



Socorro ISD New Elementary Academies

Paso del Norte Fine Arts Academy and Escontrias STEAM Academy

2023 NSPRA National School Communication Award
Gold Medallion Entry
Marketing Communication 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

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#TeamSISD

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OPPORTUNITY**

Synopsis

In April 2022, the Socorro Independent School District introduced plans to launch two new elementary academies in the district. The first-of-their-kind academies in the region would give elementary students across El Paso the opportunity to receive specialized instruction in science and the fine arts along with traditional core instruction. Two existing SISD schools were going to be transformed into the Escontrias STEAM Academy and the Paso Del Norte Fine Arts Academy. The SISD PR team created a comprehensive marketing campaign to introduce and promote the new academies in the Socorro and greater community.

The district has continued to combat expanding charter schools and neighboring school districts that compete for our students. It was critical to deliver a widespread message about the innovative opportunities for elementary students in SISD. Our goals were to promote the academies as exclusive, new opportunities for students across the district and El Paso region and to entice students from within and outside of the district to enroll in the schools.

The overall theme of the marketing campaign was that the academies were first-of-their-kind programs to give elementary students another choice in education to capture their interests and harness their talents. The messaging was crafted to describe the unique, innovative experiences the students would be receiving at the fine arts and STEAM academies with hands-on, enriching learning, along with the traditional elementary school experience. We also worked to clearly communicate that the new opportunities would be open to all elementary students in the region.

The SISD marketing efforts proved to be highly effective resulting in increased enrollment in the two schools with 90 out-of-district transfers and 74 in-district transfers combined for the start of the 2022-2023 school year. The campaign garnered widespread awareness in the SISD/greater community generated thousands of reaches/impressions on social media and in-depth news reports that reached thousands of viewers/readers. We received positive anecdotal feedback from parents whose children were excited about the academies. In addition, the enthusiasm about the academies has paved the way for SISD to begin planning for four more elementary academies to open for the 2023-2024 school year.

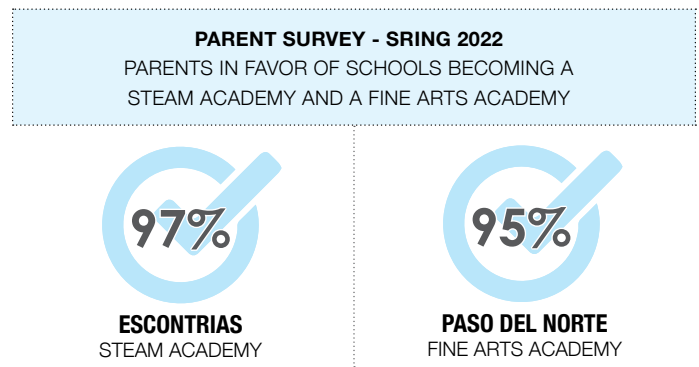
Research

When Nate Carman, Ed.D., was hired as the new superintendent of the Socorro Independent School District in March 2022, he came into the district ready to listen to stakeholders, review district operations, and work collaboratively with board trustees, employees, and community members to continue the academic and overall success of the district.

Conversations with district stakeholders, reviewing district and state data, and touring the El Paso and Socorro ISD community showed Dr. Carman a challenge that the district had been facing with the expansion of charter schools in the area and the open enrollment policies of neighboring school districts. While Socorro ISD had continued to experience abundant growth within its boundaries and increasing enrollment, the reality was that charter schools and other school districts were still luring SISD students away. State data showed that SISD had experienced 8,073 transfers out of the district and 1,314 transfers into the district for the 2021-2022 school year. Other charter school expansion data also showed that for 2021-2022 enrollment at charter schools within Socorro ISD boundaries increased to 3,605 students.

As a longtime educational leader, Dr. Carman recognized that Socorro ISD was poised to continue its tradition of academic excellence and should be proactive in expanding its endless opportunities for students to be prepared for college and careers and entice students to stay or join our district. To gain insight and research on how to launch successful new academies, the district leadership, fine arts and science teams visited a few elementary academies in other school districts in Texas. They took note of the best practices in implementing the new programs for preparation of our own launch. Upon return, SISD elementary principals were surveyed to find out what disciplines might be offered and what resources and facilities support would be feasible in existing campuses.

