

**The Kindness Project**  
**The MIMS Institute**  
**Fellows Inc.**

**BMGT 4380**

**Dr. Jeanne Scott**

Eshraq Abbas

Katherine Lopez

Andrea Melendez

Daedrien Houtson-Leyva

Kevin Vasquez



# Table of Content

Internal Analysis.....	2
External Analysis.....	9
● Customer Analysis.....	10
● Competitor analysis.....	17
● Marketing Analysis.....	20
● Environmental Analysis.....	23
SWOT Analysis.....	26
Strategies.....	31
● Strategy #1.....	32
● Strategy #2.....	40
● Strategy #3.....	44
● Strategy #4.....	52
References.....	58

# Internal Analysis

The internal analysis is the examination of actors and factors that affect the company. These factors come within the company making them internal. This means that the company has almost full control of these factors that are within this part of the strategic management. However, even with it being internal, there are still remaining factors that the company does not have control over that affect them internally.

### Organizational Structure

Sam Houston High operates on a traditional education structure common throughout education systems in America. This specific structure ensures that the academic expectations are met throughout the school year. As it shows in the graph Figure 1, it shows the hierarchy of the structure within Sam Houston High.

Figure 1

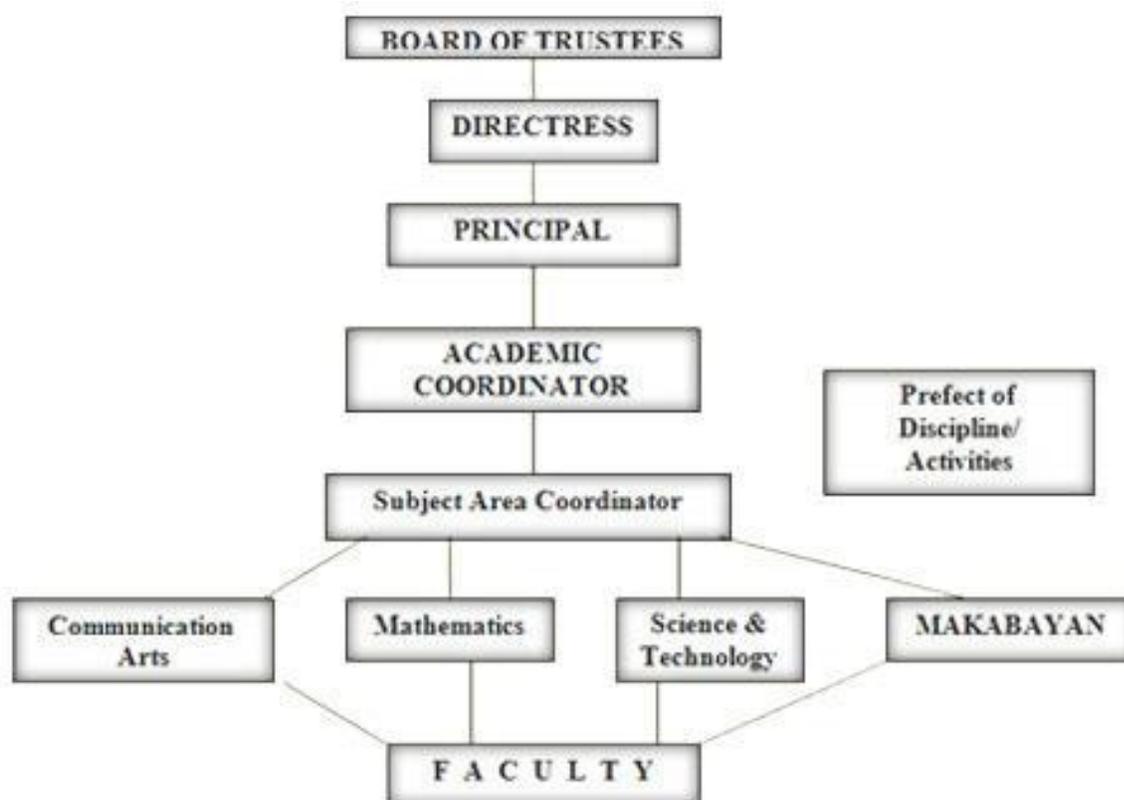


Figure 2

The principle of Sam Houston High School is Dr. Mateen A. Diop seen in Figure 2. He is seen on the first one of the first things that a viewer will see when visiting the high

schools website. On the website he explains the school's goals for the academic school year, the mission,



how to contact teachers if needed, and the SHHS motto.

