

S T A R

SILVER STARS
GOLD STARS
CRYSTAL
COMMENDATIONS
PLATINUM
AWARD

Awards

2011



February 14, 2012
Sheraton Austin at the Capitol

TSPRA



CATEGORY 1

Internal Newsletter



Less than 10,000 & 10,000 to 30,000 students

BEST OF CATEGORY

Tyler ISD Foundation

Foundation News: Fall 2010

Larry Goddard

GOLD

Laredo ISD

A+News

Veronica Castillon, Maribel Valdez-Rodriguez, Bobby Trevino,
Armando Saldana, Jack Nelson & Claudia Rodriguez.

Tyler ISD Foundation

Foundation News: Fall 2010

Larry Goddard

SILVER

DeSoto ISD

Team DeSoto Finish Strong newsletter

Elizabeth Trimble

Tomball ISD

InTouch

Staci Stanfield

More than 30,000 students

BEST OF CATEGORY

Harris Co. Dept. of Education

Choice Facility Partners

Louise Henry, APR, & Amy Guillory

Leaders Choice Newsletter

GOLD

Humble ISD

The Foundation: Inspiring Minds

Jamie Mount & Robin McAdams

Beyond the Books

Harris Co. Dept. of Education

Choice Facility Partners

Louise Henry, APR, & Amy Guillory

Leaders Choice Newsletter

SILVER

Region 16 ESC

“HEADS UP”

Lynda Queen

United ISD

Tabloid: United I.S.D. Celebrating 50 Years
of Educational Excellence

Rocio Moore



CATEGORY 2

External Newsletter



Less than 10,000 students

BEST OF CATEGORY

Midway ISD

Midway's Open Door

Traci Marlin

GOLD

Alamo Heights ISD

School Views

Dr. Dick Smith, Patti Pawlik-Perales

Midway ISD

Midway's Open Door

Traci Marlin

SILVER

Bay City ISD

Paw Prints, April 2011

Allison Sliva, Sandra Wacker

Channelview ISD

ChannelViews

Mark Kramer

DeSoto ISD

Eagle Express newsletter

Elizabeth Trimble

Sheldon ISD

The Lifelong Learner

Mike Rockwood & Vic Bushfield

10,000 to 30,000 students

BEST OF CATEGORY

Laredo ISD

Las Escuelas

Veronica, Castillon, Bobby Trevino, Mimi Rodriguez,

GOLD

Eagle Mountain-Saginaw ISD

Back-to-School Newsletter

Tammy Castleberry & Kristin Courtney

Laredo ISD

Las Escuelas

Veronica, Castillon, Bobby Trevino, Mimi Rodriguez,
Armando Saldana, Jack Nelson & Claudia Rodriguez

CATEGORY 2 External Newsletter, cont.

SILVER

Eagle Mountain-Saginaw ISD
Harlandale ISD
Northwest ISD
Pearland ISD
Tyler ISD

Superintendent Newsletter
HISD Monthly Newsletters
Northwest Vision
The Progress Newsletter
The Link Jan/Feb 2011

Kristin Courtney & Tammy Castleberry
Leslie Garza
Lesley Weaver
Renea Ivy-Sims & Kim Hocott
Sandra Stanley

More than 30,000 students

BEST OF CATEGORY

Humble ISD

“Your Schools” newsletter

Karen Collier, Jamie Mount & Robin McAdams

GOLD

Garland ISD
Mesquite ISD
Humble ISD

Education GISD
MISD College Week Newsletter
“Your Schools” newsletter

Chris Moore & Judy Kriehn
Kristin Odom & Allison Lewallyn
Karen Collier, Jamie Mount & Robin McAdams

SILVER

Mesquite ISD
United ISD
United ISD

Report Card Newsletter
Parent Connection - Back to School Edition
Tabloid: United I.S.D. Celebrating 50 Years
of Educational Excellence

Allison Lewallyn & Kristin Odom
Paola Arcos Mansinghani
Rocio Moore



CATEGORY 3 Flyer



Less than 10,000 students

BEST OF CATEGORY

Copperas Cove ISD

Strategic Plan

Katie Rudesheim

GOLD

Copperas Cove ISD
Copperas Cove ISD
Krum ISD

Funding the Future
Strategic Plan
Sixth Annual Krum ISD Golf Tournament

Katie Rudesheim
Katie Rudesheim
Chelbie Birdwell

SILVER

Copperas Cove ISD
Galveston ISD

Dollars for Touchdowns
Map of School Locations

Katie Rudesheim
Communications Department

10,000 to 30,000 students

SILVER

Coppell ISD
Ector County ISD
Laredo ISD
Tyler ISD Foundation, Inc.

Cougar Fact Sheet
New Tech Odessa
Attention Laredo: Give where you live!
The Art of Giving Campaign Kickoff Luncheon

NEED NAMES
Communications Department
Jack Nelson
Larry Goddard

More than 30,000 students

BEST OF CATEGORY

ESC Region 20

The National Educational Leaders' Conference:
Leading Effective Schools

Alma C. Godoy

GOLD

ESC Region 20

The National Educational Leaders' Conference:
Leading Effective Schools

Alma C. Godoy

Fort Bend ISD
Harris Co. Dept. of Education
United ISD

Summer's a Blast at Extended Day
Early Childhood Winter Conference Flyer
Employee Banquet Flyer

Becky Walker
Amy Guillory
Paola Arcos Mansinghani

CATEGORY 3 Flyer, cont.

SILVER

Garland ISD	Harris Hill Blue Jeans for Babies Promotional Piece	Judy Kriehn & Chris Moore
Garland ISD	PTA Council Service Project	Judy Kriehn
Harris Co. Dept. of Education	2010 Texas Gubernatorial Debate	Amy Guillory
United ISD	Clases Gratis PSAT y SAT para prepararse para la universidad	Rocio Moore
United ISD	FREE PSAT and SAT College Preparation Classes	Rocio Moore
United ISD	If not in use, Turn off the juice!	Rocio Moore



CATEGORY 4 Brochure



Less than 10,000 students

BEST OF CATEGORY

Dickinson ISD	Calder Road Elementary Dedication	Tammy Dowdy & Ashley Shibley
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GOLD

Dickinson ISD	Calder Road Elementary Dedication	Tammy Dowdy & Ashley Shibley
Galveston ISD	Oppe Elementary Campus of Coastal Studies	Communications Dept.

SILVER

DeSoto ISD	2010 District Overview	Elizabeth Trimble
Dripping Springs ISD	2010 Stakeholders Report	Dale A. Whitaker
Foundation Innovation & LLC	Founders Drive	Milli Christner, PhD & Laurie Cromwell
Friendswood ISD	Friendswood ISD Education Foundation	Karolyn Gephart
	Charity of Choice	
Galveston ISD	Parker Elementary School of International Studies	Communications Dept.

10,000 to 30,000 students

BEST OF CATEGORY

College Station ISD Ed. Foundation	Foundation Marketing Brochure	Teresa Benden
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GOLD

College Station ISD Ed. Foundation	Foundation Marketing Brochure	Teresa Benden
Duncanville ISD	Coffee Talk Roadshow	Kim Bauer, Tiffany Graber & Tammy Kuykendall
Harlandale ISD	School Bus Tours	Leslie Garza
Lubbock ISD	State of the District Report 2010	Nancy Sharp & Brian Morris
Pearland ISD	2010-11 District Profile	Renea Ivy-Sims
Rockwall ISD	Rockwall ISD Legislative Overview	Sheri Fowler

SILVER

Eagle Mountain-Saginaw ISD	Recruitment Brochure	Tammy Castleberry & Kristin Courtney
Eagle Mountain-Saginaw ISD	Your Future Starts Here	Tammy Castleberry & Kristin Courtney
Goose Creek CISD	"Making Dreams Come True" - 1	David Bloom, Carrie Pryor-Newman & Gemima Trujillo
Goose Creek CISD	"Making Dreams Come True" - 2	David Bloom, Carrie Pryor-Newman & Gemima Trujillo
Grand Prairie ISD	2011 Bond Election Mailer	Communications/Community Relations Dept.
Hays CISD	Strategic Planning	Julie Jerome
Tyler ISD	TARGET Academy	Sandra Stanley
Tyler ISD	Tyler Area P-16 Council	Sandra Stanley & Angela Jenkins



CATEGORY 4 Brochure, cont.

More than 30,000 students

BEST OF CATEGORY

Plano ISD	Teamwork for Excellence Pocket Folder	Mary Gorden
GOLD		
ESC Region 20	Cohort of Leadership Associates (CoLA)	Greg DuValle
ESC Region 20	PBMAS/SPP Crosswalk Guide	Shanna Falgoust
ESC Region 20	PLC-20: Designing a Dynamic Culture	Shanna Falgoust
ESC Region 20	Special Education Workshop Offerings	Shanna Falgoust & Greg DuValle
ESC Region 20	TOPP: Teacher Orientation & Preparation Program	Shanna Falgoust
Fort Bend ISD	Fort Bend ISD Fast Facts 2010-2011	Nancy Porter, Becky Walker & Keryn Miles
Foundation Innovation, LLC	EPISD Education Foundation	Milli Christner, PhD & Laurie Cromwell
Humble ISD	Career & Technical Education	Robin McAdams
Mesquite ISD	STAAR EOC	Kristin Odom
Mesquite ISD	Standard Dress	Kristin Odom
Pharr-San Juan-Alamo ISD	PSJA T-STEM Early College High School Brochure	Santiago Zavala III
Plano ISD	Teamwork for Excellence Pocket Folder	Mary Gorden
Texas Education Agency	STAAR The Next Generation - A Guide to the High School Testing Program	Suzanne Marchman, Debbie Ratcliffe & TEA staff
Texas Education Agency	STAAR The Next Generation (parent's guide)	Debbie Ratcliffe & TEA staff
SILVER		
Harris Co. Dept. of Education	Mission Statement and Quick Facts: Special Schools	Tammy Lanier
Pasadena ISD	Community School	Lavonna Carew & Britta Gamino
Texas Education Agency	Navigating the STAAR Program	TEA Staff



CATEGORY 5 Booklet

Less than 10,000 students



BEST OF CATEGORY

Lake Travis ISD	Discover Lake Travis ISD	Marco Alvarado & Michele Wu
GOLD		
Bastrop ISD	Just the Facts	Lauri Anzaldua, Donald Williams
Bay City ISD	Facts & Figures 2010	Allison Sliva & Sandra Wacker
Friendswood ISD	Distinguished Alumni recognition	Karolyn Gephart
Lake Travis ISD	2004/2006 Bond Issues: A Report to the Community	Marco Alvarado & Michele Wu
Lake Travis ISD	Discover Lake Travis ISD	Marco Alvarado & Michele Wu
SILVER		
Friendswood ISD	FISD's Character Education	Karolyn Gephart
Galveston ISD	Galveston Chamber of Committee Chamber of Commerce Education Committee Guide to Galveston Schools	Communications Dept.
Galveston ISD	Schools of Choice Application Guide Insert	Communications Dept.
Galveston ISD	UTMB-GISD Schools Guide	Galveston Independent School District
La Porte ISD	La Porte High School Memory Book "The Music Man"	Kathy Booth
La Porte ISD	Welcome New Teachers to Bulldog Country!	Kimberly Culver
Lindale ISD/Lindale ISD Ed Foundation	Celebrating Our Stars Memory Book	Maya Bethany
Sheldon ISD	Sheldon ISD Strategic Plan	Mike Rockwood & Vic Bushfield



CATEGORY 5 Booklet, cont.