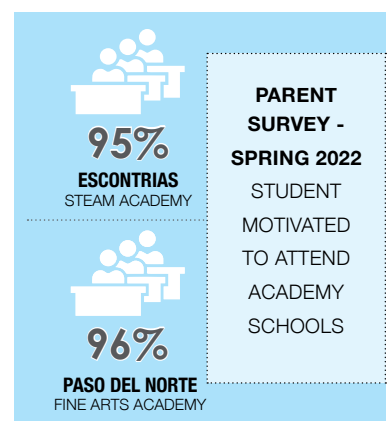
Parents at each school also were surveyed to get their input on the transformation to the new academies. Ninety-seven percent of parents surveyed at Escontrias Elementary and 95 percent of parents surveyed at Paso Del Norte said they would favor the schools becoming a STEAM academy and a fine arts academy, respectively. In addition, 95 percent of parents surveyed at Escontrias and 96 percent of parents surveyed at Paso Del Norte said the academy school models would motivate their children to attend school. The data and the facilities assessments supported the plans to convert Escontrias Elementary into the Escontrias STEAM Academy and Paso Del Norte Elementary to the Paso Del Norte Fine Arts Academy.



Planning/Implementation

Our goals were to promote the academies as exclusive, new opportunities for students across the district and El Paso region and to entice students from within and outside of the district to enroll in the schools. The overall theme of the marketing campaign was that the academies were first-of-their-kind programs to give elementary students another choice in education to capture their interests and harness their talents. The messaging was crafted to describe the unique, innovative experiences the students would be receiving at the fine arts and STEAM academies with hands-on, enriching learning, along with the traditional elementary school experience.

We set to work to reach audiences via all our district communication channels quickly and frequently to reach as many students and families as possible. The initiation of the new academies was in the mist of the spring enrollment season, so time was of the essence to get the word out to families in the region. Key dates of the campaign included the announcement of the elementary academies at a special board meeting and at Dr. Carman's first two districtwide community meetings (April 2022), the formal press release to inform the public about the new opportunities, mailout flyer to target families in and out of district, web page development for more information and link to application (May 2022), development of the new district logos and launch of print/digital billboard, radio, and social media advertising (June 2022).



With our usual district communication methods, we worked to give frequent notices and reminders about the opportunity to learn more and apply for the academies. We delivered the news of the academies via phone, text, email messages, website, employee/community

e-newsletters and pitches to the media. We also produced a new elementary academy commercial featuring Dr. Carman that was aired on local TV stations and shared on our social media and district website. It garnered the attention of numerous SISD stakeholders and El Paso residents.

Evaluation

The efforts to promote the new elementary academies were successful in garnering widespread awareness from parents in and out of the district, the media and business and community partners. Our marketing and promotions enabled us to meet our goal of branding the new academies as exclusive new school choice opportunities. We attracted plenty of attention from the community and media and drew numerous new families to the district.

Our elementary academies social media posts garnered 84,883 reaches/impressions, 599 likes combined and 202 retweets on Twitter. The press releases and media pitches resulted in several in-depth reports in newspapers and TV stations that had a publicity value and audience reach in the thousands. The commercial that we produced received more than 8,500 views on social media, thousands of views on local TV and positive feedback from many stakeholders who told our superintendent they had seen him on TV. The ads were monumental in contributing to awareness, interest, and applicants to the academies.

With the rapid timeline in the spring and the consistent promotion during that busy enrollment season, we successfully gained notable attention and dozens of applicants from inside and outside of the school district. The new academies launched in the 2022-2023 school year with remarkable success. Escontrias STEAM Academy had 57 out-of-district transfers and 16 in-district transfers for a total enrollment of 794, up some 50 students from the year before. Paso Del Norte Fine Arts Academy had 34 out-of-district transfers and 58 in-district transfers for a total enrollment of 952, up 176 students from year before.

We also received inspiring positive anecdotal feedback from several parents whose children were excited about the new opportunities. One parent who had her children in a widely known charter school transferred them to the Paso Del Norte Fine Arts Academy saying her children were extremely happy about being able to participate in art and music classes and she was thrilled about the innovative program that captured her children's interests. We've heard from several other parents who have indicated that the academies were great ideas that have inspired their children to learn. A few parents who live on the other side of town about 30 miles away make the drive so their children can attend our fine arts academy.

Considering our quick turnaround to develop and launch, we saw a great start to the Escontrias STEAM Academy and Paso Del Norte Fine Arts Academy indicating parents and students embraced the new innovative opportunities in Socorro ISD. We will continue to promote the academies and inform district and community parents and students about the meaningful, enriching experiences they can receive in the new programs. The Paso Del Norte academy drew students to capacity at the start of the year and there is still room to grow at the Escontrias academy. We continue to frequently market our new academies to capture more students' interest so that they want to apply to the academies, look forward to their instruction and they are more engaged in school resulting in increased student success.