Dr. Diop has wrote two books in his lifetime. These books being, Inner-City Public Schools Still Work! And Single Gender-Schools and the other one is Single-Gender schools and the Inner-City; Can they Work? It is well known that Dr. Diop cares about the schooling in the inner city of San Antonio. Dr. Diop oversees seventy

teaching staff and twenty administration staff for Sam Houston High School. With the intent of making the high school a school of choice.

### **Performance Analysis**

Just a quick overview of Sam Houston High School. It is a public high school that is located in San Antonio, Texas on the east side. For a great school in the east side it practically unknown. However, Sam Houston High School is climbing up the ladder to become a school of choice for students and parents. Sam Houston does an outstanding job at offering their students a number of advance courses to get them into the college of their dream compared to their past years. They are doing so by offering advance courses to their curriculum. The school is taking aspects of larger and more successful schools and customizing them to fit the school's/students preferences.

The school that I will be comparing SHHS to is Ronald Reagan High School. Ronald Reagan High School is a prestigious school located north of San Antonio. They are a school of choice for students/parents mainly due to the classes that they offer. To began SHHS offers a total of twenty-seven classes to offer their students according to Great Schools, SHHS seen in Figure 3.1. The number of STEM classes offered are amazing and give the students an array of choices to add to their knowledge. As well as narrowing down what they would like to do in the future college/career wise. Throughout the years Sam Houston High School has sculpted their STEM program to be constructed like other schools

that are well known throughout the city. Even though it may seem as twenty-seven classes are good enough. They are not enough to become a school of choice.

In Figure 3.2, the image shows the list of STEM classes that Ronald Reagan High School offers to their students. Over 35 classes are offered to the students of Reagan High School. Take in consideration that this list of classes were constructed back in 2016. Meaning that the classes for STEM have probably changed within these past two years. While Sam Houston High School's list was constructed only a year ago in 2017. However, with all of these STEM classes one would think that the STAAR test score would be out of the roof. That is not the case with Sam Houston High School.

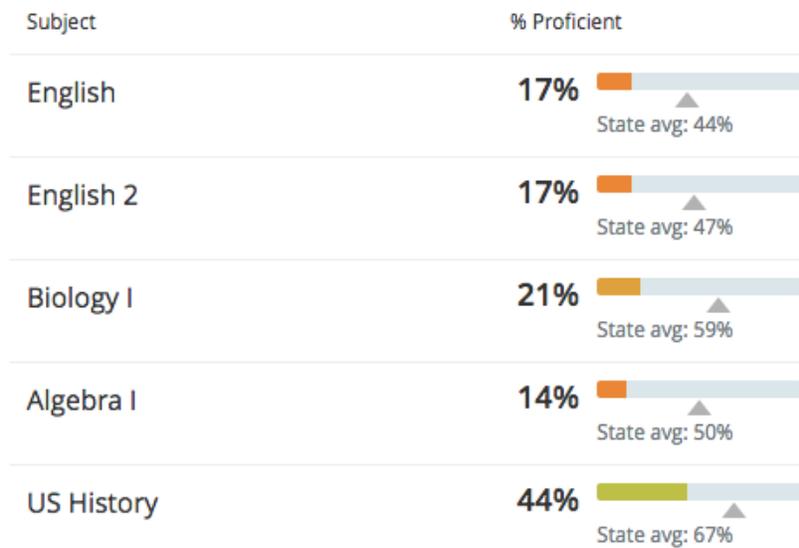
**Figure 3.1 SHHS (Great Schools, Sam Houston High School, 2017)**

