



A.P. Beutel Elementary School Named National Blue Ribbon School Celebrations

Brazosport ISD was very excited that one of elementary schools, A.P. Beutel, was nominated by Governor Greg Abbott and the selected as a National Blue Ribbon School. (Beutel had previously earned the honor in 2001.)

The purpose of the events were to commemorate this outstanding accomplishment. The District chose to honor the school in various ways as well as inviting our civic leaders and industry leaders to be a part of the events.

Goals:

Define and Assess: What is the most important quality that we are looking for in this celebration? We choose to honor the accomplishments of the students and staff along with the parents who also contributed to the overall success of the school.

Strategic Planning: Research how other schools had celebrated. Research the National Blue Ribbon logo and rules in using it. Decide which events best fit the school and staff.

Decide on t-shirt designs for the campus

Decide on banner style and size

Create Blue Bows to decorate the outside of the campus

Creative approach: What would be the campaign message? What style of advertising would we incorporate? Branding the Blue Ribbon School through media distribution and online media platforms would be our approach. Design and have made commemorative piece for the teachers.

Overall Events: Carefully choose dates and events to honor the school. It was decided to host a campus parade, have a formal presentation with students, business and civic leaders.

Other aspects: Ask the city and county to consider proclamations for the school. Have our own Board of Trustees issue a proclamation.

Implementation: Adjust budget, order materials and plan events

Measure and Analysis: Post campaign assessment.



Beutel Elementary Nominated by Governor as a 2021 Blue Ribbon School

Today, Governor Greg Abbott and the Texas Education Agency announced that A.P. Beutel Elementary School is one of only 26 Texas public schools to be nominated as a 2021 National Blue Ribbon School. The nomination is based on Beutel's overall academic performance and progress in closing achievement gaps among student subgroups.

"The prestigious National Blue Ribbon Schools nomination affirms the hard work of our Beutel educators, students, families and community," stated Superintendent Danny Massey. "The campus has worked to create a safe and welcoming school where all students achieve high levels, while mastering challenging and engaging content."

The National Blue Ribbon Schools program, initiated by the U.S. Department of Education (USDE) in 1982, recognizes public and private elementary, middle, and high schools that have high student achievement and/or highlights where exemplary progress has been made in closing achievement gaps among student subpopulations. Since the program's founding, only 9,000 schools across the nation have received this prestigious designation.

National Blue Ribbon Schools are an inspiration and a model for schools achieving excellence. Awards will be announced in Fall 2021. A.P. Beutel was a 2007 National Blue Ribbon School of Excellence.

https://gov.texas.gov/news/post/texas-nominates-26-schools-for-2021-national-blue-ribbon-hono_rs

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Beutel Elementary Named 2021 National Blue Ribbon School

The excitement could be felt and heard throughout the hallways of A.P. Beutel Elementary Tuesday morning when an announcement was made that their campus was named a 2021 National Blue Ribbon School! This is the nation's top honor for individual campuses based on academic achievement.



“We could not be more excited or proud of the Beutel staff, students, and community,” said BISD Superintendent Danny Massey. “Being designated as a National Blue Ribbon School is extremely difficult to achieve and demonstrates the academic excellence that exists in our Brazosport ISD schools.”

The recognition, which is awarded by the U.S. Department of Education, is based on a school's overall academic performance or progress in achievement gaps in student subgroups.

“We are humbled and honored to receive this national award,” Principal Laura Morris said. “It is a testament to the hard work and dedication of our campus staff, our students and our parents.”

Beutel earned this great honor for demonstrating dramatic gains in student achievement. This is actually the second time for the campus to receive this national designation. It was first named as a National Blue Ribbon school in 2007.

Out of the 1,247 school districts across Texas, Beutel is one of only 26 schools awarded as a National Blue Ribbon School. Only 325 schools across the entire nation received the recognition this year.

[Beutel Elementary Announced on National Blue Ribbon Website](#)

[Video clips of the announcement made 9.21.2021 at 10:00 AM](#)

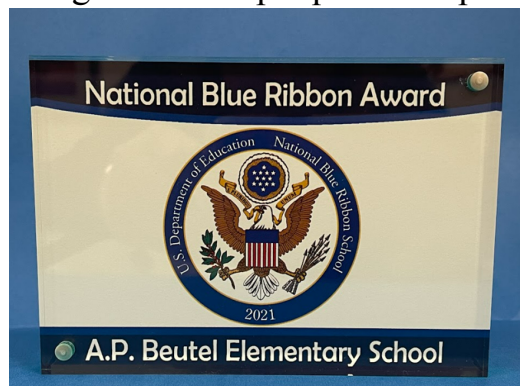
Blue Ribbon Celebration Planning Document

Monday, November 8, 2021

Purpose: To celebrate the great accomplishment of this school by earning a National Blue Ribbon Distinction!