Next Steps

We learned that families are eager and excited about new school choices within our true public school districts. We continued our marketing and advertising efforts throughout the summer and into the new school year to maintain awareness and excitement for the academies. We have been welcoming new students to the academies to present day. The enthusiasm, interest, and enrollment spikes that the Paso Del Norte Fine Arts Academy and Escontrias STEAM Academy generated has provided a great path for the Socorro ISD's plans to expand with more specialized elementary academies for the 2023-2024 school year.

Work has begun to open four more academies next year in Socorro ISD – the Ernesto Serna Fine Arts Academy, Sierra Vista STEAM Academy, Vista Del Sol Environmental Academy, and the O'Shea Keleher Childhood Health Academy. Strategies for a marketing/advertising plan are in the works, as well, to promote the new academies to the greater El Paso community via billboards, radio and television commercials, social media ads, and internally in our district newsletters, website, phone calls, emails and texts. With spring open enrollment around the corner, we aim to reach parents across the region to inform them about these exciting new school choices in Socorro ISD.

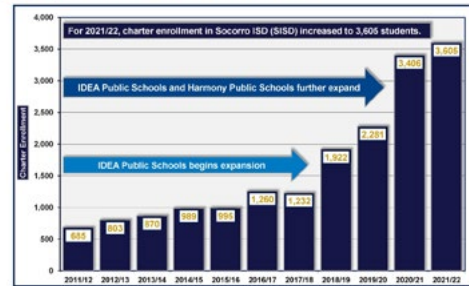
Charter Expansion

- Historical Context
 - Total transfers out – 8,073
 - Total transfer in – 1,314
 - IDEA/Harmony
 - Other "choice" programs
 - Initial proactive response
 - COVID slide...



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Historical Charter Enrollment



Source: TEA Student Transfer Reports



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Charter Enrollment – By School District

For 2021/22, charter enrollment in El Paso County totals 11,168 students or 7.0% of all students attending public schools.

No.	School District	Charter Enrollment: 2021/22	2020/21 Enrollment	Percentage Charter Enrollment
1	El Paso ISD	2,628	30,540	6.7%
2	Socorro ISD	3,869	49,332	7.1%
3	Ysleta ISD	2,098	38,354	5.2%
4	Crest ISD	1,150	10,828	9.8%
5	Cavallito ISD	477	6,023	7.3%
6	San Elizario ISD	119	3,189	3.3%
7	Torrillo ISD	45	913	4.7%
8	Fabens ISD	31	2,045	1.5%
9	Anthony ISD	27	786	3.3%
–	Total – El Paso County	11,168	159,497	7.0%

Source: TEA Student Transfer Reports and TSPR Reports



Mesirow

5-Year Charter Enrollment Change – By ESC Region

- Over the last five years, Region 4 ESC experienced the largest increase in charter enrollment with 20,963 additional students attending charters. Region 20 ESC experienced the second largest increase with 20,184 additional students attending charters.
- Region 19 ESC experienced the largest percentage increase in charter enrollment at 116.9%.

ESC Region	Charter Enrollment: 2021/22	Charter Enrollment: 2016/17	Enrollment Change: Last 5 Years	Percentage Change: Last 5 Years
1 - Edinburg	46,103	31,859	14,244	44.7%
4 - Houston	85,536	64,573	20,963	32.4%
10 - Dallas	71,371	63,500	7,871	12.4%
11 - Fort Worth	41,143	28,124	13,019	46.3%
13 - Austin	36,447	25,745	10,702	41.6%
19 - El Paso	11,444	5,275	6,169	116.9%
20 - San Antonio	46,841	26,657	20,184	75.7%
Other 13 ESC Regions	30,965	23,628	7,337	31.1%
Total – All ESC Regions	369,850	269,361	100,489	37.3%

Source: TEA Student Transfer Reports

Charter Expansion

- Refocusing
 - Expansion of choice programming
 - Dual language
 - Elementary academies
 - Reinstate and expand community education/outreach
 - Seize Your Opportunity Walk
 - Advertising
 - District newspaper
 - Establish ISD marketing alliance



Paso Del Norte Fine Arts Academy Feedback



Would you be in favor of Paso Del Norte becoming a Fine Arts Academy?

ANSWER CHOICES	RESPONSE PERCENT
Yes	94.67%
No	5.33%



Would the academy school model motivate your child(ren) to attend school?

ANSWER CHOICES	RESPONSE PERCENT
Yes	95.86%
No	4.14%



Would you enroll your child(ren) at the Paso Del Norte Fine Arts Academy?

