



Introducing Superintendent Nate Carman, Ed.D.

**2023 NSPRA National School Communication Award
Gold Medallion Entry**
Special Communication Project/Campaign

Socorro Independent School District

K-12 Public school district with 48,000+ students
SISD Public Relations Department
12 public relations staff members

Daniel Escobar

Chief Communications Officer
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12440 Rojas Dr • El Paso, TX 79928



#TeamSISD

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Synopsis

In the fall of the 2021-2022 school year, the Socorro Independent School District formally embarked on its journey to select a new superintendent. The Board of Trustees hired a search firm to assist them with the process in September 2022. In the months during the search process, we were mindful of the upcoming preparations and actions that would be needed to ensure a successful school district leadership transition.

When the new superintendent Nate Carman, Ed.D. was hired in March 2022, we set upon a proactive special campaign to ensure that he was formally introduced to the community and his vision for Socorro ISD to excel was properly and thoroughly communicated to the Socorro and greater community.

Our overall mission was to support, introduce, and involve Dr. Carman in the community quickly and thoroughly. We set two goals: 1- introduce the new superintendent to the Socorro ISD and greater community and 2 - communicate his priorities and vision as the district's new leader. We incorporated several strategies and activities to prepare him for meetings, involve him in the community and communicate frequently with district stakeholders.

The PR team worked diligently from the moment Dr. Nate Carman was named the lone finalist knowing it was critical to ensure district stakeholders and El Paso community were familiar with him. We worked to prepare the superintendent for meetings and media interviews and found as many opportunities as possible to involve him in district/community activities. We also helped him to collect feedback and data from analysis of district operations and meeting personally with employees and students.

Our special campaign was highly successful, gaining widespread attention and support for the new superintendent. Press releases/ media pitching resulted in Dr. Carman delivering great interviews that generated numerous news stories on local media, reaching thousands of viewers. The numerous meetings and activities that he was involved in allowed him to deliver his plans/priorities to many varied audiences. Social media posts involving the new superintendent resulted in some 527,000 reaches/impressions. He gained trust and respect among Sisd stakeholders early on and already has led Socorro ISD to great success.

Research and Planning

The SISD Public Relations team started thinking about the ways to support and promote a new superintendent once the search process began. We were poised to help the search firm and school board with communication and other logistics in the process, and one of the first steps was to inform the public about a survey for parents, staff, students, and stakeholders to collect input on the qualities the community would like to see in the next superintendent. In the communication about the survey, we also shared the timeline for the search, including board member interviews, application period, candidate interviews, naming and approving the lone finalist.

During the search months, Chief Communication Officer Daniel Escobar was given the opportunity to write the TSPRA Voice column for the TASA Insight magazine. He wrote a compelling article about the best practices for a superintendent to develop a shared community vision of success upon their arrival in a new district. Escobar is no stranger to the process; he has been closely involved in supporting multiple leadership transitions. He has welcomed and assisted three new superintendents (five if you count interims) in his career in four large school districts. The article gave a solid road map for his PR team as we planned to welcome our next district leader.

When the SISD Board of Trustees named Dr. Nate Carman as the lone finalist for the SISD superintendent position on Feb. 21, 2022, we set out to support, introduce, and involve him in the community. **Goal one** was to introduce the new superintendent to the Socorro ISD and greater community. **Goal two** was to communicate his priorities and vision as the district's new leader. Strategies were developed to work with the superintendent, the leadership team, and the community so that Dr. Carman could build a strong foundation in SISD from the start. Our **strategies** were:

- Prepare superintendent for meetings, events; provide information and guidance
- Enable the superintendent to listen and collect valuable community input
- Involve the superintendent in school, district, community events
- Communicate clearly, frequently to share key information about superintendent and his plans

Implementation

We worked over a period of time to work toward our goals and implemented various objectives and activities. While Dr. Carman's official start date was March 15, 2022, we had started action as soon as he was named the lone finalist in February. Key dates included his first day on the job, which included a welcome reception; visits to campuses; presentation of his 90-day plan, community meetings, and introduction of his first major educational initiative -- launching two new elementary academies in the district.

TIMELINE

Search firm selected	Sept. 29, 2021
Survey about qualities community wants in new superintendent	November to December 2021
Survey results reported	December 2021
Interview process begins	Feb. 16, 2022
Lone finalist named	Feb. 21, 2022
SISD Board of Trustees approves hiring superintendent / first day on job	March 15, 2022
Community reception to welcome leader	March 15, 2022
Superintendent's message on website	March 15, 2022
Greetings email from superintendent to staff	March 21, 2022
Welcome/greetings video	March 22, 2022
Presentation of 90-Day Entry Plan	March 22, 2022
Community meetings at two areas in district	April 21, 28, 2022
Announcement of new elementary academies at special board meeting	April 28, 2022
Public announcement of new elementary academies	May 11, 2022
90-Day Update	June 21, 2022

Our **objectives** were to **meet regularly** with the superintendent to help prepare him, give him information and guidance; **create opportunities** for the superintendent to meet key people in the district; **plan, coordinate and inquire** about events for the superintendent to attend in the district and community.

We worked on many **activities** to help Dr. Carman invest the time to get to know the community; collaborate with district leaders; listen to students, staff, and community members; review district protocols and procedures; and study the district's strengths, needs and challenges. All of this was critical to help him create a thoughtful, deliberate plan to setting, communicating, and pursuing a clear vision by truly engaging and listening to the stakeholders of the district.

Chief Communication Officer's regular communication and direct, personal contact with the superintendent gave us clear direction on our overall mission to promote and engage the superintendent in Team SISD. He met with the superintendent in person, at cabinet meetings, via email, with phone calls and texts. We employed a variety of media to communicate with SISD and the public to show share Dr. Carman's entry plan and showcase his engagement with the community, including the district website, social media channels, email, flyers, phone calls, texts and press releases.

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We organized and executed two large-scale community meetings to give Team SISD an opportunity to hear directly from Dr. Carman as he presented what he had learned so far about the district, his plans for new elementary academies, and his vision for continued success in the district.

We coordinated interviews and press conferences with the media throughout his introduction, including his first day on the job, at the community meetings and his introduction of the new elementary academies. In addition, we created the Superintendent's 90-Day Update PowerPoint which served as a visually appealing support document as he reported his update at the June 2022 board meeting.

Collecting critical data/creating resources

Working with the appropriate departments and teams in the district, we assisted in Dr. Carman's collection of data for his analysis of district operations, finance, academic assessments and created various resources to share information.

- Developed a comprehensive information booklet that included school information, administration teams, and campus assessment data. This was a helpful tool for Dr. Carman to have pertinent information at his fingertips.
- Created the superintendent's webpage on the district website that included a direct email link to solicit feedback, a greetings message, and biography.
- Communicated Dr. Carman's 90-Day Entry Plan. We developed an eye-catching booklet that was shared with board members, posted on his webpage, presented at his first regular board meeting, and included in his presentation at two districtwide community meetings.
- Launched the 2022 SISD Climate Survey to solicit feedback from parents and school employees about their opinions on their campus and the district.

KEY MEETINGS IN THE SISD AND GREATER COMMUNITY

The district senior leadership team was integral in arranging meetings for Dr. Carman with:

- employee groups,
- parents,
- employee association leaders,
- elected officials,
- business leaders,
- community members,
- partners in education,
- local college and university leaders,
- regional district leaders.

In his first months in the district, Dr. Carman:

- visited all campuses;
- met all principals;
- met numerous teachers, staff, administrators, parents, volunteers;
- met with business and community members;
- attended meetings and events with board trustees in and out of the district;
- attended numerous district special events, athletic competitions, district committee meetings;
- regularly met one-on-one with board trustees.

Evaluation

In evaluating the success of our special campaign, we observed that the Socorro ISD community was eager to welcome the new permanent superintendent to the district. We saw many stakeholders were ready for a fresh start with a new leader and eager for a new path to success with Dr. Carman at the helm.

Overall, we were successful in meeting our two goals. Goal one: He was introduced at dozens of large- and small-scale meetings, received dozens of positive media hits, and was widely promoted through district communication channels on a regular basis gaining notable attention. **Goal two:** Dr. Carman personally delivered his vision and priorities at community meetings, in personal meetings with numerous stakeholders/groups and his message was made available in various media, including the district website, videos, social media, and TV, print and website news stories.

Our media pitching and press releases generated plentiful coverage of his arrival and engagement in Team SISD. In his first three months, Dr. Carman delivered great interviews with the media. It resulted in numerous positive news stories in all our local media reaching thousands of viewers and readers across the community.

His 90-Day Entry Plan was shared with many, varied audiences and was readily available on the website. There were a few hundred parents, students, faculty, and staff members at the two districtwide community meetings who heard Dr. Carman deliver his priorities and vision for the district. His 90-Day Update also was delivered with success to the Board of Trustees, the board meeting audiences filled with district parents, employees, and community members, and livestreamed online.

