

THE CONNECTOR

A weekly publication of Harris County Department of Education for the HCDE Board of Trustees

WEEK OF JANUARY 4, 2021

VOLUME 6 ISSUE 15

OFF TO A GREAT START

TOP STORIES

**Trustees Brown, Davis
Welcomed as New HCDE
Board Members p.2-3**



**Awareness Campaign
Ends 2020 with more than
10 Million Impressions p.4-5**



**HCDE Remembers
Gloria Beckham p.6**



Of Note...



James Collier

PROGRAM

CONNECTIONS

Trustees Brown, Davis Welcomed as Harris County Department of Education At-Large Board Members

Last Friday HCDE welcomed two new trustees to the Board. David W. Brown and Erica Davis were sworn into office by Judge Rabeea Sultan Collier as family and friends watched in the HCDE Board Room.

Also in attendance were Houston Mayor Sylvester Turner and First Daughter Ashley Turner, Precinct 1 Constable Alan Rosen and members of his staff, HCDE Trustees and former trustee Erica Lee Carter.

“We are all so excited you are here,” said Board President Eric Dick. “We are looking forward to you being a part of the team.”



PROGRAM CONNECTIONS

Brown is an educator who works for Change Happens, a nonprofit headquartered in the Third Ward that provides mentoring, drug prevention and other services to low-income youth. Davis currently serves as chief of staff for Constable Rosen.

Brown and Davis will begin presiding over HCDE matters at the Jan. 20 Board meeting.

January is National School Board Appreciation Month and the entire board will be recognized for its public service.

[Watch video](#)



SEE THE IMPACT



HCDE's awareness campaign ended 2020 with more than 10 million impressions on its two billboards!

The two boards, located on I-45 south at Emancipation and Hwy 225 east at Red Bluff, featured two Head Start students, with one board highlighting School Based Therapy and the other calling out HCDE's five pillar programs (those that serve students directly.)

On the digital front, we paused our google ads in December. However, our social media strategy continued to have a strong showing with Facebook ads garnering more than 16,000 individual engagements (like, share, comment, etc.) and 315,000 impressions.

Starting this week the billboards will move to new locations at:

- 59 South at Gessner
- I-10 West at Thompson

SEE THE IMPACT



Throughout January, the brochure I showed you in December will be included in Community Impact Newspaper editions around Harris County. This issue, which will feature a sticker on the front prompting readers to look for the insert, will be placed in mailboxes at more than 555,000 residences on the dates below.

Bellaire/Meyerland/West University	Jan. 7
Heights/River Oaks/Montrose	Jan. 9
Spring Klein	Jan. 22
Clear Lake	Jan. 27
Tomball	Jan. 28

The Passing of Gloria J. Beckham:

Clinical psychologist Gloria J. Beckham passed early on December 26, 2020, surrounded by family.



Her career dedicated to helping children spanned 40 years. She considered her work her life's calling. Her particular interest in the health and well-being of children was always at the center of her efforts. She brought that passion to HCDE in 1993, working in the Psychological Services Division. In 2007, she transferred to helping students at the AB campuses.

"Gloria was a warm and friendly person who always went above and beyond for the children she helped," recalled Dr. Victor Keys, ABS West Principal. "She was an extraordinary professional and a great resource to everyone. Her calming voice would defuse any situation," he added. "The kids loved her."



"She would connect very easily and quickly with new students, even the most difficult or challenging," said Donna Treviño-Jones, ABS East Principal. "She had a 'can do' attitude and approach. She never hesitated to help anyone in need. Ms. Beckham will be sorely missed as she left an indelible imprint on the lives she touched."



Caroline Beckham shared about her mother, Gloria, "In her time at HCDE, she grew close to many; know that the bonds of friendship and camaraderie created there was a blessing in her life."

The HCDE family is invited to fellowship and celebrate Gloria's life in a manner respectful of the health and safety of all.

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Wake/Viewing:

Saturday, January 9, 2021
10 - 11 am
Jordan Grove Baptist Church
2603 Anita St.
Houston, Tx. 77004

Home Going Service:

Saturday, January 9, 2021
11 am - 12 pm
Jordan Grove Baptist Church
2603 Anita St.
Houston, Tx. 77004

You may also attend the wake and service online by going to: www.jordangrove.org

Cemetery:

Paradise South Cemetery
2237 Cullen Pkwy
Pearland, Tx. 77581
Block 8

Flowers may be sent to:

McCoy & Harrison Funeral Home

SYSTEMIC

ACHIEVEMENT...WITH PURPOSEFUL INTENT

This week, the following Board expectations were met:

Superintendent Objective C: Personnel Management

- Encourages, oversees, and participates in staff recognition activities.

Superintendent Objective H: Board Relation

- Establishes and maintains a program of public relations to keep the public well-informed of the activities of the Department, affecting a wholesome and cooperative working relationship between the Department and community.
- Works with other governmental entities and community organizations to meet the needs of students and the community in a coordinated way.

Superintendent Objective H: Board Relations

- Maintains a positive and professional working relationship with the board.



Our Spring semester got off to an early start with the swearing-in ceremonies for our newest trustees, David W. Brown and Erica Davis on New Year's Day. I am excited for the opportunity to work with them both and deeply value their dedication

to public service. Their added support to the mission of HCDE, we will help ensure we provide the very best service possible to the students and educators of Harris County.



This week you will read about our ongoing Awareness campaign. We have two billboards moving around the area. Currently, they are in prime high traffic positions on the Gulf Freeway at Emancipation and Highway 225 West at Red Bluff. Soon they will move to the Southwest Freeway near Gessner and the East Freeway at Wade Road. Over the next few months, commuters from all directions will recognize HCDE and the services we provide to the greater Houston area.

Finally, over the holiday break HCDE lost a dedicated longtime employee. Clinical psychologist Gloria Beckham passed December 26. She joined the HCDE family in 1993 and for the past 13 years has work with students at our Academic and Behavior campuses. She was an extraordinary professional who lifted everyone around her by sharing her methods and experiences. Her dedication changed the lives of children across the county. The students loved her and she will be missed by all.



HCDE BOARD
Board President
 Eric Dick
Vice President
 Danny Norris
Board Members
 David W. Brown
 Richard Cantu
 Erica Davis
 Andrea Duhon
 Amy Hinojosa

UPCOMING EVENTS:

WORKSHOPS
(Online Only)

Jan. 16
Dyslexia Summit
9 a.m. - 3 p.m.

Jan. 20
Board Meeting Irvington
1 p.m.

Jan. 30
Early Childhood Winter
Conference
9 am. - 3 p.m.