

DONNA

INDEPENDENT SCHOOL DISTRICT

Surviving to Thriving: Donna ISD MEP's Transformative Journey



VISION & MISSION

“All Donna ISD students are empowered with academic and life skills to boldly lead and achieve personal success in a global society.”

The mission of Donna ISD is to provide a rigorous and supportive learning environment with meaningful and relevant learning experiences that inspire creativity, character development, and critical thinking that ensures educational excellence for all students.

Number One Student Outcome

To graduate all students per their expected graduation date, ready for college, career, or military



"THE DISTRICT"



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FOCUS ON STUDENT SUCCESS

GOAL **1**

STRATEGIC PLAN

FOCUS ON FAMILY AND
COMMUNITY ENGAGEMENT

GOAL **2**

FOCUS ON OPERATIONAL EXCELLENCE

GOAL **3**

FOCUS ON EMPLOYEES AND ORGANIZATIONAL
EXCELLENCE

GOAL **4**

FOCUS ON FINANCIAL STEWARDSHIP

GOAL **5**



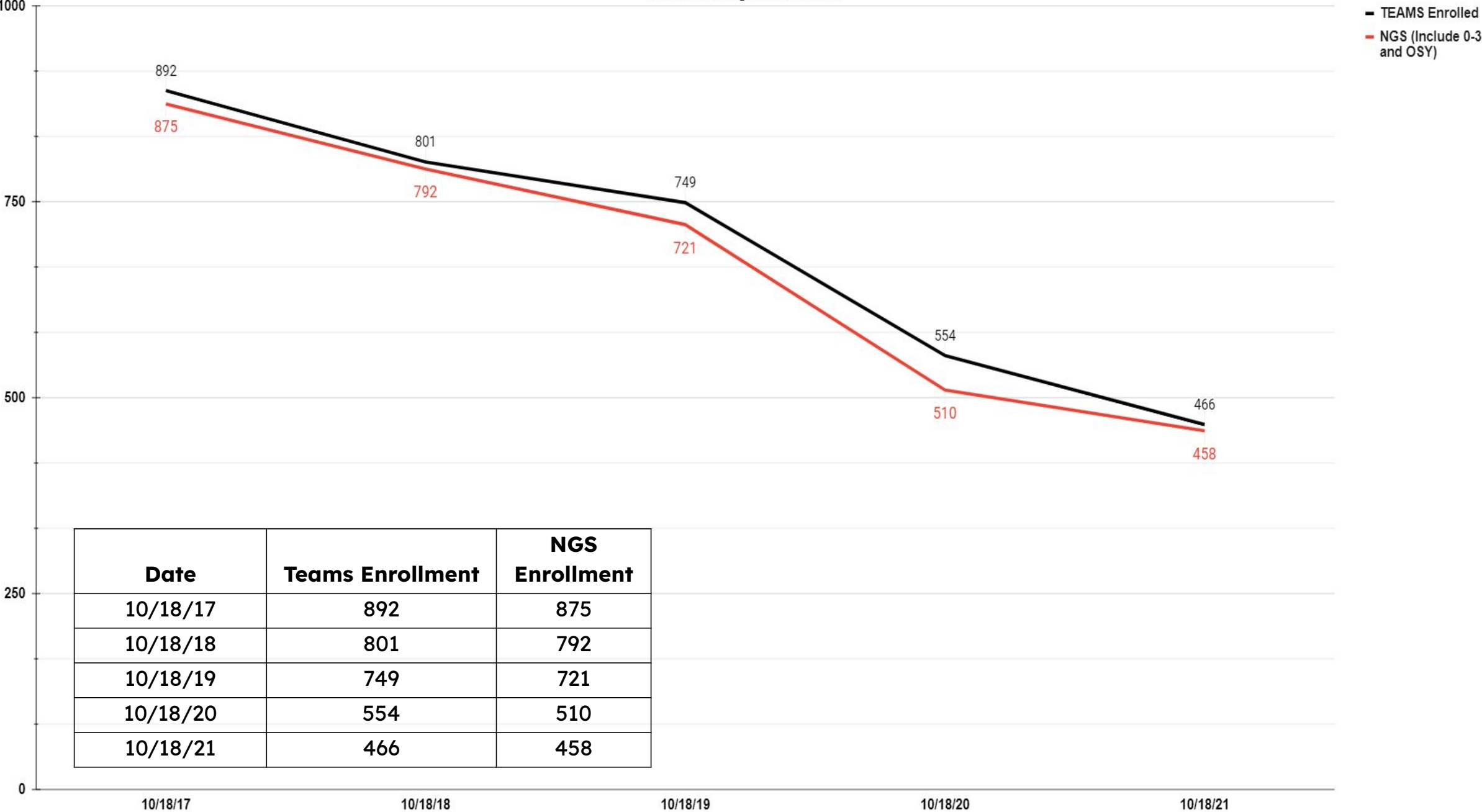
GRADUATE PROFILE

DISD GRADUATES ALL STUDENTS READY
FOR COLLEGE, CAREER, OR THE MILITARY

A red line graph on a grid background, showing a fluctuating downward trend. The line starts at the top left, peaks, then generally moves downwards with several smaller peaks and troughs, ending with a sharp downward arrow.