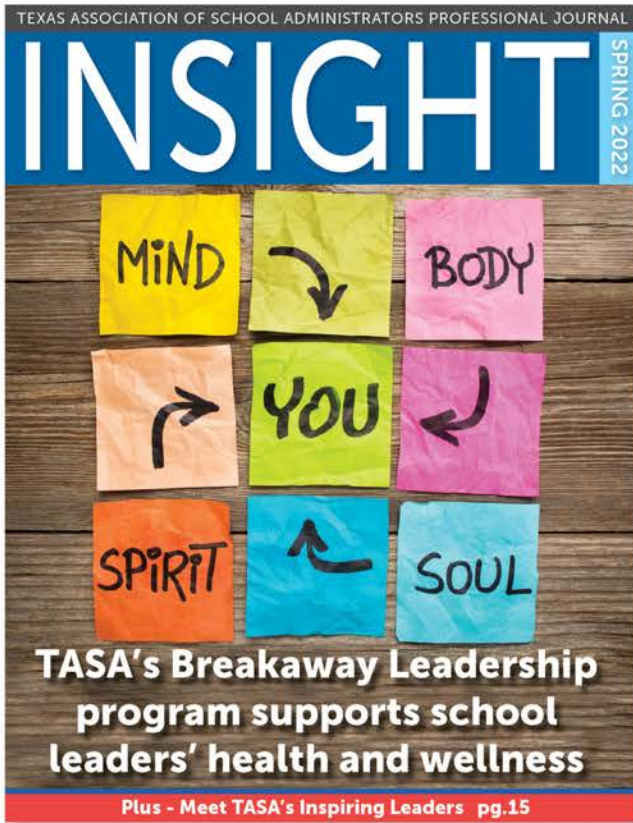
Dr. Carman's engagement with the community was shared prolifically on the district and his Twitter feeds and our other social media channels. The posts were key in building Dr. Carman's Twitter following, which currently is at 1,821 followers. Collectively on the SISD Twitter, Facebook and Instagram accounts, we generated 527,000 reaches/impressions and some 7,000 likes on posts involving the superintendent in his first two months in the district. The posts generated 976 retweets on Twitter.

What we learned and next steps

While there were many successes, there was a minor challenge in the transition of leadership that taught us preparation was the best way to handle any potential concerns. It was brought up early on when Dr. Carman was named the lone finalist. Some SISD stakeholders indicated they would like a superintendent who was bilingual in English and Spanish. Dr. Carman is not bilingual, and it was questioned by the media when he was introduced as the lone finalist. We ensured Dr. Carman was ready to address it. "I'm not fluent in Spanish, but I have worked four and a half years in a border district with very similar demographics to Socorro ISD and it was not a hindrance to my performance there and I do not believe it will be a hindrance to my performance here," he said. The issue was reported on in those initial reports but did not resurface after that.

Together, we learned alongside Dr. Carman about the current state of our schools, district, and community. We remained open-minded and flexible to learn the best approaches for him and our team as we strived to successfully introduce him and communicate his vision for SISD. We have developed a great relationship with Dr. Carman with trust, transparency, communication, which has been reflected among district stakeholders, who have embraced him with open arms and respect as the new leader of our great Team SISD community.

We have continued working together with Dr. Carman and with the community to establish and pursue a unified vision for the future which will lead to years of success. Since his initial arrival and establishment in the district, we have collaborated closely with Dr. Carman to successfully launch a convocation for 7,000 employees in the district, start a successful 2022-2023 school year in which we hit a milestone of more than 48,000 student enrollment and released the 2023-2027 SISD Strategic Plan, which is our roadmap to take Socorro ISD to new heights under Dr. Carman's leadership.



Cover



TSPRA VOICE

Developing a shared vision of success with meaningful community connections

by Daniel Escobar

Super Bowl winning coach Tony Dungy once said, "The first step toward creating an improved future is developing the ability to envision it... Only vision allows us to transform dreams of greatness into the reality of achievement through human action."

Like a new coach taking over a team, his words align perfectly with the goal of a successful school district leadership transition. The first 100 days for a new superintendent should focus on developing a shared community vision of success.

Over the last two decades I have had the opportunity to work under and alongside many great educational leaders in Texas. From Central to North Texas and my hometown of El Paso, I have been blessed to work in four large districts spanning our great state.

During this time, I experienced and helped support multiple leadership transitions. While none were without their challenges, the successful ones focused heavily on community engagement and team building. The ones that weren't so successful help solidify the importance of putting people first to build buy-in and a strong foundation that can lead to sustained success.

Following these principles and adapting them to one's local community can help prove Coach Dungy right. Working together with the community to establish and pursue a unified vision for the future can lead to years of success.

From day one, a new leader needs to hit the ground learning, studying the district's strengths, needs, and challenges; reviewing data and assessing district services; and developing strategic actions to move the district forward.

A great resource to get an overall objective viewpoint is a districtwide climate survey which ensures all stakeholders (including elementary students, secondary students, parents and employees) are given a voice to express their perceptions on the strengths and areas in need of improvement in the district.

The superintendent and district should also go to great lengths to engage individuals from the entire school community to assess the current state of the school district and collaboratively build the district's strategic direction, a shared vision inspiring all stakeholders to work together as a team to achieve new levels of success.

During the first 100 days, the new superintendent should personally:

Visit all district campuses multiple times (obviously this may vary depending on size of the system)

- Meet with principals, teachers, staff, parents and students
- Attend and participate in various school/district events and celebrations

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- Meet with district leadership teams
- Meet with professional and auxiliary staff members
- Meet with internal auditors
- Meet with employee association leaders
- Meet with business and political leaders
- Meet with district advisory committees (students, parents, employees)
- Meet with district foundation board
- Meet with partners in education
- Meet with representatives of the faith-based community
- Meet with regional district leaders
- Host public open house meetings inviting community at-large
- Solicit feedback on district website with direct email link
- Maintain an open-door policy with entire school community

In addition to learning from members of the community, the superintendent should also focus on the collection and analysis of data to better understand the strengths and challenges of individual schools, students, and the district as a whole. From

attendance, discipline, safety, campus climate and academic achievement to how the district spends its money, the comprehensive review of data will reveal areas of strength as well as areas in need of additional support.

A thorough analysis of the formal and informal data gathered should reveal a set of consistent priorities that represent the needs and wants of the community, which should be utilized in establishing the district's strategic direction.

By ensuring that every voice counts in setting, communicating, and pursuing a clear vision, the superintendent and district have a higher chance of attaining true buy-in and unifying the community on the path to "transform dreams of greatness into the reality of achievement through human action."

Easy enough, right?

Unfortunately, the application of these principles isn't always straight forward. All our situations are different. No two leaders are dealt the same hand, even within the same district. Especially in today's world, there are too many variables, seemingly in constant flux, for one game plan to work for all.

The transition period cannot be phoned in, or simply a task to check off. Each new leader must invest the time to genuinely get to know their district community. No assumptions or generalizations can be made. Stakeholders need to feel valued and listened to. If their new superintendent does not fully engage with them or has a position that he/she already knows what's best for their community, they will have a hard time building lasting support.



Staff gather for learning and engagement in Socorro ISD.

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I will never forget the time many years ago when my superintendent sat in my office and shared that he and the board had agreed to end his contract, less than a year after being appointed.

"I didn't take the time to find out who built the fences around this place before I sought to move them," he told me.

This was a well-accomplished, veteran school leader. He had led successful districts and was a great educator. He simply got ahead of himself doing what he felt was best and operated as he had in his previous district, without first understanding the lay of the land.

He hadn't learned enough about the nuances of the district or built enough support before making changes.

Not only is it important for new superintendents to be thoughtful and deliberate in their entry into a new system, the same is incumbent of the district's executive leadership team preparing to receive and support the vision of their new leader.

This spring my district will welcome a new superintendent, the third in my tenure here (fifth if you count interim). How simple it would be to dust off my plans and materials from the last time around and be done. However, 10 years have passed, and it wouldn't be in our new leader's nor our district's best interest to simply paint her/him with the same brush as any of our exes.

Every new leader deserves their own light, their own brand that will help them share and build support for their vision of an improved future for their school community and its stakeholders.

That will be our goal as we welcome our new leader. We will be open-minded and flexible and seek to learn more about the current state of our community alongside her/him. We will provide insight and historical context while being careful of bias and avoiding the pitfall of inserting ourselves into the equation.

We will provide support and service and look forward to the continued growth and success of our great Socorro ISD school community.

Daniel Escobar is chief communications officer of Socorro ISD. A member for 13 years, he is also TSPRA's Far West Area vice president.

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NEWS

For information call: Daniel Escobar at 937-0282 or 309-0053

Nov. 9, 2021

For Immediate Release

Socorro ISD community invited to provide input, help guide selection of new Superintendent of Schools

At a Special Board Meeting on Wednesday, September 29, the Socorro ISD Board of Trustees selected JG Consulting to serve as the firm to lead the superintendent search process.

The Socorro ISD Board is committed to a transparent process that encourages feedback from everyone in the community. As part of this process, the Board is seeking input on the qualities the community would like to see in the next superintendent. Parents, staff, students, and community members can share their input through the survey below:

- [SISD Superintendent search survey - English](#)
- [SISD Superintendent search survey - Spanish](#)

The community also will be invited to share its input at three in-person town hall meetings. The meeting dates and locations will be posted on the Superintendent Search webpage (www.sisd.net/superintendentsearch) soon. The information also will be shared on the district's social media pages once confirmed.

The Socorro ISD Board of Trustees, in partnership with JG Consulting, has released a timeline for the search process:

Activity	Dates
Board Member Interviews	November 2 – 3
Community Outreach	November 9 – December 10
Community Input & Leadership Profile Review	December 14
Application Period	December 15 – January 13



NEWS

For information call: Daniel Escobar at 937-0282 or 309-0053

Feb. 21, 2022

For Immediate Release

Socorro ISD Board of Trustees names Dr. Nate Carman as lone finalist for superintendent

Superintendent of San Benito CISD selected to lead Socorro district

After a lengthy process of gathering stakeholder input, a nation-wide search which included the review of many applications, and a comprehensive interview process of the top applicants, the Socorro ISD School Board is pleased to announce Dr. Nate Carman as the lone finalist for Superintendent of the Socorro Independent School District.

