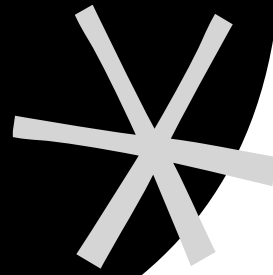


Reporter Packet



We're here to help

A-Z WHEN WRITING ABOUT **TYLER ISD***

but never TISD*



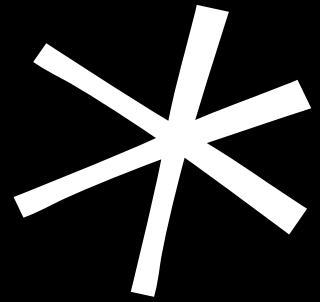
Download &
View Our Logos



TYLER ISD
SUCCESSFUL STUDENT OUTCOMES

Index

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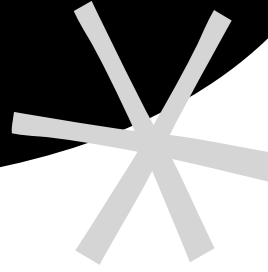
Education Vocabulary

HIPAA vs FERPA

Media Contact:

All media requests/inquiries should be directed to Jennifer Hines, Chief of Communications at 903-262-1064 or by email at jennifer.hines@tylerisd.org.

Our Team



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Cell: 903-262-8441

**We look forward to helping you.
Don't hesitate to reach out.**

Quick Links:

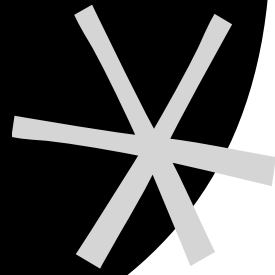
Communications Department: tylerisd.org/communications

Main Page: tylerisd.org

Calendar: tylerisd.org/events

Logos and Branding: tylerisd.org/logos

Media Info



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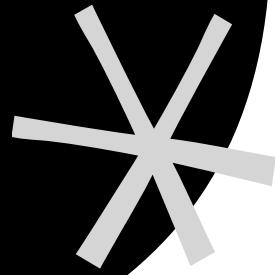
Policies & Procedures:

- When reporting on Tyler ISD, please always say Tyler ISD because there are multiple TISD's in the viewing area. (Tatum ISD, Troup ISD, Terrell ISD, etc.)
- The Office of Communications and Public Relations (OCPR) should be the first point of contact for all media inquiries for our District. News media will not be allowed on any district property without prior consent from the OCPR. This includes Career Days and reading to students. A teacher or principal cannot give permission for you to be on campus.
- Tyler ISD operates in compliance with the Family Educational Rights and Privacy Act (FERPA). This law allows students and parents to opt-out of the release of certain information about students, including photographs. Each school is responsible for maintaining a database to determine who cannot be photographed and interviewed according to FERPA guidelines via the district's Opt-Out form. Parent permission must be confirmed prior to taking photos, videos, and quotes from Tyler ISD students.

Recent Press Releases:

- For all recent press releases and Tyler ISD News visit: tylerisd.org/news

Social Media Info



4

Follow us on social media



@TylerISD
@TylerISDEspanol



@tylerisd



Tyler-ISD



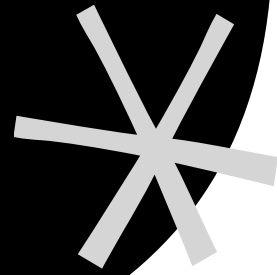
Tyler ISD



@TylerISD

Sharing our stories? Be sure to tag us!

Facts About Us



When reporting on Tyler ISD, please always say Tyler ISD because there are multiple TISD's in the viewing area. (Tatum ISD, Troup ISD, Terrell ISD, etc.)

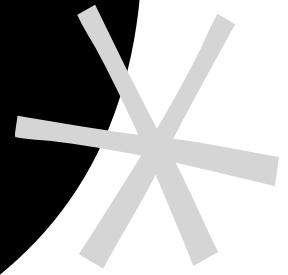
Vision Statement:

Successful Student Outcomes.