Donna ISD Migrant Students



Downward Trend Factors

- Personnel - from 54 to 10
- Money - \$\$\$
- COVID-19
- Student counts - Less staff = Less recruitment efforts
- Multiple changes in Migrant Program Leadership/Director

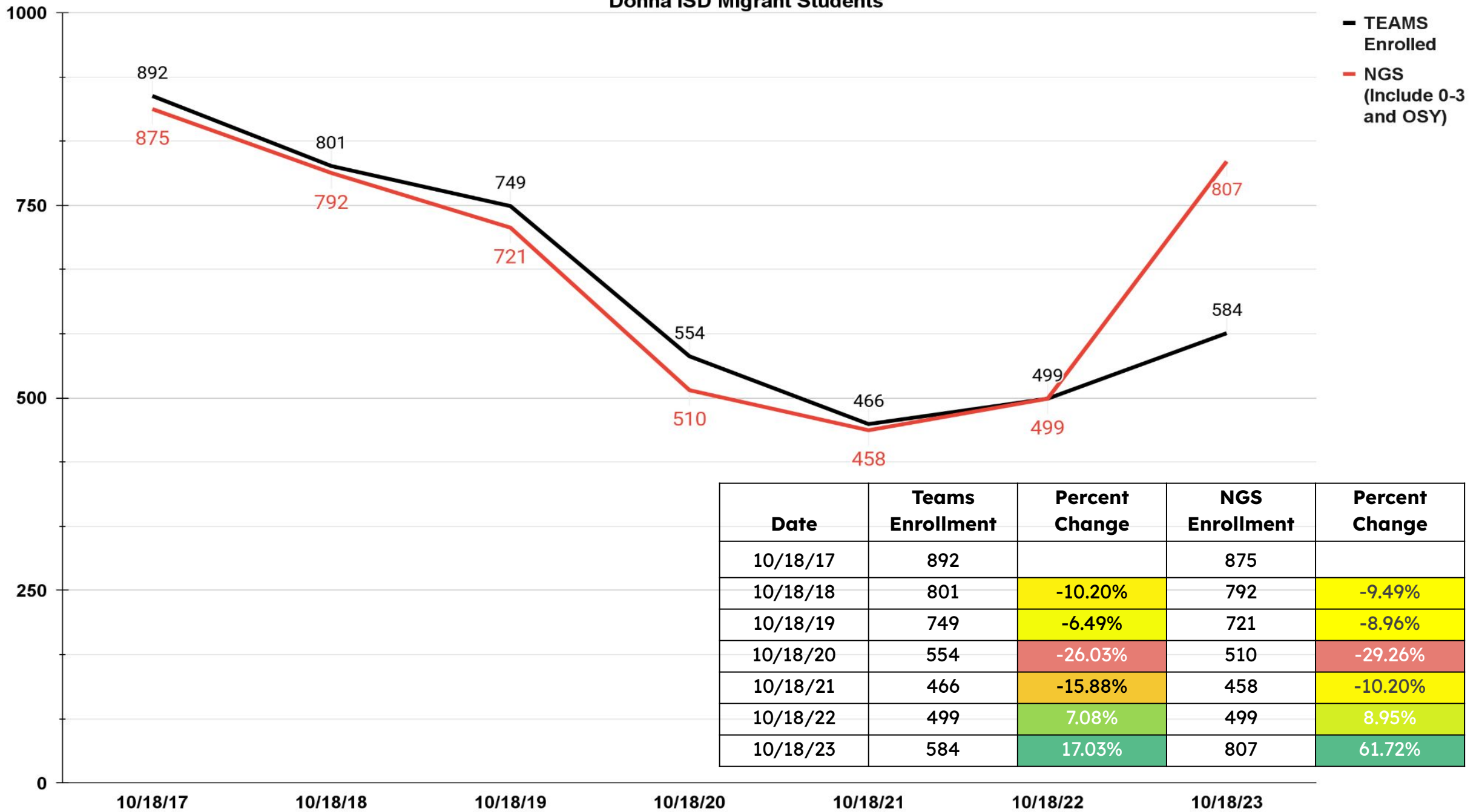


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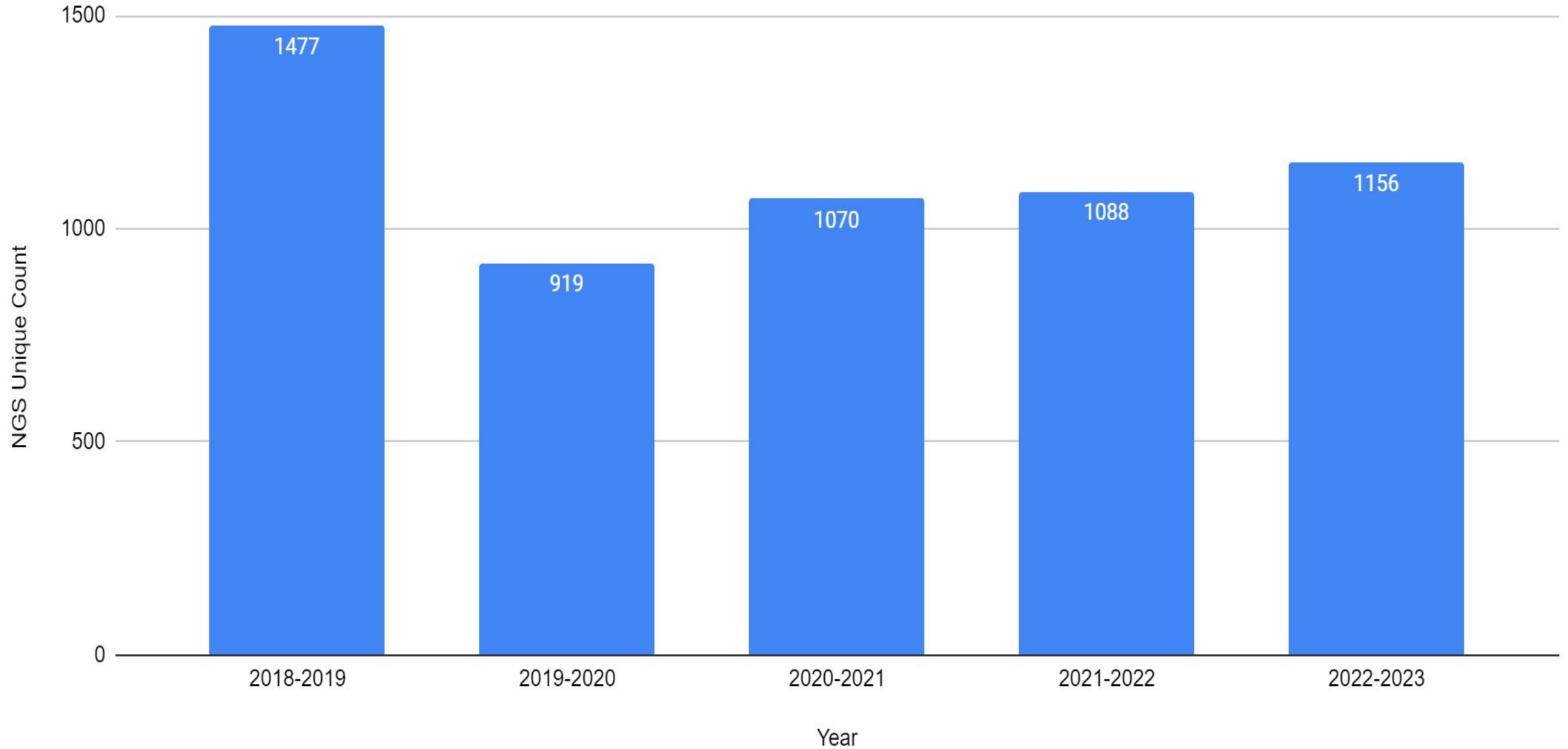
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Donna ISD Migrant Students



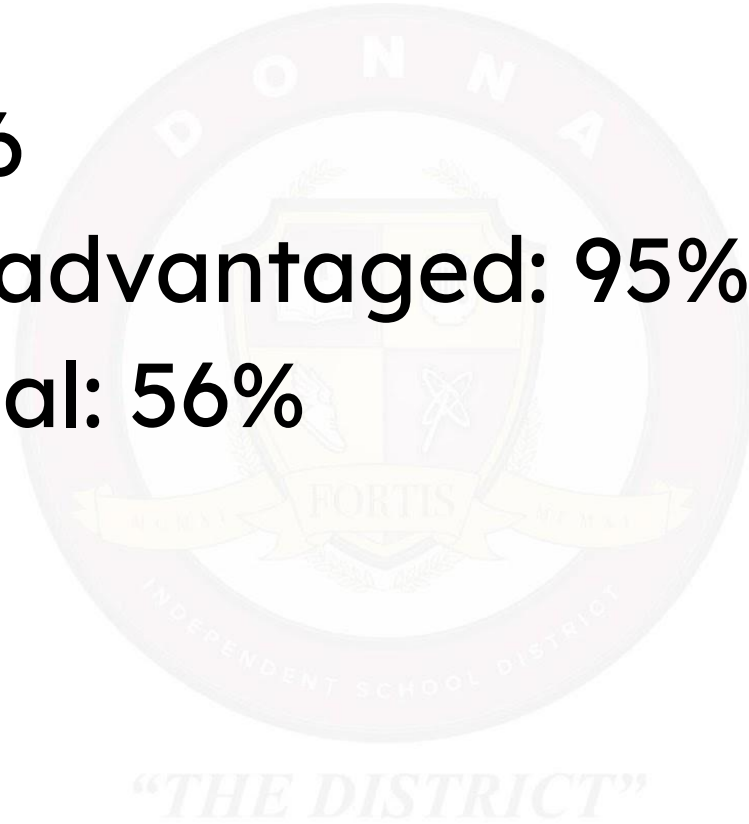
Date	Teams Enrollment	Percent Change	NGS Enrollment	Percent Change
10/18/17	892		875	
10/18/18	801	-10.20%	792	-9.49%
10/18/19	749	-6.49%	721	-8.96%
10/18/20	554	-26.03%	510	-29.26%
10/18/21	466	-15.88%	458	-10.20%
10/18/22	499	7.08%	499	8.95%
10/18/23	584	17.03%	807	61.72%

Previous 5 Year Counts NGS Unique Counts



District Profile

- Enrollment: 13,176
- Economically Disadvantaged: 95%
- Emergent Bilingual: 56%
- At Risk: 81%
- Migrant: 4.5%