Dr. Nate Carman has served as superintendent of San Benito CISD and has served in this role since 2017. During his tenure, the SBCISD State Accountability Rating increased 11 points from a 74 to an 85 while increasing the number of TEA Distinctions by double digits, increased the Unassigned General Fund Balance from \$17.9 Million to \$41.3 Million passed a \$40 million bond, created an Early College Academy, established three separate Elementary Academies: STEAM, Fine Arts, and Environmental Academies. Dr. Carman worked hand in hand with the SBCISD Board of Trustees to improve employee benefits during his tenure which included raises each year, a zero premium health insurance plan, the establishment of a wellness plan, increased stipends, a leadership academy which helped grow leaders from within the district, and a commitment to professional development.

Dr. Carman's first superintendency began in May 2013, in Teague ISD. In all, Dr. Carman has nine years of experience as a Texas superintendent.

Dr. Carman served as the Assistant Superintendent of Curriculum and Instruction for Pine Tree ISD from 2009 to 2013. Prior to that role, he served as a campus and then district administrator in Grand Prairie ISD, and campus administrator in Wilmer Hutchins ISD and Lewisville ISD.

Socorro ISD Board President David Morales believes Dr. Carman is a great fit to serve the district as its next leader.

"We are pleased to announce Dr. Carman as the superintendent finalist for the Socorro district. We are confident that his experience and tenure as an educator in San Benito CISD has prepared him for this transition

--more--



NEWS

For information call: Daniel Escobar at 937-0282 or 309-0053

March 10, 2022

For Immediate Release

Socorro ISD Board of Trustees to complete hiring process of new Superintendent of Schools

SISD community invited to welcome new leader after official appointment

What: SISD Board of Trustees to complete hiring process for superintendent; community reception to welcome leader

Who: SISD board trustees; Nate Carman, Ed.D.; SISD staff, community members

Where: SISD District Service Center
12440 Rojas, El Paso, TX 79928

When: Monday, March 14, 2022
5:30 p.m.

The Socorro Independent School District Board of Trustees will complete the hiring process of the new Superintendent of Schools at a special board meeting on March 14, 2022. Immediately following the appointment, the SISD community is invited to congratulate and welcome our new leader at a special reception in the DSC lobby.

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NEWS

For information call: Daniel Escobar at 937-0282 or 309-0053

March 14, 2022

For Immediate Release

Socorro ISD Board of Trustees appoints Dr. Nate Carman as Superintendent of Schools

New leader welcomed at community reception

The Socorro Independent School District Board of Trustees completed the hiring process of the new Superintendent of Schools at a special board meeting on March 14, 2022. The board voted to approve Dr. Nate Carman as the next superintendent for Socorro ISD.

"I am truly humbled and excited to join Socorro ISD, a widely recognized and successful school district in the state of Texas. It is an honor to join this wonderful team of students, teachers, staff, and families, who clearly love the Socorro community," Dr. Carman said. "I accept this most important position with full responsibility and aim to fulfill the duties to the best of my ability."

After Dr. Carman's official appointment at the special board meeting, a community reception was celebrated to welcome him to Socorro ISD. SISD administrators, faculty and staff, and community members attended to greet and congratulate Dr. Carman.

He has planned his first months in the district to listen, explore and delve into the community to find out what makes SISD unique and successful. His approach is to engage with SISD stakeholders, review critical aspects such as budget, finances, accountability, and curriculum; and examine processes in the district.

Dr. Carman will continue touring schools, meeting with faculty, staff, and administrators, and visiting district facilities as part of his entry plan.

"We are very happy to welcome Dr. Carman to Socorro ISD as our new superintendent. He has demonstrated longtime success as an educational leader and I know that his experience will guide him to lead with excellence in SISD," said SISD Board of Trustees President David Morales. "We look forward to a strong collaboration and open communication with Dr. Carman so that we are equipped to give all our students the best possible opportunities."

Dr. Carman was previously the superintendent of San Benito CISD, where he had served in that role since 2017.

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Announcement Tweets

 Socorro ISD [@SocorroISD](#)


Socorro ISD Board of Trustees names Dr. Nate Carman as lone finalist for superintendent. Read more: bit.ly/3sag14d



7:41 PM · Feb 21, 2022 · Twitter for iPhone

[View Tweet analytics](#)


114 Retweets 9 Quote Tweets 262 Likes



[@SocorroISD](#)

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Liked by staffmembers and 188 others

 Socorro ISD [@SocorroISD](#)

The San Benito TX State Teachers Association honored [@CarmanNate](#) with the Friend of Education Award. He made a tremendous, positive impact in San Benito. We look forward to his leadership to continue our legacy of success in [#TeamSISD](#). Watch award video: youtu.be/cetnJRCWxW8





Welcome!

DR. NATE CARMAN

SUPERINTENDENT OF SCHOOLS



[#TeamSISD](#)

222 likes



San Benito TSTA Local

Friend of Education Award

8:00 AM · Mar 27, 2022 · Twitter Web App

Community Reception to Welcome Leader Evite

Please join us as we

Welcome

DR. NATE CARMAN

TO SOCORRO ISD

Monday, March 14, 2022
5:30 p.m.

SISD DISTRICT SERVICE CENTER (DSC)
12440 Rojas Drive • El Paso, Texas 79928

SISD Board of Trustees will complete the hiring process of the new Superintendent of Schools at a special board meeting. Immediately following the appointment, the SISD community is invited to congratulate and welcome our new leader at a special reception in the DSC lobby.

Please RSVP to 937-0288 or mkirtl@sisd.net



#TeamSISD



#TeamSISD

SEIZE YOUR OPPORTUNITY

Community Reception to Welcome Leader 8' x 4' Banner



Welcome!

DR. NATE CARMAN

SUPERINTENDENT OF SCHOOLS



#TeamSISD

Community Reception Photos



Community Reception Tweets

 **Socorro Independent School District**
Published by Daniel Escobar [?] · ★ Favorites · March 14 · 🌐

ICYMI: Community invited to help welcome Dr. Nate Carman to Socorro ISD. #TeamSISD

Please join us as we



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DR. NATE CARMAN
TO SOCORRO ISD
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Please RSVP to 937-0288 or ms@sisd.net

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2,267 People reached **26** Engagements [Boost post](#)

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 **Socorro ISD** 
@SocorroISD

Socorro ISD Board of Trustees appoints Dr. Nate Carman as Superintendent of Schools at a special meeting held this evening. Welcome to #TeamSISD, Dr. Carman! Read more: bit.ly/3tZQDnW.



7:14 PM · Mar 14, 2022 · Twitter for iPhone

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85 Retweets 3 Quote Tweets 187 Likes

Superintendent Media Coverage

Top Stories

By Rachel Phillips, David Gonzalez
Published February 21, 2022 6:32 PM



Dr. Nate Carman named Socorro Independent School District superintendent sole finalist



EL PASO, Texas — After a 9-month-long search, the Socorro Independent School District has named Dr. Nate Carman as its superintendent sole finalist. "I'm both excited and humbled at the opportunity," Carman said. Carman is a longtime educator. He started as a math and physics teacher that also doubled as a wrestling coach, before working his way up to a principal.

He's spent 9 years as a superintendent — the last 4 and a half years as the superintendent of San Benito Consolidated Independent School District.

During his time at the helm of San Benito CISD he oversaw 9,050 students across 22 campuses. In his new role at Socorro ISD there are closer to 50-thousand students across 49 campuses.

"In San Benito it is still a 6A school district," Carman said. "So the programs, the extra curricular activities will be very similar to what there are here. It will just be scaled up." One SISD parent who wished to stay unnamed told ABC-7 that the biggest thing parents and teachers asked the board to consider was hiring someone who was bilingual — something Carman is not.

"I'm not fluent in Spanish but I have worked 4 and a half years in a border district with very similar demographics to Socorro ISD and it was not a hindrance to my performance there and I do not believe it will be a hindrance to my performance here," Carman said.

"The fact of the matter is that, when you look at the big picture a person with that stature and those qualities he has, that gives you an idea he can commute with anyone no matter the language," David Morales, president of the SISD school board.

The board is currently in contract negotiations with Carman. There's a 21 day waiting period until they can officially offer him a contract.

Dr. Carman replaces Dr. Jose Espinoza, who resigned in May of 2021. He was paid \$629,309 as part of his separation agreement with the school district.



NEWS

EL PASO, Texas (KTSM) — The Socorro Independent School District Board of Trustees named Dr. Nate Carman as the finalist for the superintendent position.

The announcement was made at a Special Board of Trustees meeting on Monday.

Dr. Carman had previously served as superintendent at the San Benito Consolidated Independent School District in South Texas.

"I've had conversations with the board during the interview process. I understand they would like me to begin as soon as possible. Of course I have to work that out with the board of trustees in San Benito, but my intent is shortly after the board approves my contract here that I would be starting very soon afterward," said Carman.

Carman saying he has nine years of experience as a superintendent but that SISD will be the biggest.

"I am both excited and humbled at the opportunity, but in San Benito it is still a 6A school district so the programs, the extra curricular activities will be very similar to there so here we will be just scaled up and working with a great team I feel like we can handle the challenges," said Carman.