ANSWER CHOICES	RESPONSE PERCENT
Yes	91.72%
No	8.28%



Which class would your child be most interested in participating?

ANSWER CHOICES	RESPONSE PERCENT
Dance	53.25%
Music	56.80%
Digital Art	39.64%
Art	59.17%
Theater	25.44%
None of the above	1.78%



Q8. How many children do you have at Paso Del Norte?

ANSWER CHOICES	RESPONSE PERCENT
1	69.23%
2	23.67%
3	4.73%
4	0.59%
5+	1.78%

Escontrias STEAM Academy Feedback



Would you be in favor of Escontrias becoming a STEAM Academy?

ANSWER CHOICES	RESPONSE PERCENT
Yes	97.25%
No	2.75%



Would the academy school model motivate your child(ren) to attend school?

ANSWER CHOICES	RESPONSE PERCENT
Yes	95.41%
No	4.59%



Would you enroll your child(ren) at the Escontrias STEAM Academy?

ANSWER CHOICES	RESPONSE PERCENT
Yes	97.25%
No	2.75%



Which class would your child be most interested in participating?

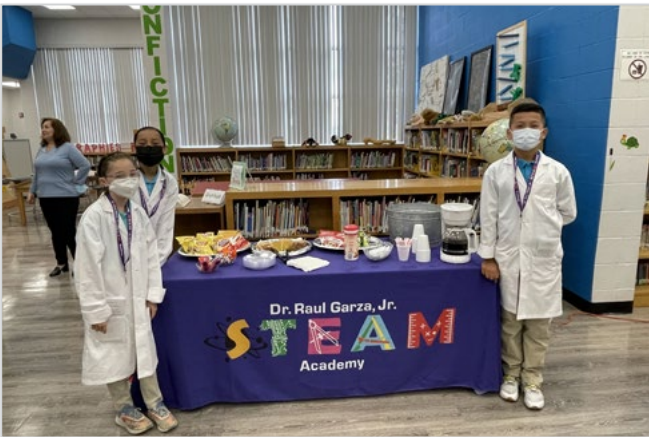
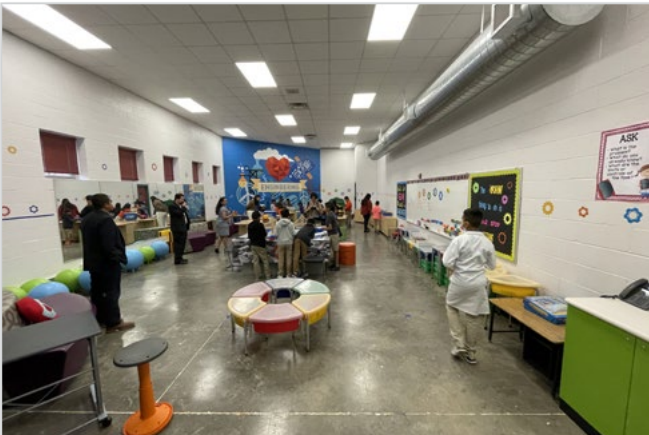
ANSWER CHOICES	RESPONSE PERCENT
Math/Science	72.48%
Artchitecture	44.04%
Engineering	51.38%
Robotics	66.97%
Computer Programming	53.67%
None of the above	2.29%



How many children do you have at Escontrias?