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Migrant Department



Migrant Recruiters



Pablo Gonzalez, III



Hurilim (Lily) Valdez



Elias Longoria, III

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NGS & Office Staff



Isabel Quintero



Irene Benitez



Elena Mata



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Migrant Strategists



Maribel Castañeda



Rick Perez



David Campbell



Estella Guerrero



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New Vision



- Strong Experience District Wide Migrant Team
- New Ideas/Shift/Direction/Data Driven to increase migrant counts
- Work with what we have/Utilize our current resources



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Migrant Program at a Glance

- **Migrant Strategist**

- Coordination with Teachers/Counselors/Administrators
- Render services - Reading Tools, Literacy/Book Distribution, Tools for Homework Assistance, Guidance Counseling, Hygiene Kits, Enrichment Materials (STAAR Workbooks)
- Out of State and In State Academic Support
- Coordination with Outside Agencies
- Edgenuity Credit Recovery
- College Career Military Ready Support
- PFS reporting
- CAMP Presentations
- Migrant Club
- Out of School Youth

- **NGS/Office Staff**

- Parent Advisory Committee (PAC) Meetings Meetings
- Budgeting
- Program Compliance
- Secondary Reports
- NGS/MSIX
- ESC Trainings

- **Recruiters**

- ID & R
- Community Outreach/Support for events
- Business Outreach/Partnership
- Project SMART



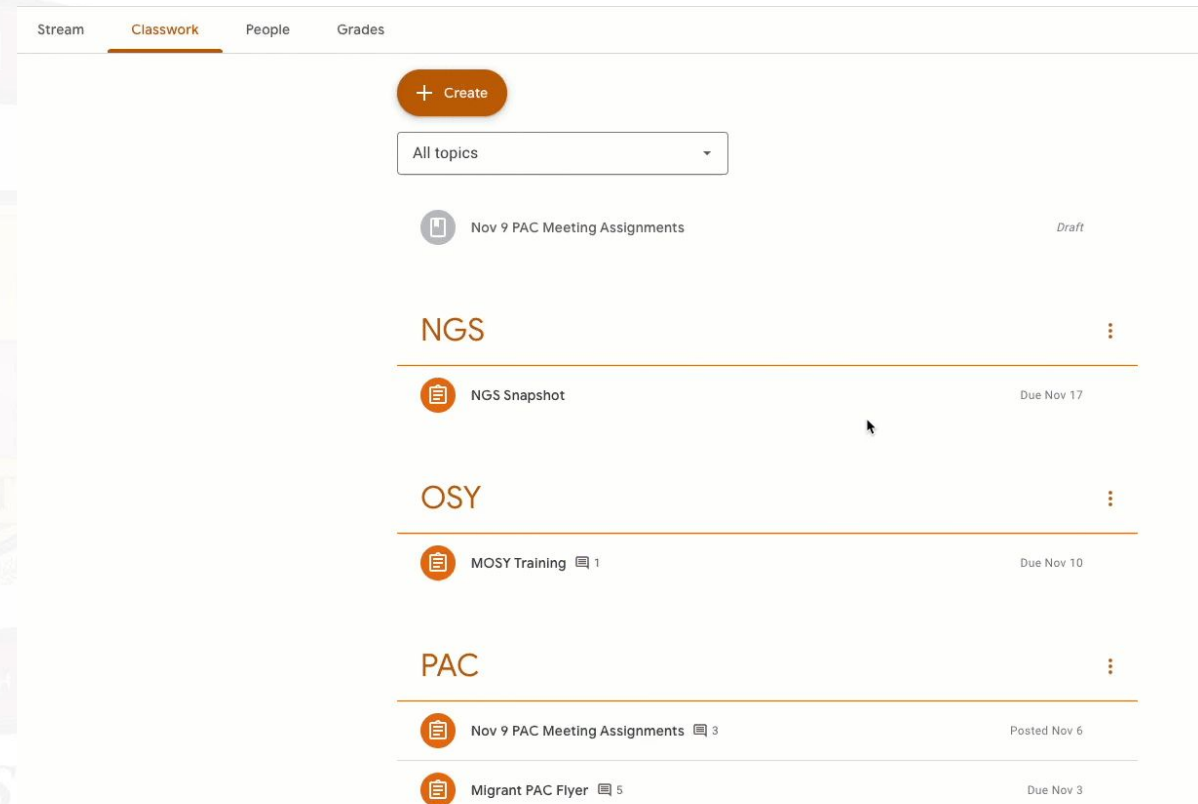
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Moving Digital

- Started utilizing Google - working collaboratively
- All information in one central location
- Ongoing meetings with district wide recruitment team and Migrant instructional support team to increase migrant counts
- Transparent/Tracking and monitoring of migrant counts/Via Google Classroom
- Daily/ongoing communication between migrant instructional support staff and recruitment staff



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Recruitment Efforts

- New recruitment efforts (implementation plan)
 - community events
 - school events
 - Migrant Recruitment banners – District wide banners at all schools
 - flyers – Migrant Program Information flyer when parents are enrolling
 - social media
 - QR code (parent waiting area and in front of registration office)
 - Show District Recruitment Video [English](#) / [Spanish](#)
 - Incoming/New Enrolled student Coordination/communication with Registrar's Office staff



Recruitment Efforts



These run on social media and during football games



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Reconnecting with the community