**STEM**

- PRINCIPLES OF ARCH & CONSTR
- AP Biology
- CHEMISTRY
- ECONOMICS W/EMPH FREE ENTERPR
- AP Microeconomics
- ANATOMY & PHYSIOLOGY
- DOLLARS AND SENSE
- PRINCIPLES OF INFO TECH
- WEB TECHNOLOGIES
- RESEARCH IN INFO TECH SOL
- PRINCIPLES OF MANUFACTURING
- ALGEBRA II
- PRECALCULUS (PRE CALC)
- MATHEMATICAL MODELS W/APPLCTN
- Advanced Quantitative Reasoning
- COLGE PREP COURSE MATHEMATICS
- INTEGRATED PHYSICS/CHEMISTRY
- PHYSICS
- ENVIRONMENTAL SYSTEMS-ENVIRSYS
- SCIENTIFIC RESEARCH & DESIGN
- PRINCIPLES OF ENGINEERING
- DIGITAL ELECTRONICS
- INTRO TO ENGIN DESIGN (PLTW)
- ENG DESIGN & DEVELOP (PLTW)
- BIOLOGY
- ALGEBRA I
- GEOMETRY

**Figure 3.2 RRHS (Great High Schools, RRHS, 2016)**

STEM	<ul style="list-style-type: none"> <li>• PRINCIPLES OF ARCH &amp; CONSTR</li> <li>• CONSTRUCTION TECHNOLOGY</li> <li>• MILL &amp; CABINETMAKING TECH</li> <li>• AP Biology</li> <li>• CHEMISTRY</li> <li>• AP Chemistry</li> <li>• COMPUTER SCIENCE I</li> <li>• AP Computer Science A</li> <li>• EARTH AND SPACE SCIENCE (ESS)</li> <li>• ECONOMICS W/EMPH FREE ENTERP</li> <li>• AP Macroeconomics</li> <li>• PRINCIPLES OF HEALTH SCIENCE</li> <li>• HEALTH SCIENCE</li> <li>• ANATOMY &amp; PHYSIOLOGY</li> <li>• MEDICAL MICROBIOLOGY</li> <li>• DOLLARS AND SENSE</li> <li>• LIFETIME NUTRIT &amp; WELLNSS</li> </ul>	<ul style="list-style-type: none"> <li>• WEB TECHNOLOGIES</li> <li>• PRECALCULUS (PRE CALC)</li> <li>• MATHEMATICAL MODELS W/APPLCTN</li> <li>• INDEP STUDY IN MATH (1ST TIME)</li> <li>• Advanced Quantitative Reasoning</li> <li>• STATISTICS</li> <li>• AP Calculus AB</li> <li>• AP Calculus BC</li> <li>• AP Statistics</li> <li>• SPORTS MEDICINE I (SPORTMD1)</li> <li>• SPORTS MEDICINE II (SPORTMD2)</li> <li>• INTEGRATED PHYSICS/CHEMISTRY</li> <li>• PHYSICS</li> <li>• AP Physics C</li> <li>• AP Physics 1</li> </ul>	<ul style="list-style-type: none"> <li>• AP Physics 2</li> <li>• ENVIRONMENTAL SYSTEMS-ENVIRSYS</li> <li>• AP Environmental Science</li> <li>• ORGANIC CHEMISTRY (ORGNCHEM)</li> <li>• CONCEPTS OF ENG &amp; TECH</li> <li>• ENG DESIGN &amp; PRESENTATION</li> <li>• AUTOMOTIVE TECHNOLOGY</li> <li>• BIOLOGY</li> <li>• ALGEBRA I</li> <li>• ALGEBRA II</li> <li>• GEOMETRY</li> </ul>
------	---	---	--