ANSWER CHOICES	RESPONSE PERCENT
1	60.93%
2	29.3%
3	7.44%
4	1.4%
5+	0.93%

Visits to Specialized Elementary Academies in Texas



New Elementary Academies Advertising Timeline and Budget May-August 2022

Vendor	Campaign	Flight dates	Total cost
Clear Channel Outdoor	Digital Billboards - PreK, Seize Your Opportunity, and Academies	May 2, 2022 – June 30, 2022	\$33,903.57
Clear Channel Outdoor (Airport)	"Digital Ads – PreK, Seize Your Opportunity, and Academies"	May 2, 2022 – June 30, 2022	\$11,052.80
Clear Channel Outdoor	Digital Billboards – New academies	June 20, 2022 – August 2022	\$1,451.86
Townsquare Media	Radio advertising / New academies	June 6, 2022 – June 30, 2022	\$7,204.00
I heart Media – Radio	Radio advertising / New academies	June 13 – June 30, 2022	\$9,312.00
Lamar Advertising	Bulletin Advertising – New academies	June 20, 2022 – July 1, 2022	\$2,496.08
Twitter	New academies	June 2022	\$500.00
Facebook	New Academies	June 2022	\$500.00
Airport Printing	New Academies Postcard	May 26, 2022	\$14,499.00
I heart Media	Commercials - Promote Escontrias STEAM Academy and Paso Del Norte Fine Arts Academy	July 1, 2022 - August 31, 2022	\$24,774.00
Clear Channel	Junior Posters - Promote Escontrias STEAM Academy and Paso Del Norte Fine Arts	July 1, 2022-August 31, 2022	\$4,007.16
Clear Channel	Digital Billboards - Promote Escontrias STEAM Academy and Paso Del Norte Fine Arts Academy	July 1, 2022 - August 31, 2022	\$21,611.86
National Cinemedia	Lobby / Movie Theater 30 second commercials	July 1, 2022 - August 31, 2022	\$27,726.25
Clear Channel (Airport)	Airport Advertising/10 second ads at the concourse a and b / baggage claim area - Promote Escontrias STEAM Academy and Paso Del Norte Fine Arts Academy	July 31, 2022 - August 28, 2022	\$7,427.20
Nextstar Media / KTSM	30 Second Commercials - Promote Escontrias STEAM Academy and Paso Del Norte Fine Arts Academy	July 1, 2022 - August 31, 2022	\$10,000.00
Lamar Advertising	Bulletin Board - Promote Escontrias STEAM Academy and Paso Del Norte Fine Arts Academy	July 1, 2022 - August 25, 2022	\$7,500.00
Townsquare Media	Streaming/Radio Commercials - Promote Escontrias STEAM Academy and Paso Del Norte Fine Arts Academy	July 1, 2022 - August 31, 2022	\$7,204.00
Sinclair Television/KFOX	30 Second Commercials - Promote Escontrias STEAM Academy and Paso Del Norte Fine Arts Academy	July 4, 2022 - August 22, 2022	\$15,630.00
NPG of Texas/KVIA	30 Second Commercials - Promote Escontrias STEAM Academy and Paso Del Norte Fine Arts Academy	July 1, 2022 - August 31, 2022	\$14,500.00
		TOTAL	\$221,299.78

Billboard Advertising

Clear Channel Large Billboards



NEW FOR PK-5

SOCORRO INDEPENDENT SCHOOL DISTRICT
PASO DEL NORTE
Fine Arts
ACADEMY

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APPLY AT WWW.SISD.NET



NEW FOR PK-5

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Escontrias
STEAM
ACADEMY
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Clear Channel Small Billboards



NEW FOR PK-5

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NEW FOR PK-5

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Lamar Billboard



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NEW FOR PK-5

LIMITED SPACE AVAILABLE — APPLY ONLINE NOW —

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Escontrias STEAM
ACADEMY
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PASO DEL NORTE
Fine Arts
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Video Wall Display

NEW FOR PK-5 ESCANTRIAS ELEMENTARY
STEAM ACADEMY
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NEW FOR PK-5 PASO DEL NORTE ELEMENTARY
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LCD Screen Display

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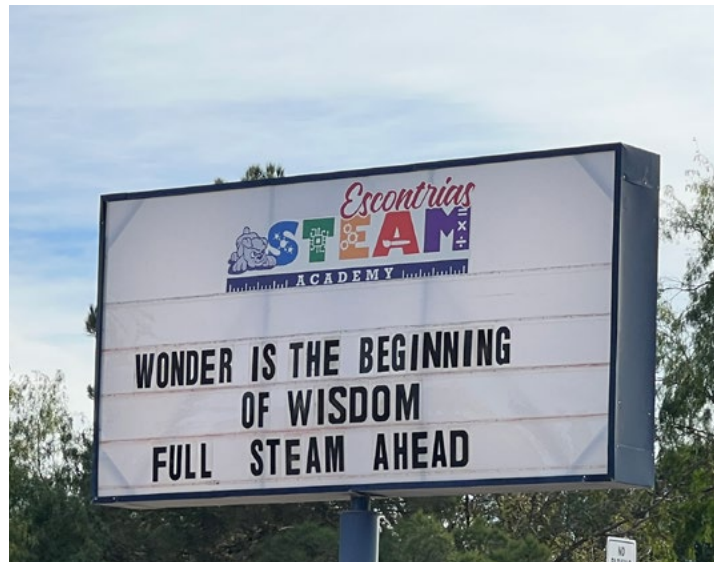
Street Sign Advertising