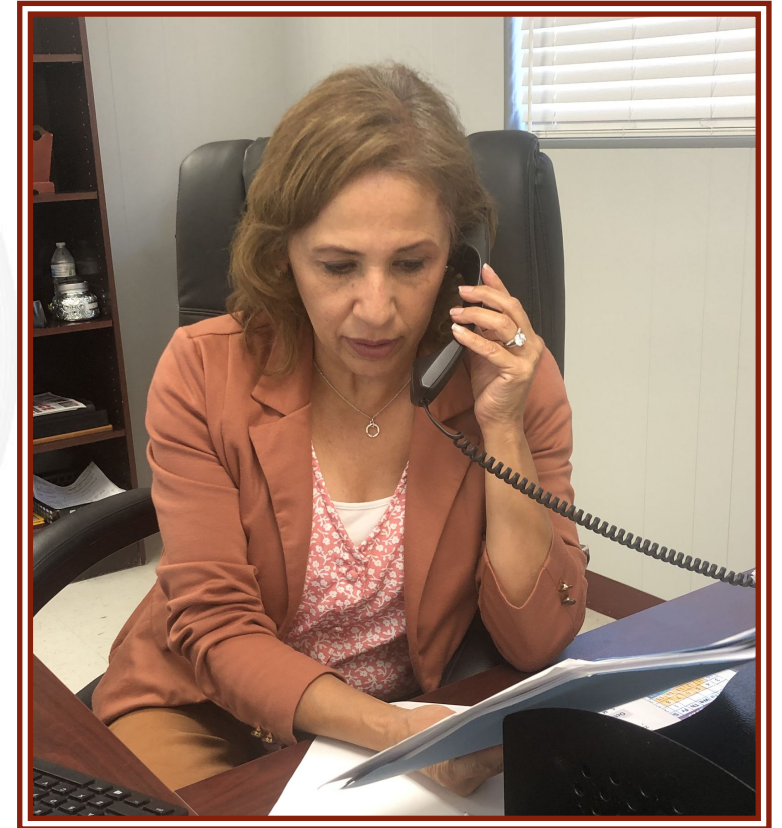
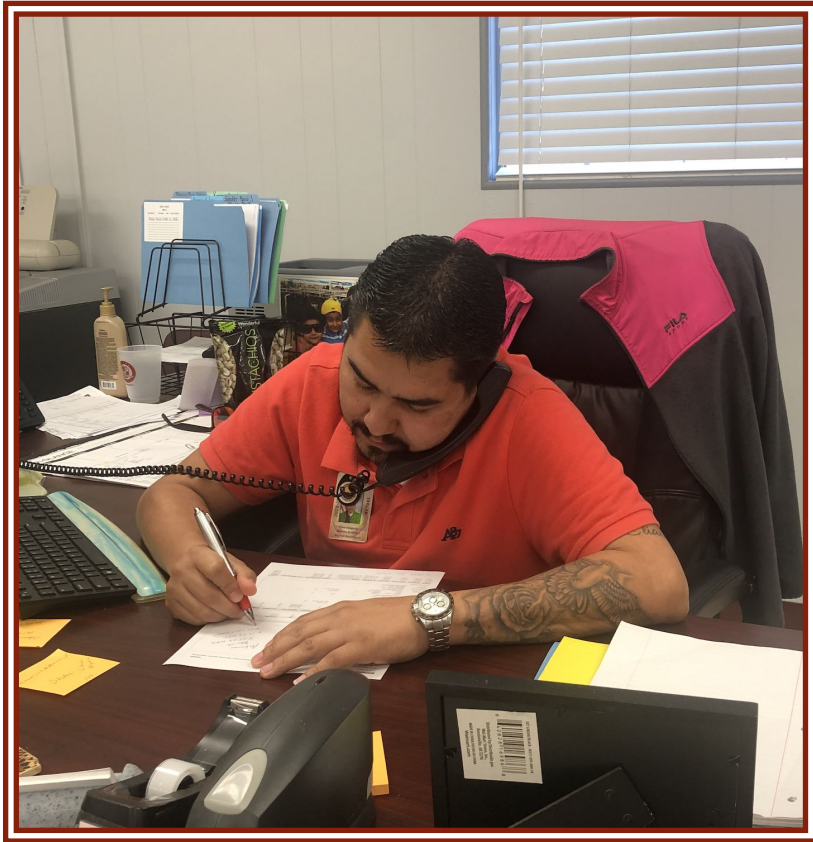


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Making sure we are a household name



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Painting the town Migrant!



