

Our Vision for THRIVING EDUCATION, ARTS and ENTERTAINMENT

WE ENVISION thriving education and opportunities in the Coastal Bend that prepare our region's residents for learning, for work and for life. Our top quality schools provide improved facilities and smaller student-teacher ratios, producing more high school graduates who are well educated and ready for the future. Accessible higher education and job training prepare Coastal Bend residents for new opportunities in a changing economy, ensuring a skilled and qualified workforce for local industry. Life-long learning opportunities result in a more literate, educated and informed community. Educational excellence and appealing attractions help retain our existing population while drawing new residents to the region. The Coastal Bend has a flourishing arts and cultural scene, along with quality entertainment venues and family-friendly activities that enrich our lives and increase community pride.

- EARLY CHILDHOOD-GRADE 12 EDUCATION
- LIFE-LONG LEARNING
- UNIVERSITY, COLLEGE, PROFESSIONAL AND JOB TRAINING
- INTELLECTUAL CAPITAL
- ARTS, EVENTS AND ENTERTAINMENT

Thriving Education, Arts and Entertainment

Thriving Education, Arts and Entertainment: Early Childhood – Grade 12 Education

| Strategy EAE 1 | Quality Public Schools. Ensure that the Coastal Bend has top quality public school systems with strong community support; well trained, motivated, empowered and sufficiently compensated teachers; new and/or improved facilities; and educational technologies that foster successful learning. | Lead Partner | Suggested Supporting Partners | Timeline | | | |
|-------------------|---|------------------------------------|---|------------------|-------------|-------------|----------|
| | | | | Less Than 1 Year | 1 – 2 Years | 3 – 5 Years | 6+ Years |
| Action EAE 1.1 | Promoting Success. Create a public awareness program highlighting how Coastal Bend schools meet the criteria of a high quality school system and encouraging continued public support. | American Federation of Teachers | Area School Districts, News Media, Citizens for Educational Excellence, Association of Texas Professional Educators | | X | | |
| Action EAE 1.2 | Community Support for Educational Funding. Leverage community resources to influence local and state-level decisions regarding funding for public schools and critical community support agencies. | Corpus Christi Chamber of Commerce | Area School Districts, Regional Chambers of Commerce, Other Business Entities, American Federation of Teachers | | X | | |

| Strategy EAE 2 | Higher Graduation Rates. Increase high school graduation rates through innovative programs and services designed to support individuals from diverse educational, cultural or special needs backgrounds. | Lead Partner | Suggested Supporting Partners | Timeline | | | |
|-------------------|--|--------------|-------------------------------|------------------|-------------|-------------|----------|
| | | | | Less Than 1 Year | 1 – 2 Years | 3 – 5 Years | 6+ Years |
| | | | | | | | |

| | | | | | | | |
|------------------------------|---|--|--|--|-----------------|-----------------|--|
| <p><i>Action EAE 2.1</i></p> | <p>Student Mentoring Programs. Encourage area school districts and colleges to identify and establish mentoring programs at the Pre-kindergarten to Grade 12 level aimed at supporting student needs.</p> | <p>Lead Partner Pending</p> | <p>Education Service Center Region 2, Area School Districts, American Federation of Teachers, Association of Texas Professional Educators, Texas State Teachers Association, Regional P-16 Council</p> | | | <p>X</p> | |
| <p><i>Action EAE 2.2</i></p> | <p>Regional Retention Program. Secure support for and hold a unified Dropout Prevention and Recovery Day across the Coastal Bend, such as Corpus Christi Independent School District's (CCISD) "Keep Every Youth in School (KEYS) Walk."</p> | <p>Education Service Center Region 2</p> | <p>Area School Districts, Communities in Schools, Inc; Area Businesses</p> | | <p>X</p> | | |
| <p><i>Action EAE 2.3</i></p> | <p>Dual Credit Opportunities. Increase availability of early college programs/dual credit opportunities for students in the Education Service Center Region 2 service area.</p> | <p>Corpus Christi Independent School District, Del Mar College, Texas A&M University-Corpus Christi Office of Community Outreach</p> | <p>Area School Districts, Education Service Center Region 2, Regional P-16 Council, and Texas Education Agency's Texas High School Project</p> | | | <p>X</p> | |
| <p><i>Action EAE 2.4</i></p> | <p>Flexible Educational Scheduling Options. Increase student access to flexible high school scheduling, including multi-district collaboration, to provide access/choices that better meet students' needs.</p> | <p>Corpus Christi Independent School District, Education Service Center Region 2</p> | <p>Area School Districts, Parent-Teacher Associations, Communities In Schools, and Regional P-16 Council</p> | | <p>X</p> | | |
| <p><i>Action EAE 2.5</i></p> | <p>Education on Career Choices. Educate parents and students about opportunities for career choices that align with student interests and keep students motivated to graduate.</p> | <p>Workforce Solutions of the Coastal Bend</p> | <p>Area School Districts, College Tech Prep of the Coastal Bend, Parent-Teacher Associations, Communities In Schools, Regional P-16 Council</p> | | <p>X</p> | | |