New Elementary Academies Logos



Escontrias STEAM Academy Signage



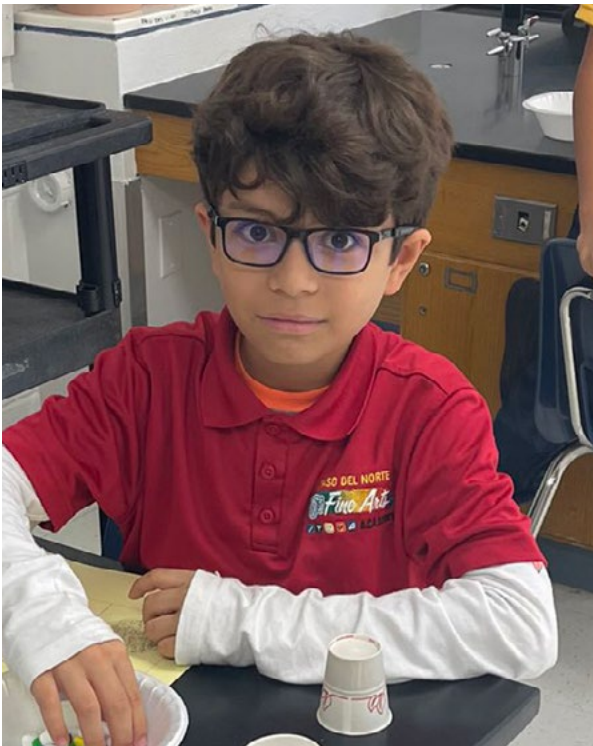
Escontrias STEAM Academy Apparel



Paso Del Norte Fine Arts Academy Signage



Paso Del Norte Fine Arts Academy Apparel



New SISD Elementary Academies Commercial

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New SISD Elementary Academies



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Social Media

NEW ELEMENTARY ACADEMIES - APRIL TO JUNE 2022			
Platform	Reach/Impressions	Retweets	Likes
Twitter	70,217	202	315
Facebook	6,826		117
Instagram	7,840		167

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#TeamSISD is launching two first-of-their-kind open enrollment elementary schools of choice. The Paso Del Norte Fine Arts & Escontrias STEAM academies will open for the 2022-23 school year. Limited space is available. Learn more and apply at bit.ly/3wjnnd6.





Paso Del Norte Fine Arts Academy
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Escontrias STEAM Academy
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10:44 AM · May 13, 2022 · Twitter for iPhone

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Published by Daniel Escobar · Favorites · May 13

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1,638 views · Liked by christyfloresjones

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Paso Del Norte Fine Arts Academy
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Liked by ahs_artclub_ and 130 others

MAY 13

New Academies Mailer



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PASO DEL NORTE



Fine Arts ACADEMY



#TeamSISD SEIZE YOUR OPPORTUNITY

For more information and to apply, visit www.sisd.net/elementaryacademies or scan the QR code.

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PASO DEL NORTE



Fine Arts ACADEMY



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Visite www.sisd.net/elementaryacademies para más información y para aplicar, o escanear el código QR

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Socorro ISD creates first-of-their-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

[Learn more about the new elementary academies in SISD](#)

[Apply to the Paso Del Norte Fine Arts Academy or the Escontrias STEAM Academy](#)

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 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."



New Academies Web Page

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Elementary Academies


- [Fine Arts and STEAM Academies](#)
- [Dual Language Academy](#)

Elementary STEAM and Fine Arts Academies



The Socorro Independent School District will be launching exciting new opportunities for students districtwide to receive specialized instruction in science, technology, engineering, mathematics and the arts, along with their traditional core instruction in first-of-their-kind elementary academies. Two campuses have been selected as the new academy sites: Escontrias Elementary School and Paso Del Norte Elementary School.


[Socorro ISD creates first-of-their-kind open enrollment elementary schools of choice](#)



Escontrias STEAM ACADEMY
SCIENCE • TECHNOLOGY • ENGINEERING • ART • MATH

Escontrias STEAM Academy

Escontrias Elementary has been identified as the location for a new academy. Pre-K through 5th grade students districtwide will receive specialized instruction in Science, Technology, Engineering, Arts and Mathematics (STEAM), along with their traditional academic instruction in an elementary STEAM academy. Beginning with the 2022-2023 school year, Escontrias and Escontrias Early Childhood Center will become the Escontrias STEAM Academy.



PASO DEL NORTE Fine Arts ACADEMY

Paso Del Norte Fine Arts Academy

Paso Del Norte Elementary has been identified as the location for a new academy. Pre-K through 5th grade students districtwide will receive specialized instruction focused on the integration of visual and performing arts for a rich, meaningful learning experience. Regular instruction will be provided in dance, visual arts, digital art, theater, and music (choir, band and orchestra). Beginning with the 2022-2023 school year, the campus will become the Paso Del Norte Fine Arts Academy.