Just a few years ago, this school was on a downward spiral - headed to Improvement Needed! Now look at them!!!

1. 9:00 AM - A. P. Beutel Elementary Blue Ribbon Ceremony
 - a. Front of Beutel Building
 - b. How many people are coming to the event? 3rd & 4th Grade Students, staff, PTO Board, Community, Board of Trustees, Cabinet, the FACTS, Mayor, City Mgr, City Council, Chamber, DOW, Com. Dude Payne, Rep. Vasut
 - c. Chairs for dignitaries - 90 Ken
 - d. Stage Set Up - Ken
 - e. Sound System - Karla (New) David & Eric
 - f. Banner and Badges \$1,880.00
 - g. Lapel Pins from PinMart \$421.00
 - h. The glass award plaques for a picture insert are \$1,358.75



- i. T-shirts, Total - 700 = \$4,239.00, Thank you, BISD Foundation!!!!
 - j. Decorations - blue balloons, 100+ Kroger \$163.00 - Karla will pay, mtc will pick-up
2. 9:45 AM - A. P. Beutel Elementary Blue Ribbon Parade
 - a. Jr ROTC
 - b. Buc Band - YES
 - c. Buc Cheer - yes
 - d. Buc Belles - yes
 - e. Charlie Chipper - City, yes
 - f. Firetruck - City, yes
 - g. All Beutel students

- h. Massey & Morris
- i. Board
- j. Cabinet
- k. All non school staff participants are to receive a blue ribbon to pin on their shirts (Sharon)
- l. Parade Logistics:
 - i. Each grade and class will be labeled with signs in order to help organize
 - ii. Balloons will be given to each teacher marking their class
 - iii. All students and staff will wear their Blue Ribbon shirts
 - iv. Parents will assist in lining up parade participants and then they will vacate the staging area and go to the parade route
 - v. Parade time is tentatively 9:45am
 - vi. Parade order - (may change)
 - 1. BISD Police Car
 - 2. Blue Ribbon Banners carried by selected students and 2 staff members
 - 3. Jr. ROTC and Colors
 - 4. Mr. Massey and BISD Board Members
 - 5. Mrs. Morris with Office Staff
 - 6. Charlie Chipper
 - 7. Invited Guests (BISD Foundation Board)
 - 8. Fire Truck
 - 9. K & 1st graders
 - 10. Cheerleaders from Bwood
 - 11. 2nd & 3rd Graders
 - 12. Bwood Drill Team
 - 13. 4th Graders
 - 14. Buc Band
 - 15. BISD Police Car
 - vii. Family and community members are to watch the parade from

the the sidewalks and areas on both sides of the parade

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- v. 3rd & 4th graders will join the parade line up after the ceremony at the front of the school
- vi. Officials and dignitaries will also leave the ceremony and head to the parade route to position for the start of the parade
- vii. All parade vehicles and Bwood participants will be stationed outside the building on the 4th grade side of the building in the little street between the school and the houses - waiting for the parade to begin
- viii. Parade start time is tentatively 9:45am
- ix. Parade route begins at the exit of the 4th grade side of the building in the little street between the school and the houses
- x. Participants take a right onto the little street between the school and the houses
- xi. Next, participants merge with vehicles keeping the parade order
- xii. Parade order - (may change)
 - a. BISD Police Cars
 - b. Jr. ROTC and Colors
 - c. Blue Ribbon Banner carried by selected students
 - d. Principal Morris
 - e. Mr. Massey and BISD Board Members
 - f. Fire Truck
 - g. K & 1st graders
 - h. Cheerleaders from Bwood
 - i. Charlie Chipper
 - j. 2nd & 3rd Graders
 - k. Buc Band
 - l. 4th Graders
 - m. Bwood Drill Team
 - n. Invited Guests (BISD Foundation Board)
 - o. Bus
 - p. Police Car
- xiii. Family and community members are to watch the parade from the the sidewalks and areas on both sides of the parade
- xiv. Parade participants turn right onto Nasturtium and continue on in front of the school

- xv. Parade participants take a right onto Ligustrum
- xvi. Vehicles stay on Ligustrum while all walking participants take a right into the large parking lot
- xvii. Parade Exit - Following the parade, students will be escorted by their teachers back to their classrooms