10,000 to 30,000 students

BEST OF CATEGORY

Harlandale ISD

HEB Booklet

Leslie Garza

GOLD

Harlandale ISD

HEB Booklet

Leslie Garza

SILVER

Coppell ISD

ROVA Marimba & Drums

Tamerah Ringo

Northwest ISD

2011-2012 Adopted Budget

Jerhea Nail

More than 30,000 students

BEST OF CATEGORY

ESC Region XIII

2011-2012 Services and Product Catalog

Communication & Production Team

GOLD

ESC Region XIII

2011-2012 Services and Product Catalog
Strategic Plan

Communication & Production Team
Bruce Stone & Candace Ahlfinger

Pasadena ISD

SILVER

ESC Region 20

ESC-20 Programs & Services

Greg DuValle

ESC Region 20

No Child Left Behind (NCLB) Program Connections

Alma C. Godoy

Humble ISD

Be Visionary. Be Heroic

Robin McAdams

CATEGORY 6 Calendar/Planner

Less than 10,000 & 10,000 to 30,000 students



BEST OF CATEGORY

Rockwall ISD

2010-2011 District Calendar

Sheri Fowler

GOLD

Alvarado ISD

School Calendar

Tommy Brown

Rockwall ISD

2010-2011 District Calendar

Sheri Fowler

Waco ISD

2011-2012 WISD School Calendar/Calendario Escolar

Mary Henderson Senter

Weslaco ISD

2011 Wall Calendar

Arminda Munoz

SILVER

Huntsville ISD

Huntsville ISD 2010-2011 Academic Calendar

Shannon Duncan

Weslaco ISD

2011-12 Academic Calendar

Arminda Munoz

More than 30,000 students

BEST OF CATEGORY

ESC Region 20

Child Nutrition Programs

Greg DuValle

GOLD

ESC Region 20

Child Nutrition Programs

Greg DuValle

Pharr-San Juan-Alamo ISD

All PSJA Students: College Ready, College Connected
2010-2011 Calendar

Arianna Vazquez-Hernandez

SILVER

Region 16 ESC

UNDERCOVER HOSS Traveling the 26 counties of the
Texas Panhandle for a close-up look at Region 16 schools
Then & Now

Lynda Queen

United ISD

Rocio Moore





CATEGORY 7 Programs



Less than 10,000 students

BEST OF CATEGORY

Hillsboro ISD Education Foundation

GOLD

Hillsboro ISD Education Foundation
Sheldon ISD

SILVER

DeSoto ISD
Dickinson ISD
La Porte ISD
Midway ISD

Partners in Excellence Gala

Partners in Excellence Gala
Convocation Staff Information

2010 Seniors Prom
Dickinson ISD Field House Dedication
A Reception for Carroll Lundin
MHS & MMS Choirs at TMEA

Katharine Matthys

Katharine Matthys
Mike Rockwood & Vic Bushfield

Elizabeth Trimble
Tammy Dowdy & Ashley Shibley
Kathy Booth
Traci Marlin

10,000 to 30,000 students

BEST OF CATEGORY

Birdville ISD

GOLD

Birdville ISD
Goose Creek CISD

Rockwall ISD
Rockwall ISD

Tyler ISD

SILVER

Duncanville ISD

Eagle Mountain-Saginaw ISD
Eagle Mountain-Saginaw ISD
Eagle Mountain-Saginaw ISD
Northwest ISD
Tyler ISD
Tyler ISD Foundation

A Galaxy of Stars

A Galaxy of Stars
Students' Choice Awards Banquet

A Tapestry of Cultures - Multi-Cultural Celebration
Give Yourselves a Hand -
RISD Employee Awards & Recognition
Our Teachers Take Center Stage

Epic Educators - Employee Appreciation Event

An Evening at Bass Hall
Playoff Fever
The Stars Shine Bright
John M. Tidwell Middle School Dedication
AVID Graduation Celebration Dinner
A Night of Shining Stars, May 12, 2011

Mark Thomas & Stephanie Whitlock

Mark Thomas & Stephanie Whitlock
David Bloom, Carrie Pryor-Newman
& Gemima Trujillo
Adi Bryant
Adi Bryant

Sandra Stanley & Angela Jenkins

Kim Bauer, Tiffany Graber
& Tammy Kuykendall

Kristin Courtney & Tammy Castleberry
Kristin Courtney & Tammy Castleberry
Tammy Castleberry & Kristin Courtney
Lesley Weaver
Sandra Stanley
Larry Goddard

More than 30,000 students

BEST OF CATEGORY

Education Foundation for Pasadena ISD

GOLD

Corpus Christi ISD
Education Foundation for Pasadena ISD
ESC Region XIII
Fort Bend ISD
Garland ISD
Humble ISD
Round Rock ISD

United ISD

Shining Stars Gala

Planetarium Rededication Ceremony
Shining Stars Gala
Social Media Toolkit for K-12 Educators
2011 Fort Bend ISD Teachers of the Year
Garland High School A capella Women
Spelling Bee
Foundation Gala

Gifts of Gold Benefit Fashion Show

Cindy Parmer & Bruce Stone

Lorette Williams & Tanis Acosta
Cindy Parmer & Bruce Stone
Communication & Production Team
Becky Walker & Keryn Miles
GISD Comuncations
Robin McAdams
Tamra Spence, Linda Aschenbrener
& JoyLynn Occhiuzzi
Paola Arcos Mansinghani



CATEGORY 7 Programs, cont.

SILVER

Corpus Christi ISD	TSPRA Conference Program	Tanis Acosta, Kim Sneed & Lorette Williams
ESC Region XIII	2011 CSCOPE Conference Program	Communication & Production Team
ESCRegion 20	Transitioning Adult Learners for a Better Texas	Greg DuValle
Mesquite ISD	An Evening With Martina McBride Program	Kristin Odom
Mesquite ISD	Apple Corps Gala Program	Kristin Odom
Northside ISD	Elementary Educators of the Year Program	Leslie Rodriguez
Pasadena ISD	Pasadena High School Proudly Presents	Lavonna Carew
Pasadena ISD	You Make Their Dreams Come True	Bruce Stone, Candace Ahlfinger & Britta Gamino
Pharr-San Juan-Alamo ISD	Kennedy Middle School Dedication Ceremony	Santiago Zavala III
Plano ISD	Illuminating Learners: The Art of Teaching - Teacher of the Year Gala	Mary Gorden
Plano ISD	Ski Plano ~ Program	Mary Gorden
United ISD	Celebrating 50 Years of Educational Excellence at United I.S.D.	Paola Arcos Mansinghani & Rocio Moore



BEST OF CATEGORY

Friendswood ISD

GOLD

Friendswood ISD

Hillsboro ISD Ed. Foundation

SILVER

Friendswood ISD

Friendswood ISD

Huntsville ISD

La Porte ISD

CATEGORY 8 Invitations/Announcements

Less than 10,000 students

Holiday Dinner with the School Board	Karolyn Gephart
Holiday Dinner with the School Board	Karolyn Gephart
Partners in Excellence Gala	Katharine Matthys
Havana Blues	Karolyn Gephart
Lunch with the Galveston County Superintendents	Karolyn Gephart
Invitation to Superintendent's Welcome Reception	Shannon Duncan
San Jacinto College Center Invitation	Kathy Booth

10,000 to 30,000 students

BEST OF CATEGORY

Goose Creek CISD

Students' Choice Awards Banquet Invitation Gemima Trujillo, Carrie Pryor-Newman
& David Bloom

GOLD

Goose Creek CISD

Students' Choice Awards Banquet Invitation Gemima Trujillo, Carrie Pryor-Newman
& David Bloom

Hays CISD

Denim and Diamonds

Angie Mendez

Laredo ISD

Back to School Invitation

Claudia Rodriguez, Armando Saldana, Bobby Trevino,

Veronica Castillon & Maribel Valdez-Rodriguez

Laredo ISD

Employee Awards Ceremony Invite

Jack Nelson & Veronica Castillon

Laredo ISD

Retiree Fiesta Invite

Jack Nelson & Veronica Castillon



CATEGORY 8 Invitations/Announcements, cont.

SILVER

Birdville ISD	BISD Volunteer Coordinators and PTA Presidents Luncheon Invitation - Spring	Mark Thomas & Stephanie Whitlock
Birdville ISD	Wiley G. Thomas Jr. Coliseum	Mark Thomas & Stephanie Whitlock
Eagle Mountain-Saginaw ISD	The Future is Finally Here	Kristin Courtney & Tammy Castleberry
Northwest ISD	John M. Tidwell Dedication Invitation	Lesley Weaver
Pearland ISD	2011 Service Awards Banquet Invitation	Renea Ivy-Sims
Rockwall ISD	Memorial Day Ceremony Invitation	Sheri Fowler
Tyler ISD	Invitation to Campus Ribbon Cuttings: You're Invited!	Sandra Stanley
Tyler ISD Foundation	A Night of Shining Stars, May 12, 2011, Invitations	Larry Goddard & Beth Guinn
Tyler ISD Foundation	The Art of Giving, May, 2011, Invitations	Larry Goddard

More than 30,000 students

BEST OF CATEGORY

Pasadena ISD	You Make Their Dreams Come True	Bruce Stone & Candace Ahlfinger
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GOLD