Carman says he is not fluent in Spanish but says he has worked four and a half years in a border school district with similar demographics to Socorro.

"It was not a hindrance to my performance there and I do not believe it will be a hindrance to my performance here in Socorro," said Carman.

SISD Board of Trustees President David Morales says there was a candidate from El Paso that was interviewed for the position. However, he says Dr. Carman's qualifications speak for themselves. Explaining what he was looking for in the candidates during the interview process.

"Personally, I was looking at high performance I wanted our district to score well in the state assessment. We were looking at our scores opposed to the rest of the region and at the state level and we were hoping that we can continue stringing the way we have been. We've had a lot of success and I believe now with this gentleman here he can take us to the next level," said Morales. Some SISD employees were at the meeting to hear in person who the next superintendent would be.

"There are so many changes that are happening and we need a strong leader to help us through these tough times right now," said Special education teacher Sylvia Amor who has been teaching in the district for almost 34 years.

Another district employee, school bus driver James Brown tells KTSM 9 News he is hopeful that Carman not being from El Paso will mean he will bring in fresh ideas.

"Maybe things we don't ordinarily maybe think of in El Paso here in El Paso. So I think it will be a good change. You know I can't base any judgement or anything until the gentleman gets in and then lets us where it goes from there, said Brown.

Socorro ISD board of trustees name superintendent finalist



Dr. Nate Carman speaking at the SISD superintendent search.

EL PASO, Texas (KFOX14/CBS4) — The Socorro Independent School District board of trustees has named a lone superintendent finalist.

The board named Dr. Nate Carman as the finalist.

Carman has served as superintendent of San Benito CISD in the Rio Grande Valley and has served in this role since 2017.



Dr. Nate Carman speaking at the SISD superintendent search.

Carman has experience as an educator in New Mexico and Texas as well as an administrator, assistant principal, principal and coach.

Carman's first superintendency began in May 2013, in Teague ISD.

In all, Dr. Carman has nine years of experience as a Texas superintendent.

Socorro ISD Board President David Morales believes Dr. Carman is a great fit to serve the district as its next leader.

"We are pleased to announce Dr. Carman as the superintendent finalist for the Socorro district. We are confident that his experience and tenure as an educator in San Benito CISD has prepared him for this transition to be our new superintendent," Morales said. "He is a leader that has shown high levels of professional excellence as a thoughtful leader, team builder, exceptional communicator and strategic thinker with a commitment to lead students and staff to success."

Morales also says that the board has a vision for SISD and Carman was up to taking the challenge of making SISD the best in the state.

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Superintendent Media Coverage

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Socorro ISD chooses Nate Carman for superintendent position at board meeting

Cedrina Carman and Julie Lopez | El Paso Times
Published 8:37 pm, 07/24/21, ET | Updated 8:55 am, 07/24/21, ET | 2021

View Comments



Photos: Socorro ISD 'White Coat' induction ceremony welcomes new nursing students to Texas


High school students bring joy to a health care pathway program named Texas Tech University Health Sciences Center El Paso upon completion of the 30th annual White Coat Induction Ceremony on Wednesday evening, Oct. 27, 2021, at SOCORRO ISD's Board Meeting Center.

The Socorro Independent School District board chose Nate Carman as lone finalist for superintendent after days of candidate interviews last week.

"I was drawn to Socorro ISD based on their education and the fact that it's an innovative and highly successful school district," Carman, San Benito ISD superintendent, said. "When the job came open I was immediately drawn to it."

ISD President David Morales said there were four finalists, two of whom advanced. Carman was then selected.

A start date has not been established and there will be a 21-day waiting period before the board will offer Carman a contract. He intends to start as soon as the contract is approved.



Nate Carman was named as the lone finalist for Socorro ISD superintendent at a board meeting Monday, Feb. 21, 2022.

Advertisement

Eduardo Mesa, District 1 trustee and secretary, said Carman stood out among all the candidates.

"He brought stabilization to San Benito ISD and I believe that he will bring the same leadership and stabilization to Socorro ISD," Mesa said.


Morales said he was looking for candidates who could bring high performance to the district for state assessment tests.

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Socorro ISD chooses Nate Carman of San Benito school district as next superintendent

Mindy Smith | February 21, 2022



Facebook | Twitter

The Socorro school board has chosen Nate Carman, the leader of the San Benito school district in South Texas, as its next superintendent.

Carman was named lone finalist Monday by a 5-0-1 vote of the Socorro Independent School District Board of Trustees. Trustee Cynthia Najera was absent. Trustee Paul Guerra abstained, citing his absences during some of the applicant interviews.

Carman has been superintendent of the San Benito Consolidated Independent School District in the Big Bend Valley since 2017. That district has just over 19,000 students while Socorro ISD has about 47,500.

"I was drawn to Socorro ISD based on the reputation as an innovative, highly successful school district," Carman said Monday. He said he was "excited and honored" to lead Socorro ISD and said he is hopeful his experience boosting student achievement and improving district finances in another border district will translate well to El Paso County.

Carman is not bilingual, something trustees identified as a preferred qualification in the job posting. He has a doctorate, which was another preferred qualification.

Board President David Morales said Carman's experience "spoke for itself," describing the incoming superintendent as highly qualified.

Superintendent Web Page

The screenshot shows the Superintendent's Message page on the Socorro ISD website. The page features a navigation menu with options like 'About Us', 'Departments', 'Superintendent', 'SISD Board', 'District Accountability', 'Policies', 'Parents', 'Students', 'Staff', and 'FAQ'. The main content area is titled 'Superintendent's Message' and includes a photo of Nate Carman, Ed.D., and a detailed letter from him. The letter expresses his excitement and honor in serving as the Superintendent of Socorro ISD, a high-performing district in the El Paso area and Texas. He thanks the SISD Board of Trustees for their support and acknowledges his long experience as an educator. He outlines his vision for the district, focusing on optimizing students' academic, artistic, athletic, and interpersonal skills, and building a culture of trust and transparency. The page also includes a 'Good to Know' section with links to various district resources and a 'Popular Links' section with social media icons.

Greetings email from the Superintendent

The screenshot shows an email from Dr. Nate Carman, Superintendent of Schools, dated Monday, March 21, 2022 at 12:41 PM. The email is addressed to 'SISD_Staff' and has a retention policy of 5 years. The body of the email is a warm greeting to the faculty and staff, expressing his excitement and honor in serving as the Superintendent of Socorro ISD. He thanks the SISD Board of Trustees for their support and acknowledges his long experience as an educator. He outlines his vision for the district, focusing on optimizing students' academic, artistic, athletic, and interpersonal skills, and building a culture of trust and transparency. He mentions his recent visit to the district and his appreciation for the warm reception he received. He concludes with a sincere greeting and his name and title.

Welcome/Greetings Video Script

Welcome/greetings for Socorro ISD community from Nate Carman, Ed.D.
Video Script
03 22 22

Hello Socorro ISD,

I am truly excited and humbled by the opportunity to serve as superintendent of Socorro ISD.

SISD is known as an innovative, high performing school district...one of the top large districts not only in the region, but in the state.

This district is a true gem in the El Paso area and in Texas, and I hope to inspire students and staff to continue shining brightly with success.

I thank the SISD Board of Trustees for acknowledging and trusting my longtime experience as an educator and expertise as a school district superintendent.

It is an honor to have been chosen for this most important post in this great community and I embrace the history of excellence achieved over the last 60 years.

I am eager to work with the Board, staff, students, parents, and community to work toward optimizing SISD students' academic, artistic, athletic, and interpersonal skills.

I look forward to learning more about what makes SISD special and the unique talents, traits and strengths of our students and employees.

I will explore the district and engage with as many stakeholders as possible with an open mind and a pledge to develop positive relationships to move us forward together.

I know that there is a wealth of knowledge and aptitude among all students, staff, and faculty in this award-winning and remarkable district.

Providing equal educational opportunities is integral to serve our diverse population and I aim to help all students find their voice and achieve their full potential.

03 11 22

1

I want to build consensus to benefit our students and so that we may improve initiatives for college and career readiness, exceeding accountability standards, and creating innovative approaches to learning.

It is an honor and a privilege for me to join SISD and I am excited for my wife and I to make the Socorro community our new home.

I know my first few months will be exciting and informative. It will be my mission to gain as much input, data, and information about the district so that we may work together to arrive at a shared vision for a prosperous future.

Thank you for this opportunity to serve as your superintendent.

I look forward to leading our Socorro ISD students, faculty, staff and community to even greater heights! Thank you!

03 11 22

2

Welcome/Greetings Video



Search



A message from SISD Superintendent Nate Carman, Ed.D.

Socorro ISD
3.06K subscribers

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20

Share

Save

1.6K views 7 months ago
Show more

<https://www.youtube.com/watch?v=DPQW97pR1Hs>

Superintendent Visits Social Media

Socorro ISD @SocorroISD

Superintendent Lone Finalist Dr. Nate Carman is getting a head start in learning more about what makes Socorro ISD special. His first stop, a visit with @Socorro_HS followed by time with @Eastlake_HS and @Eldorado_HS. Welcome to #TeamSISD, Dr. Carman!

6:26 PM - Feb 26, 2022 - Twitter for iPhone

47 Retweets 3 Quote Tweets 169 Likes

Socorro ISD @SocorroISD

Superintendent Lone Finalist Dr. Nate Carman continued his tour of the district with visits to the heart of #TeamSISD, Transportation and Maintenance & Operations, followed by time with @MECollege_HS, @Montwood_HS and @PHills_HS. Another great day!