Fast Facts:

- As the largest school district in Northeast Texas, Tyler ISD encompasses 193 square miles, maintains 36 campus and auxiliary facilities, and serves more than 18,300 students.
- Tyler ISD has:
 - 2 Comprehensive High Schools
 - 1 Early College High School
 - 1 RISE Academy
 - 1 Career & Technology Center
 - 4 Comprehensive Middle Schools
 - 2 K-8 Magnet Schools
 - 15 Elementary Schools
 - 1 Alternative School
 - 1 Special Education Campus
- Early College High School offers higher education programs partnered with Tyler Junior College and The University of Texas at Tyler that are nationally recognized.
- Birdwell Dual Language Immersion School K-8 campus offers high linguistic and academic proficiency in two languages.
- Caldwell Arts Academy is the only Fine Arts Magnet School in East Texas and serves K-8.
- The Career & Technology Center allows students to prepare for success in high-demand, high-wage, and high-skill careers, as well as earn industry-based CTE certifications.
- The Boshears Center for Exceptional Programs is part of the continuum of services for students who have been identified as having a severe/profound disability.

Schools & Mascots



Elementary School Campuses:



Austin Elementary
Lobos



Bell Elementary
Bears



Bonner Elementary
Bees



Dixie Elementary
Dragons



Clarkston Elementary
Cougars



Douglas Elementary
Wildcats



Griffin Elementary
Bulldogs



Jack Elementary
Patriots



Jones Elementary
Jaguars



Orr Elementary
Cubs



Owens Elementary
Eagles



Peete Elementary
Wildcats



Ramey Elementary
Rams



Rice Elementary
Rangers



Woods Elementary
Wranglers

Middle School Campuses:



Boulder Middle School
Vikings



Hubbard Middle School
Huskies



Moore Middle School
Mustangs



Three Lakes Middle School
Gators

High School Campuses:



Tyler High School
Lions



Tyler Legacy High School
Red Raiders



Early College High School
Owls



Rise Academy
Phoenixes



Career & Technology Center
Roadrunners

High School Programs:

K-8 Magnet Schools:



Birdwell Dual Language Immersion School
Braves

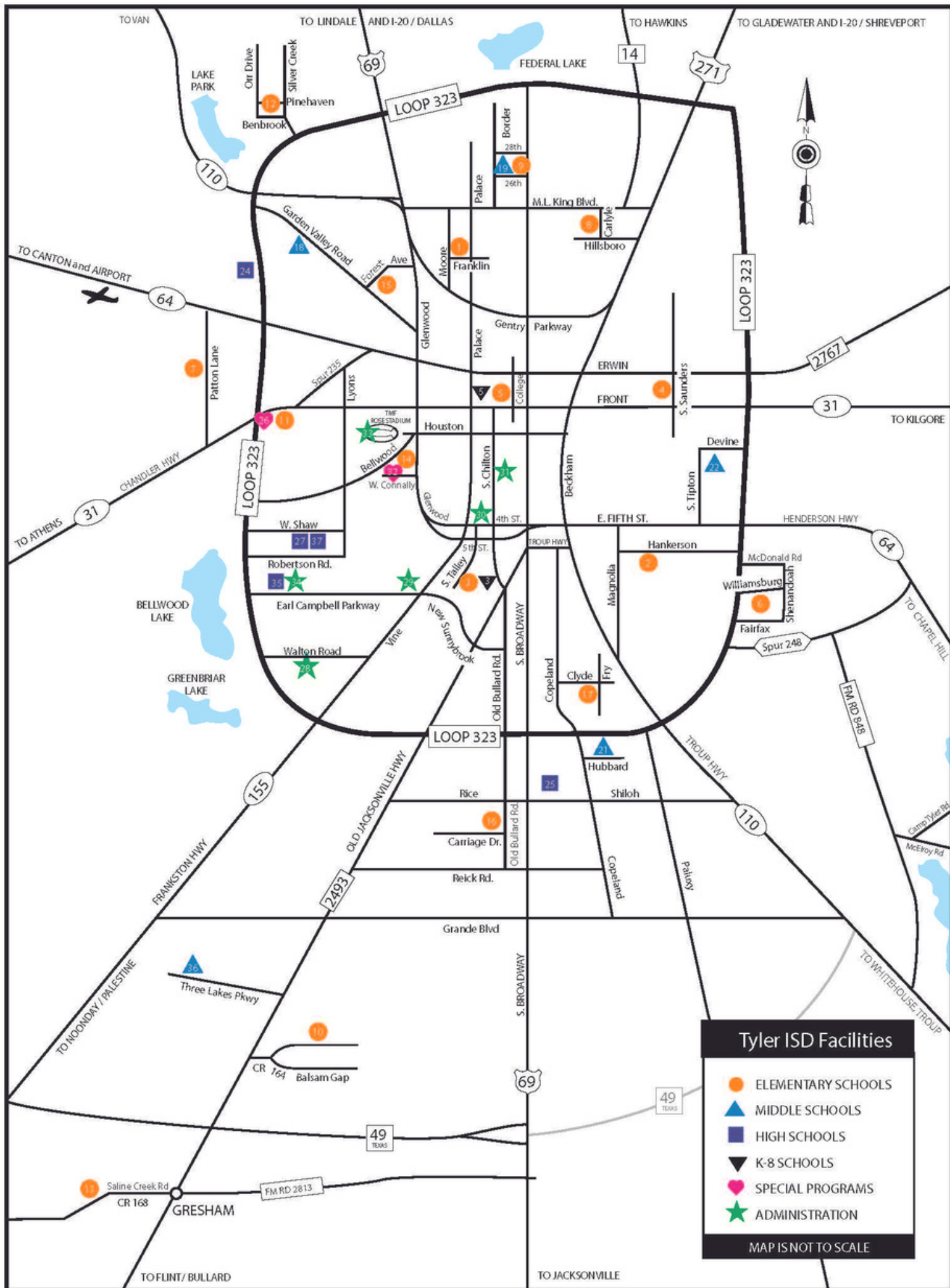


Caldwell Arts Academy
Stars



Boshears Center
Bees

Innovation School:



TYLER ISD FACILITIES LOCATION (LEGEND TO MAP)

P. O. Box 2035 Tyler, TX 75710

ELEMENTARY SCHOOL CAMPUSES

- | | | |
|--|---|---|
| 1 AUSTIN ELEMENTARY SCHOOL
1105 West Franklin Street, 75702
903-262-1765 | 7 DIXIE ELEMENTARY SCHOOL
213 Patton Lane, 75704
903-262-2040 | 13 OWENS ELEMENTARY SCHOOL
11780 County Road 168 (Saline Creek Rd), 75703
903-262-2175 |
| 2 BELL ELEMENTARY School
1409 Hankerson Street, 75701
903-262-1820 | 8 DOUGLAS ELEMENTARY SCHOOL
1525 North Carlyle Avenue, 75702
903-262-2100 | 14 PEETE ELEMENTARY SCHOOL
1511 Bellwood Drive, 75701
903-262-2460 |
| 3 BIRDWELL DUAL LANGUAGE
IMMERSION SCHOOL
2010 South Talley Avenue, 75701
903-262-1870 | 9 GRIFFIN ELEMENTARY SCHOOL
2650 North Broadway Avenue, 75702
903-262-2310 | 15 RAMEY ELEMENTARY SCHOOL
2000 North Forest Avenue, 75702
903-262-2505 |
| 4 BONNER ELEMENTARY SCHOOL
235 South Saunders, 75702
903-262-1920 | 10 JACK ELEMENTARY SCHOOL
1900 Balsam Gap Lane, 75703
903-262-3260 | 16 RICE ELEMENTARY SCHOOL
5215 Old Bullard Road, 75703
903-262-2555 |
| 5 CALDWELL ARTS ACADEMY
331 South College Street, 75702
903-262-2250 | 11 JONES ELEMENTARY SCHOOL
3450 Chandler Hwy, 75702
903-262-2360 | 17 WOODS ELEMENTARY SCHOOL
3131 Fry Avenue, 75701
903-262-1280 |
| 6 CLARKSTON ELEMENTARY SCHOOL
2915 Williamsburg Drive, 75701
903-262-1980 | 12 ORR ELEMENTARY SCHOOL
3350 Pinehaven Road, 75702
903-262-2400 | |