Corpus Christi ISD	Mirabal Print Shop Dedication Invitation	Tanis Acosta
Corpus Christi ISD	Turf Ribbon Cutting Invitation	Tanis Acosta
Fort Bend ISD	Wonderland Tea Party Gala	Becky Walker
Garland ISD	Best Luncheon Invitation	Judy Kriehn
Harris Co. Dept. of Education	From HCDE to the State Capitol: Renee Fleishman Retires!	Amy Guillory & Carol Vaughn
Harris Co. Dept. of Education	Reach Your Community with a Gift of Education	Amy Guillory
Mesquite ISD	An Evening With Martina McBride	Kristin Odom
Mesquite ISD	Apple Corps Gala Invitation	Kristin Odom
Pasadena ISD	You Make Their Dreams Come True	Bruce Stone & Candace Ahlfinger
Plano ISD	Illuminating Learners: The Art of Teaching-TOY Gala Invitation	Mary Gorden
Plano ISD	Ski Plano! ~ Invitation	Mary Gorden
United ISD	A 2010 National Blue Ribbon School: Trautmann Elementary School	Paola Arcos Mansinghani & Rocio Moore
United ISD	Dedication Ceremony of the Bill Johnson Student Activity Complex	Paola Arcos Mansinghani
United ISD	Then and Now: Celebrating 50 Years of Educational Excellence	Rocio Moore
United ISD	A Salute to Lt. Col. Tomas M. Rodriguez, Jr.: A Dedication Ceremony of Marine Corps JROTC Rifle Range	Rocio Moore

SILVER

United ISD



CATEGORY 9

Posters

Less than 10,000 students



BEST OF CATEGORY

Galveston ISD	Teacher and Employee of the Year Celebration	Communications Dept.
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GOLD

Alvarado ISD	Bully Hotline	Tommy Brown
Copperas Cove ISD	Building a New Era In Education	Katie Rudesheim
DeSoto ISD	Senior Prom	Elizabeth Trimble
DeSoto ISD	State of DeSoto ISD	Elizabeth Trimble
DeSoto ISD	Team DeSoto Finish Strong	Elizabeth Trimble
Friendswood ISD	Mustang Association	Karolyn Gephart
Galveston ISD	Teacher and Employee of the Year Celebration	Communications Dept.
Midway ISD	Pantherette Basketball	Traci Marlin

CATEGORY 9 Posters, cont.

10,000 to 30,000 students

BEST OF CATEGORY

Eagle Mountain-Saginaw ISD

GOLD

Birdville ISD

Eagle Mountain-Saginaw ISD

Eagle Mountain-Saginaw ISD

Grand Prairie ISD

Rockwall ISD

Rockwall ISD

SILVER

Grand Prairie ISD

Harlandale ISD

Tyler ISD Foundation, Inc.

An Evening at Bass Hall

Bandfest

An Evening at Bass Hall

The Art Experience

Exemplary Eye Chart

Memorial Day Ceremony

Students Serving Others Day

Kristin Courtney & Tammy Castleberry

Mark Thomas & Stephanie Whitlock

Kristin Courtney & Tammy Castleberry

Tammy Castleberry & Kristin Courtney

Communications/Community Relations Dept.

Sheri Fowler

Sheri Fowler & Adi Bryant

Because of a Teacher

HEF Poster

“The Art of Giving” Gala

Communications/Community Relations Dept.

Leslie Garza

Larry Goddard

More than 30,000 students

BEST OF CATEGORY

Fort Bend ISD

GOLD

ESC Region 20

ESC Region 20

ESC Region 20

ESC Region 20

Fort Bend ISD

Garland ISD

Garland ISD

Mesquite ISD

Mesquite ISD

Northside ISD

Pasadena ISD

Texas Education Agency

United ISD

SILVER

Pharr-San Juan-Alamo ISD

United ISD

It's a Great Year

Dating Violence Project Love

ESC-20 Stay Motivated Series

Never Give Up

Rally Against Tobacco

It's a Great Year

Child Find Banner

Online Resource Posters for GISD Libraries

Click with MISD Poster

Recycling Posters

Northside Together Poster

Pasadena Memorial Proudly Presents

STAAR - The Next Generation poster

Migrant Education Program Poster

Becky Walker

Greg DuValle

Greg DuValle

Greg DuValle

Greg DuValle

Becky Walker

Judy Kriehn & Chris Moore

Judy Kriehn & Alyssa Beal

Kristin Odom

Kristin Odom

Leslie Rodriguez

LaVonna Carew

Debbie Ratcliffe & TEA staff

Paola Arcos Mansinghani

PSJA ISD Texas Education Agency

Recognized School District

Timeline - Celebrating 50 Years of Educational Excellence

Arianna Vazquez-Hernandez

Rocio Moore



BEST OF CATEGORY

Highland Park ISD

GOLD

DeSoto ISD

Highland Park ISD

Highland Park ISD

Huntsville ISD

Temple ISD

SILVER

Friendswood ISD

Quinlan ISD

Birthday Card

Happy Holidays from DeSoto ISD

Birthday Card

Holiday Card

Huntsville ISD District Holiday Card

Temple ISD 2010 Holiday Card

Helen Williams

Elizabeth Trimble

Helen Williams

Helen Williams

Shannon Duncan

Regina Corley

Give Thanks!

Quinlan ISD/Lake Tawakoni Regional Chamber of

Commerce Annual Tree Lighting Ceremony

Karolyn Gephart

Tiffany Upchurch



CATEGORY 10

Holiday

Less than 10,000 students

CATEGORY I 0 Holiday, cont. **10,000 to 30,000 students**

BEST OF CATEGORY

Lubbock ISD Holiday Cards Brian Morris & Nancy Sharp

GOLD

Birdville ISD HAPPY HOLIDAYS!
Laredo ISD Christmas Card Mark Thomas & Stephanie Whitlock
Lubbock ISD Holiday Cards Communications Department
Rockwall ISD "Mittens" - 2010 District Holiday Card Brian Morris & Nancy Sharp
Tyler ISD Foundation Happy New Year! Sheri Fowler
Larry Goddard

SILVER

Tyler ISD Winter Wishes Angela Jenkins & Sandra Stanley

More than 30,000 students

BEST OF CATEGORY

Harris Co. Dept. of Education Birds and Ornaments: Happy Holidays! Amy Guillory

GOLD

ESC Region 20 ESC-20 Holiday Card Greg DuValle
Harris Co. Dept. of Education Birds and Ornaments: Happy Holidays! Amy Guillory
Plano ISD "Illuminating the Season" Holiday Card Mary Gorden
United ISD 4th Annual Friends of United I.S.D. Paola Arcos Mansinghani
Gifts of Gold Fashion Show

SILVER

Mesquite ISD Thanksgiving Special Menu Kristin Odom



BEST OF CATEGORY

Galveston ISD Parker Spanish APEX Brochure Communications Dept.

GOLD

Galveston ISD Central Middle School Spanish APEX Brochure Communications Dept.
Galveston ISD Oppe Spanish APEX Brochure Communications Dept.
Galveston ISD Parker Spanish APEX Brochure Communications Dept.
Sheldon ISD El Estudiante de Por Vida Mike Rockwood & Vic Bushfield

10,000 to 30,000 students

BEST OF CATEGORY

Duncanville ISD "Picture Yourself Here" Kim Bauer, Tiffany Graber & Tammy Kuykendall

GOLD

Duncanville ISD "Picture Yourself Here" Kim Bauer, Tiffany Graber & Tammy Kuykendall
Tyler ISD Bonos 2010 Sandra Stanley & Angela Jenkins
Tyler ISD Dia De La Educacion Sandra Stanley
Tyler ISD The Link - Jan/Feb 2011 Sandra Stanley & Angela Jenkins

SILVER

Lubbock ISD Bond Fact Sheet - Spanish/English Nancy Sharp & Brian Morris

CATEGORY I I **Non-English Speaking Audience**



**CATEGORY I I Non-English Speaking Audience, cont.
More than 30,000 students**

BEST OF CATEGORY

Pasadena ISD	ACE	Bruce Stone
GOLD		
ESC Region 20	Child Find Brochure	Greg DuValle
Pasadena ISD	ACE	Bruce Stone
United ISD	Migrant Education Program Poster	Paola Arcos Mansinghani



**CATEGORY I 2
Annual Report**

Less than 10,000 students



BEST OF CATEGORY

Channelview ISD	Points of Pride	Mark Kramer
GOLD		
Bastrop ISD	Bastrop ISD Annual Report	Lauri Anzaldua & Donald Williams
Channelview ISD	Points of Pride	Mark Kramer
SILVER		
Alamo Heights ISD	2010 Annual Performance Report: Continuing the Tradition of Excellence	Dr. Dick Smith & Patti Pawlik-Perales

10,000 to 30,000 & More than 30,000 students

BEST OF CATEGORY

Mesquite ISD	Mesquite ISD Has a Mission	Kristin Odom
GOLD		
Deer Park Ed. Foundation	Brightening the Future of our Students for 20 years	Sheri Brown
Northwest ISD	Annual Report	Lesley Weaver
Fort Worth ISD	Building the Future	Communications Department
Harris Co. Dept. of Education	Popular Annual Financial Report	Tammy Lanier
Mesquite ISD	Mesquite ISD Has a Mission	Kristin Odom
Plano ISD	illuminating Learners: Annual Report	Mary Gorden
Texas Assoc. of School Boards	TASB 2010 Annual Report	TASB
Ysleta ISD	YISD 2010 Annual Report	PR Dept., Patricia Ayala & Christy Flores-Jones
SILVER		
Harris Co. Dept. of Education	Annual Financial Report	Tammy Lanier
Harris Co. Dept. of Education	Head Start Annual Report	Amy Guillory, Carol Vaughn & Tammy Lanier



**CATEGORY I 3
Communication Plan**

All Divisions



BEST OF CATEGORY

Texas Assoc. of School Boards	BuyBoard National Purchasing Cooperative Marketing Packet for Partners	TASB
GOLD		
Texas Assoc. of School Boards	BuyBoard National Purchasing Cooperative Marketing Packet for Partners	TASB
SILVER		
ESCRegion 20	Providing Safe Schools	Greg DuValle
Galveston ISD	Superintendent Introduction Communications Plan	Communications Dept.
Sheldon ISD	Sheldon ISD Strategic Plan	Mike Rockwood & Vic Bushfield



BEST OF CATEGORY

Alvarado ISD

GOLD

Alvarado ISD

SILVER

Kerrville ISD

**CATEGORY 14
Magazine**

Less than 10,000 students

Indian Insider

Tommy Brown

Indian Insider

Tommy Brown

KISD "UP Close"

Lisa S. Winters



More than 30,000 students

BEST OF CATEGORY

Texas Classroom Teachers Assoc.

The Classroom Teacher magazine

Kelley Strutton

GOLD

Harris Co. Dept. of Education
Texas Assoc. of School Boards
Texas Classroom Teachers Assoc.