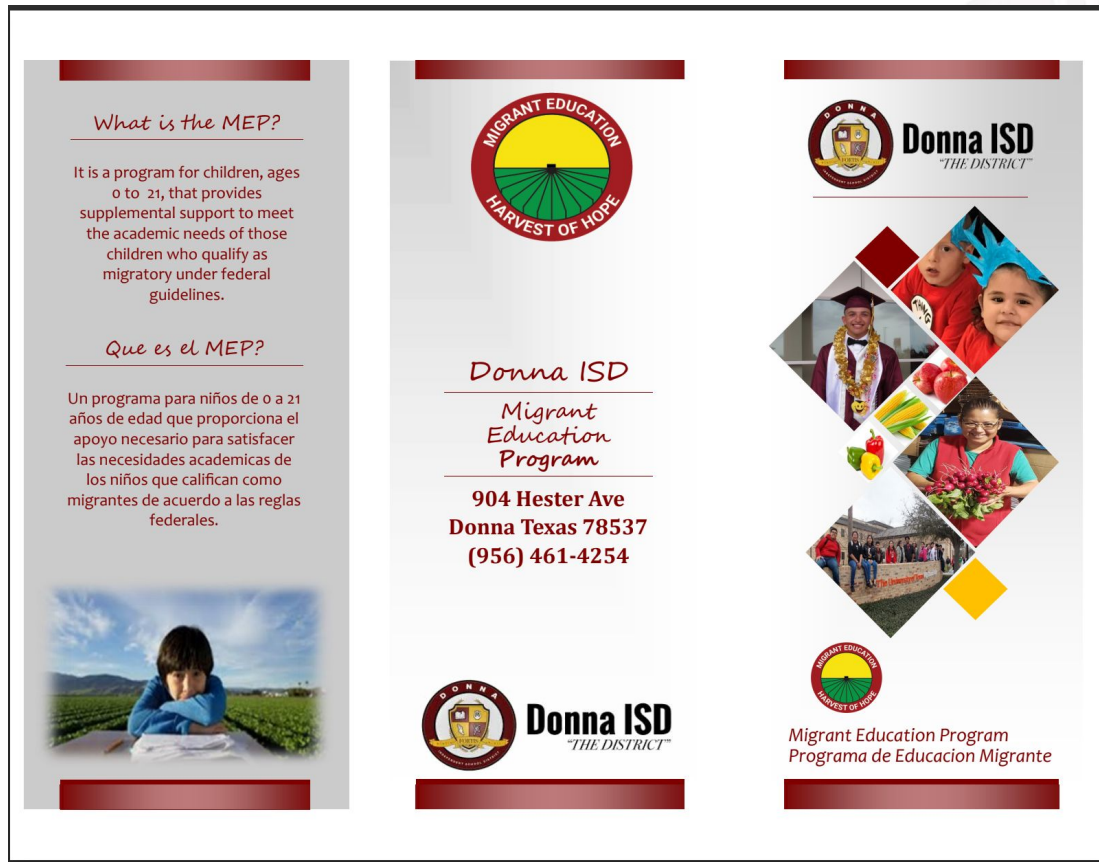
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Identification and Recruitment Resources

Informational Pamphlet



The pamphlet is divided into three columns. The left column contains the text 'What is the MEP?' and 'Que es el MEP?' with a photo of a child. The middle column features the 'Donna ISD THE DISTRICT' logo, the program name, and contact information. The right column shows a collage of photos of students and the program name in Spanish.

What is the MEP?

It is a program for children, ages 0 to 21, that provides supplemental support to meet the academic needs of those children who qualify as migratory under federal guidelines.

Que es el MEP?

Un programa para niños de 0 a 21 años de edad que proporciona el apoyo necesario para satisfacer las necesidades académicas de los niños que califican como migrantes de acuerdo a las reglas federales.

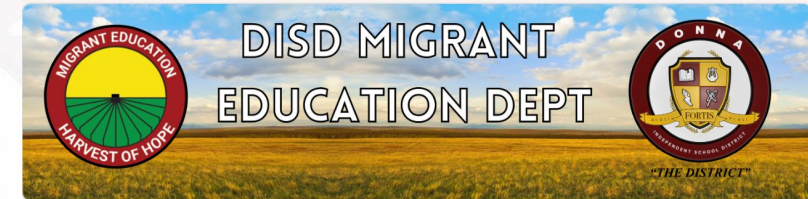
Donna ISD
Migrant Education Program
904 Hester Ave
Donna Texas 78537
(956) 461-4254

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THE DISTRICT

Migrant Education Program
Programa de Educación Migrante

Migrant Recruiter Google Form

Used for QR Code



Donna ISD Migrant Education Department Request for Reach Out / Solicitud de Contacto del Departamento de Educación Migrante Distrito de Donna

Thank you for your interest in the Donna ISD Migrant Education Program. Please fill out the form below and a representative of our department will reach out to you accordingly.

If you need immediate information, please visit our [website](#) and/or call our office at (956) 461-4254.

Gracias por su interés en el Programa de Educación Migrante de Donna ISD. Complete el siguiente formulario y un representante de nuestro departamento se comunicará con usted en consecuencia.

Si necesita información inmediata, visite nuestro sitio web y/o llame a nuestra oficina al (956) 461-4254.

emata@donnaisd.net (no compartido) Cambiar de cuenta



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Identification and Recruitment Resources

- [Flyers, Posters, Banners, Door hangers](#)



A flyer for Donna Migrant Education Information. At the top, it features a circular logo with 'DONNA' and 'MIGRANT EDUCATION' around a group of four students in graduation gowns. To the right is a QR code. Below the logo, the text reads 'MIGRANT EDUCATION Information FREE SERVICES'. A question asks if the reader or someone in their household has moved to seek or work in agriculture or fishing. It then instructs to 'SCAN THE CODE TO SPEAK TO A RECRUITER OR CALL US AT (956)461-4254'. At the bottom, it provides the email 'MIGRANTHELP@DONNAISD.NET' and the URL 'HTTPS://TINYURL.COM/DISDMIGRANTHELP'.