| | | | | | | | |
|--------------------------|--|-----------------------------|---|--|---|---|--|
| <i>Action EAE</i> 2.6 | Legislative Support for Alternative Completion Programs. Request that the Texas Legislature promote adequately funded, more readily available alternative education programs and allow GED programs to be recognized as a positive part of the accountability system. | Lead Partner Pending | Area School Districts, Corpus Christi Council of PTAs, Area Businesses | | | X | |
| <i>Action EAE</i> 2.7 | Expanded Adult Basic Education/GED Program Offerings. Provide greater access to General Education Development (GED) courses and testing opportunities across the region. | Del Mar College | Area School Districts, Communities In Schools, Local Justices of the Peace & Courts at Law | | | X | |
| <i>Action EAE</i> 2.8 | Small Learning Communities. Promote the creation of more “small learning communities” in public schools, such as the academies at CCISD’s Moody High School. | Lead Partner Pending | Education Service Center Region 2, Area School Districts and Higher Education Institutions | | X | | |
| <i>Action EAE</i> 2.9 | Annual School Student Retention Report. Develop and publish an annual High School Student Retention Report to chart high school graduation rates/progress and distribute to key stakeholders and other interested groups in the region. | Lead Partner Pending | Area independent school districts, chambers of commerce, City of Corpus Christi Economic Development Office | | | | |

| <i>Strategy EAE</i> 3 | Seamless PreK-16 Education. Support a seamless PreK-16 educational system that ensures Coastal Bend students are well educated; prepared for higher education, professional careers or trades; and prepared for their future in the community and world. | <i>Lead Partner</i> | <i>Suggested Supporting Partners</i> | Timeline | | | |
|--------------------------|---|---------------------|--------------------------------------|-------------------------|--------------------|--------------------|-----------------|
| | | | | <i>Less Than 1 Year</i> | <i>1 – 2 Years</i> | <i>3 – 5 Years</i> | <i>6+ Years</i> |

| | | | | | | | |
|--------------------------|---|--|--|---|---|--|--|
| <i>Action EAE</i> 3.1 | Educator Peer-Community Dialogues. Conduct region-wide convocations of educators promoting peer-community dialogues, including sessions that allow educators to collaborate on specific issues and topics. | Citizens for Educational Excellence/Regional P-16 Council | Area School Districts, Del Mar College, Texas A&M University–Corpus Christi | | X | | |
| <i>Action EAE</i> 3.2 | College and Career Readiness Standards. Coordinate the implementation of college and career readiness standards across the region. | Education Service Center Region 2, Texas A&M University-Corpus Christi | Area School Districts | | X | | |
| <i>Action EAE</i> 3.3 | Regional P-16 Council Support. Provide leadership to establish the Regional P-16 Council and have it recognized as the lead organization to coordinate educational excellence initiatives throughout the region. Assist in developing sustainable funding for the Council. | Del Mar College, Texas A&M University-Corpus Christi, Corpus Christi ISD | Education Service Center Region 2, Area School Districts, Major Employers, Foundations | X | | | |