Imprint Anthology 2011
Texas Lone Star
The Classroom Teacher magazine

Angela Hider & Amanda Arnold
TASB
Kelley Strutton



BEST OF CATEGORY

Texas Classroom Teachers Assoc.

2010-11 TCTA Annual Survival Guide

Kelley Strutton

GOLD

Eagle Mountain-Saginaw ISD

Course Guide

Tammy Castleberry, Kristin Courtney
& Priscilla Peters
Mary Gorden
Kelley Strutton

Plano ISD
Texas Classroom Teachers Assoc.

Student/Parent Policy Guide
2010-11 TCTA Annual Survival Guide

Greg DuValle
Angela Hider

SILVER

ESC Region 20
Harris Co. Dept. of Education

ESC-20 Head Start Parent Handbook
Planning for all Hazard Events:
What Schools Need to Know and Do
Crisis Communications Guide

Judy Everett Ramos

Hurst-Euless-Bedford ISD

**CATEGORY 16
Image/Identity Package**

Less than 10,000 students



BEST OF CATEGORY

Friendswood ISD

The Mustang Association Membership Drive

Karolyn Gephart

GOLD

DeSoto ISD
Friendswood ISD
Quinlan ISD
Temple ISD

Team DeSoto Finish Strong package
The Mustang Association Membership Drive
QISD Hall of Fame Luncheon and Induction
Temple ISD Bond Voting Toolbox

Elizabeth Trimble
Karolyn Gephart
Tiffany Uchurch
Regina Corley



CATEGORY I 6 Image/Identity Package, cont.

10,000 to 30,000 students

BEST OF CATEGORY

Pearland ISD Pearlland ISD Exemplary Branding Renea Ivy-Sims & Kim Hocot

GOLD

Pearland ISD Pearlland ISD Exemplary Branding Renea Ivy-Sims & Kim Hocot

SILVER

Eagle Mountain-Saginaw ISD Better by the Minute Tammy Castleberry & Kristin Courtney

More than 30,000 students

BEST OF CATEGORY

Amarillo ISD Digital Media: It's 4Ever 4Everyone Holly Shelton

GOLD

Amarillo ISD Digital Media: It's 4Ever 4Everyone Holly Shelton

Corpus Christi ISD Delete Profanity..."Ur the App for that!" Lorette Williams & Tanis Acosta

Marketing Package

Corpus Christi ISD Metropolitan Schools of Design Marketing Package Lorette Williams & Tanis Acosta

ESC Region 20 D'Hanis Cowboys: Alma C. Godoy

ESC Region 20 Extending Great Pride and Tradition...Where Reading Comes First

ESC Region 20 Dating Violence Project Love Greg DuValle

ESC Region 20 Financial Organizational Review and Compliance (FOR-C) Alma C. Godoy

ESC Region 20 No Child Left Behind (NCLB) Program Series Alma C. Godoy

ESC Region 20 Providing Safe Schools Greg DuValle

ESC Region 20 Spring Forward Head Start Training Series Alma C. Godoy

ESC Region 20 The National Educational Leaders' Conference: Alma C. Godoy

Leading Effective Schools

Fort Bend ISD Character Links Nancy Porter, Becky Walker & Keryn Miles

Garland ISD HERO Campaign Items Judy Kriehn

Garland ISD Retirement Banquet Collateral Judy Kriehn

Harris Co. Dept. of Education 25th Annual R.T. Garcia Angela Hider, Carol Vaughn

Early Childhood Winter Conference & Amanda Arnold

Harris Co. Dept. of Education Choice Facility Partners Image/Identity Package Louise Henry, APR, & Amy Guillory

Harris Co. Dept. of Education HCDE Identity Package Angela Hider, Amy Guillory,

Tammy Lanier, Amanda Arnold

& Carol Vaughn

Mesquite ISD Mesquite ISD Kindness Campaign Kristin Odom

Pharr-San Juan-Alamo ISD All PSJA Students: College Ready, College Connected Arianna Vazquez-Hernandez

Texas Assoc. of School Boards TASA/TASB Convention Marketing Campaign TASB

SILVER

ESC Region 20 Institute for Leadership Development Greg DuValle

ESC Region 20 School Chemical Cleanout Campaign Greg DuValle

ESC Region 20 TOPP: Teacher Orientation & Preparation Program Shanna Falgoust

Texas Assoc. of School Boards TASB Partners TASB





CATEGORY 17

Writing



Less than 10,000 students

BEST OF CATEGORY

Galveston ISD

School funding is so broken it has to be fixed

Johnston Farrow

GOLD

Galveston ISD

School funding is so broken it has to be fixed

Johnston Farrow

Highland Park ISD

HPHS Young Epidemiology Scholars advance to regional finalist competition in D.C.

David Hicks

Highland Park ISD

Private gifting fills in the missing piece of HPISD's school finance puzzle

Helen Williams

Huntsville ISD

2011 Commencement - Superintendent's Speech/Script

Huntsville ISD

Krum ISD

First Grade Students Chosen for Trip to Disneyworld

Shannon Duncan

South San Antonio ISD

SSAHS Students Spearhead Cemetery Cleanup Efforts

Chelbie Birdwell

SILVER

Alvarado ISD

Additional Distance Learning ...

Tommy Brown

Alvarado ISD

New Math Program

Tommy Brown

Galveston ISD

Austin Middle School paves the way for followers

Johnston Farrow

Sheldon ISD

On The Map

Mike Rockwood

South San Antonio ISD

SSAHS Seniors Earn Prestigious Gates Millennium Scholarship

Eduardo Suarez

10,000 to 30,000 students

BEST OF CATEGORY

Tyler ISD Foundation

INteresting Folks

Larry Goddard

GOLD

Harlingen CISD

Our Children, Our Future, Our World video script

Corey Ryan

Comal ISD

Let's Move in Comal ISD

Jason Gordon

Comal ISD

STAR sports bowls another strike

Jason Gordon

Duncanville ISD

Bringing Monasterolo, Italy to Merrifield

Tiffany Graber

Goose Creek CISD

Walker Wildcat fourth-grader wins district spelling bee title

David Bloom

Laredo ISD

Nelson leads LISD into the 21st century

Veronica Castillon, APR

Rockwall ISD

Memorial Day Ceremony Script

Sheri Fowler

Tyler ISD Foundation

INteresting Folks

Larry Goddard

SILVER

Comal ISD

A golden teacher in Comal ISD

Jason Gordon

Goose Creek CISD

Goose Creek CISD welcomes new teachers, new year

David Bloom

Tomball ISD

Education finance - on storm watch!!!

Staci Stanfield

Tyler ISD

Our Teachers Take Center Stage Script

Angela Jenkins

More than 30,000 students

BEST OF CATEGORY

Mesquite ISD

Superintendent's Commencement Address

Allison Lewallyn

GOLD

Harris Co. Dept. of Education

Doing His Part: HCDE Trustee Retires After 43 Years of Board Service

Carol Vaughn

Leander ISD

District Announces Budget Reductions

Jennifer Bailey

Leander ISD

Partnership with Concordia University Enriches

Jennifer Bailey

Mesquite ISD

Lives of LISD Students

Texas Assoc. of School Boards

Superintendent's Commencement Address

Allison Lewallyn

"The Big Squeeze"

Roger White

CATEGORY 17 Writing, cont.

SILVER

Harris Co. Dept. of Education
Leander ISD
United ISD

21-year ESL/civics teacher wins top award
How Does LISD Teach Culture to Staff
Script for the Bill Johnson Dedication Ceremony

Carol Vaughn
Jennifer Bailey
Veronica R. Cantu



BEST OF CATEGORY

La Porte ISD

GOLD

Alvarado ISD
Bay City ISD
Cleburne ISD
Cleburne ISD
Ennis ISD
Highland Park ISD
Highland Park ISD
Highland Park ISD
Krum ISD
Krum ISD
La Porte ISD

Ruth Kicklighter retires from "temporary" LPHS teaching job



Terri Cook

SILVER

Channelview ISD
Highland Park ISD
Lake Travis ISD

Planning For Cuts
Garcia named Holmes Elementary's Teacher of the Year
Spelling Bee Alternate--By Choice
Students Remember Classmate
Ennis ISD is a Brand Name
HPHS bagpipers welcome unique set of indoor pipes to collection
HPISD is an amazing place to teach, learn and shape the future
Superintendent's look ahead for the new year
Community Members Open Up About Living With Diabetes
Teacher's Uncommon Idea Leads to Flood of Donations
Ruth Kicklighter retires from "temporary" LPHS teaching job

Tommy Brown
Allison Sliva & Sandra Wacker
Lisa Magers
Lisa Magers
Henry Martinez
Helen Williams
Helen Williams
Helen Williams
Chelbie Birdwell
Chelbie Birdwell
Terri Cook

Salute to a Hero
Three-part series of updates on school finance
The 'Skype' is the limit

Mark Kramer
Helen Williams
Marco Alvarado

10,000 to 30,000 students

BEST OF CATEGORY

Harlandale ISD

GOLD

Comal ISD
Comal ISD
Comal ISD
Goose Creek CISD
Goose Creek CISD
Goose Creek CISD
Harlandale ISD
Laredo ISD
Rockwall ISD

Honorary graduate battling for his life

Leslie Garza

SILVER

Comal ISD
Duncanville ISD
Midland ISD
Tyler ISD Foundation
Tyler ISD Foundation
Tyler ISD Foundation
Tyler ISD Foundation

iMentor successful students
Students making healthy choices in Comal ISD
Tightropes and zip lines create fast friendships at new campus
Good News Ganders: State designates REL as historical site
Goose Creek CISD reaches out to dropouts
Shattered Dreams program brings awareness to teenage drinking
Honorary graduate battling for his life
Welcome to Macdonellville
RISD Kindergartener tops state in Jump Rope for Heart Donations

Jason Gordon
Jason Gordon
Jason Gordon
David Bloom
David Bloom
David Bloom
Leslie Garza
Veronica Castillon, APR
Sheri Fowler

Students save astronauts from danger
Duncanville Athlete Goes for the Gold
"Annie Get Your Gun" Goes Onstage
A Life Through A Photographer's Lens
A Woman For All Seasons: Mary Ellen Reed
Chris Parcell: Life's Biggest Fan
Oh, Yes, Even You Can Be a Fundraiser

Jason Gordon
Tiffany Graber
Elizabeth York
Larry Goddard
Larry Goddard
Larry Goddard
Larry Goddard

CATEGORY 18 Published News or Feature, cont.