MIDDLE SCHOOL CAMPUSES

- | | |
|---|--|
| 3 BIRDWELL DUAL LANGUAGE - 6-8 Grades
IMMERSION SCHOOL
2010 South Talley Avenue, 75701
903-262-1870 | 36 THREE LAKES MIDDLE SCHOOL
2445 Three Lakes Parkway, 75703
903-952-4400 |
| 18 BOULTER MIDDLE SCHOOL
2926 Garden Valley Road, 75702
903-262-1390 | |
| 5 CALDWELL ARTS ACADEMY 6-8 Grades
331 South College Street, 75702
903-262-2250 | |
| 21 HUBBARD MIDDLE SCHOOL
1300 Hubbard Drive, 75703
903-262-1560 | |
| 22 MOORE MIDDLE SCHOOL
2101 Devine Street, 75701
903-262-1640 | |

SPECIAL PROGRAMS

- | |
|--|
| 26 WAYNE D. BOSHEARS CENTER
FOR EXCEPTIONAL PROGRAMS
3450 Chandler Hwy, 75702
903-262-1350 |
| 32 Tyler ISD DAEP
1501 West Connally Street, 75701
903-262-3070 |

ADMINISTRATION

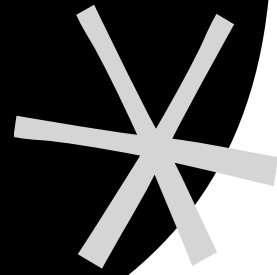
- | |
|---|
| 29 ADMINISTRATION BUILDING
1319 Earl Campbell Parkway, 75701
903-262-1000 |
| 30 JIM PLYLER INSTRUCTIONAL COMPLEX
807 West Glenwood Boulevard, 75701
903-952-4000 |
| 31 GARY ADMINISTRATIVE COMPLEX
730 South Chilton Avenue, 75701
903-262-3498 |
| 33 CHRISTUS TRINITY MOTHER FRANCES
ROSE STADIUM &
MIKE CARTER BASEBALL FIELD
609 Fair Park Drive, 75702
903-262-3226 |
| 34 AQUATIC CENTER
3013 Earl Campbell Parkway, 75701
903-262-3220 |
| 28 ST. LOUIS OPERATION CENTER
2800 Walton Road, 75701
903-262-1180 |

HIGH SCHOOL CAMPUSES

- | | |
|---|--|
| 35 CAREER & TECHNOLOGY CENTER
3013 Earl Campbell Parkway, 75701
903-262-1024 | 24 TYLER HIGH SCHOOL
3535 LIONS LANE , 75702
903-262-2850 |
| 27 EARLY COLLEGE HIGH SCHOOL
2800 West Shaw, 75701
903-262-3098 | 25 TYLER LEGACY HIGH SCHOOL
4500 RED RAIDER DRIVE, 75703
903-262-2625 |
| 37 RISE ACADEMY
2800 West Shaw, 75701
903-262-3040 | |

Career & Technology Center

7



- Accounting & Financial Services
- Animal Science
- Architectural Design
- Audio/Video Production
- Automotive Collision Repair
- Automotive Technology
- Business Management
- Construction: Carpentry HVAC
- Construction: HVAC
- Cosmetology
- Culinary Arts
- Design & Multimedia Arts
- Emergency Services: Firefighter
- Engineering
- Exercise Science & Wellness
- Family & Community Services
- Healthcare Therapeutic
- Information Technology
- Law Enforcement
- Manufacturing Technology
- Marketing & Sales
- Plumbing & Pipefitting
- Teaching & Training
- Welding