[Fine Arts and STEAM Academies Application](#)





Good to Know


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- [Year-round Student Calendar](#)
- [Online Meal Application](#)
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New Academies Online Application

Elementary Fine Arts & STEAM Academy Application



Socorro Independent School District
Fine Arts & STEAM Academy
Common Application: 2022-2023



Instructions Language/Lenguaje:
English

Welcome to SISD Elementary Fine Arts & STEAM Academy

- In the Fine Arts & STEAM Academy of SISD students will receive specialized instruction in Science, Technology, Engineering, Arts, and Mathematics (STEAM), along with their traditional academic instruction in a first-of-its-kind elementary academy.
- Academies will provide students the resources necessary for a rich, meaningful learning experience in the arts and sciences.
- All students in the El Paso area may apply.
- For SISD students, prior to continuing please make sure that you have your student's ID number and a valid email address. If you do not have your student's id number available please make sure you contact your home campus so they can provide it to you.

Esconrias STEAM Academy Courses	Paso Del Norte Fine Arts Academy Courses
Architecture	Art
Computer Programming	Dance
Engineering	Digital Art
Robotics	Music
Math & Science	Theater

[Start application](#)

New Academies Press Release



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 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

Published 5:02 a.m. MT April 28, 2022 | Updated 12:27 p.m. MT April 28, 2022

[View Comments](#)



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 teacher Jessica Chavez concentrates on setting up the mood with partner Sophia Calverton during the ISD 20th annual FOSCOCOM Saturday, Jan. 15, at Pecos Hills High School in El Paso. There will be 24 teams that will advance to the regional competition. Meet Team El Paso F.O. Champions at LOTF on Jan. 25. SPANNA SANCHEZ/EL PASO TIMES, SPANNA 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 approach 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 those 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 their likes are," Borrego said.

EL PASO HERALD-POST

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Home - Latest News - Socorro ISD creates first-of-their-kind open enrollment elementary schools of choice



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

EPHP Promotions | May 12, 2022 | 7:19 am

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 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.

New Academies Media Coverage

KTSM.com 93° EL PASO

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LOCAL

SISD to open two academy schools for upcoming school year

By Leah Ferrero
Posted: May 12, 2022 / 10:06 PM MDT
Updated: May 12, 2022 / 10:14 PM MDT

SHARE

EL PASO, TX (KTSM) – 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.

SISD officials share that 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.

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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.

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.

NAE CARNAVAL REPRESENTATIVE OF SCHOOLS, 2022

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

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LOCAL

Open enrollment for SISD Elementary Fine Arts, STEM Academies

By Leah Ferrero
Posted: May 12, 2022 / 10:06 PM MDT
Updated: May 12, 2022 / 10:14 PM MDT

SHARE

EL PASO, Texas (KTSM) – Parents, if your child is more of a hands-on learner and they want to be an engineer, a mathematician, a dancer, or even a reporter, keep reading because this may spark their interest.

Socorro Independent School District is opening two new schools in the beginning of the 2022-2023 school year.

Paso Del Norte Elementary, located at 12300 Tierra Este Road, will be converted into the new Fine Arts Academy and Escontrias Elementary, 10400 Alameda, will become the new STEAM Academy as known as the Science, Technology, Engineering, Arts and Math.

The Assistant Superintendent for elementary schools, Melissa Parham oversees 17 elementary schools and works a lot with parents when it comes to academic programs.

She tells KTSM that they want to help children succeed when it comes to learning and what better way than with performing arts? She adds, that when the new Superintendent Doctor Nae Carmen came up with the idea of giving students different choices.

"Doctor Carmen wants to provide the elementary students an opportunity to sample several different areas of Fine Arts. So during the day they might attend art, music, dance, theater, broadcasting, digital art. We envisioned having a lot of after school clubs very infused with fine arts," Parham said.

As for Escontrias Elementary, it is going to be a STEAM Academy, providing the students with Science, Math, Technology and Engineering labs to take while attending the academy.

Parham says teachers will be trained by the Kennedy Center and while not every teacher is already in Fine Arts the Kennedy Center will train teachers to infuse Fine Arts into their core curriculum.

Although there is a waiting list right now, everybody has a very good chance to get into an academy. However, don't wait too long because the waiting list can get longer.

"If you live in the district, and for whatever reason your child doesn't attend one of our schools, they will just do the district request. They will just need to register, if you're out of district, there'd be an out of district form. You fill that out, you submit and there's a little documentation that will need to go with it. We use it if it's approved."