More than 30,000 students

BEST OF CATEGORY

Northside ISD Northside ISD leads evolution of school nutrition Karen Adler

GOLD

Harris Co. Dept. of Education Back-to-School through Distance Learning Carol Vaughn

Northside ISD District's completion rate skyrockets to an all-time high Karen Adler

Northside ISD Northside ISD leads evolution of school nutrition Karen Adler

Texas Classroom Teachers Assoc. "CYBERBULLYING: CONTROL-ALT-DELETE" Kelley Strutton

SILVER

Humble ISD 10 Years, 10 Stories series Jamie Mount

Pasadena ISD Completing the Cycle Al Carter

Round Rock ISD 'King of McNeil' gets his crown Tamra Spence & JoyLynn Occhiuzzi



CATEGORY 19 Published News Release, Edited



Less than 10,000 students

BEST OF CATEGORY

Channelview ISD Honoring a Hero Mark Kramer

GOLD

Channelview ISD How do you spell success? Mark Kramer

Channelview ISD Honoring a Hero Mark Kramer

SILVER

Alvarado ISD AISD releases iPhone app Tommy Brown

Krum ISD Krum ISD Awarded \$5,000 Grant for School Wellness Chelbie Birdwell

Lake Travis ISD Lake Travis HS Ag, LT FFA programs breeding champions Marco Alvarado & Michele Wu

10,000 to 30,000 students

BEST OF CATEGORY

Duncanville ISD Sustainable Schools Tiffany Graber

GOLD

Comal ISD Camp Invention Students Get Creative Jason Gordon

Duncanville ISD Sustainable Schools Tiffany Graber

Tyler ISD Foundation Made With Love: Lunch Ladies Prepare Food That Feeds the Soul Larry Goddard

SILVER

Comal ISD Campus opens new school store Jason Gordon

Comal ISD Planning a trip to Mars Jason Gordon

Tyler ISD Foundation Couple Donates \$550,000 to Tyler ISD Foundation Larry Goddard

More than 30,000 students

BEST OF CATEGORY

Harris Co. Dept. of Education 20 Cars in 20 Years: A Celebration of Giving Carol Vaughn

GOLD

Harris Co. Dept. of Education 20 Cars in 20 Years: A Celebration of Giving Carol Vaughn

SILVER

Harris Co. Dept. of Education Job Order Contracting article Louise Henry, APR

Harris Co. Dept. of Education NASA Grant Helps HCDE Create Online Science Curriculum Carol Vaughn



CATEGORY 20

Photo - Sports Subjects



Less than 10,000 students

BEST OF CATEGORY

Weatherford ISD

Facemask

Derik Moore

GOLD

Alvarado ISD
Weatherford ISD

High Jump
Facemask

Tommy Brown
Derik Moore

SILVER

Krum ISD
Krum ISD
Sheldon ISD

Bobcat Spirit
The Perfect Swing
Sheldon ISD District Panther Relay Photo

Chelbie Birdwell
Chelbie Birdwell
Victor Bushfield

10,000 to 30,000 students & More than 30,000 students

BEST OF CATEGORY

Duncanville ISD

Field Day Fun

Kim Bauer

GOLD

Duncanville ISD

Field Day Fun

Kim Bauer

SILVER

Midland ISD
Harris County Department of Education
Amanda Arnold

Friday Night Football

Elizabeth York
CASE Grand Slam Tennis Jam

Pasadena ISD
Pasadena ISD

Eyeball to Eyeball
Miracle Touchdown

Al Carter
Al Carter



CATEGORY 21

Photo - Other Subjects



Less than 10,000 students

BEST OF CATEGORY

Alvarado ISD

Indian Friend Reading Day

Tommy Brown

GOLD

Alvarado ISD
Copperas Cove ISD
Highland Park ISD
Highland Park ISD
Huntsville ISD
Krum ISD
Krum ISD
Midway ISD
Midway ISD

Indian Friend Reading Day
Mammalogist In Action
Bagpipers welcome unique set of indoor pipes to collection
First day of school
Huntsville ISD Photo of Military Marching Band Drumline
Get Your Antlers Up!
Honoring Those Who Served
Castleman Creek Wetlands
Cheer Champions

Tommy Brown
Katie Rudesheim
Helen Williams
Helen Williams
Shannon Duncan
Chelbie Birdwell
Chelbie Birdwell
Traci Marlin
Traci Marlin

SILVER

Alvarado ISD
Copperas Cove ISD
Highland Park ISD
Krum ISD
La Porte ISD
South San Antonio ISD
Temple ISD
Temple ISD
Weatherford ISD

First Day of School
Pie in the Sky
Black Light Pep Rally
Real Superheroes
Self Portrait
Class of 2011 Graduates
"Dance"
"The Law in Town"
Soldier returns, surprises girlfriend at volleyball game

Tommy Brown
Katie Rudesheim
David Hicks
Chelbie Birdwell
Terri Cook
Eduardo Suarez
Regina Corley
Regina Corley
Derik Moore

CATEGORY 21 Photos Other Subjects, cont. 10,000 to 30,000 students

BEST OF CATEGORY

Hurst-Eules-Bedford ISD Smiling, Flying Dancers Dave Nielsen

GOLD

Comal ISD	Bolts and bows	Jason Gordon
Ector County ISD	Christmas decoration	Communications Department
Ector County ISD	Jumping for TAKS	Communications Department
Hurst-Eules-Bedford ISD	Smiling, Flying Dancers	Dave Nielsen
Laredo ISD	Graduation	Bobby Trevino & Jack Nelson
Midland ISD	Girl With Butterfly	Elizabeth York
Tyler ISD	Winter Wishes	Angela Jenkins

SILVER

Comal ISD	Can I use a lifeline?	Jason Gordon
Comal ISD	Going back to school turns me upside down	Jason Gordon
Ector County ISD	First Week of School Blues	Communications Department
Grand Prairie ISD	Crosswinds Little Coyote Learning Center	Communications/Community Relations Dept.
Laredo ISD	Dress for Success	Bobby Trevino & Jack Nelson
Tyler ISD Foundation	Happy 20th Birthday Foundation from Bell Elementary	Larry Goddard & Joey Seeber
Tyler ISD Foundation	Retro Happy New Year: Mad Men and Women in Today's World!	Larry Goddard
Tyler ISD Foundation	The Paparazzi Are All Around! A Night of Shining Stars	Larry Goddard
Waco ISD	The Muffin Girl	Mary Senter

More than 30,000 students

BEST OF CATEGORY

ESC Region 20 D'Hanis Cowboys: Extending Great Pride and Tradition Development & Support Services

GOLD

ESC Region 20	D'Hanis Cowboys: Extending Great Pride and Tradition-1	Development & Support Services
ESC Region 20	D'Hanis Cowboys: Extending Great Pride and Tradition-2	Development & Support Services
ESC Region 20	D'Hanis Cowboys: Extending Great Pride and Tradition-3	Development & Support Services
Harris Co. Dept. of Education	CASE Kids' Day at Frost Bank	Amanda Arnold
Harris Co. Dept. of Education	CASE Kids' Day Space Science at Texas Southern University	Amanda Arnold
Harris Co. Dept. of Education	Science Matters	Carol Vaughn

SILVER

United ISD	A Force for Good	Alex S. Meyer
United ISD	Roaring to Learn!	Alex S. Meyer
Ysleta ISD	Class of 2024 - Ysleta Pre-K students	PR Department & Patricia Ayala



CATEGORY 22 **Logo, Trademark, Symbol**

Less than 10,000 students



BEST OF CATEGORY

Galveston ISD Morgan Science and Engineering Magnet Logo Communications Dept.

GOLD

DeSoto ISD	Team DeSoto Finish Strong logo	Elizabeth Trimble
Galveston ISD	APEX Schools Logo	Communications Dept.
Galveston ISD	Morgan Science and Engineering Magnet Logo	Communications Dept.
Galveston ISD	Oppe Coastal Studies Magnet Logo	Communications Dept.
Hillsboro ISD	Logo Design	Katharine Matthys

CATEGORY 22 Logo, Trademark, Symbol, cont.

SILVER

Copperas Cove ISD	Senior Walk of Fame	Katie Rudesheim
Galveston ISD	Central Middle School Media Arts Academy Logo	Communications Dept.
Temple ISD	Partners in Education (PiE) Logo	Regina Corley

10,000 to 30,000 students

BEST OF CATEGORY

Eagle Mountain-Saginaw ISD	Better by the Minute	Kristin Courtney & Tammy Castleberry
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GOLD

Eagle Mountain-Saginaw ISD	Better by the Minute	Kristin Courtney & Tammy Castleberry
Wichita Falls ISD	FOCUS Logo	Ashley Thomas

SILVER

Tomball ISD	Tomball Scholarship Foundation Logo	Staci Stanfield
Tyler ISD Foundation	Tyler ISD Foundation's New and Simple and IMPROVED logo!	Larry Goddard
Tyler ISD Foundation	Tyler ISD Foundation: Supporting Tyler ISD for 20 Years Logo	Larry Goddard

More than 30,000 students

BEST OF CATEGORY

Fort Bend ISD	Robot Basketball	Becky Walker
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GOLD

Amarillo ISD	Digital Media: It's 4Ever 4Everyone	Holly Shelton
Corpus Christi ISD	Metropolitan Schools of Design Logo	Tanis Acosta
ESC Region 20	Cohort of Leadership Associates (CoLA)	Greg DuValle
Fort Bend ISD	Robot Basketball	Becky Walker
Garland ISD	READY! Logo	Judy Kriehn & Jasmine Preston
Northside ISD	Mireles Elementary School Logo	Leslie Rodriguez
United ISD	2010 TEA Recognized District	Rocio Moore
United ISD	Celebrating 50 Years of Educational Excellence	Rocio Moore

SILVER

Corpus Christi ISD	TSPRA Conference Logo	Tanis Acosta & Lyndall Gathright
ESC Region 20	Learn 4 21	Greg DuValle
Texas Assoc. of School Boards	Executive Search Services (ESS) Logo Redesign	TASB
United ISD	Trautmann Elementary Blue Ribbon Logo	Paola Arcos Mansinghani



CATEGORY 23 Original Art



Less than 10,000 students

BEST OF CATEGORY

Midway ISD	We're Behind You	Traci Marlin
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GOLD

Midway ISD	We're Behind You	Traci Marlin
Sheldon ISD	Athletic Art	Mike Rockwood
Weatherford ISD	TAPE visit cover	Derik Moore

10,000 to 30,000 & More than 30,000 students

BEST OF CATEGORY

United ISD	Pop Art	Rocio Moore
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GOLD

ESC Region 20	ESC-20 Stay Motivated Poster Series	Greg DuValle
Garland ISD	2011 March of Dimes Campaign T-shirt	Judy Kriehn
Garland ISD	Garland ISD Map	Judy Kriehn
Mesquite ISD	Recycle Bookmark	Kristin Odom
United ISD	Pop Art	Rocio Moore
Waco ISD	Original Artwork for Alta Vista Montessori	Mary Henderson Senter



CATEGORY 24

Published Print Ad



Less than 10,000

BEST OF CATEGORY

Galveston ISD Teacher/Employee of the Year Advertisement Communications Dept.

