



In Plain View

Plainview ISD Staff eNewsletter

Winter 2014



College Hill Bell Ringers

Christmas in Plainview ISD *with scenes from across the district*



The annual PHS Christmas Choir Concert & Cake Auction in the PHS auditorium brought out the community to hear our talented choral students. The Cake Auction added some good spirited fun to the event.



Hillcrest Carolers



Highland Carolers



The PHS Band Concert held at Wayland Baptist University was an evening of entertainment provided by our outstanding band students. The students added a little fun by "hijacking" the concert to present their directors with some "thoughtful" Christmas gifts.



Edgemere students pose with the 1,647 canned and boxed food items they collected for the Salvation Army Food Drive



What is PESSA?

You may have heard of PESSA, but do you know what it is and how it benefits the district? We depend on PESSA members each day as we go about our daily tasks.

PESSA stands for Plainview Educational Support Staff Association. It is the organization that brings together all staff members who are engaged in clerical and secretarial work at the district offices and campuses.

PESSA meets five times each year. Meetings are held during the noon hour at the Education Complex Board Room. Membership fees are just \$7.



The members share a meal - sometimes purchased, sometimes potluck. And although sitting around a table and building relationships with coworkers across the district who are doing similar jobs is enough of a reason to get together, it is only a small facet of what PESSA is all about.

PESSA's purpose is to improve the standards of the group through study and professional growth, to promote fellowship, to increase intelligent interest in school and community relationships, and to render a finer more efficient service to our schools.

Meetings include programs with speakers on topics of shared



interest or an open forum for discussion where the members can assist each other with concerns or needs in their own departments. The September meeting included an informational presentation by the district's migrant department.

The members also plan and hold a Fall and Spring (look for it in February) RADA fundraiser which allows them to provide financial support back to the community.

PESSA funds a \$300 scholarship each year for a graduating senior. This year they also voted to donate \$300 to Dress a Live Doll. In previous years, with help from the campus nurses, they selected families that were in need and donated groceries for Thanksgiving meals to 3-4 families. Other organizations they have donated to include Happy Feet, Crisis Pregnancy Center, Faith in Sharing House, and Shoe Box Christmas.

This fall their RADA sales brought in an amazing \$2,930.75 with La Mesa Elementary bringing in the highest sales. The Spring RADA sales will be an opportunity for anyone who missed the fall sale to purchase some of the RADA cutlery.



PESSA OFFICERS

Theresa Burns
President

Rosie Licerio & Claudia Barela
1st Co-Vice President

Glenna Butler & Laura Spencer
2nd Co-Vice President

Shelley Roberts
Secretary

Kym Norrell
Treasurer

Monica Rodriguez & Fransis Marin
Cares & Concerns

Christina Salazar
Parliamentarian

PESSA also builds in some fun for members. They recently held their Christmas party and played party games that provided an opportunity to laugh and step away from the busy days that this time of year brings.

PESSA President Theresa Burns says that the group is "very appreciative that Administrators, Principals, and other campus staff graciously cover the offices so that PESSA members can attend meetings."

Administrators and principals will tell you that it is these dedicated, skilled PESSA members that keep things in our district running on a smooth course each day.



Estacado & Coronado Students GEAR UP for college

Most middle school students spend little time thinking about college and career opportunities, but thanks to the GEAR UP program, 60 Estacado and Coronado students are looking four years into their future and preparing for the transition from high school to college.

GEAR UP stands for Gaining Early Awareness and Readiness for Undergraduate Programs. The program helps potential first generation college students build an understanding of the benefits of higher education and provides students and their families with tools, information and resources to encourage and develop college-ready students.

A student survey is used to select students for inclusion in the program and because GEAR UP takes place during tutorial and enrichment time,

students must maintain good grades to attend.

This year's programs kicked off with Parent Night Hot Dog suppers held on each campus.

At the first meeting of the Coronado GEAR UP, counselor Janie Hart read a list of terms related to college readiness and asked students to respond to words they recognized. Although a few students knew some of the terms most were not recognized.



Mrs. Hart quickly assured students there was no need to worry if they didn't know the words now.

"We are doing this to find out what you know and when we are finished, you are going to know the answers."



Students attending said they were excited to be a part of the program. Several stated that their parents were also very happy for the opportunities GEAR UP will provide.

The students will put together a portfolio with information they can use when completing college applications. They will also have the opportunity to tour South Plains College and Wayland Baptist University campuses.

Estacado counselor Marci Owens and Coronado counselor Janie Hart coordinate the programs on their respective campuses.

Learning Chemistry through Augmented Reality

Students at **Estacado Middle School** had the opportunity to experience Chemistry in a whole new way through augmented reality this month.