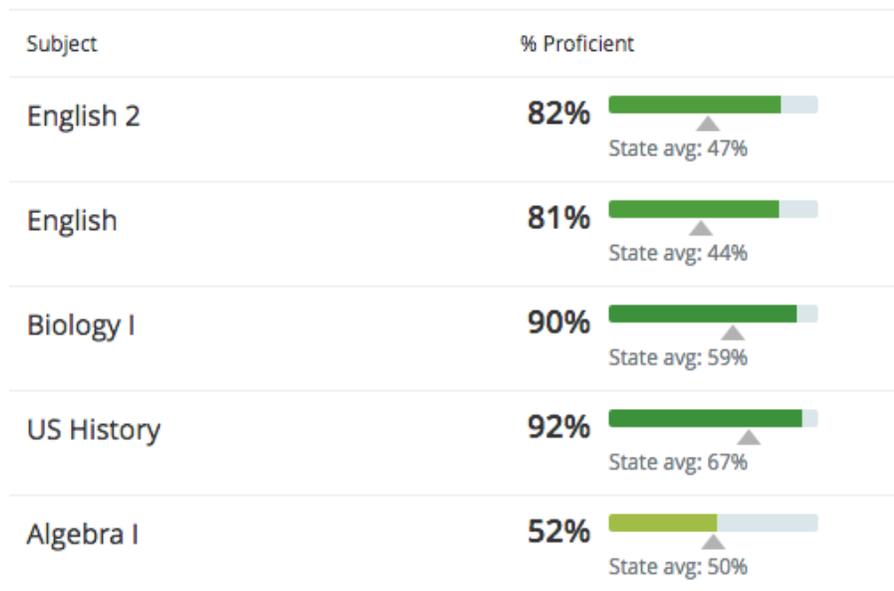
**Figure 3.3 (Great Schools, SHHS, 2017)**

The following graph Figure 2, shows the test scores on the state exams STAAR (State of Texas Academic Readiness) in 2017 for Sam Houston High School. The figure 2 shows five subjects and the percentage of the enrolled students that passed/accelerated on the state given exam. The performance scores are below average. Compared to other Ronald Reagan High School, Sam Houston has a low passing performance rate for the state exams. In order to make Sam Houston High School a school of

choice in San Antonio. The school will have to determine what is being absent throughout the courses to improve the testing scores. Even though the school offers a variety of STEM programs and classes for the students to choose from it does not reflect on the state wide exam. Let us take a look at Figure 3.4 of the percentage of passing/excelled for Ronald Reagan High School.

For Ronald Reagan High School, the school seems to be above state average in all subjects that are tested. However, the unknown aspect of what differs SHHS from RHHS is non analyzable. Due to the fact that confidential internal data is unavailable to the research team.

**Figure 3.4 (Great Schools, RHHS, 2017)**



### Facility Structure

With Sam Houston High School being located on the east side of San Antonio and in a low income neighborhood. It is not out of the ordinary that the school is out of date facility wise. In todays world most of us are attracted to new and improved things. We tend to buy a new phone if one is

---

presented, a new laptop just because it is a bit lighter, etc. Well the same way of thinking goes for schools. When a school is presented in a modern and high tech way. More students and parents tend to be attracted to it more. Sam Houston High School has noticed that and is seizing the future.

Sam Houston High School is going to build a new high school by the year 2021. It has already been passed and approved. Now it just needs to start construction. According to Sam Houston High Schools website, the construction will begin in 2019 and be completed summer of 2021. This is a huge step of becoming a school of choice throughout San Antonio.

Lady Bird Johnson High School completed building back in 2012. They are one of the most well known and prestigious high schools located in San Antonio. It has only been six years since they opened their doors to students. Sam Houston High School has been up and running for over 30 years.

The fact that it was a newly constructed high school with up to date technology is the main factor on why it is now a school of choice here in San Antonio. With that being said, this is why it is a major factor for Sam Houston High School to build the new school. With a budget of \$33 million dollars (SAISD bonds, 2018) it will attract many students and parents that will want their child to attend this school.

# External Analysis

# Customer analysis:

## Customer segment

According to Rouse, (2015) customer or consumer segmentation refers to the division and a consequent aggregation of customers on the basis of specific attributes which include age, size, gender, interest among others. This practice is often aimed at facilitating ease in data analysis and interpretation of customers. Furthermore, target specific marketing requires customer segmentation in order to identify the urgent consumer need or the missing gap in consumer inclusivity. The main steps involved in the consumer segmentation include strategizing on data collection, actual data collection, data analysis development, development of communication regimes and actual implementation. Narrowing down to Sam Houston High School, usnews (2018) reports of student demographics contributing to fifty-three percent male, forty-seven percent female and an inclusion of relatively ninety-four percent minority in both genders (figure 1). Total reported enrollment for the school is approximately three thousand, six hundred and thirty students.