7:04 PM - Mar 1, 2022 - Twitter for iPhone

29 Retweets 1 Quote Tweet 96 Likes

Socorro Independent School District
Published by Instagram [7] Favorites · March 1

Superintendent Lone Finalist Dr. Nate Carman continued his tour of the district with visits to the heart of #TeamSISD, Transportation and Maintenance & Operations, followed by time with Mission Early College High School, Montwood High School and Pebble Hills High School. Another great day!

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

2,715 People reached 115 Engagements Boost post

11 Comments 1 Comment

Socorro ISD @SocorroISD

Superintendent Lone Finalist Dr. Nate Carman finished his tour of all #TeamSISD high schools with visits to @Americas_HS and @Options_HS this morning. He also met and thanked the Child Nutrition Services team for working through the pandemic to ensure students didn't miss a meal.

3:49 PM - Mar 2, 2022 - Twitter for iPhone

55 Retweets 1 Quote Tweet 68 Likes

Socorro ISD @SocorroISD

Superintendent Lone Finalist Dr. Nate Carman visited three elementary campuses, each in different regions of the district, to continue learning about what makes #TeamSISD special. Great things happening in Spring intersession at @HHeights_ES, @HDHiley_ES and @HBall_ES.

4:17 PM - Mar 7, 2022 - Twitter for iPhone

33 Retweets 96 Likes

Socorro ISD @SocorroISD

Dr. Carman kicked off the fourth nine weeks with a trip to @PurpleHeart_ES, @HAntwine_MS, @CJ_Lions_CJES, and @PDN_ES. He learned first-hand how teachers and staff inside and outside the classroom help #TeamSISD students become effective and empowered learners.

4:55 PM - Mar 23, 2022 - Twitter for iPhone

43 Retweets 2 Quote Tweets 102 Likes

Socorro ISD @SocorroISD

Engagement is key! @Esconrias_ES, @Warriors_SSMS, @Hueco_ES and @DW_K8S have a strong commitment to providing a wide range of learning opportunities to its students and their families. They were eager to share how they foster these relationships with Dr. Carman.

2:34 PM - Mar 25, 2022 - Twitter for iPhone

24 Retweets 69 Likes

4:02 PM - Mar 25, 2022 - Twitter for iPhone

17 Retweets 1 Quote Tweet 41 Likes

Socorro ISD @SocorroISD

@JHambric_K8, @BSybert_PK8, @Montwood_MS, @EChavez_ES, and @BenitoMtz_ES show Dr. Carman how #TeamSISD students are tomorrow's leaders learning today. Great visits to these schools today!

3:38 PM - Mar 25, 2022 - Twitter for iPhone

17 Retweets 1 Quote Tweet 41 Likes

Socorro ISD @SocorroISD

Great visits to @MRidge_ES, @Ensor_MS, @DSShook_ES, and @LVerde_ES giving Dr. Carman insight into why #TeamSISD continues to grow as the district of choice for students and families alike!

5:41 PM - Mar 29, 2022 - Twitter for iPhone

28 Retweets 81 Likes

Socorro ISD @SocorroISD

#TeamSISD Superintendent Dr. Nate Carman had fantastic visits at @JDrugan_PK8, @SVista_ES, @WECClarke_MS, @MCooper_ES and @VDeISol_ES where he saw student-centered approaches to instruction that increase opportunities for active learning and meaningful conversations.

2:32 PM - Apr 5, 2022 - Twitter for iPhone

32 Retweets 1 Quote Tweet 90 Likes


Socorro ISD @SocorroISD

Dr. Carman saw firsthand how teachers at @SGTCarrasco_ES, @Ituarte_ES, @OSheaKeleher_ES, and @Hernando_MS frame curriculum to provide tools that give students options and a voice to become integrated lifelong learners for college, careers and life!

5:43 PM - Apr 6, 2022 - Twitter for iPhone

27 Retweets 3 Quote Tweets 80 Likes

Press Releases - Community Meetings



For information call: Daniel Escobar at (915) 937-8282 or (915) 389-0853

April 19, 2022

For Immediate Release

Socorro ISD invites community to discussion on future of district
Two community meetings open to SISD stakeholders

What: Socorro ISD Community Meetings
Who: SISD parents, employees, community members, all stakeholders, superintendent and board trustees
When/Where: Thursday, April 21, 2022 at Socorro High School, 10150 Alameda Ave Thursday, April 28, 2022 at Americas High School, 12101 Pellicano 5:30 p.m. student entertainment, facility tours, refreshments 6 p.m. superintendent's presentation, followed by community discussion

The Socorro Independent School District invites SISD parents and community members for a community discussion on the future of Socorro ISD.


SISD stakeholders may attend either of the two meetings scheduled for April 21 and April 28. The program will begin with student entertainment and tours of new facilities at 5:30 p.m. Culinary arts students will provide delicious refreshments.

The community is invited to hear from new SISD Superintendent of Schools Dr. Nate Carman and meet SISD board trustees. Dr. Carman's presentation will begin at 6 p.m., followed by a community discussion.

Meetings will be in the new cafeteria April 21 at Socorro High School, enter through the Rio Vista Road entrance, and April 28 in the cafeteria at Americas High School, enter through the fine arts building entrance.

The entire SISD community is encouraged to attend for an informative and engaging evening.

-30-



For information call: Daniel Escobar at (915) 937-8282 or (915) 389-0853

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-30-



For information call: Daniel Escobar at (915) 937-8282 or (915) 389-0853

April 27, 2022

For Immediate Release

Socorro ISD invites community to discussion on future of district
Community meeting at Americas High School open to SISD stakeholders

What: Socorro ISD Community Meeting
Who: SISD parents, employees, community members, all stakeholders, superintendent and board trustees
When: Thursday, April 28, 2022 5:30 p.m. student entertainment, facility tours, refreshments 6 p.m. superintendent's presentation, followed by community discussion
Where: Americas High School, 12101 Pellicano

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The meetings will be in the cafeteria at Americas High School, enter through the fine arts building entrance.

The entire SISD community is encouraged to attend for an informative and engaging evening.

-30-

Community Meetings Evite

English

Spanish




JOIN US FOR A COMMUNITY DISCUSSION ON THE FUTURE OF SOCORRO ISD
 ENTERTAINMENT AND TOURS START AT 5:30 P.M.
 PRESENTATION STARTS AT 6 P.M.

THURSDAY, APRIL 21, 2022 SOCORRO HIGH SCHOOL 10150 Alameda Ave., El Paso, TX 79927 (enter through the Rio Vista Rd. entrance)	THURSDAY, APRIL 28, 2022 AMERICAS HIGH SCHOOL 12101 Pellicano Dr., El Paso, TX 79936 (enter through fine arts building entrance)
--	---

Come see great student entertainment, sample food from our culinary arts students, tour new facilities and meet our Board of Trustees and new Superintendent of Schools Dr. Nate Carman.

 **SEIZE YOUR OPPORTUNITY**




Únase a nosotros para una DISCUSIÓN COMUNITARIA sobre el futuro del Distrito Escolar Independiente de Socorro
 EL ENTRETENIMIENTO Y LOS RECORRIDOS COMIENZAN A LAS 5:30 P.M.
 LA PRESENTACIÓN COMIENZA A LAS 6 P.M.

JUEVES, 21 DE ABRIL DE 2022 EN LA PREPARATORIA DE SOCORRO 10150 Alameda Ave., El Paso, TX 79927 (entrar por la entrada de Rio Vista Rd.)	JUEVES, 28 DE ABRIL DE 2022 EN LA PREPARATORIA DE AMERICAS 12101 Pellicano Dr., El Paso, TX 79936 (entrar por la entrada del edificio de bellas artes)
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Veniga a ver a grand entretenimiento estudiantil, pruebe la comida de nuestros estudiantes de artes culinarias, recorra las nuevas instalaciones y conozca a nuestros miembros de la Mesa Directiva y al nuevo Superintendente Dr. Nate Carman.

 **APROVECHA TU OPORTUNIDAD**

Community Meetings Turn Key




2022 SOCORRO ISD
 COMMUNITY MEETINGS

THURSDAY, APRIL 21, 2022 SOCORRO HIGH SCHOOL 10150 Alameda Ave., El Paso, TX 79927 (enter through the Rio Vista Rd. entrance)	THURSDAY, APRIL 28, 2022 AMERICAS HIGH SCHOOL 12101 Pellicano Dr., El Paso, TX 79936 (enter through fine arts building entrance)
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 **SEIZE YOUR OPPORTUNITY**

Community Meetings Presentation



2022 Socorro ISD Community Discussion
April 28, 2022

#TeamSISD SEIZE OPPORTUNITY

Socorro ISD Board of Trustees




#TeamSISD SEIZE OPPORTUNITY

Nate Carman, Ed.D.
SISD Superintendent of Schools
Nine years as a superintendent

- Superintendent of Teague Independent School District
- Superintendent of San Benito Consolidated Independent School District

Nearly three decades experience as an educator


- Teacher and coach
- School Administrator (assistant principal, principal)
- K-12 Director Mathematics
- Assistant superintendent of Curriculum and Instruction
- Superintendent



#TeamSISD SEIZE OPPORTUNITY

Socorro ISD 60-year legacy of success


- Outstanding student performance
- Exceptional faculty and staff
- Tremendous community support



#TeamSISD SEIZE OPPORTUNITY

Stakeholder Engagement

- Visiting all schools and departments
- Meeting with key stakeholders
- Engaging with community