A flyer for the 'PROGRAMA DE EDUCACIÓN MIGRANTE'. It features a circular logo with 'DONNA' and 'MIGRANT EDUCATION' around a group of students. To the right is a QR code. Below the logo, the text reads 'PROGRAMA DE EDUCACIÓN MIGRANTE' and 'SERVICIOS GRATUITOS'. A question asks if the reader or someone in their family has moved from home to work in agriculture or fishing. It then instructs to 'Scanee el código para hablar con un reclutador o llámanos al (956)461-4254'. At the bottom, it provides the email 'MigrantHelp@donnaisd.net' and the URL 'https://tinyurl.com/DISDMigrantHelp'. On the right side, there is a photo of a student in a graduation cap and gown with the text 'VAMOS Scholar -Jesus Acuna University of Texas Rio Grande Valley'.



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Identification and Recruitment Resources

Migrant Recruiter Google Form Responses - Not a public document/internal use only

Donna ISD Migrant Education Department Request for Reach Out (Responses)

★
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☁️

File
Edit
View
Insert
Format
Data
Tools
Extensions
Help

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100%
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Default...
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Share

A1	Timestamp							
	B	C	D	E	F	G	H	
1	Parent Name:	Phone Number:	Physical Address:	Number of Children Enrolled or Not Enrolled Ages (0-21)	Has anyone in your household had a job working on a farm, in a field, in a greenhouse, in a nursery or in a packing house? (Not including your own property) Check all that apply	In the past 3 years, have you or another member of your household traveled to another county or another state to do this work? (including during the summer, winter, spring break)	Would you prefer to answer questions in English or Spanish? / ¿Preferiría responder preguntas en inglés o español?	
26							Spanish/ Español	
27							Spanish/ Español	Ant
28								
29								



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Identification and Recruitment Resources

- [Facebook Posts](#)
- Yard Signs
- Bumper Stickers
- Notepads
- Travel Budget
- Transportation Plan with maps
- Hand sanitizers with flyer/QR Code



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Migrant Program Identification and Recruitment Efforts

In efforts to ensure members of our community have the necessary information to enroll in Donna ISD, be identified as migrant, if applicable, and have the contact information to refer other community members to our department, migrant staff will be reaching out and visiting:

- visiting daycare centers,
- laundromats,
- flea markets,
- SNAP offices and
- WIC offices
- Community Centers
- Local Businesses



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All Hands On Deck

We love our community! We build meaningful and sustainable connections with our community. With the support and connection of our community, we are able to achieve academic success with our migrant students. We look forward to connecting and supporting our amazing community.



- Donna Migrant Newsletter-
 - [Spring 2024](#)
 - [Fall 2024](#)
- [Donna ISD MEP Resource Directory](#)