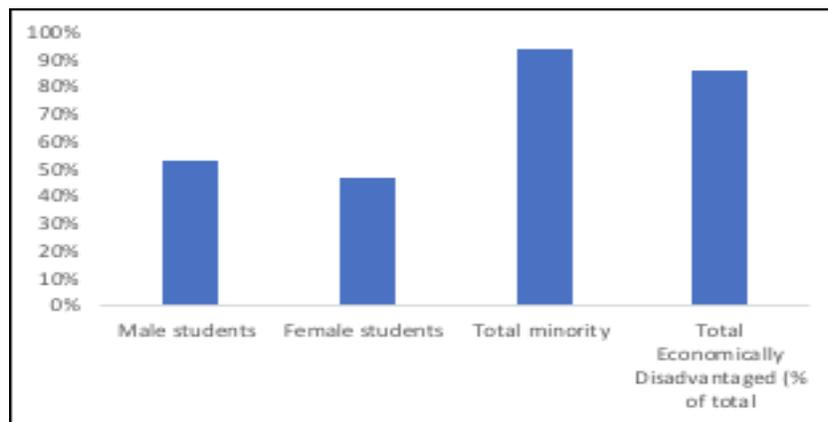


Figure 1: student demographic segmentation (developed from usnews (2018))

Eighty-six percent of the total enrollment in the school come from economically disadvantaged families as reported by GREATSCHOOLS RATING (2018). Finally, the school has two hundred and thirty-three full time employed teachers.

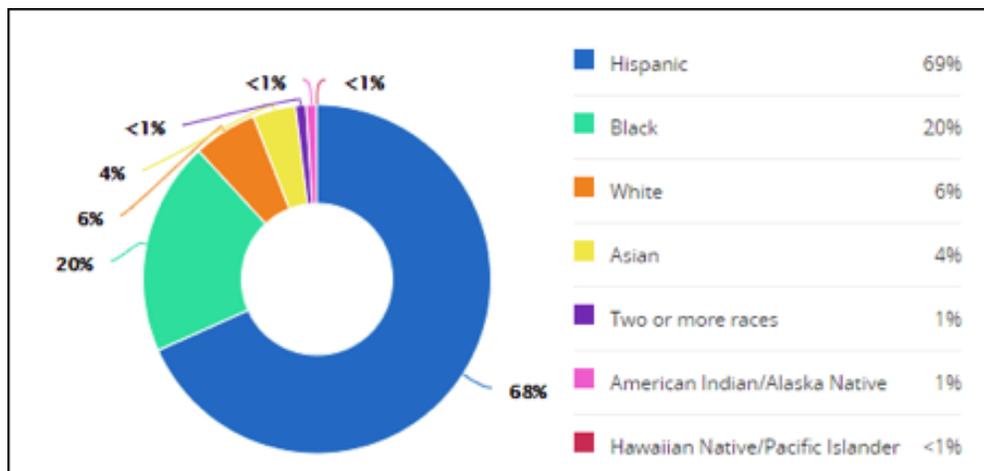


Figure 2: Racial segmentation chart (adapted from GREATSCHOOLS RATING 2018)

Looking at segmentation in terms of equity and race inclusivity, Sam Houston High School has a sixty-nine percent Hispanic student, twenty percent black, six percent white and four percent Asian (figure 2). The high number of non-American students can be attributed to the over eighty-six percent enrollment of economically disadvantaged students.

### **Motivation**

There are several key attributes including the performance of a school that motivate students or parents to enroll their children to a certain school.



Figure 3: Teacher and staff statistics ((adapted from GREATSCHOOLS RATING 2018))

As shown in figure 3 above, teacher and staff statistics clearly portray several motivating attributes of Sam Houston High school. The student per teacher ratio is fourteen students per teacher which is below the state average of fifteen students per teacher. Though this is not a true reflection of the actual class size of the school, it is an indication of adequacy in terms of teacher-student attention. Student per counselor ratio is one hundred and seventy-one students to one counselor. This ration is way below the state average of four hundred and eighty-nine students to one counselor. This is an important motivating attribute to enrolling students as it guarantees stable mental and social development of students.