#TeamSISD SEIZE OPPORTUNITY

Stakeholder Engagement



#TeamSISD SEIZE OPPORTUNITY

Stakeholder Engagement




#TeamSISD SEIZE OPPORTUNITY

90-Day Entry Plan

30 Days

- Meet with district & community stakeholders
- Review Budget
- Accountability
- Review board agendas & minutes for the last three years




#TeamSISD SEIZE OPPORTUNITY

90-Day Entry Plan

60 Days

- Establish weekly meetings with Central office
- Review last 3 years Financial Audits
- Start Process of Finding Savings



#TeamSISD SEIZE OPPORTUNITY

90-Day Entry Plan

90 Days

- Review Status of Accountability and Curriculum Issues
- Short and Long Term Needs Assessment
- Begin draft of 2022-23 proposed budget
- Staff development plans for 2022-23
- Establish District calendar for 2022-23
- Make a list of current projects and future needs facing the district
- Goal-setting workshop with board to review and/or adjust plans
- Graduation/promotion activities planned
- Provide "State of the District" Address



#TeamSISD SEIZE OPPORTUNITY

The Right Choice for Endless Opportunities

- Overall #1 Student Performance
- Advanced Career & Technical Training
- Award-Winning Fine Arts Programs
- World-Class Facilities
- Free College Classes
- Innovative Advanced Academic Academies
- Championship Athletics & Teams
- State-of-the-Art Technologies
- Free Pre-K, 3-year-old Program
- Dual Language Academy



#TeamSISD SEIZE OPPORTUNITY

SOCORRO ISD PRE-K & 3-YEAR-OLD REGISTRATION ENROLL NOW

#TeamSISD

WWW.SISD.NET/PREK



DUAL LANGUAGE ACADEMY
Opened 2019-20




#TeamSISD SEIZE OPPORTUNITY

DUAL LANGUAGE ACADEMY
New for 2022-23



#TeamSISD SEIZE OPPORTUNITY

Elementary Academies



Paso del Norte Fine Arts Academy

- Dance
- Visual Arts
- Digital Arts
- Theatre
- Music

Escontrias STEAM Academy

- Science
- Technology
- Engineering
- Arts
- Math

#TeamSISD SEIZE OPPORTUNITY

Looking Ahead


Returning Students Online Registration
• Opened April 18, 2022

Community Climate Survey
• April 25-May 1, 2022

STAAR/EOC Assessments
• April-May

Community Meetings
• April 21, 2022 at Socorro HS
• April 26, 2022 at Americas HS

Class of 2022 Graduations
• June 10, 2022
• June 11, 2022




#TeamSISD SEIZE OPPORTUNITY

CLASS OF 2022 GRADUATION SCHEDULE
DON HASKINS CENTER • 151 GLORY RD. • EL PASO, TX 79902

Friday, June 10, 2022	Saturday, June 11, 2022
8 a.m. Mission Early College HS	9 a.m. Montwood HS
11 a.m. Americas HS	1 p.m. Pebble Hills HS
3 p.m. Eastlake HS	5 p.m. Socorro HS
7 p.m. El Dorado HS	

#TeamSISD SEIZE OPPORTUNITY

Questions and Answers



#TeamSISD SEIZE OPPORTUNITY

Community Meetings Americas High School Photos



Community Meetings Socorro High School Photos



Climate Survey Email

From: Socorro ISD <socorroisd@sisd.net>
Sent: Monday, April 25, 2022 12:00 AM
To: Campus Escontrias ES Staff <ese-staff@live.sisd.net>
Subject: 2022 SISD Climate Survey for Faculty and Staff

Dear Socorro ISD Campus Employees,

Hearing directly from the stakeholders of the Socorro Independent School District is incredibly valuable to learn about the school culture in our district. Therefore, I would like to invite campus employees in the district to participate in the 2022 Campus Climate Survey to provide feedback on the current state of Socorro ISD.

The climate survey is completely confidential and will be used to gather data to provide the best instruction, operations and customer service to students, employees, and families in our district. We invite employees to honestly provide their input to assist the district in improving the overall efficiency and effectiveness of our schools.

The online survey will be open from midnight April 25 to 11:59 p.m. May 1, 2022. You may use this link <https://www.research.net/r/WKZ2CQR> to fill out your campus survey. You can also access the link from the MySISD employee portal, my.sisd.net.

If you have any technical questions regarding the survey, you may contact Elizabeth Rios, Database/Development Manager, at erios01@sisd.net or 915-937-1654.

We look forward to hearing from our campus employees.

Sincerely,

Nate Carman, Ed.D.
Superintendent of Schools

Climate Survey Phone Message

Climate Survey phone message
Campus staff
04 25 22

Phone

Hello, I am calling from the Socorro Independent School District to invite campus faculty and staff to participate in the 2022 Climate Survey to provide feedback on the current state of Socorro ISD. The survey is completely confidential. We invite staff members to honestly provide their input. The online survey is open now until 11:59 p.m. May 1. The survey is available via an email sent on April 25. We look forward to hearing from our SISD faculty and staff. Thank you for your continued trust and support of Team SISD.

Text

Team SISD: Campus staff invited to participate in 2022 Climate Survey. Check email sent April 25 for more details.

Press Release - Public Announcement of New Elementary Academies



NEWS

For information call: Daniel Escobar at 937-0282 or 309-0053

May 11, 2022

For Immediate Release

Socorro ISD creates first-of-its-kind open enrollment elementary schools of choice

PreK-5th grade students from across El Paso County eligible to apply to attend the NEW Paso Del Norte Fine Arts and Escontrias STEAM academies

The Socorro Independent School District will open two new schools of choice for the 2022-2023 school year, the Paso Del Norte Fine Arts Academy and Escontrias Science, Technology, Engineering, Arts and Math (STEAM) Academy. The campuses will offer limited open enrollment for students from across El Paso County interested in applying to attend.

Paso Del Norte Elementary, 12300 Tierra Este Rd., will be converted into the new Fine Arts Academy in which students will receive specialized instruction in dance, music, visual and theatre arts. Escontrias Elementary, 10400 Alameda Ave., will become the new STEAM Academy offering hands-on experiences with state-of-the-art technologies in specialized labs to all students. Students in both academies also will excel in all core curriculum and traditional elementary school experiences.

"We are excited to launch these two new academies and provide elementary students and families more choice for their educational journey in our public school system," said Superintendent of Schools Nate Carman, Ed.D. "Socorro ISD has done a tremendous job establishing programs of choice at the secondary level, with its one-of-a-kind law and architectural academies, and business, STEM, technology, IB, CTE and early college programs. It's time now for us to build and provide that same level of choice and opportunity for our youngest students in the district."

As students of the Paso Del Norte Fine Arts Academy, children will develop a strong understanding for the arts and will use this knowledge to apply it to the world around them while becoming productive and responsible citizens in the community. Facilities at the campus are being renovated for students to receive daily instruction and develop their talents in the arts, including specialized dance, music, theatre, and visual art rooms.

Escontrias STEAM Academy students will attend science and engineering classes in newly renovated labs, work hands-on with technology such as drones, 3D printers, and robotics, and develop lifelong skills to include

--more--

collaboration, communication, and confidence. STEAM concepts will be integrated throughout the day to support the development of higher order thinking and problem solving through the creative process.

Instruction in the arts and STEAM will be supported through school-sponsored afterschool activities and clubs at both campuses.

"I have seen these models flourish in other communities and I can't wait to see our Socorro ISD students taking full advantage of the opportunities these academies will provide," Carman added. "As we move forward, I look forward to working collaboratively with our community to create even more choices for students to rise to their full potential. With choice and freedom to select a path that suits the interest of the individual child, our students will become more engaged and accomplished at a much younger age."

All students who live in the academy attendance zones are grandfathered in and have the first opportunity to enroll in the schools, followed by other Socorro ISD students who wish to apply. Limited space will then be made available to other students from throughout the El Paso region to apply for the new opportunity. Enrollment in the academies is free. Parents can visit www.sisd.net/elementaryacademies to learn more and apply for their children to seize their opportunity in Socorro ISD.

--30--

New Elementary Academies Media Coverage

El Paso Times

NEWS

Socorro school district to offer students a chance to learn at fine arts, STEAM academies

Julia Lucero
El Paso Times

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8 Photos

A look at Socorro ISD welcoming new superintendent Nate Carman
The Socorro ISD school board completed the hiring process for new Superintendent Nate Carman on March 14, 2022.

Editor's note: This story has been updated to correct a line that read there will be additional tuition to enroll a student in the academies. There will be no additional tuition to attend.

Socorro Independent School District will open fine arts and STEAM academies next school year.

Announced at a special board meeting last Thursday, the fine arts academy will be at Paso Del Norte Elementary school and the science, technology, arts and math elementary academy will be at Escontrias Elementary school.

"We believe that students who enjoy the activities of school stand a chance to be more engaged," SISD Superintendent Nate Carman said. "So if a student has a love of fine arts, their attendance is likely to improve, their engagement in the classroom is likely to improve."

In addition to core instruction, the fine arts academy will offer classes in dance, music and art.

The STEAM academy will have hands-on engineering programs and a fine arts component.



Escontrias Elementary school student Jacobo Chavez concentrates on setting up his robot with partner Sophia Gutierrez during the SISD 48th annual ROBOCOP! Robotics, Jan. 11, at Pecos Hills High School in El Paso. There will be 24 teams that will advance to the regional competition, West Texas El Paso FLL Championship, at UTEP on Jan. 25. BRUNNA SANCHEZ/EL PASO TIMES, BRUNNA SANCHEZ/EL PASO TIMES

Both academies are pre-k through fifth grade. There will be no additional tuition to enroll a student into one of the academies.

