SAISD's in-district charter and magnet school programs.

A short ad, converted from a flier promoting the benefits of these offerings and how to apply, now is appearing as part of the featured attractions shown prior to the start of the movie.

The ad was offered to the District at no cost by Brandon Arceneaux, cinema co-owner and an SAISD Foundation board member.

This is among a variety of efforts to spread the good word about the many advantages SAISD affords.

Besides the movie theater ad, the flier upon which it was based has been distributed to locations including select public libraries, the Biblio Tech, Café College, Boys & Girls Club San Antonio, GameStop, the San Antonio Zoo, comic book stores and other strategic locations.

"By distributing marketing materials at these strategic locations, we are able to expand the reach of the students interested in joining our programs," said Javier Salazar, the District's marketing manager.

For more information on applying to an SAISD in-district charter or magnet program visit:

[www.saisd.net](http://www.saisd.net).



## Meet our new mobile app



As part of an ongoing commitment to provide easy access to important information, SAISD now is offering a mobile app.



This handy device provides a wide range of resources including phone numbers, school breakfast and lunch menus, the academic calendar, sports schedules, Trustee and School Board meeting information, news, photos and more.



The app also includes a "Parents" button that is the doorway to information about uniforms, immunizations, student transcript requests, among other topics, and offers direct access to the District's various social media platforms.

The SAISD mobile app can be downloaded to iPhone, iPad, Kindle and Android devices from iTunes, as well as the Amazon and Google app markets.

Those viewing insider on their phone may click on one of the links above to start the process.

## Honors continue for fiscal excellence



The District once again has been recognized for its superior accounting practices and financial reporting.

SAISD recently earned another Certificate of Excellence in Financial Reporting Award from the Association of School Business Officials

International and is one of only 15 Texas school districts and among 88 nationwide to receive this honor for at least 25 years.

The award - for the fiscal year ended June 30, 2012 - reflects the commitment of the governing body and staff to meeting the highest principles of governmental accounting and demonstrating transparency and financial accountability.

# District staff and students get into the groove to move

From clubs to participating in races and marathons, a love for running is taking SAISD by storm.

## Woodlawn ES Running Club

This newly formed group, led by principal and avid runner Dorene Benavidez to get students excited about being fit and making healthy choices at a young age, already is 80 members strong.

Participation is part of a holistic approach to health including discussions during lunch and health class on proper nutrition to ensure students are well-fueled for this invigorating, but strenuous exercise,

Benavidez said.

"We have talked about what runners do to prepare, pacing ourselves, drinking plenty of fluids, practice short and long distances, being a good sportsman and wearing the appropriate clothing attire and shoes," she explained.

The club's immediate goal is to prepare for the SAISD Foundation's annual 5K or 10K race, to be held in March.

## Rock 'n' Roll & 1/2 Marathon and ING KIDS ROCK

SAISD was well represented at these two annual

events, part of a nationwide tour.

The Rock 'n' Roll Marathon, which starts and finishes downtown, not only features live bands along the way, but also showcases local landmarks, including SAISD's.

ING KIDS ROCK is a non-timed, non-competitive 1/2 mile event for kindergartners through 7th-graders that was held at the AT&T Center.

These photos show just some of the District's participants.



Woodlawn ES PE teacher Margaret Vasquez leads the Running Club's inaugural 2.3-mile jaunt from the school to Woodlawn Lake.



Hirsch ES principal Mary Rodriguez (in fuchsia) with friends (l to r) Angie Aguillon and Gloria Soto.



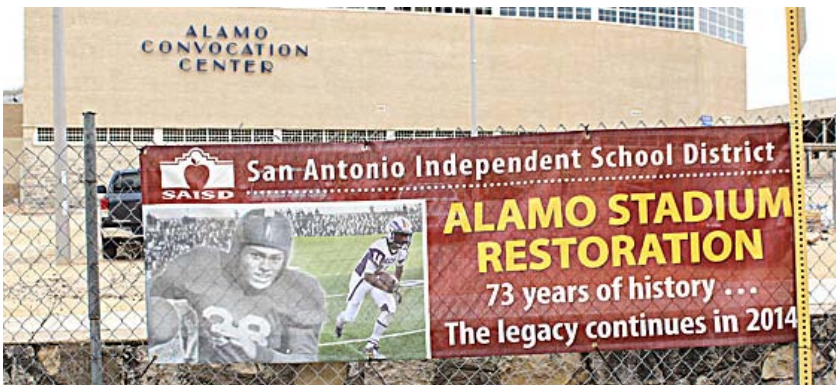
Rogers ES teacher Virginia Boyce (in pink) passes one of the "We Love Our Neighborhood Schools" signs along the route. Behind her (center) is SAISD Foundation Executive Director Judy Geelhoed.



Nelson ES students with 3rd-grade teacher Sharon Bruster (far left) and (far right) assistant PE coach Ranon Alexander and PE teacher Teresa Castro.



Among those representing Wilson ES are principal Jennifer Maestas (shown right with husband Carlos) and (below) students participating in the after-school i play! program, offered through San Antonio Sports. With them (back row, far left) is PE teacher Maria Chapa.



The Alamo Stadium & Convocation Center's prime spot along the marathon route provided the perfect opportunity to promote major renovations under way. The city of San Antonio provided funding for the banner.