Thriving Education, Arts and Entertainment: Life-Long Learning

| <i>Strategy EAE</i> 4 | An Educated Community. Work to increase the value placed on an educated community and support quality education for all community members as the basis for a socially and economically thriving population. | <i>Lead Partner</i> | <i>Suggested Supporting Partners</i> | Timeline | | | |
|--------------------------|--|-----------------------------------|--|-------------------------|--------------------|--------------------|-----------------|
| | | | | <i>Less Than 1 Year</i> | <i>1 – 2 Years</i> | <i>3 – 5 Years</i> | <i>6+ Years</i> |
| <i>Action EAE</i> 4.1 | Regional Education Awareness Campaign. Develop a campaign that addresses the importance of student success at both the high school and higher education levels, along with re-entry into education, and promote GED and Adult Degree Completion programs across the Coastal Bend. | Education Service Center Region 2 | Area News Media, Citizens for Educational Excellence, Regional P-16 Council, Area School Districts, Institutions of Higher Education | | X | | |

| | | | | | | | |
|------------------------------|---|--|--|----------|--|--|--|
| <p><i>Action EAE 4.2</i></p> | <p>Regional Literacy Coalition. Form a regional literacy coalition to coordinate literacy awareness and education programs and activities.</p> | <p>Corpus Christi Literacy Council</p> | <p>Del Mar College, South Texas Library System, Workforce Solutions of the Coastal Bend, San Patricio Literacy Council, Corpus Christi Regional Economic Development Corporation</p> | <p>X</p> | | | |
|------------------------------|---|--|--|----------|--|--|--|

| | | | |
|------------------------------|---|--|--|
| <p><i>Strategy EAE 5</i></p> | <p>Support for Life-Long Learning. Support education based on real world experiences that occurs throughout the lifespan of Coastal Bend residents.</p> <p><i>No supporting actions are proposed at this time.</i></p> | | |
|------------------------------|---|--|--|

| <p><i>Strategy EAE 6</i></p> | <p>Life Education for Youth. Encourage Coastal Bend families and educational systems to prepare youth for the future, teaching them character and responsibility, keeping them stimulated, and reducing truancy and dropouts.</p> | <p><i>Lead Partner</i></p> | <p><i>Suggested Supporting Partners</i></p> | <p>Timeline</p> | | | |
|------------------------------|---|--|--|-------------------------|--------------------|--------------------|-----------------|
| | | | | <p>Less Than 1 Year</p> | <p>1 – 2 Years</p> | <p>3 – 5 Years</p> | <p>6+ Years</p> |
| <p><i>Action EAE 6.1</i></p> | <p>Parent Support and Child Development Tools. Provide parents with information and training on child rearing that includes nutrition, learning readiness skills, self-discipline, and character development through collaboration of community agencies and public schools.</p> | <p>Education Service Center Region 2</p> | <p>Area School Districts, Communities In Schools, social service and health agencies, faith-based organizations, Del Mar College, Coastal Bend College</p> | | <p>X</p> | | |

| | | | | | | | |
|--------------------------|--|--------------------------------------|--|--|---|--|--|
| <i>Action EAE</i> 6.2 | Male Parental Involvement. Design and promote strategies to encourage men of all ages to be active fathers in the lives of their children. | YMCA | Boy Scouts, Boys & Girls Club, Big Brothers/Big Sisters, faith-based organizations | | X | | |
| <i>Action EAE</i> 6.3 | Faith-Based Outreach. Design intentional involvement by faith-based organizations in strategies that foster the educational success of children and youth. | South Shore Christian Church | Faith-based organizations in San Patricio and Nueces Counties | | X | | |
| <i>Action EAE</i> 6.4 | Students as Community Volunteers. Provide students with volunteer opportunities in the community to learn collaborative work approaches through structured service learning programs. | Calallen Independent School District | Area School Districts, City/County Governments, hospitals & community health agencies, charities and service organizations | | X | | |