Daqri Elements 4D allowed students to not only see each Science Element in 4D but also experiment with the reactions of different elements.

Teachers put together paper element boxes for the lab and loaded the apps on Apple iPads.



The students' response was priceless.

Michelle Leal, a student in Mrs. Miller's class, said, "My first reaction of the students doing the 3D lab was that it was very interesting. You could see the elements inside the cube by using an iPad and when you put two element cubes together it showed a compound! It was a very exciting thing to watch and all the kids had a fun time doing it."

FFA Radio Team places 7th at State

Members of the Plainview FFA Chapter traveled to Huntsville, Friday, December 5-6, 2014 to compete in Texas FFA's Leadership Career Development Events.

Radio Broadcasting teams qualify for the state competition by finishing in first or second place in one of the state's 57 district competitions and first or second in one of ten area competitions.

A total of 5,637 entries began the statewide-tournament in 13 different events which reflect classroom instruction in basic leadership skills.

Plainview FFA placed 7th in the State

FFA Radio Broadcasting Contest out of 647 Radio teams in Texas.

The Texas FFA is the nation's largest state FFA associations with a membership of 106,000 active FFA members. On average there are approximately 18 schools per district. FFA programs teach skills in leadership, career development and personal growth. FFA gives students the opportunity to practically apply classroom knowledge to real-world experiences through local, state and national



Team members included Mikey Ditmore, Miranda Hastey, Madi McKay, Ethan Earhart, and their FFA Advisor Rick McKay.

competitions.

Sam Houston State University has partnered with Texas FFA in hosting these competitions for 79 years.

Soldier's return surprises Edgemere daughters

Sgt. Jake Churchwell, son of Edgemere Elementary teacher DeAnn Helton, returned to Plainview on Wednesday and surprised his daughters at Edgemere Elementary.

Jake is a 2007 graduate of Plainview High and is currently with a Marine Expeditionary unit in the Middle East. He is a Jumpmaster and parachute specialist for Force Recon, the Marine Special Ops unit.

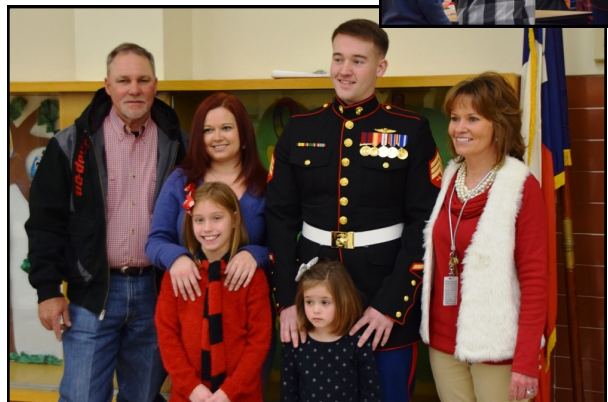
He and his wife Candace have two daughters,

Sleighten and Cadence who attend Edgemere Elementary.

Jake will be on leave until December 27.



Edgemere students line up to shake Jake's hand.





DOE Director of Migrant Education speaks hope to students, parents

Dr. Lisa Ramirez believes in the power of hope. She also understands the circumstances that might create a feeling of hopelessness in young people.

Although she holds a prestigious position as Director of the Department of Migrant Education for the U.S. Department of Education, it has been a long road from her childhood in Tahoka, Texas, to her life in Washington, D.C.

Her childhood was, by most standards, a hard one. Her grandparents were migrant workers. Her mother, also a migrant worker, was 18 and single when Ramirez was born. Growing up she experienced an abusive stepfather and recounts how hard it was to see him hurt her mother who was to her "the most beautiful woman in the world." And if the physical abuse wasn't enough, there was also alcoholism and drug abuse by the adults in the family.

School wasn't any easier for Ramirez. She felt judged by teachers and fellow students for the life her family lead. They were often dependent on welfare for food and clothing. At one point, she was expelled from school for physically assaulting a principal.

But there were some positives. She learned a love for reading from her mother, an avid reader, who would take her children to garage sales to search for books. When she was in fourth grade she also met a teacher who she felt appreciated her and believed in her. She built a life-long connection with that teacher and shared a photo of the teacher with her at her college graduation.

At 17, she knew she had to make a change. She says that first and foremost it was her salvation through Christ that made a difference. Second to that was joining the Army.

"Every little seed of hope we plant grows," she said. The army made it possible for her to attend college under the G.I. Bill. The principal who expelled her eventually hired her for her first

teaching position. That was the beginning of a career in education that has taken her all the way to her appointment with the Department of Education.