GOLD

Bay City ISD Bay City ISD: Your Hometown School with Big City Opportunities Allison Sliva & Sandra Wacker

Galveston ISD Teacher/Employee of the Year Advertisement Communications Dept.

SILVER

Huntsville ISD Huntsville ISD Ad for Life & Times of Walker County publication Shannon Duncan
Sheldon ISD Sheldon ISD District Recognized Advertisement Victor Bushfield

10,000 to 30,000 students

BEST OF CATEGORY

Waco ISD Ed. Foundation 2011 H-E-B Celebrity Cook Off Amber R. George

GOLD

Laredo ISD Graduation Advertisement Jack Nelson & Bobby Trevino

Laredo ISD Slow Down In School Zone Veronica Castillon, APR, & Jack Nelson

Tyler ISD Kindergarten Registration Sandra Stanley

Tyler ISD Tyler ISD One Passion...One Purpose Sandra Stanley

Tyler ISD Foundation Education Foundation Director honored as Larry Goddard
TSPRA's Key Communicator of the Year!

Waco ISD Ed. Foundation Partnerships Give Me Butterflies Amber R. George

Waco ISD Ed. Foundation What is an Education Foundation? Amber R. George

Waco ISD Ed. Foundation 2011 H-E-B Celebrity Cook Off Amber R. George

SILVER

Duncanville ISD "At Home with Duncanville ISD" Kim Bauer, Tiffany Graber & Tammy Kuykendall

More than 30,000 students

BEST OF CATEGORY

Texas Assoc. of School Boards TASB Risk Management Fund "Difference" Ad Campaign TASB

GOLD

Harris Co. Dept. of Education Early Childhood Winter Conference Ad Amy Guillory

Harris Co. Dept. of Education Educator Effectiveness ad Amy Guillory

Mesquite ISD Mesquite ISD Back to School Advertisement Kristin Odom

Pharr-San Juan-Alamo ISD Kennedy Middle School Dedication Santiago Zavala III

Pharr-San Juan-Alamo ISD PSJA Congratulates the Class of 2011 Santiago Zavala III

Texas Assoc. of School Boards TASB Risk Management Fund "Difference" Ad Campaign TASB



CATEGORY 25

Advertisement - Other



Less than 10,000 students

BEST OF CATEGORY

Ennis ISD Ennis ISD Billboard Henry Martinez

GOLD

Ennis ISD Ennis ISD Billboard Henry Martinez

Huntsville ISD Huntsville ISD Exhibit & Promo Items for Chamber of Commerce Trade Expo Shannon Duncan

CATEGORY 25 Advertisement Other, cont.

10,000 to 30,000 students

BEST OF CATEGORY

Duncanville ISD Red and Blue. Is It In You? Kim Bauer, Tiffany Graber & Tammy Kuykendall

GOLD

Duncanville ISD Red and Blue. Is It In You? Kim Bauer, Tiffany Graber & Tammy Kuykendall

SILVER

Ector County ISD Greenhouse banner Communications Department
Tyler ISD Foundation Preview of "The Art of Giving" Larry Goddard

More than 30,000 students

BEST OF CATEGORY

Pasadena ISD Keeping the Faith Bruce Stone, Al Carter, Lavonna Carew,
Jessica Bennett, Cindy Parmer & Candace Ahlfinger

GOLD

ESC Region 20 Learn 4 21 Banner Display Alma C. Godoy & Greg DuValle

Fort Worth ISD O.D. Wyatt HS Billboards Shara Kelley

Harris Co. Dept. of Education Therapy Services Solutions...You Can't be Without! Amy Guillory & Carol Vaughn

Mesquite ISD Booth Display Banner Kristin Odom

Mesquite ISD Mesquite ISD Billboard Kristin Odom

Pasadena ISD Keeping the Faith Bruce Stone, Al Carter, Lavonna Carew,

Jessica Bennett, Cindy Parmer & Candace Ahlfinger

Pharr-San Juan-Alamo ISD College, Career & Technology Academy Door Hanger Arianna Vazquez-Hernandez

Pharr-San Juan-Alamo ISD PSJA ISD District Teachers of the Year 2011 Billboard Santiago Zavala III



CATEGORY 26

Video - News/Information



Less than 10,000 students & 10,000 to 30,000 students

BEST OF CATEGORY

KWES TSPRA Conference 2011 Steve Valdez, Don Ramirez & Julian Olivarez

GOLD

Kerrville ISD "It's Happening, NOW!" Lisa S. Winters

KWES TSPRA Conference 2011 Steve Valdez, Don Ramirez & Julian Olivarez

KWES Weslaco ISD Recycling Efforts Series Don Ramirez

Laredo ISD-ITV Campus News Jeannette G. Martinez, Esteban Borjas Jr.,

Ruben Vela, David Flores, Jose Mendiola,

Robert Alba, Rodolfo Reyes & Julio Ovando

Kenneth Dixon

Lubbock ISD Student Newscast Norma Zamora-Guerra & Mark May

McAllen ISD College Night Karla Schumacher

McKinney ISD Sports Talk

More than 30,000 students

BEST OF CATEGORY

Mesquite ISD Stories Not to Be Missed - November 2010 Clif Cotton

GOLD

Mesquite ISD JHCN Campus News Wei Tung Chou

Mesquite ISD Stories Not to Be Missed - November 2010 Clif Cotton

United ISD United ISD Generic Newscast 8 ITV Department

United ISD United ISD Generic Newscast 10 ITV Department

United ISD United ISD Generic Newscast 12 ITV Department

United ISD United ISD Generic Newscast 18 ITV Department

United ISD Washington Middle School Feature Newscast ITV Department



CATEGORY 27

Video - News Release/News Package



Less than 10,000 students & 10,000 to 30,000 students

BEST OF CATEGORY

KWES

TAKS at Estero Llano Grande State Park

Don Ramirez & Julian Olivarez

GOLD

Highland Park ISD

iPhone 4

Kelly Snowden

Duncanville ISD

Growing Good Behavior from Kindergarten Up

Tiffany Graber

KWES

Drum Cafe Motivating Teachers for the Future

Don Ramirez

KWES

TAKS at Estero Llano Grande State Park

Don Ramirez & Julian Olivarez

More than 30,000 students

BEST OF CATEGORY

Northside ISD

Deaf Swimmer

Julie Ann Matonis & Tim Irvin

GOLD

Fort Worth ISD

A Heart Lesson in Making Change

Scott Juvette & Charles Ellis

Fort Worth ISD

AHHS State Basketball Rally

Scott Juvette & Charles Ellis

Fort Worth ISD

Surprise!

Scott Juvette & Ellis

Northside ISD

Deaf Swimmer

Julie Ann Matonis & Tim Irvin

United ISD

United H.S. Choir Sings With Foreigner

ITV Department



CATEGORY 28

Video - Documentary



10,000 to 30,000 students

SILVER

KWES

Weslaco ISD's Performing Arts Center

Steve Valdez, Don Ramirez & Julian Olivarez

Laredo ISD-ITV

Col. Kickbusch Returns to Laredo

Jeannette G. Martinez, Esteban Borjas Jr., & Ruben Vela

Laredo ISD-ITV

Laredo Pride

Dr. Marcus Nelson, Jeannette G. Martinez, Esteban Borjas Jr., Ruben Vela, David Flores, Jose Mendiola, Robert Alba, Rodolfo Reyes & Julio Ovando

Laredo ISD-ITV

Non-Traditional High School

Dr. Marcus Nelson, Jeannette G. Martinez & Ruben Vela

McKinney ISD

Kylee's Story

Karla Schumacher

More than 30,000 students

BEST OF CATEGORY

Fort Worth ISD

FWISD Growing Social Media

Communications Department

GOLD

Fort Worth ISD

FWISD Growing Social Media

Communications Department

SILVER

Fort Worth ISD

Gold Seal Programs of Choice - Overview

Scott Juvette & Charles Ellis

Garland ISD

"O'Banion AVID: I Am a Promise"

Larry Grimes & Homer Clayton

Mesquite ISD

Sweet November

Clif Cotton

Northside ISD

The Official Dedication of Dolph Briscoe Middle School -

NISD-TV

United ISD

The Best is Yet to Come

Imaginarium Awards Video

ITV Department



CATEGORY 29

Video - Special Interest/Feature Series



Less than 10,000 students

BEST OF CATEGORY

Highland Park ISD	HPHS Choir 2010-11	Kelly Snowden
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GOLD

Highland Park ISD	HPHS Choir 2010-11	Kelly Snowden
Highland Park ISD	Senior Toms	Kelly Snowden

SILVER

Alamo Heights ISD	AHISD: It's Gonna Be A Good, Good Year	Patti Pawlik-Perales & Dr. Dick Smith
Alamo Heights ISD	Everyday Heroes	Patti Pawlik-Perales & Dr. Dick Smith
Highland Park ISD	"Grease" performance	Kelly Snowden
Sheldon ISD	Teachers of the Year	Mike Rockwood

10,000 to 30,000 students

BEST OF CATEGORY

KWES	Weslaco H.S. Honors Sgt. Rudy Rodriguez	Steve Valdez, Don Ramirez & Julian Olivarez
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GOLD

KWES	WEHS State Powerlifting Champs 2011	Steve Valdez
KWES	Weslaco H.S. Honors Sgt. Rudy Rodriguez	Steve Valdez, Don Ramirez & Julian Olivarez

Laredo ISD-ITV	George Hill Visits Laredo	Dr. Marcus Nelson, Jeannette G. Martinez & Ruben Vela
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Laredo ISD-ITV	Go Laredo	Dr. Marcus Nelson, Jeannette G. Martinez, Esteban Borjas Jr., Ruben Vela, David Flores, Jose Mendiola, Robert Alba, Rodolfo Reyes & Julio Ovando
Laredo ISD-ITV	Teachers	Dr. Marcus Nelson, Jeannette G. Martinez, Esteban Borjas Jr., Ruben Vela, David Flores, Jose Mendiola, Robert Alba, Rodolfo Reyes & Julio Ovando

Lubbock ISD	Out and About	Ray Rush & Nancy Sharp
McKinney ISD	I Like Big Books	Karla Schumacher
Northwest ISD	Got Growth	Emily Olson
Rockwall ISD	A Tapestry of Cultures Video	Sheri Fowler
Rockwall ISD	I Dream, I Learn, I Lead Video	Sheri Fowler
Rockwall ISD	Teacher of the Year Video	Sheri Fowler

SILVER

Duncanville ISD	Epic Educators 2011 Campus Teachers of the Year Video	Tiffany Graber
Hurst-Euless-Bedford ISD	Want Salad?	Carolyn Marcantel
Laredo ISD-ITV	I'm Not Going To Skip My Class	Dr. Marcus Nelson, Jeannette G. Martinez, Esteban Borjas Jr., Ruben Vela, David Flores, Jose Mendiola, Robert Alba, Rodolfo Reyes & Julio Ovando

McAllen ISD	Castaneda Elementary 10th Anniversary Celebration	Erasmus Cervantes
McAllen ISD	Dentists Who Care	Erasmus Cervantes
McKinney ISD	Welcome Home, Troops	Karla Schumacher
Tyler ISD	Our Teachers Take Center Stage	Jacob Walker
Tyler ISD Foundation	The Big Apple Meets the Tyler Roses	Larry Goddard



CATEGORY 29 Video - Special Interest/Feature Series, cont.

