

# Plano ISD Education Foundation

February/2010

Issue: 3 Vol 2



## In This Issue

[Plano Family Literacy](#)

[Employees Give Generously](#)

[Strategic Plan](#)

[Annual 5K](#)

[I Love Plano ISD](#)

[Special Thanks](#)

[Program Spotlight](#)

## Ski Plano 2010 Breaks Fundraising Records!

The Plano ISD Education Foundation is proud to announce that its "Ski Plano 2010" fundraiser enjoyed another record-setting year for underwriting and net proceeds. Surpassing goal and last year's figure, (both were \$200,000) Ski Plano 2010 was a huge success. View the [Ski Plano 2010 Event Photo Gallery](#).



Foundation Director and Ski Plano Chair Lisa Raskin (pictured, right, with Co-Chair Joa Muns) reported that 700 guests donned their favorite winter sweaters, scarfs and vests on January 30 to join friends and colleagues at Southfork Ranch Lodge in support of the Foundation. Guests enjoyed silent and live

auctions, dinner and dancing to the the Mars Hill Band. Proceeds

## Program Spotlight

The Plano ISD Education Foundation celebrates Plano ISD's AVID program as it reaches significant milestones as June graduations approach.

2010 is a milestone year for Plano ISD's Advancement Via Individual Determination (AVID) program. Launched in September 2006, this college readiness program will graduate its first class

from Ski Plano 2010 underwriting, auctions and raffle sales will benefit the Foundation's programs for Plano ISD students, teachers and schools.

Among the fabulous live auction items at the event was a Lexus Sampler Package (drive a different Lexus every month for a year) won by Sydna and Don Gordon (of Gay, McCall, Isaacks, Gordon & Roberts, the event's Aspen sponsor at \$35,000). Foundation



Board Member Mark Ball is pictured admiring one of the Lexus vehicles on display at the Ski Plano event.

Plano ISD Education Foundation President Beth Webb took to the stage to welcome guests. She also drew Avalanche raffle prize winners on stage throughout the evening. All four Avalanche raffle prizes were provided by Neiman Marcus Willow Bend. A live surprise raffle included mugs decorated by Plano Family Literacy participants which sold at \$100 each. One lucky winner had a coupon in his/her mug good for an autographed copy of Laura Bush's book.

State Representative and PISD alum Brian McCall (pictured) served as event emcee throughout the evening. Also among the stage presenters was Superintendent of Schools Dr. Doug Otto, who introduced a [video](#) showcasing Plano ISD students and teachers and the many programs funded by the Plano ISD Education Foundation.



[Special thanks to our many sponsors.](#)

## Plano Family Literacy Program Families Joined Forces With Ski Plano Committee to Raise Funds

This year's Ski Plano event featured a "Live Surprise" auction item. The Ski Plano committee sold hand-painted coffee mugs designed by parents and children at the Plano Family Literacy Center. The families at the literacy center spent two days hand painting the special mugs as a thank you to the many donors that help support the program. Each year the Foundation raises more than \$125,000 for the Plano Family Literacy Center. The mugs were distributed to everyone that contributed a \$100 donation to the Foundation at Ski Plano. The project will raise nearly \$10,000 for the PISD Education

of seniors this year.

At a recent PISD Principal's Meeting, three AVID seniors shared their personal stories of how the program has enhanced their lives. Yareli Vazquez of Plano Senior High School said that because of AVID, she knows that someday she would like to be a teacher. "I walked into my freshman year of high school with no plans of how to get to college. All that I knew was that I was going," said Vazquez. "That changed when I walked into Avid. I made ties with my classmates that I never thought possible. Together we learned and grew; together we faced adversity; and together we faced and are still facing our future. The most important thing I've learned in AVID is how to dream." Vazquez added that she has been accepted to two universities and has had scholarship offers from others.

Gustavo Martinez of Plano East Senior High School has experienced more than his share of personal hardships. Despite moving to the United States in 2001 with hardly any knowledge of the English language and despite many other extremely difficult family circumstances, Martinez moved quickly from ESL classes to honors and AP classes, and he credits AVID for his continued academic success. "I was granted the opportunity to be in AVID in the ninth grade. Recent changes, obstacles and problems in my life had been

Foundation. If you are interested in purchasing a mug please email [foundation@pisd.edu](mailto:foundation@pisd.edu).

### **About the Plano Family Literacy Program:**

The Plano Family Literacy Program was established in 1999 by the Plano school district, City of Plano and community partners to address needs of the rapidly increasing economically disadvantaged, illiterate families moving into the region. The comprehensive, year-long, research-based program offers lowest income, illiterate families five components of learning, including: adult education (ESL and GED instruction), early childhood education, parent education, parent and child interactive literacy activities, and home visits to ensure transfer of literacy skills. Adult and student life skills and computer literacy instruction coupled with refurbished, take-home computers provided by the school district are also included in the program activities. Services are integrated and required for 20 hours a month for at least one year, bringing about long-lasting, positive changes in families. The program is made possible through a public-private partnership of the Plano Independent School District, the Plano ISD Education Foundation, and area community partners. As a public-private partnership service to the community, one hundred percent of private donations are applied directly to program services with no administrative or fundraising costs charged to the program.