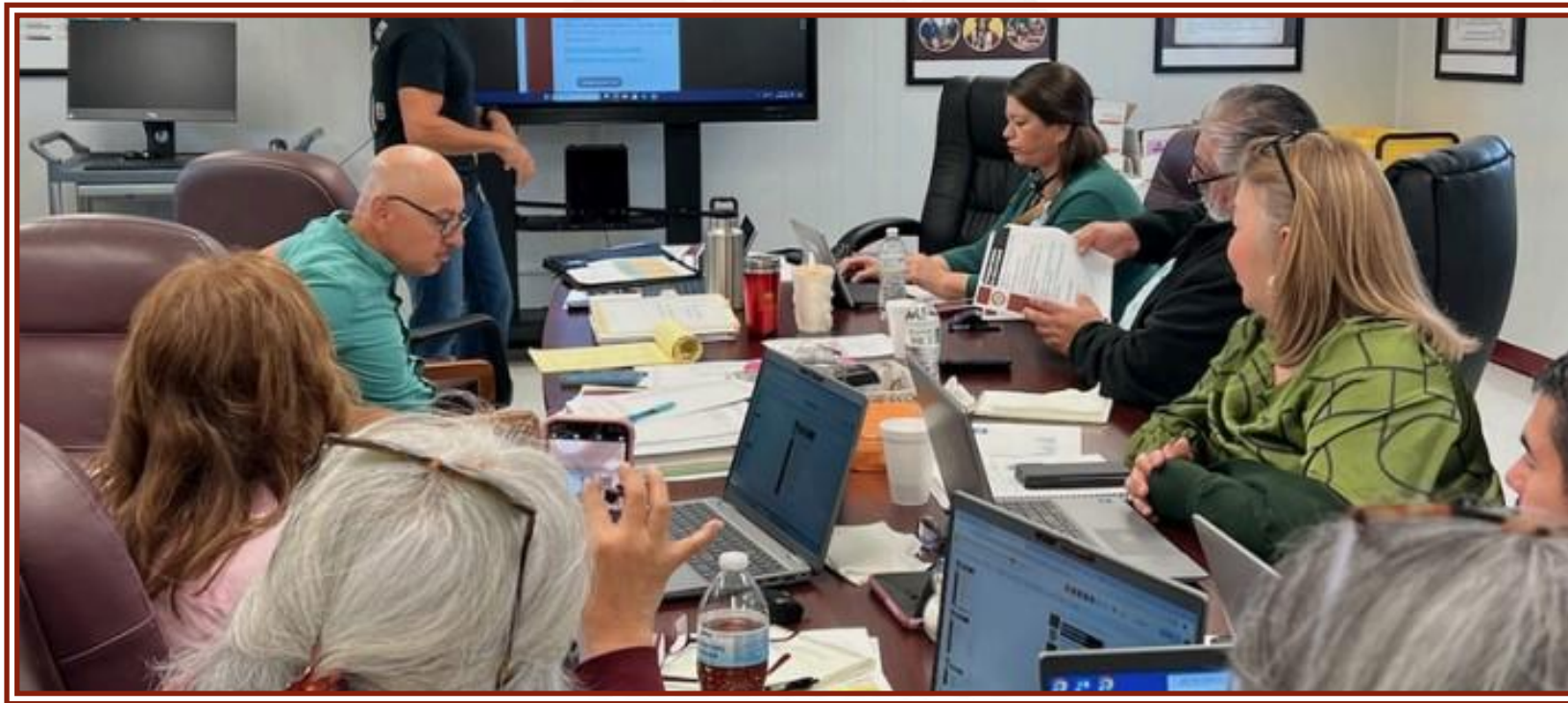


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The Donna ISD Migrant Team understands the value of planning and reviewing migrant-specific data, assessment information, and all federal compliance forms for a successful migrant program.



- [Migrant Meeting Agenda Example](#)



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- Counselors
- coordination/communication with campus staff registrar's office at all campuses
- Coordination/communication with attendance staff
- Migrant strategists/Campus Based
- Migrant Survey
- Follow up



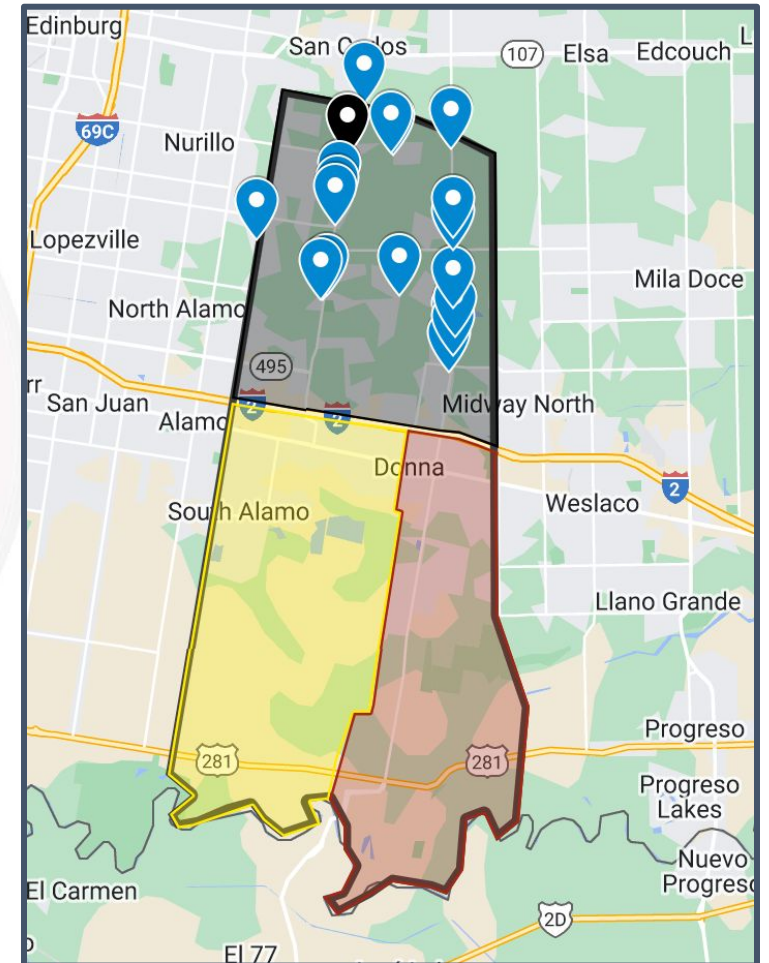
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Identification and Recruitment Efforts

Migrant recruiters will be assigned recruiting areas. Within these areas, they will provide flyers, posters, and other advertising materials as appropriate.

Families will be serviced by last name.

- E. Longoria: A, C, E, G (Garza), T, U, V
- H. Valdez: B, D, F, I, G (Gonzalez), J, N, O, P, Q
- P. Gonzalez: G (Garcia), H, L, M, S, R, Y, Z



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Staff Directory

Name	Role	Phone	Email	Office Location
Rashad Rana	Assistant Superintendent of Educational Services	956-461-4293	rrana@donnaisd.net	Admin Building
Elena Mata	Secretary	956-461-4254	emata@donnaisd.net	Admin Building
Irene Benitez	New Generation System (NGS) Data Specialist	956-461-4292	ibenitez@donnaisd.net	Admin Building
Isabel Quintero	New Generation System (NGS) Data Specialist	956-461-4249	iquintero@donnaisd.net	Admin Building
Pablo Gonzalez, III	Recruiter	956-461-4290	pablogonzalez@donnaisd.net	Admin Building
Elias Longoria, III	Recruiter	956-461-4263	elongoria@donnaisd.net	Admin Building
Hurilim (Lily) Valdez	Recruiter	956-461-4294	h.valdez@donnaisd.net	Admin Building
Maribel Castañeda	Strategist	(956) 461-7445	mcastaneda@donnaisd.net	DHS
David Campbell	Strategist	(956) 461-7608	dcampbell@donnaisd.net	DNHS
Ricardo Perez	Strategist	(956) 464-1360 ext 3102	riperez@donnaisd.net	Sauceda
Estella Guerrero	Strategist	(956) 464-1800/464-1350	ebguerrero@donnaisd.net	Todd/Veterans



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Award Winning Education, Recruitment, and Support



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Thank you!



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