More than 30,000 students

BEST OF CATEGORY

Fort Worth ISD SWHS Gold Seal Programs of Choice Scott Juvette, Charles Ellis & Rebecca Slack

GOLD

Corpus Christi ISD	CCISD Secondary Teacher of the Year-John Colunga	Lorette Williams & Lyndall Gathright
Fort Worth ISD	AHHS Gold Seal Programs of Choice	Scott Juvette, Charles Ellis & Rebecca Slack
Fort Worth ISD	Chief's Corner at Hazel Harvey Peace ES	Scott Juvette, Charles Ellis & Rebecca Slack
Fort Worth ISD	SWHS Gold Seal Programs of Choice	Scott Juvette, Charles Ellis & Rebecca Slack
Fort Worth ISD	TABS High School: Coming Soon	Scott Juvette, Charles Ellis & Rebecca Slack
Garland ISD	"Spotlight on the Arts #1105"	Larry Grimes & Homer Clayton
Mesquite ISD	Poteet Boot Camp	Clif Cotton
Mesquite ISD	Sam's Story	Clif Cotton
Mesquite ISD	The Snow Globe Effect	Clif Cotton
Northside ISD	The Ultimate Gift	Julie Ann Matonis & Tim Irvin
Pharr-San Juan-Alamo ISD	Transportation Department Highlight	David Bourbois
United ISD	Board Members Super Hero Video	ITV Department
United ISD	Externship Video 2010	ITV Department
United ISD	Fierro Family Video	ITV Department
United ISD	Karen's Great Adventure	ITV Department
United ISD	Killam Elementary Survives the TAKS	ITV Department

SILVER

Pharr-San Juan-Alamo ISD	Teacher of the Year	Marco A. Vasquez & David Bourbois
United ISD	Sandra Benavides Retirement Video	ITV Department
United ISD	Sandra Cavazos Retirement Video	ITV Department
United ISD	Toy Drive Highlight	ITV Department
United ISD	United South H.S. Pink Glove Dance Video	ITV Department



CATEGORY 30 Video - Promotional/Marketing



Less than 10,000 students

BEST OF CATEGORY

Lindale ISD/ Lindale ISD Ed Foundation	Our Superheroes	Maya Bethany
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GOLD

Bastrop ISD	Whatever It Takes PSA	Lauri Anzaldúa & Donald Williams
Galveston ISD	Career and Technical Education PSA	Communications Dept.
Highland Park ISD	Texting and Driving PSA	Kelly Snowden
Lindale ISD/ Lindale ISD Ed Foundation	Our Superheroes	Maya Bethany



CATEGORY 30 Video - Promotional/Marketing, cont.

10,000 to 30,000 students

BEST OF CATEGORY

GOLD

Duncanville ISD	I Am Duncanville ISD Greg Abbott	Tiffany Graber
Harlingen CISD	Our Children, Our Future, Our World	Corey Ryan
Harlingen CISD	The Future Starts Here at HCISD	Corey Ryan
KWES	Show Choir & Jazz Band Preview	Don Ramirez & Julian Olivarez
KWES	Weslaco H.S. 2011 Football Preview Show	Steve Valdez, Don Ramirez & Julian Olivarez
Laredo ISD-ITV	Drop That Cell	Jeannette G. Martinez, David Flores & Julio Ovando
Laredo ISD-ITV	Go To Class	Dr. Marcus Nelson, Jeannette G. Martinez, Ruben Vela & Julio Ovando
Laredo ISD-ITV	Roll Call	Dr. Marcus Nelson, Jeannette G. Martinez & David Flores
Laredo ISD-ITV	STEM and LISD	Dr. Marcus Nelson, Jeannette G. Martinez, Ruben Vela & Jose Mendiola
Lubbock ISD	LISD Foundation for Excellence PSA	Linsey McCutchin & Kenneth Dixon
McAllen ISD	Absenteeism PSA Promo	Norma Zamora-Guerra, Mark May & Erasmo Cervantes
McAllen ISD	DECSA Promo	Norma Zamora-Guerra, Mark May & Erasmo Cervantes
McAllen ISD	DEEA Promo	Norma Zamora-Guerra, Mark May & Erasmo Cervantes
McAllen ISD	Enrollment PSA	Norma Zamora-Guerra, Mark May & Erasmo Cervantes
McAllen ISD	Football Night in McAllen Promo	Mark May & Erasmo Cervantes
McAllen ISD	Let it Begin With Me	Norma Zamora-Guerra & Erasmo Cervantes
McAllen ISD	Memorial Day Promo	Erasmo Cervantes
McKinney ISD	This Life	Karla Schumacher
Tyler ISD	Disney's Anna Margaret	Greg McRae
Tyler ISD Foundation	"Hands"	Larry Goddard
Tyler ISD Foundation	Oh Happy Day! Wishes Granted by Foundation Grants	Larry Goddard

More than 30,000 students

BEST OF CATEGORY

Fort Worth ISD	Orchestra Rocks	Scott Juvette & Charles Ellis
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GOLD

Corpus Christi ISD	Metropolitan Schools of Design PSA	Lyndall Gathright
ESC Region XIII	We Are Region XIII	Communication & Production Team
ESC Region 20	How the Aquifer Works	Development and Support Services
Fort Worth ISD	EHHS Gold Seal Programs of Choice	Scott Juvette, Charles Ellis & Rebecca Slack
Fort Worth ISD	Gold Seal Expo Commercial	Scott Juvette, Charles Ellis & Rebecca Slack
Fort Worth ISD	Orchestra Rocks	Scott Juvette & Charles Ellis
Fort Worth ISD	Trimble Tech HS Gold Seal School of Choice	Scott Juvette, Charles Ellis & Rebecca Slack
Garland ISD	"AVID Poem"	Homer Clayton & Delbert Richardson
Garland ISD	"GISDWay Recognized"	Larry Grimes & Homer Clayton
Garland ISD	Ready! College. Career. Life.	Amorae Daylett
Mesquite ISD	Bust This Test	Wade Odom
Mesquite ISD	For Kids For Tomorrow - Employee Contribution Drive 2011	Wei Tung Chou
Mesquite ISD	Mesquite ISD Football	Wade Odom
Mesquite ISD	Mesquite ISD is on YouTube	Wade Odom
Mesquite ISD	Mesquite ISD Quest for Excellence	Wade Odom
Mesquite ISD	Welcome to Rutherford	Wade Odom

CATEGORY 30 Video - Promotional/Marketing, cont.

Mesquite ISD	Where Does A Dollar Go in Mesquite ISD	Wade Odom
Northside ISD	The Hands	Julie Ann Matonis & Keith Van Prooyen
Pasadena ISD	The Bird Is the Word	Jessica Bennett & Al Carter
Pharr-San Juan-Alamo ISD	Early Start, Pre-K and Kinder Program	David Bourbois
Pharr-San Juan-Alamo ISD	PSJA North Early College High School	Marco A. Vasquez
Pharr-San Juan-Alamo ISD	Social Media	David Bourbois
Pharr-San Juan-Alamo ISD	T-STEM Early College High School	Marco A. Vasquez
United ISD	School Messenger PSA	ITV Department
United ISD	50th Anniversary Theater Announcement	ITV Department
United ISD	Crime Stoppers PSA	ITV Department
United ISD	Gifts of Gold Fashion Show PSA	ITV Department
United ISD	Partners for Scholars	ITV Department
United ISD	STAAR General Information PSA	ITV Department
United ISD	Summer Food Program PSA	ITV Department
United ISD	Talent Search PSA	ITV Department
United ISD	United South H.S. Read It Up Video	ITV Department
United ISD	USBBA PSA	ITV Department
Ysleta ISD	2010 CTE Promotional Video	YISD PR Dept., Patricia Ayala
Ysleta ISD	2011 Broad Prize Video	YISD PR Dept., Patricia Ayala & Christy-Flores-Jones



CATEGORY 31 Video Training/Instructional



Less than 10,000 & 10,000 to 30,000 students

BEST OF CATEGORY

Tyler ISD	Math Forward:TI Devices Used in the Classroom - Math Teachers, Secondary	Jacob Walker
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GOLD

Alamo Heights ISD	Spotlight on Engagement	Patti Pawlik-Perales, Dr. Dick Smith
Tyler ISD	Effective Engagement Teacher Training	Jacob Walker
Tyler ISD	Math Forward:TI Devices Used in the Classroom - Math Teachers, Secondary	Jacob Walker

SILVER

Galveston ISD	Schools of Choice Application Process Video	Communications Dept.
Duncanville ISD	Making Education a Priority	Tiffany Graber
Laredo ISD-ITV	Spin A Fact	Jeannette G. Martinez, Esteban Borjas Jr., Ruben Vela, David Flores, Jose Mendiola, Robert Alba, Rodolfo Reyes & Julio Ovando
Laredo ISD-ITV	Spin A Fact Jr.	Jeannette G. Martinez, Esteban Borjas Jr., Ruben Vela, David Flores, Jose Mendiola, Robert Alba, Rodolfo Reyes & Julio Ovando
Pearland ISD	Pearland ISD Fingerprinting Video	Kim Hocott

More than 30,000 students

BEST OF CATEGORY

Fort Worth ISD	Open Enrollment Video	Scott Juvette & Charles Ellis
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GOLD

Fort Worth ISD	Open Enrollment Video	Scott Juvette & Charles Ellis
Garland ISD	"Hero Day"	Delbert Richardson, Homer Clayton & Larry Grimes
Mesquite ISD	Mesquite ISD Career and Technical Education	Wade Odom



CATEGORY 31 Video - Training/Instructional, cont.