Today the Plano Family Literacy Program serves 320 parents and children at two sites. The originating home site is located at a Plano ISD auxiliary campus near downtown. The second site has just opened at Plano ISD Meadows Elementary School to meet the burgeoning need for

services to illiterate families

Special thanks to Kim Gleeson and Kim Nelon this year's Ski Plano Auction Co-Chairs for organizing the special fundraiser.

tremendous and I was disoriented. AVID came along and showed me the way to my dreams and goals," said Martinez. "AVID opened the doors for me to be able to achieve and earn academic honors, awards and opportunities...including my 3.75 GPA."

"If someone were to ask me what my life would be without AVID, I would tell them that I couldn't even imagine it," said Ashley Garner of Plano West Senior High School who is planning for a career in the communications field. "My life as I know it has been attributed to what I have learned through this program. I have been with the program during the most crucial moments of my high school career, and because of this, I have had many, many advantages. As a part of the first generation of AVID students at Plano West, this journey has both shaped me and guided me toward greater things in my future. As I hear my peers express their confusion about their college journey, I can calmly say that I have everything under control."

With graduation just months away for the first Plano ISD AVID seniors, the program has a lot to celebrate. During the 2008/09 school year, AVID served students from sixteen secondary campuses including 533 middle school students and 364 high school students. Of these, 459 middle school students took at least one honors course and 277 high school students took at

## Plano ISD Employees Gear Up to Give Generously to "Touch The Heart of a Child"



The 7,000+ employees of Plano ISD will kick off their annual employee campaign drive to raise funds for the Plano ISD Education Foundation on February 8. The campaign plans to raise \$115,000. Each year the employees of Plano ISD make the largest contribution to the Plano ISD Education

## Plano ISD Education Foundation Adopts Five-Year Strategic Plan

The Plano ISD Education Foundation Board of Directors in June 2008 appointed a strategic planning committee. The committee was charged with reviewing the current organization and recommending a five-year strategic plan for the future. The committee was asked to review the current reach of the organization in the school community and within the city of Plano. They were also charged with planning for the future of the organization with increased revenues through new revenue streams such as an endowment.

The strategic planning committee conducted interviews with stakeholders and community members, and surveyed the community at-large. In addition, the committee researched best practices of other school foundations and nonprofits. Based on their findings, the strategic planning committee made several recommendations for the future of the organization.

In November 2009 the Board of Directors began approving recommendations from the strategic planning committee. The initial recommendations included:

1) A new simplified mission statement:

*Helping all students in Plano public schools achieve their full potential by providing financial support to educators and academic programs.*

2) Adoption of a supporting vision statement:

The Foundation creates a vibrant coalition of community, educators and local corporations to raise funds through tax-deductible donations. The funds support academic programs to achieve excellence in science and math, to bridge the gap for economically disadvantaged students, and provide educator grants to create innovative teaching programs.

In January 2010, the Board of Directors adopted three high level planning goals that would be the base of the next five years. These goals included:

1) Broaden awareness and create a recognizable brand and relevant message;

2) Expand the depth and breadth of current giving for the Foundation;

3) Build a stronger relationship with the PTA and parent community to expand the Foundation's reach for communicating with parents and expanding the reach of the board nomination process.

The Foundation will work over the next five years to reach the above-stated goals and build a stronger organization committed to supporting the students of Plano ISD.

least one pre-AP course.

Students also participated in service projects including a creek cleanup at Hoblitzelle Park; a recycling project in which tons of paper from around the city was shredded; volunteering at an assisted living center for senior citizens with Alzheimer's disease; and partnering with Plano PALs at Plano's Douglass Community Center.

Funding for the AVID program comes, in part, from the Plano ISD Education Foundation, with support from Wachovia Foundation, EDS Credit Union, Viewpoint Bank and Blue Cross Blue Shield of Texas.

### About AVID

AVID is a system to prepare students in the academic middle for four-year college eligibility. It has a proven track record in bringing out the best in students, and in closing the achievement gap. AVID, which stands for Advancement Via Individual Determination, is at work in nearly 4,500 schools in 45 states as well as the District of Columbia and 16 countries/territories. Plano ISD established its AVID program in September 2006. AVID students have the potential and desire to complete a rigorous curriculum, but may never have had the opportunity to participate or succeed in honors classes. AVID helps students learn organizational skills and good study habits, as well as how to incorporate critical thinking and higher level reading strategies

## Get Your Running Shoes Ready!



Ahhhh, spring time in Texas, the perfect time of year for a barbecue with friends and family. It is also the best time of year to get outside and burn off some of those extra winter pounds with a nice walk, jog or run. Why not do both?