3. Luncheon

- a. Who is heading the event? Karla & Laura
- b. Held in Beutel Tech Lab
- c. Meal - Confetti Chicken with Pasta, Green Beans, Salad, Garlic Breadsticks, Small Veggie Pasta for Vegetarians
- d. Decorations - tablecloths - blue tablecloths (Karla)
- e. 9 of tables 6ft tables with 18 chairs
- f. NEED SERVING TABLES
- g. Blue ribbon curls
- h. Paper goods (Karla)
- i. Blue Ribbon cakes, 1 for faculty meeting - Loving BISD Church
- j. Pictures (Sharon)

4. Budget - PR budget & Special account set up by Kelly Lackey (Sharon)

- a. Food costs
- b. Decorations - balloons
- c. Pictures
- d. Sound System - Karla (New)
- e. Banner and Badges \$1,880.00
- f. Lapel Pins from PinMart \$421.00
- g. The glass award plaques for a picture insert are \$1,358.75
- h. T-shirts, Total - 700 = \$4,239.00, **Thank you, BISD Foundation!!!!**

5. Invitations/guest list

- a. RSVP to communications@brazosportisd.net

6. Timelines/Deadlines

- a. Leading up to the event:
 - Invitations go out October 13
 - Press Releases
 - Order Lunch, cakes - Child Nutrition 10/15
 - Blue tablecloths
- b. Day of:
 - Speakers - Karla, Massey, and ?

Dignitaries:

President Howard
Board of Trustees

Superintendent Massey
Superintendent's Cabinet
Principal Morris
Mayor Roznovsky
Com. Dude Payne
Rep. Cody Vasut
Dow VP VP Fernando Signorini (**Gabriella Cone**)

Invite & RSVP:

Board of Trustees,
Supt. Cabinet
Mayor of Lake Jackson Gerald Roznovsky YES
City Council of Lake Jackson
 Buell YES
 Baker
 Seth
 Broaddus
 Singhania YES
City Manager of Lake Jackson, Modesto Mundo
Chamber President/CEO & Sandra Shaw & Donna Hargraves
Rep. Vasut & Nancy Woolum
Com. Dude Payne
Beutel PTO Officers
Beutel Staff YES
The FACTS
Dow - Gabriella Cone & VP Fernando Signorini
Education Foundation President Drew Lindsey
Foundation Exec. Brittany Rosenbohm
Foundation Board

Agenda

8:30 Gather in the gym
9:00 Karla/MC - Thanks everyone for being there
 Introduce dignitaries & recognize guests
 Introduce Superintendent Massey
9:10 Superintendent Massey speaks
9:15 President ? speaks
9:30 Proclamations Read
9:40 Karla/MC - Thanks everyone for coming, asks students and teachers
 to go line up fo the parade
9:45 Line-up for the parade and the parade begins
10:15 Parade Ends
10:45 Luncheon begins

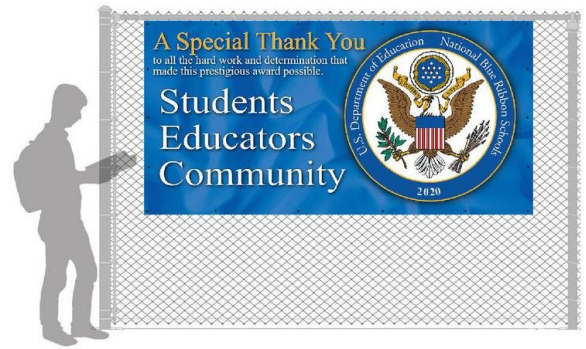
Contact Houston Media: DONE 10/1, AND 10/28

- KPRC
- KUHT
- KTRK
- KHOU
- NPR -
- FOX26
- Houston Chronicle

Contact the Facts



Banner for Campus



Social Media



Staff Recognition Award



Evaluation of the A./P. Beutel National Blue Ribbon Celebrations:

Post events discussions with primary partners declared all three major celebrations a success.

It was decided that the auditorium presentations by dignitaries could have been held in the evening for parents to attend.

The parade was overwhelmingly successful from all primary partners.

The teacher luncheon was very successful.

The commemorative glass holders of the National Blue Ribbon logo was well received by the staff.

The Blue Bell ice cream social for the students was the "icing on the cake," so to speak.

Links to pictures, script and other pieces of the celebrations:

https://drive.google.com/drive/u/0/folders/13r7ZSCSX_PBk6oLEUL9W_K5oJmcHuzT