Ramirez was in Plainview on Monday to speak with parents, students, and community members at a migrant leadership conference.

"I am here to talk about increasing parent and community involvement," she said. "A community is everyone who lives here. We are human beings working



themselves and urged them to work for a good education for all kids.

"I will never forget where I come from," she said explaining that the cover for her award-winning book, "Dulcified: Sweetened by the Education of Life" has an apple on the cover. "Every single apple you eat has been touched by the hand of a migrant worker," she said. "That's why it is on the cover."

Following her presentation, Dr. Ramirez signed copies of her book for the families in attendance.

Door prizes were donated by The Brew, RuRu's, Sears, Sonic, Plainview Bowling Alley, Fast Cutters, Wayland Baptist University, United Amigos, Wal-Mart Supercenter, Bobby's Photographic Memories, Sharon Wright, United Supermarket, Rick Burk, Deborah Alcozer, Rosie Licerio, Valerie Castillo, and Edna Garcia.

The event, which brought in parents and school personnel from surrounding communities, was hosted by the Plainview ISD Migrant Education Program under the leadership of Edna Garcia, Director for Federal & Student Academic Services.



Families had photos made with Santa Claus prior to Dr. Lisa Ramirez' presentation.

together and hopefully for the betterment of our community."

She reminded teachers of the importance of communicating with parents and urged them to make time for phone calls and home visits.

"Parents, it is your responsibility too. How many of you have called a teacher?" she asked. "It has to be a partnership. You don't have to have all the answers. You just have to be willing to share what you know."

"For all your child's life, you will be the most important people," she said. "One of the most important things we adults can do for young children is to model the kind of person you would like them to be."

"Talk to teachers, principals, board members without the fear of being judged," she said. "They work for you."

"Don't fight with a teacher; work with a teacher. Most teachers in our schools really care about kids."

She also encouraged parents to teach their children to advocate for



Hillcrest & Thunderbird spread Christmas cheer

Staff from Hillcrest and Thunderbird took the opportunity last week to spread a little Christmas cheer at Plainview Healthcare Nursing Home by decorating doors for the residents.

As evidenced by the photos, students also had a hand in making the beautiful door decorations for the residents.



enjoy the opportunity to meet some new "friends." She told stories of her nursing career and trips she had taken to work in Mexico. It was clear she was probably once interested in fashion as she passed on compliments about the visitors jewelry and clothing.

Two beautiful, silver-haired ladies watched their door being decorated and

hand, woke to find his door b e i n g decorated. A Korean veteran, he shared some of his life's story.



Between the two campuses, they decorated 47 doors. They also shared a few laughs and made some new friends.



The residents seemed to enjoy having the staff in the building.



One gentleman requested that his door be green and some of the Hillcrest staff met that request.



Another resident just seemed to

commented on how lovely it looked covered in poinsettias.



Plainview ISD's web address is changing

Thanks to the efforts of Dr. Brent Richburg, Executive Director for Technology & Information Services, our web and email addresses will soon be changing from plainview.k12.tx.us to a simpler plainviewisd.org.

You can and should begin using the new www.plainviewisd.org address for the web. You will also want to reset your homepage in your browser to this new web address. If you have links to the old address on web pages or in email, you will need to change these as well.

The Technology Department will let you know when it is time to begin using your new email address.

Great facts about our community

The cost of living in Plainview is 22.3% less than the national average and 13.6% less than the Texas average (according to areavibes.com). It is 8% more expensive to live in Lubbock and 5% more expensive to live in Amarillo than it is to live in Plainview.

Coupled with a recent TASB salary comparison of reporting school districts in Regions 16 & 17 that puts Plainview ISD ahead of the midpoint average in our area for teacher pay, this makes Plainview a great place for teachers to live, work, and raise families.

	0-Year Salary	5-year Salary	10-year Salary	15-year Salary	20-year Salary	Max Salary
Plvw ISD	\$36,610	\$39,720	\$45,660	\$50,290	\$53,770	\$64,164
Midpoint (Regions 16, 17)	\$33,070	\$36,180	\$41,667	\$45,494	\$49,130	\$55,346
Comparison	111%	110%	110%	111%	109%	116%

Cheers! Kudos! High Fives!

Emily Romero, daughter of Juan and **Rosie Romero** (Technology) is graduating from West Texas A&M on December 12 with a degree in International Business.



in the Canadian Football League's 102nd Grey Cup Championship. This is the Canadian equivalent of our Super Bowl. Jamar recorded four tackles in the game.



Congratulations to **Christy Morgan** (Thunderbird). She is engaged to Nathan Anderson of Lubbock. They are planning a March wedding.