Lucia Borrego, SISD chief academic officer, said children will be able to discover what their strengths are at school with more hands-on and exploratory approached learning.

"Many times what we do is we box kids in to traditional education where its reading, writing and math," Borrego said "We realize that not all kids learn the same. And so we want to be able to afford these opportunities to kids that learn differently."


Al Garcia, SISD assistant superintendent of elementary instruction, said the programs will have a natural fit to the students' core schedule and offer after school clubs.

"Many of the options that we can offer at the fine arts academy where dance and movement is involved is already addressed to their P.E credit," Garcia said.

The districts hopes to see an increase in enrollment students attending different academies in secondary schooling after attending the elementary academies.

"We want kids to have that choice and be able to explore what their talents are and what they likes are," Borrego said.

90-Day Update Presentation



Nate Carman, Ed.D.
Superintendent's 90-Day Update

June 21, 2022

#TeamSISD SEIZE OPPORTUNITY

Socorro ISD Board of Trustees




Edwards Mesa, President
Pablo Barerra, Vice President
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Ricardo O. Castellanos, Trustee
Paul Guerra, Trustee
Cynthia Ann Nolasco, Trustee
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#TeamSISD SEIZE OPPORTUNITY

Socorro ISD 60-year legacy of success


- Outstanding student performance
- Exceptional faculty and staff
- Tremendous community support



#TeamSISD SEIZE OPPORTUNITY

Timeline

- Named Lone Finalist February 21, 2022
- First Day March 14, 2022
- 90-Day Mark June 12, 2022
- 90-Day Report June 21, 2022



#TeamSISD SEIZE OPPORTUNITY

Philosophy of Educational Leadership

"Education ultimately depends on what happens in classrooms...between teachers and learners. That is fundamental."
David Perkins

"A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go but ought to be."
Rosalyn Carter




#TeamSISD SEIZE OPPORTUNITY

90-Day Entry Plan

30 Days

- Meet with district & community stakeholders
- Review Budget
- Accountability
- Review board agendas & minutes for the last three years




#TeamSISD SEIZE OPPORTUNITY

90-Day Entry Plan

60 Days

- Establish weekly meetings with Central office
- Review last 3 years Financial Audits
- Start Process of Finding Savings



#TeamSISD SEIZE OPPORTUNITY

90-Day Entry Plan

90 Days


- Review Status of Accountability and Curriculum Issues
- Short and Long Term Needs Assessment
- Begin draft of 2022-23 proposed budget
- Staff development plans for 2022-23
- Establish District calendar for 2022-23
- Make a list of current projects and future needs facing the district
- Goal-setting workshop with board to review and/or adjust plans
- Graduation/promotion activities planned
- Provide "State of the District" Address



#TeamSISD SEIZE OPPORTUNITY

Stakeholder Engagement

- Visited all schools
- Met with key stakeholders
- Hosted community discussions
- Conducted campus surveys



#TeamSISD SEIZE OPPORTUNITY

Stakeholder Engagement



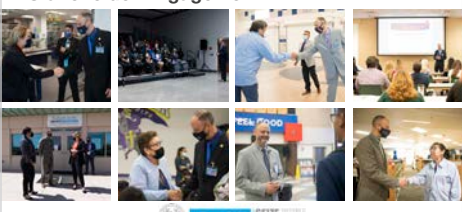
#TeamSISD SEIZE OPPORTUNITY

Stakeholder Engagement



#TeamSISD SEIZE OPPORTUNITY

Stakeholder Engagement



#TeamSISD SEIZE OPPORTUNITY


Stakeholder Engagement



#TeamSISD SEIZE OPPORTUNITY

The Right Choice for Endless Opportunities

- Highly-qualified, committed faculty and staff
- Supportive, engaged community
- Growing enrollment



#TeamSISD SEIZE OPPORTUNITY

The Right Choice for Endless Opportunities

- Overall #1 Student Performance
- Advanced Career & Technical Training
- Award-Winning Fine Arts Programs
- World-Class Facilities
- Free College Classes
- Innovative Advanced Academic Academies
- Championship Athletics & Teams
- State-of-the-Art Technologies
- Free Pre-K, 3-year-old Program
- Dual Language Academy




#TeamSISD SEIZE OPPORTUNITY

Challenges & Concerns

- Strategic focus
 - School safety
 - Learning loss
 - Growth/facilities management
 - Operational systems
 - Charter expansion
- TEA active investigation

"Only through focus can you do world-class things, no matter how capable you are." Bill Gates



#TeamSISD SEIZE OPPORTUNITY

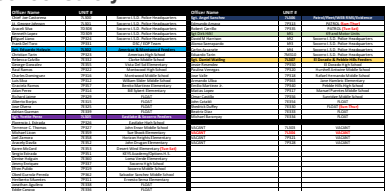
School Safety

- Historical Context
 - Multilayered safety plan
 - Cameras
 - Police/security force
 - Emergency response protocol
- Refocusing
 - Training
 - Reallocation of police resources
 - Inspection and verification



#TeamSISD SEIZE OPPORTUNITY

School Safety



#TeamSISD SEIZE OPPORTUNITY

SISD 2023-2027 Strategic Plan

**SOCORRO INDEPENDENT SCHOOL DISTRICT
2023-27 STRATEGIC PLAN**

#TeamSISD SEIZE YOUR OPPORTUNITY

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BOARD OF TRUSTEES

The Socorro ISD Board of Trustees consists of seven elected citizens who work with community leaders, families, and educators to develop sound educational policies that support student achievement and ensure the success of the district. Together, they are a strong and cohesive team that holds the district continuously set and achieve new levels of excellence. Five of the trustees represent single-member districts and two are elected at large.

1 STRATEGIC PLAN

SUPERINTENDENT'S MESSAGE

Working with the fantastic community in the Socorro Independent School District for the last 15 months has truly confirmed and proven an incredible role of superintendent. Team SISD is an incredible district with truly talented and exceptional students and employees and remains on the forefront of innovative education and student achievement. I am proud to be at the helm of the district, leading our continued path to academic excellence and overall success.

With a deliberate and thoughtful focus, I worked closely with our Board of Trustees and leadership team to establish vision and operations centered on our students, staff, administrators, and stakeholders. We have our compass and facilities, and directed into the next steps to bring SISD to new opportunities for success. I started immediately by working with key administrative, supporting, and operational processes.

Recently, I am proud of the work over the last few months with board trustees, teachers, students, parents, and student leadership to develop our 2023-2027 Strategic Plan. The strategic development process was a genuine community collaboration effort to ensure where we stand strong and where we can improve to take Team SISD to the next level. I am excited about the great foundation that will guide our daily work over the coming year.

What is great about it that the strategic plan development was driven by the input and participation of board trustees, students, parents, teachers, community members and student leadership. Together, we have developed a vision plan that will direct us to greater heights and better prospects for both students and staff to seize their opportunities in Team SISD.

I appreciate everyone in our community who supports our students and who are helping all students to find their voice and achieve their highest potential. As a proud and dedicated team, we will continue to make certain that our students are Tomorrow's Leaders Learning Today.

Nate Carman, Ed.D.
Nate Carman, Ed.D.
Superintendent of Schools

2 STRATEGIC PLAN

INTRODUCTION

The Socorro Independent School District is an innovative school district with a long history of excellence in academics and providing outstanding services for families and stakeholders. The district is the largest region district in the region, covering more than 100 square miles and serving East El Paso, the City of Socorro, and Horizon City. SISD education more than 47,000 students in 50 campuses with more than 7,000 employees delivering rigorous and relevant instruction and meeting students' needs for them to become confident and empowered individuals.

In August of 2022, 50-plus-year-old state-of-the-art school district and approved to its status as a large urban educational system at the location of public education. Team SISD vision always has focused on providing students for success in the future starting with a solid foundation of opportunities in every combined educational, academic, character, and leadership education, including the arts, financial literacy, and career education. With the use of technology and innovation, we will lead the way.

The development of the 2023-2027 Strategic Plan was a critical action necessary to further improve instruction and operational systems to help Team SISD ahead of the curve for its students to succeed now and in the future. The strategic plan is a roadmap to make certain that our daily work in the district is aligned with the vision and mission of the district and to ensure that all students' equitable and enriching education. Many months of working existing systems, identifying the strengths of the district, and recognizing the areas that need

Improvement were integral to the development process and included key individuals, including district leaders, educators, and stakeholders. The SISD Board of Trustees, superintendent, leadership team, students, teachers, parents, and community members participated in numerous meetings to discuss the district's successes, weaknesses, and how to prepare Team SISD forward to continued achievement.

The stakeholders involved in the strategic plan development process collaborated and discussed many issues impacting Socorro ISD. The district's continued business with its regional instructors, advanced academics, dual credit classes, and college high schools, highly qualified faculty and staff, and collaboration with parents and community, were recognized as integral to continue building upon Socorro ISD's vision. The district's leadership team, charter schools, learning space with growth, leading and expanding facilities, further social and emotional support for students, teacher and substitute retention and recruitment also were considered in the process.

The SISD Strategic Plan was created with these key topics in mind and a thoughtful reflection on what future students and schools will need to succeed. The plan will guide Team SISD in the next five years and will be the vision of Tomorrow's Leaders Learning Today and will respond to current students' academic, artistic, athletic, career and entrepreneurial opportunities.