Moreover, Sam Houston High school records approximately a hundred percent full-time teachers with an average salary of sixty-two thousand two hundred and fifteen US dollars. Both attributes are above the state averages indicating that teachers in the school are relatively motivated to work in terms of salary and wages. Percentage teacher experience as indicated in figure 3 is eighty percent of teachers having a more than three-year experience. This estimation is below the state average of eighty-six percent though this margin is about to reduce in the coming years.

Another promising attribute of the school motivating to both parents and students is the high number of advanced courses taken per student in the school. This number is way above the state average and relates to six courses, fourteen courses, ten courses, four courses and ten courses in subjects English, STEM, Social sciences, foreign language, and arts respectively. This is advantageous to the students especially since college admission often requires some advance courses prior to admission. Taking these courses shows that students are willing to challenge their ability with the aim of achieving maximum potential in their academics. Furthermore, certain advanced courses such as AP often raise the student's GPA, therefore, increasing chances of college qualification.

### **Unmet needs**

Apart from the above-described attributes of the school, Sam Houston High School has several concerning attributes that need urgent attention. High schools are supposed to prepare the student for either futures carriers or college application. Sam Houston High School, in this case, is far below average in the various assessing attributes of either career readiness for college readiness. Some of the pressing concerns for the school include both participation and performance of the various Advanced Placement (AP) exams. Though below the state average of eighty-nine percent, the school records a seventy-seven percent graduation rate according to usnews (2018). This high graduation rate is relatively insignificant if the graduating students do not graduate with the necessary points that facilitate high learning enrollment.

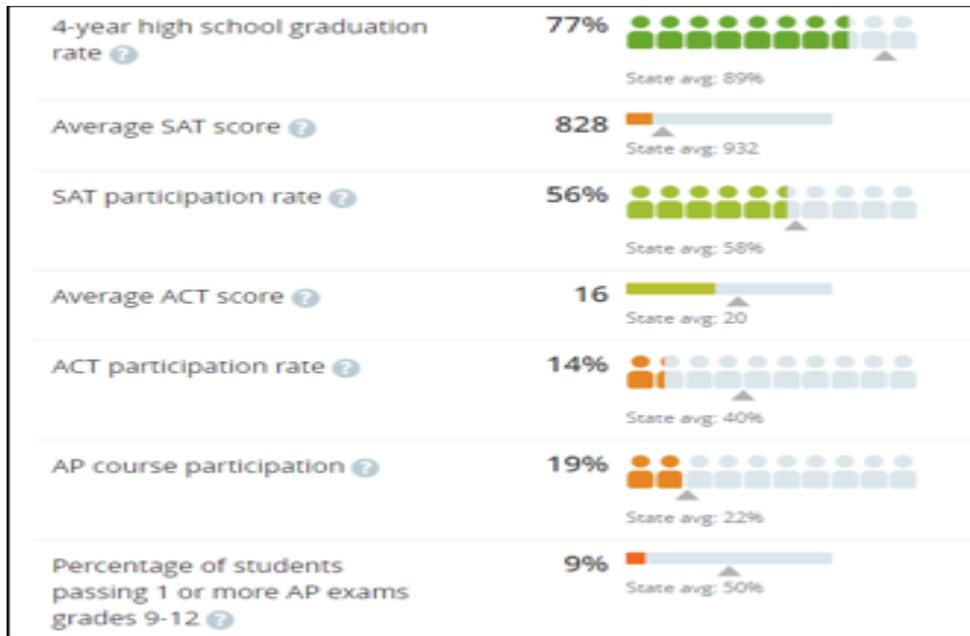


Figure 4: Career and college readiness parameters (adapted from)

Important to note in figure 4 is that both participation and performance of the various attributes is below the state average in all of them. Some lowest scoring attributes in relation to state average scores include ACT participation rate, AP participation rate, and AP exams score specifically between grades nine and twelve.