Thriving Education, Arts and Entertainment: University, College, Professional and Job Training

| <i>Strategy EAE</i> 7 | Excellence and Choice in Higher Education. Offer the highest quality programs possible in expanded subject fields, and make strategic investments in academic, research, and service programs with the most potential for statewide, national and international recognition. | <i>Lead Partner</i> | <i>Suggested Supporting Partners</i> | Timeline | | | |
|--------------------------|---|--|---|-------------------------|--------------------|--------------------|-----------------|
| | | | | <i>Less Than 1 Year</i> | <i>1 – 2 Years</i> | <i>3 – 5 Years</i> | <i>6+ Years</i> |
| <i>Action EAE</i> 7.1 | Responsive Educational Programming. Promote greater collaboration among institutions of higher education and business and industry in assessing workforce needs and expanding their programs as appropriate. | Texas A&M University-Corpus Christi, Del Mar College | Business and industry, chambers of commerce, Corpus Christi Regional Economic Development Corp., San Patricio County Economic Development Corp. | | X | | |

| | | | | | | | |
|------------------------------|---|---|--|--|--|--|----------|
| <p><i>Action EAE 7.2</i></p> | <p>Partnerships for Expanded Degree Offerings. Build on existing college partnerships and collaborations in the Coastal Bend and beyond and develop new collaborations to ensure expanded degree offerings through articulation agreements and joint or collaborative degree programs.</p> | <p>Texas A&M University-Corpus Christi, Del Mar College</p> | <p>Coastal Bend College, Texas A&M University-Kingsville</p> | | | | <p>X</p> |
| <p><i>Action EAE 7.3</i></p> | <p>Strategic Investment. Support strategic investments in higher education programs with demonstrated potential to become recognized for excellence at the statewide, national and international levels.</p> | <p>Lead Partner Pending</p> | <p>Texas A&M University-Corpus Christi, Del Mar College</p> | | | | <p>X</p> |

| | | | |
|------------------------------|---|--|--|
| <p><i>Strategy EAE 8</i></p> | <p>Expanded Higher Education System. Encourage institutions of higher learning to expand their selections of programs/majors and delivery locations and consider opportunities that would support more students, programs, degrees and research.</p> <p>No supporting actions are proposed at this time</p> | | |
|------------------------------|---|--|--|

| | | | |
|------------------------------|--|--|--|
| <p><i>Strategy EAE 9</i></p> | <p>Accessible, Affordable Higher Education. Promote accessible and affordable higher education and job training opportunities such that everyone who wants to can be educated and prosper as a result.</p> <p>No supporting actions are proposed at this time.</p> | | |
|------------------------------|--|--|--|

| | | | |
|-------------------------------|--|--|--|
| <p><i>Strategy EAE 10</i></p> | <p>Higher Education and Employment. Identify opportunities that encourage institutions of higher learning in the Coastal Bend to specifically prepare students for and help them get jobs, with the goal of retaining college graduates in the area.</p> <p>No supporting actions are proposed at this time.</p> | | |
|-------------------------------|--|--|--|

| Strategy EAE 11 | Education-Business Partnerships. Promote education and business and industry partnerships through joint research and job development programs to help prepare students for available jobs. | Lead Partner | Suggested Supporting Partners | Timeline | | | |
|--------------------|--|--|---|------------------|-------------|-------------|----------|
| | | | | Less Than 1 Year | 1 – 2 Years | 3 – 5 Years | 6+ Years |
| Action EAE 11.1 | Workforce Summit. Convene a one-day summit facilitating a focused dialogue between business and industry representatives, school counselors, and Career and Technical Education teachers to share needs and expectations of employers and identify specific actions and activities that would benefit students and teachers. Prepare a written action plan. | WorkForce Solutions of the Coastal Bend | Del Mar College, TAMU-CC, Local/Area School Districts, Corpus Christi Regional Economic Development Corp. and San Patricio County Economic Development Corp | | X | | |
| Action EAE 11.2 | Business Role Models. Encourage business and industry professionals to volunteer as role models and mentors to promote career awareness and workplace skills to middle, high school and college students with the expressed purpose of motivating and preparing students for success in the workplace. | Corpus Christi Chamber of Commerce, Junior Achievement | Regional Chambers of Commerce, Service clubs, SCORE, Port Industries, business associations | | X | | |
| Action EAE 11.3 | Internship Program. Design an extended internship experience for qualified high school students where business and industry representatives encourage dialogue and workplace exposure. | Lead Partner Pending | Chambers of commerce, service clubs, SCORE, Port Industries, business associations | | | | |
| Action EAE 11.4 | Expanded Work-Study Learning Opportunities. Increase opportunities for junior- and senior-level work-study programs that allow high school students to work and earn income while attending school. Collaborate with area businesses, service organizations and chambers of commerce. | Lead Partner Pending | Chambers of Commerce, service clubs, SCORE, Port Industries, business associations | | X | | |