Adding that children will still have the chance to get one on one learning experience with tutors.

With limited open enrollment, parents can now enroll their kids in one of these two academies before the school year starts on August 1st. For more information on Elementary STEM and Fine Arts Academy click [here](#).

Fine Arts and STEM Academies

SKYLINE PERRY

LIVE 9

KTSM 9 News
May 13, 2022

SISD to open two academy schools for upcoming school year



KTSM.COM

SISD to open two academy schools for upcoming school year
EL PASO, TX (KTSM) – The Socorro Independent School District will open two new schools of c...

7 comments 4 shares

Page 2 Superintendent's Message | Page 4-5 Student-athletes win scholarships, Fine Arts earns numerous accolades | Page 6-7 Team SISD celebrates Class of 2022 | Page 12 Ben Natubluft Elementary opening, New SAC groundbreaking



NEW FOR PK-5 — LIMITED SPACE AVAILABLE • APPLY ONLINE NOW —



New opportunities for elementary students with STEAM and Fine Arts academies

SISD opens first-of-their-kind open enrollment schools of choice

The Socorro Independent School District will open two new schools of choice in 2022-2023 for elementary students across El Paso County interested in applying to attend. The Paso Del Norte Fine Arts Academy and Escontrías Science, Technology, Engineering, Arts and Math (STEAM) academies will give students unique, hands-on learning opportunities in the arts and sciences, as well as core curriculum and traditional elementary school experiences.

Nuevas oportunidades para estudiantes de primaria con las academias STEAM y Bellas Artes

SISD abre primeras escuelas de elección de su tipo con inscripción abierta

El Distrito Escolar Independiente de Socorro abrirá dos nuevas escuelas de elección en 2022-2023 para estudiantes de primaria de todo el condado de El Paso interesados en postularse para asistir. La Academia de Bellas Artes de Paso Del Norte y la Academia de Ciencias, Tecnología, Ingeniería, Artes y Matemáticas (STEAM) de Escontrías brindarán a los estudiantes oportunidades únicas de aprendizaje práctico en las artes y las ciencias, así como el plan de estudios básico y las experiencias tradicionales de la escuela primaria.

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SISD creates first-of-their-kind open enrollment elementary schools of choice



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Students at Paso Del Norte Fine Arts Academy will develop a strong understanding of the arts and will use this knowledge to apply it to the world around them. 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.

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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.

Dual Language Academy expands to Bill Sybert School, Hueco Elementary



The Socorro Independent School District is proud to expand its Dual Language Academy to two more campuses, Bill Sybert School and Hueco Elementary, starting in the 2022-2023 school year.

Students at the academy are instructed to be bilingual and bicultural in English and Spanish through rigorous instruction and multicultural experiences.

The program provides dual language students the resources necessary to be academically, socially, and linguistically successful in both English and Spanish to become globally competitive citizens.

Benefits of being a dual language learner include proficiency and literacy in both languages, high levels of academic achievement, greater creativity, attention to detail, problem solving skills, and confidence.

Learn more at www.sisd.net/duallanguageacademy.

Socorro HS Mariachi Los Gavilanes wins top state rating for 2nd time in a row

The Socorro High School mariachi group Los Gavilanes won the coveted Division 1 trophy at the 2022 Texas UIL State Mariachi Festival for the second year in a row.



The group gave an extraordinary performance to earn the highest rating possible at the contest Feb. 26 in Seguin, Texas, where dozens of other mariachi groups from across the state competed.

This is the third time in four years that the Socorro High School mariachi ensemble earned the best rating possible. They have consistently demonstrated a strong mariachi program with students who have powerful voices and outstanding musicianship.

Jocelyn Belancourt, a Class of 2022 Socorro High School graduate and violinist for Los Gavilanes said she couldn't be prouder of their accomplishment. She had been part of the mariachi group since her freshman year.

"Words cannot describe how meaningful this is for me," Belancourt said. "It means even more for me because of the people who came along with me. It's a huge journey from freshman to senior year because of the things we've learned together. This is like a second family to me."

El Dorado, Eastlake, Americas and Montwood high schools also advanced to and competed at the state competition after giving outstanding performances Jan. 28 at the regional competition.

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With a 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, starting with these innovative academies. You can read more about these exciting new opportunities in this issue of the @Socorro.

We will continue to work collaboratively with our community to create more choices for students to rise to their full potential. I look forward to opening new doors of success and creating new opportunities for all SISD students to be prepared for a bright, lucrative future.

Thank you for your warm welcome and your continued support as we forge ahead to build new opportunities and success for all in Socorro ISD.

Sincerely,

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