Grayson Tirey, son of Jim and **Brandy Tirey** (La Mesa) has been accepted to Texas A & M University for the fall of 2015. Grayson will graduate from Plainview High in May.



Baby News



Juan and **Rosie Romero** (Technology) have a new grandson, Don Michael Reno, Jr. born on November 6. He weighed in at 4 lbs. 12 oz. and was 17 3/4 in. long. The new parents are Tina Romero and Donnie Reno of Clovis, NM.



Joseph and Shawna Turk (Hillcrest/ Highland nurse) are the parents of a new son, Noah. He was born on October 20 weighing 8 lbs and measuring 20 1/4 in.



Kudos to the **ARAMARK** Food Service team members who prepared lunch for extra students during the lockout. The **PHS cafeteria manager and her staff** quickly came up with a plan and feed 630 high school students. They usually serve about 370. We appreciate ARAMARK staff across the district for caring for our kids each and everyday.

Emily Welch, daughter of **Torri Hatch** (PHS), received all SAC honorable mention. Her Wayland volleyball team won the SAC conference.

Former PHS football standout **Jamar Wall**, brother of **Tresha McCaster (Estacado)**, helped lead the Calgary Stampeders to a 20-16 victory over the Hamilton Tiger-Cats



Debate Team headed to State



Plainview HS Debate team members competed in the 2nd annual UIL Congressional Debate District competition on November 10, 2014. They competed against Region 17 schools in all class division levels. In division 5A, our 3 debaters outshined the competition. They sophomore-Avan Daugherty placed 1st, freshman-Lucy Hernandez placed 2nd, and junior-Candace Vernon placed 3rd in division 5A. All will head to state the week of January 12th to compete against the top district competitors in all regions!



Sympathy

To Karen Miller- Kopp on the passing of her mother, Evelyn Kay Erickson.

To Beverly James (retired) on the passing of her husband, Danny James.

Buy, Sell, Rent, Trade, Give Away...

Edgemere Pre-Kindergarten is collecting **Sunny D Labels** (with the UPC code attached). If you can help, please send your labels to **Michelle Villegas**.



FOR SALE: **2004 Chevrolet Tahoe**, Silver, 200,XXX Miles, Good Condition, Bose Speakers, New Custom Alpine Radio, \$9,000 OBO Call/Text **Jill Horne** (Edgemere) at 806-292-4707.

FOR RENT: **3 bedroom house**, 1 bath, 1 car garage, country home in the Aiken community. Recently upgraded. Refrigerator and electric stove provided. Tenant pays gas and electricity. Monthly rent is \$650 with a \$400 deposit. Contact **Margaret Rose** (Hillcrest / Highland) at 292-8663 or Johnny Rose at 292-8178 if interested.

FOR SALE: **Stroller**. Excellent condition. \$75. Contact **Tommy Caldwell** at PHS or **Kayla Caldwell** at 729-9392.



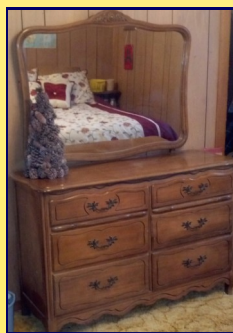
FOR SALE: **Ugg boots**—new in box. Silver sequin. Size 7. retails for \$195. Asking \$75. Purchased at Dilliard's. Contact **Denise Cochran** @ Highland.

FOR SALE: **2010 Dodge Grand Caravan**; power sliding doors; 4 captain chairs; DVD player; approx. 98K miles; runs great. Asking \$8800.00. Contact **Brandy Tirey**, La Mesa @ (806) 729-9257; (806) 729-9172.

FOR SALE: **Sanyo 50" television** with media center. Media center has 3 glass shelves. Contact **Kelly Mendoza** at kelly.mendoza@plainview.k12.tx.us or call 806-685-8157 for more info.



FOR SALE: **Four-piece traditional bedroom set** (bed, dresser w/ mirror, nightstand, and chest of drawers). Has been used in guest room. \$499 . Contact **Margaret Rose** (hillcrest / Highland) or call 292-8663 .



Military News



Philip Aaron Trudeau, a 2005 PHS graduate, made captain in the Air Force the end of September. He is currently a flight commander stationed at Incirlik AB (just east of Adana, Turkey) until December 2015. Philip is the son of Patrick and **Karen Trudeau** (Estacado).



Share the Warmth

The Migrant Program collects used coats and clothing for school age children of all sizes. Contact: Anita Flores or Linda Quezada at Central Office.