| Strategy EAE 12 | Skilled, Qualified Workforce. Increase the education level, knowledge and skills of local residents, resulting in a qualified workforce that meets the needs of existing industry and attracts new industry. | Lead Partner | Suggested Supporting Partners | Timeline | | | |
|--------------------|---|-----------------------------------|--|------------------|-------------|-------------|----------|
| | | | | Less Than 1 Year | 1 – 2 Years | 3 – 5 Years | 6+ Years |
| Action EAE 12.1 | Scholarships. Develop collaboration among civic, governmental, private interests and educational systems to increase the availability of scholarships. | Coastal Bend Community Foundation | Texas A&M University-Corpus Christi, Del Mar College, Craft Training Center, business associations major businesses and industries | X | | | |

Thriving Education, Arts and Entertainment: Intellectual Capital

| | | | |
|--------------------|---|--|--|
| Strategy EAE 13 | Well-Educated Citizenry. Encourage bright, well-trained and well-educated residents to remain in the Coastal Bend and work to attract educated, forward-thinking individuals to relocate here by maintaining strong educational systems, job opportunities, and appealing activities and attractions. No supporting actions are proposed at this time. | | |
|--------------------|---|--|--|

Thriving Education, Arts and Entertainment: Arts, Events and Entertainment

| Strategy EAE 14 | Vibrant Arts and Culture. Encourage development of and support for vibrant, unique and modern communities and centers that blend art exhibits, local and big name entertainers and cultural attractions. | Lead Partner | Suggested Supporting Partners | Timeline | | | |
|--------------------|---|--------------|-------------------------------|------------------|-------------|-------------|----------|
| | | | | Less Than 1 Year | 1 – 2 Years | 3 – 5 Years | 6+ Years |
| | | | | | | | |

| | | | | | | | |
|---------------------------------------|---|--|---|--|-----------------|--|--|
| <p><i>Action EAE 14.1</i></p> | <p>Regional Arts Commission. Create a regional arts commission charged with developing a strategic plan supporting long-term growth and development of arts and entertainment offerings, facilitating coordination of arts events, and generating more resources and support for arts and entertainment opportunities that enhance the region’s quality of life.</p> | <p>City of Corpus Christi/Arts and Cultural Commission</p> | <p>Coalition of arts organizations and Chambers of Commerce in the region</p> | | <p>X</p> | | |
| <p><i>Action EAE 14.2</i></p> | <p>Regional Arts Support. Develop dependable financial support to promote and enhance long-term growth and development of regional arts and entertainment offerings that attract tourists and impact the region’s economy and quality of life.</p> | <p>City of Corpus Christi/Arts and Cultural Commission</p> | <p>City of Corpus Christi, San Patricio County, area chambers of commerce, Convention and Visitors Bureau, Texas A&M University-Corpus Christi, Del Mar College, arts organizations</p> | | <p>X</p> | | |
| <p><i>Action EAE 14.3</i></p> | <p>Arts & Entertainment Awareness Campaign. Develop and implement a regional arts and entertainment awareness campaign to increase community pride in existing arts and entertainment assets, publicize events, and promote attendance by residents and visitors.</p> | <p>Lead Partner Pending</p> | <p>Local news media, Arts and Cultural Commission/City of Corpus Christi, key events sponsors, arts organizations</p> | | | | |
| <p><i>Action EAE 14.4</i></p> | <p>Tejano Music Capital. Position the Coastal Bend as the “Tejano Music Capital,” building on the region’s cultural diversity and Tejano music roots and providing wholesome, family-friendly entertainment with world-class entertainment attractions and events.</p> | <p>Lead Partner Pending</p> | <p>Corpus Christi Convention and Visitors Bureau, Hispanic Chamber of Commerce, Freddie Records, Arts and Cultural Commission/City of Corpus Christi, Del Mar College, Texas A&M University-Corpus Christi, area recording studios, Tejano radio stations</p> | | | | |