## 'Come Through in the Clutch' seminar

District coaches, PE teachers, high school student athletes and their families are invited to learn how to maximize skills and excel under the pressure of competition at:

**Coach Traub's Performance Seminar**

**Dec. 5 (Thurs) - 7 p.m.**

**Burbank HS auditorium, 1002 Edwards St.**

Leading the seminar will be performance consultant and former college baseball coach Aaron Weintraub, known as Coach Traub, who will speak on ways to come through in the clutch, getting better faster, working effectively with others, performing consistently under pressure and developing confidence, toughness and courage.

Ticket price (good for an entire family) is \$25 in advance or \$35 at the door. A portion of the proceeds will benefit the Burbank Athletic Booster Club. Register online at: [www.CoachTraub.com](http://www.CoachTraub.com).

## Let the fun begin!



Cutting the ribbon for the Neal ES SPARK are (l to r) District 1 Councilman Diego Bernal, principal Venus Medina and School Board Vice President Olga M. Hernandez. The opening also is cause for community celebration. Residents may take advantage of the one-

fourth-mile track and other amenities afforded them at this green space implemented through SPARK, a program designed to create public partnerships for neighborhood park space on school grounds. Other features include a soccer field and recreational resting areas. Neal's is the District's first SPARK. Collaborators include SAISD, the city of San Antonio, the San Antonio Parks Board and San Antonio Sports.

## Register now for Komen and save

An early bird special for the District's annual participation in the Komen Race for the Cure to benefit breast cancer research is available through Dec. 15. To take advantage of this special offer, register online using the promo code 50FF at [www.komensanantonio.org](http://www.komensanantonio.org). For more information call Carmen Ng, 554-2285 or email [cng@saisd.net](mailto:cng@saisd.net).



# in the Spotlight



## Social studies super stars

Three outstanding educators are 2013 Globey award recipients as the SAISD Social Studies Teachers of the Year. Honorees are chosen based upon innovative teaching, campus special event coordination, workshop presentations, student participation in academic contests and professional organization membership. Globey winners (front row, l to r, are) Mary L. Roam, Brackenridge HS; Desirre Madrid, Bonham Academy and Adrean Springer, Young Women's Leadership Academy. With them (back row, l to r) are Manuel Flores and Moises Ortiz, assistant principal and principal, respectively, Brackenridge; Will Webber, Bonham principal; and Jennifer Salazar, YWLA academic dean.



Courtesy photo



## Bienvenidos to J.T. Brack

Welcoming visitors to their school with an original tune are these hospitable J.T. Brackenridge ES students and their song-writing teachers (far left and right, respectively) John Pacheco and Weston Ripps. Proud mom Flor Guerra is shown center behind daughter HeavenLee. The performance highlighted the school's Spotlight Breakfast, part of a series providing business leaders interested in education an opportunity to learn about the District's successful schools, in-district charters and magnet programs. Sponsor is the SAISD Foundation, whose Board members in attendance were (l to r) Brandon Logan, Joe Bernal, Carri Baker Wells, Robert Olivares, Bob Rivard and Jesse Hernandez.

## Academic champions



Storm ES 5th-graders (l to r) Joe Salazar, Angel Isaac (kneeling) and Victor Dorantes, along with their teacher Blanca Quezada, show off their school's trophy, won for placing first at the Rhodes MS second-annual STEM Competition. Storm was among nine Rhodes feeder elementaries whose students tested their knowledge in the fields of science, technology, engineering and math through hands-on activities.

Courtesy photo



## Bilingual education advocates

Henry Cisneros (center) and wife Mary Alice (second from left) pose with Maverick ES educators after the former mayor served as guest speaker at Bilingual Parent Education Night. With them (l to r) are teachers Vangie Gonzalez, Magali Franco, Dolores Hix, Celeste Hernandez, Mary Perales, principal Linda Nance and teachers Rocio Valdez, Yamiika Calvillo and Jesus De La Torre.

Courtesy photo

## Award-winning holiday cheer

A Highlands HS student once again has taken top place in SAISD's fifth-annual holiday card contest. As the grand prize winner, Jose Herrera received \$150 and was recognized at the Nov. 18 school board meeting. This year's theme was Clement Clarke Moore's epic poem "The Night Before Christmas." Shown with Jose is his teacher Annette Hoffman. This is the fourth consecutive year a Highlands student has been the grand prize winner.



## Holiday Art Contest Cards for Sale

Prices begin at \$6.50 per package. To purchase your holiday cards, please contact the **Central Office Printing Services Department** at 554-8350. Or email your order to Vanessa Vance at [vvance1@saisd.net](mailto:vvance1@saisd.net). Deadline to place your order is Dec. 13.

## Help the homeless

New and gently used clothing will be collected for homeless shelter families. Contributions can be left in the donation box in the Central Office Accounting Department, which also is the drop-off site for those participating in the Giving Tree project. Both projects start Dec. 2 and the donation deadline is Thursday, Dec. 19.



## Happy Thanksgiving!

All SAISD schools and most offices will be closed Nov. 25-29 in observance of Thanksgiving and re-open on Monday, Dec. 2. *Have a safe and happy holiday!*

