



EDGEWOOD INDEPENDENT SCHOOL DISTRICT
5358 West Commerce Street • San Antonio, Texas 78237 • (210) 444-4500

TEXAS STATE TEACHERS ASSOCIATION
316 West 12th Street • Austin, Texas 78701 • (512) 476-5355

NEWS RELEASE

For Immediate Release: Aug. 11, 2008

Contact:

- Sylvia R. Reyna, Associate Superintendent, Curriculum and Instruction, Edgewood ISD
(210) 444-4604 or (210) 385-3861
- Joe Bean, TSTA Public Affairs
(512) 476-5355, ext. 1233, or (512) 965-7042; joeb@tsta.org

TSTA, EDGEWOOD ISD PROMOTE PARENTAL INVOLVEMENT IN SCHOOLS

Edgewood Independent School District and the Texas State Teachers Association, the state's oldest education organization, will host a Community Back to School Kick Off from 9 a.m. to noon on Saturday, Aug. 16, at the district's Fine Arts Academy Theatre, 607 S.W. 34th St. (Lance Street entrance).

A news conference at 8:30 a.m. will feature Edgewood ISD's superintendent, Dr. Elizabeth P. Garza, and the president of the 65,000-member TSTA, Rita C. Haecker, talking about why parental involvement is so critical to reducing the dropout crisis that hits Hispanics particularly hard in Texas.

The Community Kick Off will include a TSTA presentation on parental involvement and will feature a variety of booths from community organizations and businesses. Parents can pick up materials and information to help their children get a good start to the school year, and entertainment will include a mariachi group. TSTA will distribute a brochure titled "The Key to Your Child's Success ... Is You/La Clave Del Éxito de Tus Hijos ... Eres Tú." Richard Macias, the president of the TSTA Edgewood Classroom Teachers Association local, coordinated with district administrators in planning the event.

The event previews the launch on Aug. 25 of four weeks of TSTA advertising in Spanish and English on San Antonio radio stations promoting parental involvement to help reduce the Bexar County

(MORE)

TSTA/EDGEWOOD PARENTAL INVOLVEMENT

Aug. 11, 2008

Page 2 of 2

dropout rate. A media grant from the National Education Association is funding the radio campaign, as part of the 3.2 million-member organization's national effort to reduce the dropout rate. TSTA ran a similar parental involvement campaign, including a radio ad funded by an NEA media grant, a year ago in Cameron, Hidalgo, Webb and El Paso counties.

"Our children are our future. This is especially true about Hispanic children. Hispanics are rapidly becoming the largest ethnic group in the United States. Therefore, it is imperative for all of us to ensure that the children in the Edgewood school district increase their educational achievement and successfully complete high school. We also know that children whose parents are involved with their education perform better academically," Garza said.

"The Edgewood Independent School District works with parents to encourage them to be involved in their children's education. Through the district's parental involvement program, parents have the opportunity to attend seminars that allow them to gain knowledge on the state assessment program, district reading program, math reading program and other topics that serve to help parents understand the educational process. Additionally, the district also offers classes to help parents improve their own skills – computer training, GED and English as a second language," the Edgewood superintendent continued.

"Our partnership with TSTA provides us with another avenue to engage our parents in their children's educational process. This awareness campaign is targeted to ensure that parents understand the school dropout problem and to enlist their help so all of our children stay in school," Garza added.

Haecker, who took office last month as TSTA's 114th president, knows from her own experience just how important parental involvement is to a child's educational success.

"I was born in San Antonio, where my father was a printer who made \$1.03 an hour. Over the years, he saw many young people come into the print shop looking for work. Time after time, after they left, managers would tear up and throw away their applications because they just didn't have enough education to succeed even at the print shop's low-wage jobs," Haecker said.

"My father didn't want that to happen to his children. 'You're going to work hard and do whatever it takes to finish high school, then you're going to go to the university,' he told us. And he and my mother both did everything they had to do to make sure we stayed in school – and we all earned college degrees," the TSTA president continued.

"Every parent – every father and every mother – can do the same thing mine did. They weren't unique, just determined. They had the commitment, and they followed through on it. They were involved in their children's education. That's why we succeeded in school. That's how children in Edgewood can succeed in school," Haecker emphasized.

###