

PROJECT PROFILE



Crowley technical education center puts students on career path

By Betty Bellard

When the economic recession and a mounting budget crisis hit the schools in Crowley Independent School District opening a new 140-million middle school in 2011, Dan Powell, the new superintendent, recognized the need to rethink the district's educational offerings for high school students.

The district, located south of Fort Worth, has more than 11,000 students. It serves the cities of Crowley, Edgell Park and a portion of Fort Worth with 19 elementary schools, one intermediate school, two middle schools, two high schools, one career center, one high school and one learning center.



COMMUNITY RELATIONS/COMMUNITY ENGAGEMENT CONSULTING & PROJECT MANAGEMENT '12, '13, '14 Crowley ISD

After a comprehensive planning phase, Project Partners designed an implementation plan for *Community Connections for Student Success*. Upon board approval of the plan, we recruited a Leadership Team of key community leaders and worked hand in hand with them and the district's Superintendent and Public Information Officer to identify, educate and engage key stakeholders, including the realtor and developer community. We crafted strategic messages, created specific outreach opportunities, executed key events, distributed E-news, and helped develop a video series.

“Thanks for everything Project Partners does for Crowley ISD. With your help, we have moved quickly towards achieving our goals.”

Anthony Kirchner, Public Information Officer
Crowley ISD

“Project Partners’ expert approach and commitment to results is outstanding.”

Dr. Dan Powell, Superintendent of Schools
Crowley ISD