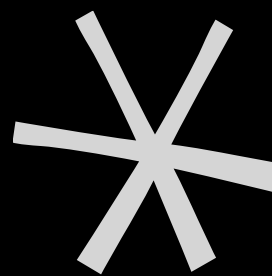
**24 Programs
of Study**



See Guidebook



Education Acronyms



8

A-L

ACT = American College Test

AADD = Academic Achievement Distinction Designation

AP = Advanced Placement

AVID = Advancement Via Individual Determination

CTC = Career & Technology Center

CTE = Career & Technical Education

DOE = Department of Education

ESL = English as a Second Language

ESSER = Elementary & Secondary School Emergency Relief

FERPA = Family Educational Rights & Privacy Act

GPA = Grade Point Average

GT = Gifted & Talented

HIPAA = Health Insurance Portability & Accountability Act

IEP = Individualized Education Plan

LiM = *Leader in Me*

LMS = Learning Management System

N-U

NEA = National Education Association

NHS = National Honor Society

PEIMS = Public Education Information Management System

PSAT = Preliminary Scholastic Aptitude Test

PTA = Parent Teacher Association

SAT = Scholastic Aptitude Test

SBE = State Board of Education

SEL = Social & Emotional Learning

SPED = Special Education

STAAR = State of Texas Assessment of Academic Readiness

STEM = Science Technology Engineering & Math

TASA = Texas Association of School Administrators

TASB = Texas Association of School Boards

TEA = Texas Education Agency

TEKS = Texas Essential Knowledge & Skills

TSPRA = Texas School Public Relations Association

UIL = University Interscholastic League

Not seeing one?
See them all by visiting

tea.texas.gov/about-tea/glossary-of-acronyms

Vocab

- **AADD (Academic Achievement Distinction Designation):** awards for campuses with outstanding achievements based on outcomes of several performance indicators.
- **ACT (American College Test):** a standardized test that determines a high school graduates preparedness for college.
- **AP (Advanced Placement):** a program administered by College Board offering students the opportunity to take advanced-level courses and examinations from different academic areas.
- **AVID (Advancement Via Individual Determination):** program designed to help underachieving students with high academic potential prepare for entrance to college.
- **CTC (Career & Technology Center):** a specialized school that prepares students for success in high-demand, high-wage, and high-skill careers.
- **CTE (Career & Technical Education):** teaching skill-based careers to students; this includes work in the Trade and Industry field.
- **DOE (Department of Education):** establishes policy, administers and coordinates federal assistance, collects data on U.S. schools, and enforces federal education laws regarding privacy and civil rights.
- **ESL (English as a Second Language):** students who do not speak English as their native language; teachers can pursue certification.
- **ESSER III (Elementary & Secondary School Emergency Relief):** recently used for COVID-19 relief funding in March 2021.
- **FERPA (Family Educational Rights & Privacy Act):** a federal law that protects the privacy of student education records; parents have access until a student turns 18 or enters college.
- **GPA (Grade Point Average):** a number that indicates how well or high students scored in courses on average.
- **GT (Gifted & Talented):** program that children with academic or creative abilities are a part of along with their normal classes.

- **HIPAA (Health Insurance Portability & Accountability Act):** designed to provide privacy standards to protect patients' medical records and other health information provided to health care providers.
- **IEP (Individualized Education Plan):** a written plan that describes individual needs of a student with disabilities and the services, supports, aids, and accommodations/modifications that will be provided.
- **LMS (Learning Management System):** software that enables companies and educational institutions to create and manage lessons, courses, quizzes, and training materials. (Canvas)
- **NEA (National Education Association):** advocates for education professionals and unites members across the nation to fulfill the promise of preparing every student to succeed in a diverse and interdependent world.
- **NHS (National Honor Society):** a nationwide organization for high school students in the U.S., the selection is based on academic achievement, leadership, service, and character.
- **PEIMS (Public Education Information Management System):** all data requested and received by TEA about public education, including demographics and academic performance for students, personnel, financial, and organizational information.
- **PSAT (Preliminary Scholastic Aptitude Test):** three related assessments, with one being the qualifying test for the National Merit Scholarship.
- **PTA (Parent-Teacher Association):** an organization of parents, teachers, and staff that is intended to facilitate parental involvement in a school.
- **SAT (Scholastic Aptitude Test):** a college entrance examination.
- **SBE (State Board of Education):** sets policies and standards for Texas public schools.
- **SEL (Social & Emotional Learning):** the process through which students acquire the knowledge, attitudes, and skills they need to: recognize and manage emotions, demonstrate caring/concern for others, establish positive relationships, and make responsible decisions.