SILVER

ESC Region 20	Serious About Science: Snakes	Development & Support Services
Mesquite ISD	ALIVE Session I: School Finance	Wade Odom
Mesquite ISD	Ethics Wei Tung Chou	
Mesquite ISD	Everyone Counts	Wade Odom
Mesquite ISD	MISD Digital Library Tutorial	Clif Cotton
Pasadena ISD	Finances Made Simple	Jessica Bennett, Candace Ahlfinger & Cindy Parmer
United ISD	Breakfast in the Classroom Training Video	United ISD ITV Department
Ysleta ISD	The Wiley Bear Show - Transportation	PR Dept., Patricia Ayala, Christy Flores-Jones



CATEGORY 32 Video - Sports Event



10,000 to 30,000 students

BEST OF CATEGORY

McAllen ISD	Football Night in McAllen	Mark May & Erasmo Cervantes
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GOLD

KWES	Basketball Playoffs Weslaco vs. Harlingen 2010-11	Steve Valdez, Don Ramirez & Julian Olivarez
KWES	"Game of the Year" Football Weslaco vs. Los Fresnos	Steve Valdez, Don Ramirez & Julian Olivarez
McAllen ISD	Football Night in McAllen	Mark May & Erasmo Cervantes

More than 30,000 students

BEST OF CATEGORY

Mesquite ISD	Sweet November	Clif Cotton
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GOLD

Garland ISD	"GISD Football Rowlett vs Mesquite Horn"	Delbert Richardson, Homer Clayton, Larry Grimes & Chris Mathis
Mesquite ISD	West Plays on the Big Stage	Clif Cotton
Mesquite ISD	Sweet November	Clif Cotton



CATEGORY 33 Video - Live Event



Less than 10,000 & 10,000 to 30,000 students

BEST OF CATEGORY

McAllen ISD	Pigskin Jubilee	Norma Zamora-Guerra, Mark May & Erasmo Cervantes
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GOLD

Laredo ISD-ITV	LISD Back To School Celebration	Dr. Marcus Nelson, Jeannette G. Martinez, Esteban Borjas Jr., Ruben Vela, David Flores, Jose Meddiola, Robert Alba, Rodolfo Reyes & Julio Ovando
McAllen ISD	Pigskin Jubilee	Norma Zamora-Guerra, Mark May & Erasmo Cervantes
McKinney ISD	McKinney at the Meyerson	Karla Schumacher
Tyler ISD Foundation	The Red Carpet Awaits: A Night of Shining Stars May 12, 2011	Larry Goddard

SILVER

Galveston ISD	Ball High School Graduation	Communications Dept.
McAllen ISD	Fourth Grade Chorale Festival	Erasmo Cervantes
Tyler ISD Foundation	Broadway Quality with Fourth Graders: Meredith Wilson's The Music Man JUNIOR	Larry Goddard & Angela Jenkins

CATEGORY 33 Video - Live Event, cont.

More than 30,000 students

BEST OF CATEGORY

Fort Worth ISD Whiz Quiz Communications Department

GOLD

Fort Worth ISD Whiz Quiz Communications Department

Garland ISD "GISD Holiday LIFE Party" Homer Clayton

Garland ISD "Lyles MS: Back 2 Football Friday" Larry Grimes

Garland ISD "Shriner Circus at the Special Events Center" Delbert Richardson, Homer Clayton,

Larry Grimes & Chris Mathis

Mesquite ISD Brian Clark - "A 9/11 Survivor's Story" Wei Tung Chou

Ysleta ISD 2010 Reindeer Revue YISD PR Dept., Patricia Ayala & Christy Flores-Jones



CATEGORY 34

Computerized Presentation

10,000 to 30,000 students



BEST OF CATEGORY

Duncanville ISD Superintendent's Good News Report September 2011 Kim Bauer, Tiffany Graber & Tammy Kuykendall

GOLD

Duncanville ISD Superintendent's Good News Report September 2011 Kim Bauer, Tiffany Graber & Tammy Kuykendall

Midway ISD State Budget & School Finance Traci Marlin

Tyler ISD Bond 2010 Angela Jenkins & Sandra Stanley

Tyler ISD State of the District - Fall 2010 Angela Jenkins

More than 30,000 students

BEST OF CATEGORY

Ed. Foundation for Pasadena ISD Shining Stars Presentation Cindy Parmer, Jessica Bennett & Bruce Stone

GOLD

Ed. Foundation for Pasadena ISD Shining Stars Presentation Cindy Parmer, Jessica Bennett & Bruce Stone

ESC Region 20 20on20: Title I, Part A Online Training Series Shanna Falgoust

ESC Region 20 STAAR Online Content Series Development & Support Services

Fort Bend ISD Character Links Instructional Video Keryn Miles & Becky Walker

Texas Assoc. of School Boards BuyBoard National Partner Demonstration TASB



CATEGORY 35

Electronic Newsletter

Less than 10,000 & 10,000 to 30,000 students



BEST OF CATEGORY

Highland Park ISD HPISD e-newsletter Helen Williams, David Hicks & Jacki Moran

GOLD

Duncanville ISD "The Friday Informer" Weekly E-Newsletter Kim Bauer, Tiffany Graber & Tammy Kuykendall

Ector County ISD ECISD News e-mail Communications Department

Highland Park ISD HPISD e-newsletter Helen Williams, David Hicks & Jacki Moran

La Porte ISD La Porte ISD e-News Kimberly Culver & Terri Cook

SILVER

Rockwall ISD 2010 Back to School Newsletter Sheri Fowler

Tomball ISD TISD TODAY Staci Stanfield

CATEGORY 35 Electronic Newsletter, cont.

More than 30,000 students

BEST OF CATEGORY

Texas Classroom Teachers Assoc . TCTA eUpdate, TCTA Action Alert Kelley Strutton

GOLD

ESC Region 20	Vision 20/20 News	Greg DuValle
Fort Bend ISD	Employee eNews	Keryn Miles & Becky Walker
Fort Bend ISD	FBISD exPress	Nancy Porter & Keryn Miles
Harris Co. Dept of Education	HCDE Internal News and Announcements Portal	Amanda Arnold & Carol Vaughn
Humble ISD	Family Album Newsletter	Robin McAdams
Mesquite ISD	In Touch Newsletter	Kristin Odom & Allison Lewallyn
Plano ISD	District Digest Employee Newsletter	Mary Gorden
Plano ISD	eNews	Mary Gorden
Texas Classroom Teachers Assoc .	TCTA eUpdate, TCTA Action Alert	Kelley Strutton

SILVER

United ISD United Insider Electronic Newsletter Paola Arcos Mansinghani



CATEGORY 36

Web Site

Less than 10,000 students



BEST OF CATEGORY

Sheldon ISD www.sheldonisd.com Victor Bushfield

GOLD

Sheldon ISD www.sheldonisd.com Victor Bushfield

SILVER

Alamo Heights ISD	www.ahisd.net	Tricia Corey
Alvarado ISD	www.alvaradoisd.net	Tommy Brown
Galveston ISD	www.gisd.org	Communications Dept.
Krum ISD	www.krumisd.net	Chelbie Birdwell

10,000 to 30,000 students

BEST OF CATEGORY

Wylie ISD www.wylieisd.net Doug Bellamy & Marcia Coker

GOLD

Tyler ISD	www.tylerisd.org	Jessica Poe
Wylie ISD	www.wylieisd.net	Doug Bellamy & Marcia Coker

SILVER

Laredo ISD	www.laredoisd.org	Armando Saldana & Jack Nelson
Laredo ISD	www.laredoisd.org/departments/communications	Armando Saldana & Jack Nelson
Pearland ISD	www.pearlandisd.org	Renea Ivy-Sims
Tomball ISD	www.tomballisd.net	Staci Stanfield

More than 30,000 students

BEST OF CATEGORY

Texas Classroom Teachers Assoc. www.tcta.org Kelley Strutton

GOLD

Mesquite ISD	www.mesquitefoundation.org	Kristin Odom
Northside ISD	http://info.nisd.net/gt	Stacie Kimrey & Albert Thomas
Northside ISD	www.nisd.net/safe-routes	Stacie Kimrey & Albert Thomas
Plano ISD	www.pisd.edu	Mary Gorden
Texas Classroom Teachers Assoc.	www.tcta.org	Kelley Strutton

CATEGORY 36 Web Site, cont.

SILVER

ESC Region XIII
ESC Region 20

www5.esc13.net/tv
http://portal.esc20.net/portal/page/portal/esc20public/nclb

Communication & Production Team
Development &
Support Services

Garland ISD
Garland ISD
Garland ISD
Texas Education Agency

www.garlandisd.net/ready
www.garlandisd.net/technology
www.specialeventscenter.com
www.tea.state.tx.us

Jasmine Preston, Alyssa Beal & Ali Syed
Jasmine Preston, Alyssa Beal & Ali Syed
Jasmine Preston, Alyssa Beal & Ali Syed
Debbie Ratcliffe, TEA staff

CRYSTAL COMMENDATIONS

All divisions judged together • Only one winner per category

CATEGORY 37

Bond Elections

CRYSTAL AWARD

Temple ISD

Temple ISD 2011 \$55M Bond Election

Regina Corley

CATEGORY 38 Parent Involvement/Volunteer Program

No Entries

CATEGORY 39 School/Community Partnership CRYSTAL

CRYSTAL AWARD

Amarillo ISD

Digital Media: It's 4Ever 4Everyone

Holly Shelton, Susan Hoyl

CATEGORY 40 Staff/Student Recognition

CRYSTAL AWARD

Tyler ISD Foundation

A Night of Shining Stars—Honoring Top Students
and their Most Influential Educators

Larry Goddard

CATEGORY 41 District/Association Special Event/Celebration

CRYSTAL AWARD

ESC Region 20

D'Hanis Cowboys: Extending Great Pride
and Tradition...Where Reading Comes First

Development/Support Services

CATEGORY 42 Foundation Special Event/Celebration

AWARD

Waco ISD Education Foundation

2011 H-E-B Celebrity Cook Off
benefiting the WISD Education Foundation

Amber R. George
Hoyl

CATEGORY 43 Foundation Annual Campaign

AWARD

Tyler ISD Foundation

Twenty Years Celebration—
The Year We Learned the Art of Giving

Larry Goddard



PLATINUM AWARD

All divisions judged together • Only one winner per category

Texas Association of School Administrators

Make Education a Priority Campaign

Jenny LaCoste-Caputo

&

Dax Gonzalez

