



Goals

“I really felt like a star. I am going into my 18th year of teaching and this was, by far, the most remarkable night... I felt so special.” –Rose Eatmon, Crowley ISD teacher who attended Night of the Stars

This quote from one of our teachers after this special event perfectly captures the goal of every special event we host in Crowley ISD. We want attendees to enjoy the event and leave smiling. This was especially true for our second-annual Night of the Stars where we celebrated teachers of the year, employees celebrating milestone anniversaries, retirees and more.

Our goal was to make employees and community partners feel like stars. By rolling out a red carpet and having student “paparazzi” on hand to take their pictures, our staff and supporters felt like the stars they are.

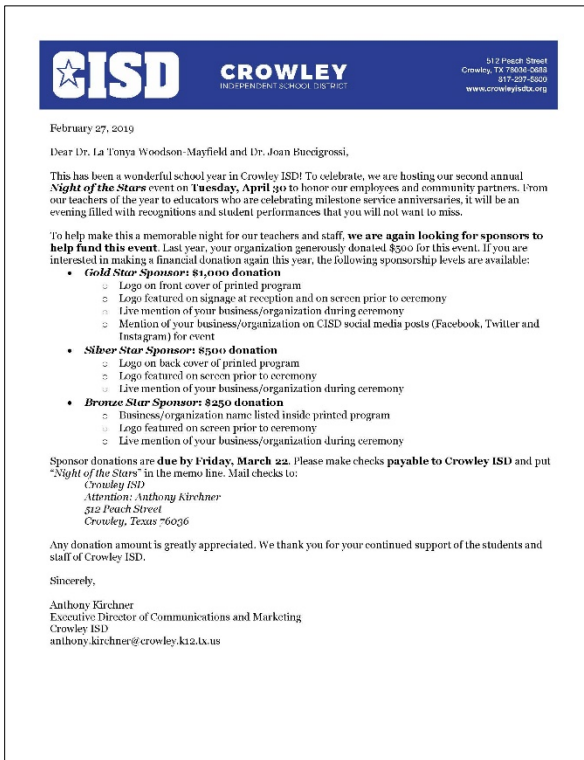


“Night of the Stars Recap” video

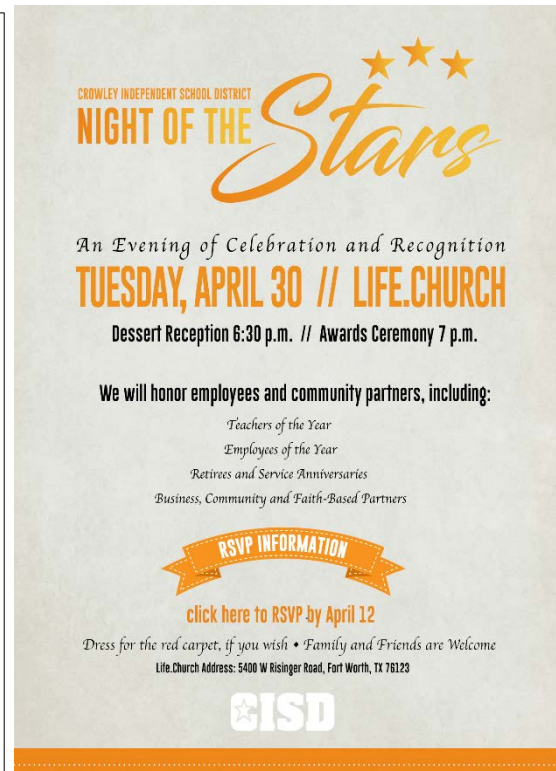
Strategies

- We created a Night of the Stars committee to help get the work done by recruiting district employees from multiple departments. Subcommittees received specific assignments in areas including decorations, food, awards, sponsors and agenda.

- With no district funds budgeted for this event, we sent a request for sponsorships to community partners. We received more donations from 12 different sponsors totaling more than \$9,000 to purchase awards, decorations and food by sending out the letter below.
- We identified employees, their families, business, community and faith-based partners to invite to Night of the Stars and had 516 people RSVP to the invitation below.

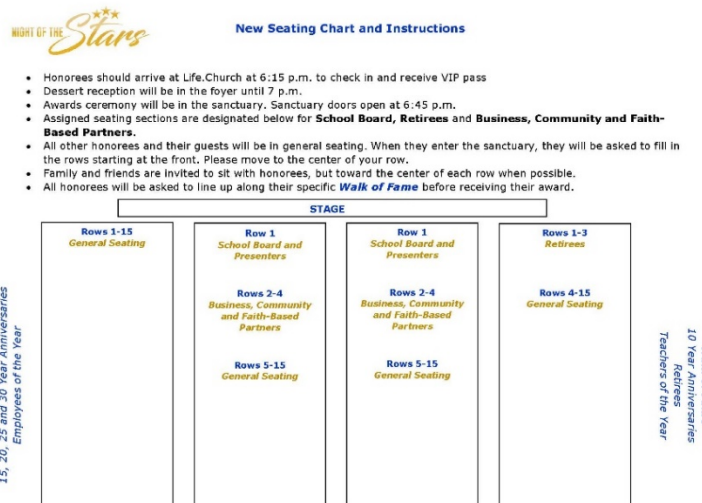


Request for sponsorships letter



Invitation to Night of the Stars

- A detailed seating chart was created to help ensure award recipients were able to quickly approach the stage and keep the ceremony moving efficiently:



Seating chart

Activities

- Guests walked a red carpet as they arrived at Night of the Stars and had their pictures taken by “paparazzi” in front of a step and repeat.