- **SPED (Special Education):** the practice of educating students in a way that provides accommodations that address individual differences, disabilities, and special needs.
- **STAAR (State of Texas Assessment of Academic Readiness):** annual exam to measure student learning.
- **STEM (Science, Technology, Engineering, & Math):** integrates all four disciplines together into a single, cross-disciplinary program that offers instruction in real-world applications and teaching methods.
- **TASA (Texas Association of School Administrators):** professional association for Texas school superintendents and other administrators.
- **TASB (Texas Association of School Boards):** a nonprofit, voluntary, statewide educational association that serves and represents local Texas school boards.
- **TEA (Texas Education Agency):** the state agency which oversees primary and secondary public education in Texas.
- **TEKS (Texas Essential Knowledge & Skills):** Texas state standards for public school from kindergarten to grade 12.
- **TSPRA (Texas School Public Relations Association):** a professional organization whose members are dedicated to improving public education in Texas.
- **UIL (University Interscholastic League):** provides educational extracurricular academic, athletic, and music contests.

HIPAA vs FERPA:

- **HIPAA** is for medical-related purposes only. This is to keep medical-related information private from everyone unless the patient is willing to share. Also, this means that employers/schools cannot ask for any information from physicians but may request doctor's notes in leaves of absence.
- **FERPA** is for student education purposes only. This law keeps student educational records private from everyone except parents when the child is under 18/not in college. This means that educators cannot give out information to the public about specified students.

HIPAA = Medical | FERPA = Education



STANDARD RESPONSE PROTOCOL

INFORMATION FOR PARENTS AND GUARDIANS

Our school has adopted The "I Love U Guys" Foundation's Standard Response Protocol (SRP). Students and staff will be training, practicing, and drilling the protocol.

COMMON LANGUAGE

The Standard Response Protocol (SRP) is based on an all-hazards approach as opposed to individual scenarios. Like the Incident Command System (ICS), SRP utilizes clear common language while allowing for flexibility in protocol.

The premise is simple - there are five specific actions that can be performed during an incident. When communicating these, the action is labeled with a "Term of Art" and is then followed by a "Directive." Execution of the action is performed by active participants, including students, staff, teachers and first responders. The SRP is based on the following actions: Hold, Secure (Lockout), Lockdown, Evacuate, and Shelter.

HOLD

**"In Your Room or Area.
Clear the Halls."**

Students are trained to:

- Clear the hallways and remain in their room or area until the "All Clear" is announced
- Do business as usual

Adults and staff are trained to:

- Close and lock the door
- Account for students and adults
- Do business as usual



SECURE

"Get Inside. Lock outside doors"

Students are trained to:

- Return to inside of building
- Do business as usual

Adults and staff are trained to:

- Bring everyone indoors
- Lock outside doors
- Increase situational awareness
- Account for students and adults
- Do business as usual



LOCKDOWN

"Locks, Lights, Out of Sight"

Students are trained to:

- Move away from sight
- Maintain silence
- Do not open the door

Adults and staff are trained to:

- Recover students from hallway if possible
- Lock the classroom door
- Turn out the lights
- Move away from sight
- Maintain silence
- Do not open the door
- Prepare to evade or defend



EVACUATE

"To a Location"

Students are trained to:

- Leave stuff behind if required to
- If possible, bring their phone
- Follow instructions

Adults and staff are trained to:

- Bring roll sheet and Go Bag (unless instructed not to take anything with them, dependent on reason for evacuation.)
- Lead students to Evacuation location
- Account for students and adults
- Report injuries or problems using Red Card/Green Card method.



SHELTER

"State Hazard and Safety Strategy"

Hazards might include:

- Tornado
- Hazmat
- Earthquake
- Tsunami

Safety Strategies might include:

- Evacuate to shelter area
- Seal the room
- Drop, cover and hold
- Get to high ground

Students are trained in:

- Appropriate Hazards and Safety Strategies

Adults and staff are trained in:

- Appropriate Hazards and Safety Strategies
- Accounting for students and adults
- Reporting injuries or problems using Red Card/Green Card method.