The 2023-2027 Strategic Plan is a plan that will take Team SISD on a path to greatness as it continues to pioneering education to ensure all students achieve their highest potential to succeed in college, careers and beyond.

3 STRATEGIC PLAN

STRATEGIC PLAN

IN SOCORRO ISD, WE BELIEVE

- Students shall receive a high-quality education in a safe and supportive environment with available resources to learning opportunities, allowing them to realize their full potential.
- Parents and Families shall maintain a leading and collaborative relationship through two-way communication with the district, in the best interest of their children.
- Faculty and Staff shall exhibit professionalism in all aspects of their work, always advocating for students and putting their best interests first.

3 STRATEGIC PLAN

STRATEGIC PLAN (continued)

<h3>STUDENT ACHIEVEMENT AND GROWTH</h3> <p>PRIORITY 1 Grow and support each student with robust opportunities.</p> <p>STRATEGIC OBJECTIVES</p> <ul style="list-style-type: none"> 1.1 Improve academic achievement for all students. 1.2 All students use College and/or Career and/or Military Ready. 1.3 All students will have responsible decision-making self-assessments and self-management skills to be well-rounded citizens. 	<h3>STAFF SUCCESS AND SATISFACTION</h3> <p>PRIORITY 2 Recruit and retain all staff to ensure satisfaction and retention.</p> <p>STRATEGIC OBJECTIVES</p> <ul style="list-style-type: none"> 2.1 Recruit high quality talent at all levels. 2.2 Ensure quality supports building for all staff at all levels. 2.3 Increase employee satisfaction and retention.
<h3>COMMUNITY COLLABORATION AND ENGAGEMENT</h3> <p>PRIORITY 3 Serve and connect to our community through communication, collaboration, and engagement.</p> <p>STRATEGIC OBJECTIVES</p> <ul style="list-style-type: none"> 3.1 Increase parents and student satisfaction and engagement. 3.2 Increase instruction and engagement of the community at large. 3.3 Maximize high-quality marketing to value stakeholder awareness of program offerings. 	<h3>OPERATIONAL TRANSPARENCY AND EQUITY</h3> <p>PRIORITY 4 Transparent and efficient processes to ensure equitable distribution of district resources.</p> <p>STRATEGIC OBJECTIVES</p> <ul style="list-style-type: none"> 4.1 Ensure systematic, long-term facility maintenance and operational planning. 4.2 Develop and manage an equity resource allocation ensuring equity of funds district-wide. 4.3 Ensure systematic and transparent long-range financial planning.

4 STRATEGIC PLAN

NEXT STEPS

The SISD Strategic Plan 2023-2027 provides a clear path for Team SISD to move forward with unity and resolve to help every student become a confident and well-prepared graduate ready to embrace a bright future. The priorities and objectives in the plan will direct our actions to achieve student achievement and growth, staff success and satisfaction, community collaboration and engagement, and operational transparency and equity.

SISD is committed to working toward academic and operational excellence through all stakeholders in the district. The day work that is accomplished in the vision and mission of the district will strengthen our student performance, improve instructional strategies, and enhance our procedures and protocols.

The priorities outlined in the strategic plan provide all stakeholders — students, teachers, administrators, parents, board members, community members — a focused view on the actions that need to be accomplished for overall success. The plan will be updated regularly and maintained online as we work to move the district forward with integrity and excellence. We will adjust to ensure we remain on a path to success in every dimension across the district.

The meaningful conversations and active engagement that spurred the development of the strategic plan will remain key in our journey to take Team SISD to greater achievements. As we strengthen our leadership, business, and strategic relationships in instruction and operations, our commitment will always be to work together, listen, engage, and support to best serve all SISD students, staff and families.

The 2023-2027 Strategic Plan is a plan that will take Team SISD on a path to greatness as it continues to pioneering education to ensure all students achieve their highest potential to succeed in college, careers and beyond.

5 STRATEGIC PLAN

Socorro ISD Board of Trustees

Guadalupe Gomez, President
Paula Carman, Vice President
David C. Morales, Secretary
Ricardo C. Castaneda, Trustee
Paul Guerra, Trustee
Cynthia A. Nolasco, Trustee
Miguel A. Nolasco, Trustee

Superintendent of Schools
Nate Carman, Ed.D.

11/15/23 SOCORRO

Socorro ISD District Service Center
12440 Highway 66 • El Paso, TX 79928 • Phone 915.937.2000 • www.sisd.net

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6 STRATEGIC PLAN

48,000 Student Enrollment Press Release



NEWS

For information call: Daniel Escobar at 937-0282 or 309-0053

Feb. 10, 2023

For Immediate Release

Socorro ISD welcomes students with open arms, surpasses 48,000 enrollment milestone

The Socorro Independent School District achieved an all-time high in enrollment, surpassing 48,000 students in January 2023.

SISD exceeded its record high of 47,000 students in 2019 due to enriching academic experiences and east El Paso's rapidly growing population, along with the district's robust bond programs that have enabled SISD to add new schools and improvements to campuses.

"In SISD, we strive to provide outstanding and equitable learning opportunities for all students to make them feel welcome and to prepare them for successful futures," said SISD Superintendent Nate Carman, Ed.D. "We are the fastest-growing school district in El Paso County, and the substantial increase in our student population mirrors our rapidly growing community in far east El Paso, City of Socorro and Horizon City."

When sixth grader Adrian Enriquez registered at Salvador H. Sanchez Middle School on Jan. 12, 2023, he became the first student to surpass the district's enrollment record of 48,000 students.

The school hosted a ceremony in Adrian's honor on Jan. 30 to celebrate this significant milestone in SISD history.

Red and white confetti fell to the floor as Adrian and Sanchez Middle School Principal Lisa Estrada-Batson walked into the school's foyer where he received a gift basket full of school swag. The Sanchez Middle School drumline played in the background as the Sanchez cheerleaders rooted for the school's newest Warrior.

"We seem to be adding more areas here in Socorro for housing and construction, and just welcoming all these families is amazing and an amazing adventure for all of us," Estrada-Batson said. "Today is very special because we get to send that message out to our community that we continue to grow, we continue to receive all these wonderful students, and we continue to make their education a top priority."

--more--

Paola Gutierrez, Adrian's mom, said Sanchez Middle School has made her son feel welcome since his first day.

"From the first moment I brought him to Sanchez, he told me that he was very happy," Gutierrez said in Spanish. She and her family recently moved to El Paso from Ciudad Juárez. "He really liked the people here, the school, the other kids, his friends, and the teachers teach him very well. That is what I have struggled with in some other schools that sometimes teachers do not pay enough attention to him or teach him English or other subjects well. But he immediately liked it here at Sanchez a lot."

Team SISD's student population has increased by some 60 percent in the last 20 years. In 2003, the district's enrollment was 30,078. While other El Paso school districts experienced drops in enrollment during the pandemic, SISD held firm. In the last year, SISD gained more than 800 students.

To manage the district's growth needs, SISD opened its 50th school, Col. Ben Narbuth Elementary, in 2022 and Cactus Trails Elementary in 2019; both were approved through the 2017 bond program. Narbuth Elementary is part of a combo school with the new Eastlake Middle School, which is scheduled to open in 2023. The new combo school will serve students in the Eastlake High School feeder area. Other 2017 bond projects, including the reconstruction of Socorro High School and facilities improvements at Americas, Montwood, and El Dorado high schools, are giving students outstanding learning spaces in modernized facilities.

While the district's new and upgraded facilities continue to expand opportunities for students to excel, Team SISD has built a solid reputation for its high-quality instruction, innovative programs, and supportive and united community.

With free Pre-K for three- and four-year-olds, free college classes, innovative advanced academic academies, advanced career and technical training, award-winning fine arts, championship athletics, state-of-the-art technologies, and world-class facilities, Team SISD students receive an unmatched educational experience that ensures they are successful now and in the future.

--30--

48,000 Student Enrollment Web Story

#TeamSISD
Socorro Independent School District | Leading • Inspiring • Innovating

Top Stories

- 2022-2023
- 2021-2022
- 2020-2021
- 2019-2020
- 2018-2019
- 2017
- 2016-2017
- 2015-2016

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Published February 10, 2023

Strategic Direction: College and Career Readiness



Convocation 2022



Dr. Nate Carman Retweeted

Socorro ISD @SocorroISD · Jul 25, 2022

The #TeamSISD 2022-23 convocation created the perfect setting to start anew. Dr. Carman delivers a powerful message to employees to seize their opportunity as individuals, school teams and departments, and as a district – to reset, refocus and restart.

3 73 224

Show this thread

Dr. Nate Carman @CarmanNate · Jul 25, 2022

Convocation'22-23...All of #TeamSISD gathered to Reset, Refocus, and Restart for an amazing school year!

5 111 456

First Day of School 2022 - 2023



Socorro ISD @SocorroISD · Aug 1, 2022

It was a great first day of school in Socorro ISD! @CarmanNate helped welcome families to the new Ben Narbutth Elementary, the district's 50th school, and visited campuses to welcome students and teachers back to school.

3 52 159

Bonnie Avila @WEClarke_MS · Aug 1, 2022

The First Day of School at Clarke MS was about 'Getting to know each other' 🤝🙌. Thank you @CarmanNate for stopping by the Ranch to meet our amazing Cowboys! @SocorroISD #TeamSISD #GRIT #ranchlife

4 55