| | | | | | | | |
|--|---|-------------------------------------|--|--|--|-----------------|--|
| <p><i>Action</i> <i>EAE</i> 14.5</p> | <p>Tejano Music Festival. Develop and stage a major Tejano Music Festival in the Coastal Bend, bringing together musicians of all ages to celebrate the region’s vibrant musical scene and attract tourists.</p> | <p>Hispanic Chamber of Commerce</p> | <p>Freddie Records, Corpus Christi Convention & Visitors Bureau, Arts and Cultural Commission/ City of Corpus Christi, area Chambers of Commerce</p> | | | <p>X</p> | |
|--|---|-------------------------------------|--|--|--|-----------------|--|

| <p><i>Strategy</i> <i>EAE</i> 15</p> | <p>Entertainment Venues and Options. Enrich the lives of Coastal Bend residents by encouraging and developing a wide variety of quality entertainment venues and options that promote pride in our community—venues such as museums, restaurants, shops, community parks, water-based parks and attractions, camping, festivals and local celebrations.</p> | <p><i>Lead Partner</i></p> | <p><i>Suggested Supporting Partners</i></p> | <p>Timeline</p> | | | |
|--|--|---|--|-------------------------|--------------------|--------------------|-----------------|
| | | | | <p>Less Than 1 Year</p> | <p>1 – 2 Years</p> | <p>3 – 5 Years</p> | <p>6+ Years</p> |
| <p><i>Action</i> <i>EAE</i> 15.1</p> | <p>Integrated Event Planning Group. Establish an integrated event-planning group to focus on scheduling, resource allocation and sharing, promotion, and improved coordination between public and private organizations, including clubs, art commissions and nonprofits.</p> | <p>Lead Partner Pending</p> | <p>Corpus Christi Convention and Visitors Bureau, American Bank Center, CC Daily, Arts and Cultural Commission/City of Corpus Christi area Chambers of Commerce, key events sponsors</p> | | | | |
| <p><i>Action</i> <i>EAE</i> 15.2</p> | <p>Social and Economic Impact Measurement and Analysis. Develop a credible and comprehensive system to collect, analyze and communicate data and information on the social, cultural and economic impact of local events and attractions in the Coastal Bend.</p> | <p>Texas A&M University-Corpus Christi College of Business and Center for Social Science Research</p> | <p>Del Mar College, events organizers, Convention and Visitors Bureau, Corpus Christi Regional Economic Development Corp., San Patricio Economic Development Corp.</p> | | <p>X</p> | | |

| | | | | | | | |
|-------------------------------|--|---|--|--|--|-----------------|--|
| <p><i>Action EAE 15.3</i></p> | <p>Designated Special Events Site(s). Conduct feasibility studies, develop and implement organizational structure, and investigate site planning and funding resources to establish one or more Coastal Bend special events sites. Consider appropriate infrastructure systems that support indoor/outdoor entertainment facilities, parking, crowd control, and vendor provisions and will attract activities with regional and state-wide impact, such as rodeos, festivals, concerts or a combination of different event activities.</p> | <p>Lead Partner Pending</p> | <p>Corpus Christi Convention and Visitors Bureau, Sponsors of large festivals and events, San Patricio County, Nueces County, Corpus Christi Regional Economic Development Corporation</p> | | | | |
| <p><i>Action EAE 15.4</i></p> | <p>Water Park and Water Sports Venue. Conduct a feasibility study to explore establishment of a comprehensive water park and a water sports venue in the Coastal Bend.</p> | <p>Corpus Christi Regional Development Corporation, Port Corpus Christi</p> | <p>Corpus Christi Convention and Visitors Bureau, Nueces and San Patricio City and County Governments, Corpus Christi Hooks baseball organization, North Beach Redevelopment Association</p> | | | <p>X</p> | |
| <p><i>Action EAE 15.5</i></p> | <p>Collaborative World-Class Rodeo and Junior Livestock Show. Explore opportunities to combine and consolidate the regional Junior Livestock Shows and Buccaneer Days Rodeo, adding additional features and attractions, such as concerts and performances.</p> | <p>Buccaneer Commission, Nueces and San Patricio Junior Livestock Show Associations</p> | <p>Area School Districts, Chambers of Commerce, and Area Convention and Visitors Bureaus</p> | | | <p>X</p> | |