- At the check-in table, guests received VIP badges indicating what they were being honored for and saw pictures of every campus teacher of the year featured prominently behind our greeters.



- A dessert reception was held prior to the awards ceremony. Food was served by culinary arts students.



- Student performances were featured throughout the awards ceremony, and school board trustees served as presenters.



- The evening ended with the announcement of the district teachers of year, delivered by students from each teachers' class.



Challenges

- *How do we top last year?* One of the challenges of special events is that everyone expects them to be bigger, better and more memorable than the last. We often hear, “How are you going to top this next year?” It can be overwhelming for planners and perfectionists like us to know that after we pour all of our good ideas and brainpower into one event, we will soon have to start planning for our next big event.

The inaugural Night of the Stars event in 2018 was incredibly popular and a great success, and our team was tasked with taking the event to the next level for 2019.

We responded to this challenge by adding more student performances, more inspirational videos featuring our students talking about our teachers of the year and a new venue.

- *Where can we do this?* But that new venue was not our original plan and brought us to our second challenge. When we began planning the event, we learned that the high school auditorium we wanted to use would be under construction. We scrambled to find an alternate location that would seat more than 500 guests without busting the budget.

We remembered that a new church in our district, Life.Church had reached out and asked how they could help support our schools. After a few phone calls and meetings, the church agreed to host our event, free-of-charge.

The church’s space was perfect because of their high-tech lights, projectors and screens. Plus, their flexible seating arrangements allowed us to have just the right number of spots for our 516 guests to sit.



Media Used

- Three videos shown during the awards ceremony featuring students talking about their campus teachers of the year. We asked each student, “What makes your teacher great?” The responses that we captured on video captivated the entire audience.



First video



Second video

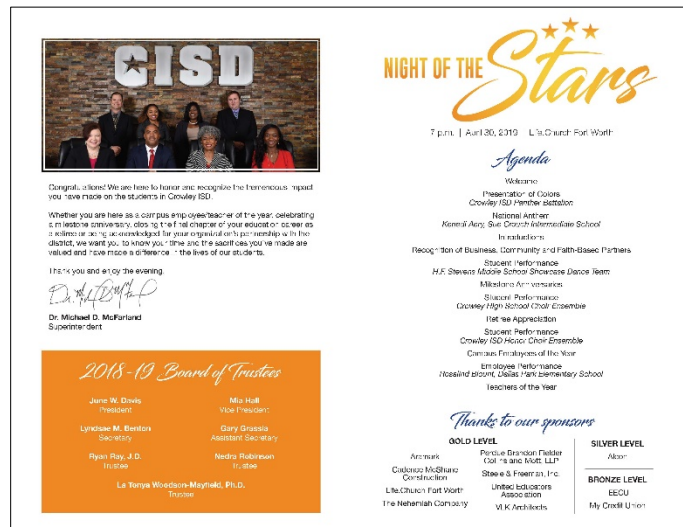


Third video

- Every guest received a souvenir program that included pictures of every campus teacher and employee of the year:

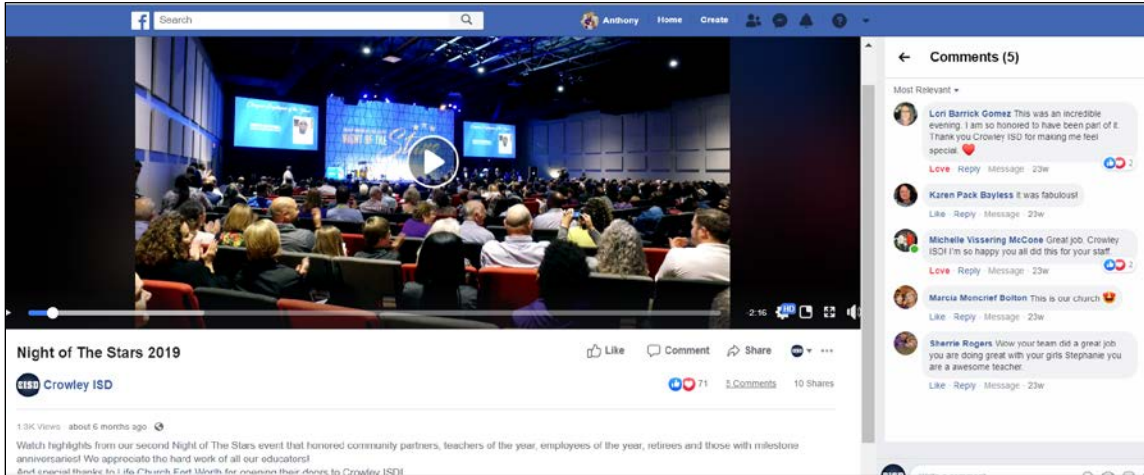


front cover



school board introduction and agenda

Social Media Engagement



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CISD

Crowley ISD @CrowleyISD

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Maha Khan Congratulations
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Kevin Ross Congratulations all Crowley isd

crowley_isd
Fort Worth, Texas

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Liked by linelmoody and 71 others

crowley_isd The red carpet is rolled out tonight for CISD Night of the Stars where we'll be honoring more

Tweets Tweets & replies Media

CISD Crowley ISD @Crowl... · 5/8/19

Watch highlights from our Night of The Stars event that honored community partners, teachers and employees of the year, retirees and those with milestone anniversaries! Special thanks to @lifechurch in Fort Worth for opening their doors to CISD! #ThankATeacher #CISDGameChangers

119 views