That is exactly what we are doing at the 2nd annual Central Market Thrill of the Grill. Join us for a great day of food, beverages, music, art and more...all kicked

off with a 5K fun run designed for all levels of walkers, joggers, runners and hot doggers!

So join us for a celebration designed to get the spring grilling season kicked off which **all benefits the Plano ISD Education Foundation.**

Registration and sponsor details coming soon at [www.thrillofthegrill5k.com](http://www.thrillofthegrill5k.com)

## "I Love Plano ISD" Campaign Continues

Last year, "I Love Plano ISD" yard signs began appearing at homes and businesses throughout the district as part of the Plano ISD Education Foundation's Community Honor Roll Campaign. 400 signs were delivered to donors contributing \$100 or more to initiatives supporting the Plano Independent School District.



*Jasper High School staff members display signs*

"This year, we hope to increase the number of signs displayed in the community by more than fifty percent," said Monica Shortino, Executive Director of the Plano ISD Education Foundation. "As the needs of the district continue to grow and state funding remains flat, it is critical that the community joins with the district in the common effort to continue providing top-notch education to Plano students."

into their studies. The program provides a foundation for students to attend college and become better leaders and responsible citizens.

Special Thanks to Ski Plano Committee Volunteers!

Chair: Lisa Raskin  
Co-Chair: Joa Muns  
Rebecca Egelston-Caso  
Kim Gleason  
Kimberly Nelon  
Jean Callison  
Joan Smith  
Lori Geer  
Diane Hopson  
Sheri Steele  
Hang Landrum  
Sharon Goldblatt  
Wimberly Parks  
Lori Antonioli  
Heather Goodman  
Susan Periquet  
Gary Baker  
Lisa Gorman  
Margie Pisterzi  
Ann Boswell  
Beverly Halperin  
Linda Raphael  
Karla Bryant  
Sherie Hammett  
Jan Sakowski  
Debbie Hirl  
Janet Shone  
Michelle Chakin  
Kandi Sigona  
Kristen Colvert  
Jennifer Johnson  
Kim Slay  
Shannon Couzens  
Robin Joseph-Williams  
Bret Cullers  
Sue Kay  
Denise Cullers  
Laurie Kendig  
Jeanne Damiani  
Tina Swenson  
Pam Dolberry  
Joyce Logan  
Robyn Tatman  
Jackie Dorbritz  
Sharon McCall  
Anne Turano  
Christi Douglass  
Ann McKeown  
Kelly Waterman

The Community Honor Roll Campaign focuses on district needs for which tax dollars are not available. Enrichment programs such as additional mathematics, science and technology instruction, educator grants, fifth grade camp scholarships, programs to fill achievement gaps and many others will be sustained by these funds. The Foundation raised more than \$1 million last year through community support, all of which stayed within the district.

The Foundation kicked off the campaign at school open houses across the district and mailing brochures to Plano residents and business owners to garner their support. [The signs may also be purchased online.](#)

Allison Doyle  
Angela McNamara  
Beth Webb  
Rick Dunham  
Cara Mendelsohn  
Nancy Womack  
Angela Miner  
Tina Young  
Jeanine Fleming  
Jan Misencik  
Beth Gable  
Dawn Gall  
Octavio Ortiz  
Kelly Palmer  
Dennis Oliver

## Special Thanks



Flextronics Foundation donated \$5,000 to the Grants to Educators program. Pictured: Monica Shortino, Executive Director of Plano ISD Education Foundation, Doug Schendt, General Manager of Flextronics, Beth Webb, President of Plano ISD Education Foundation, Maureen Armstrong, Sr. Manager Human Resources of Flextronics and Scott Kingery, Director of Engineering of Flextronics.



Boeing Charitable Trust donated \$9,500 to the STEM Partners: Middle School Math Program. Pictured: Chaun Turner of Boeing, Joe Sheehan of Boeing, Monica Shortino of Plano ISD Education Foundation, Jim Hirsch of Plano

Thanks to your efforts the Foundation will be able to support more students and families in Plano ISD.

2010 Recruitment Open House

The 2010 Plano Independent School District Recruitment Open House for teachers, counselors, and librarians will be held on Saturday, March 27, 2010, at Renner Middle School, 5701 West Parker Road, Plano, Texas 75093, from 8:30 a.m. until 12:00 noon. Administrators representing every campus in Plano ISD will be present to discuss potential job opportunities on their campuses. Only teachers who are considered to be Highly Qualified under No Child Left Behind will be admitted to the event.

The event is sponsored by **Ebby Halliday Realtors** and the Plano ISD Education Foundation.



[Visit Us Online](#)

ISD and Mary Wise of Boeing.

[Join Our Mailing List!](#)

Plano ISD Education Foundation  
2700 W. 15th Street  
Plano, Texas 75075  
[www.pisd.edu/foundation](http://www.pisd.edu/foundation)  
469/752-8272