America's White Table

On Veterans' Day PHS, Estacado, And Coronado libraries joined a tradition followed by the PHS Navy JROTC in honoring missing and fallen soldiers on Veterans' Day by setting up a "White Table." as a symbol for and remembrance to service members fallen, missing, or held captive in the line of duty. Solitary and solemn, it is the table where no one will ever sit.



The table, honoring the men and women who served in America's Armed Forces, is covered with a white cloth to represent a soldier's pure heart when he answers his country's call to duty. A lemon slice and grains of salt are placed on a plate to show a captive soldier's bitter fate and tears of families waiting for loved ones to return. An empty chair at the table represents the missing soldiers who are not here. A black napkin represents the sorrow of captivity and an overturned glass stands for the meal that won't be eaten.

There is a white candle for peace and finally, a red rose in a vase tied with a red ribbon for the hope that all our missing will return someday.



The stockings are hung at Thunderbird.



From La Mesa

Christmas Open House



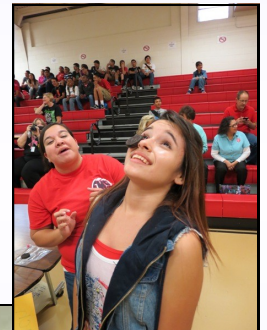
La Mesa assistant Principal Brandy Tirey, PE Teacher Rae Rousseau, and principal Vickie Young dressed to show support for the Bulldogs.



La Mesa Annual Christmas Open House is always impressive. Kudos to the teachers and students who decked the halls in the Spirit of Christmas.



Estacado raises \$1955.00 for United Way



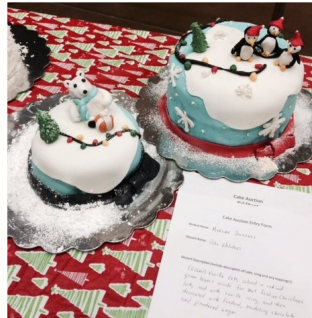
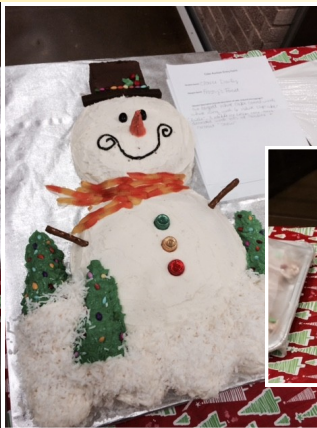
The classes raising the most money earned the right to compete in some fun games during the United Way assembly. The overall winning team was Ryan Thurman's advisory. As you can see they are the proud recipient's of the Golden Toilet Seat, at least until next year!



Native American Trade Day at College Hill



PHS Choir Concert & Cake Auction



Claire Daily, Daughter of Michelle Villegas, won the "Grand Prize" cake for her snowman cake. She and Brianna Caballero also won "Most Original" for their snow globe cake. The cakes brought in \$185 and \$85.

Morgan Sweeney, daughter of Robin Sweeney, received the "Ho, Ho, Ho" award for her "Polar Holiday" cake.

Jaci Wirth, daughter of Tracey Wirth, received "Special Mention" awards for her cakes. Together they raised \$185 in the auction.

This year's choir cake auction had an abundance of beautiful (and no doubt delicious) cakes up for bid. Cake judges selected award winning cakes for auction during the concert. Other cakes were offered through a silent auction.



A German chocolate cake donated by Leslie Richburg received the highest auction bid of \$350. The cake was given in honor of choir director Walter Wright and had the following wording: "31 Years of Doing Something Wright."



McKenzie Rhoades, daughter of Ryan and Robyn Rhoades, and Jon White, son of Greg and Becky White, with hot chocolate cupcakes.



Estacado POPS Luncheon

Power Of Parental Support



Bernard Batista (Service Dept.) with his stepson Austin Williams.



Deborah Alcozer (Central Office) with her son Joseph.



Cynthia Isaguirre (Central Office) with her son Jarren.

Turkey Dinner at Edgemere



More than 5,500 turkey dinners were served to students and their families by the ARAMARK staff this year. Thanksgiving meals require even the ARAMARK office staff (Sandra, Dora, and Val) and Rick Burke to lend a hand in serving meals.

Thunderbird Christmas Party



District Leadership Team





Hillcrest Pre-K community projects



Highland Christmas Party



Highland Elementary staff elected to hold a Christmas party that also offered them the opportunity to do something positive for our community. They volunteered to pack for Snack Pak 4 Kids. After the packing was finished, they went to The Brew for dinner and fellowship.



May
Your Lives
Be Filled
With JOY, HOPE
LOVE, and PEACE
As We Celebrate Christmas!