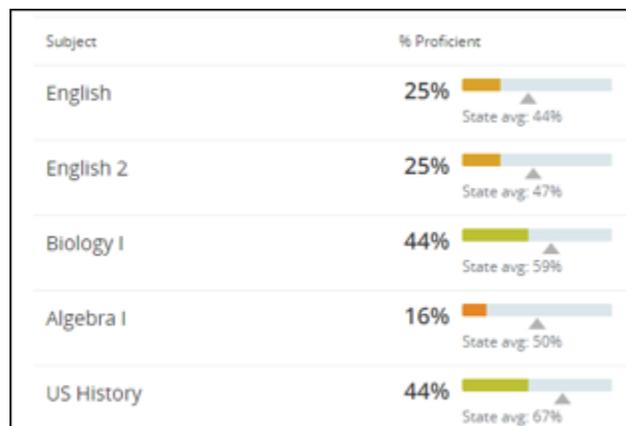


Figure 5: Test score performance (adapted from)

Performance of the various subjects as shown in figure 5 is way below average. There is a need for urgent attention to subjects such as English, and algebra whose performance is below thirty percent. When comparing both low- and high-income students in terms of performance of the various subjects such as English one and two and biology. The overall performance of low-income students is below the state average (Figure 6).

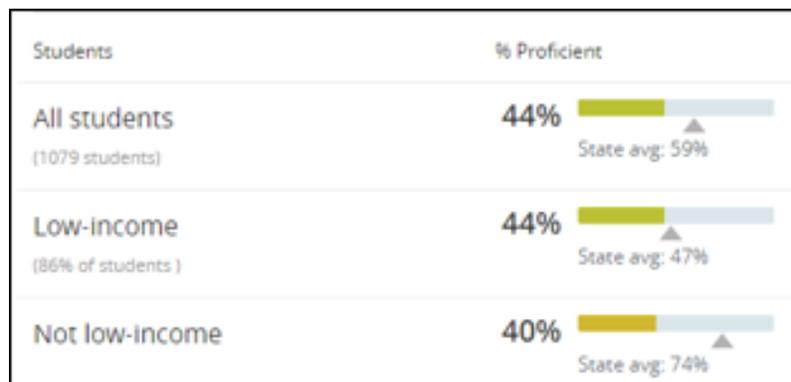


Figure 6: Biology performance of low and high-income students (adapted from)

Another concerning need as described by GREATSCHOOLS RATING (2018) relates to discipline and social behavior of students. There is a recorded disparity in terms of student suspensions rates of the various racial groups within the school. Black students have a suspension rate of twenty-two percent which is way higher than the state average of thirteen percent. White students follow with a suspension rate of eight percent that is also above the state average of three percent. Generally, all racial groups within the school have a higher suspension rate when compared to their respective state average rates.

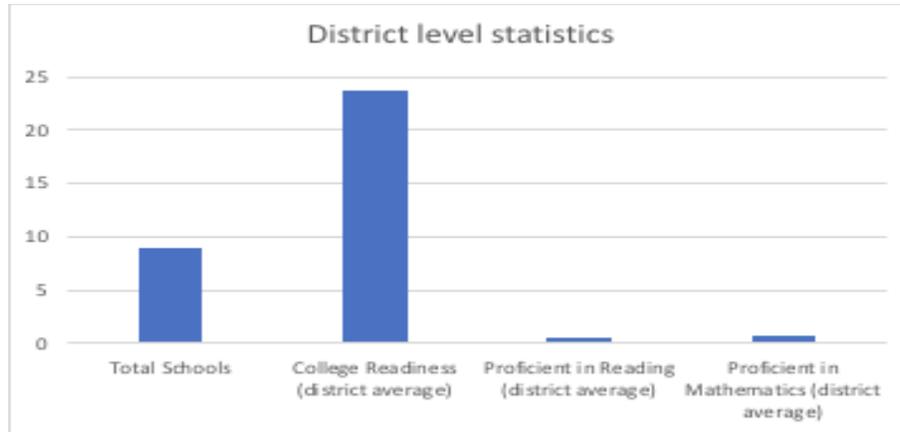


Figure 7: District level statistic (developed from (GREATSCHOOLS RATING, 2018))

With a total number of seventeen thousand, nine hundred and sixty-one students there is an urgent need of building more schools at the district level. This is due to the fact that a total of nine schools correlates close to a single school per district. At the district level, the average readiness for college is twenty-three-point eight percent while proficiency in reading and mathematics relates to sixty and sixty-three percent respectively.

### **Customer analysis for MIMS Institute Fellows, Inc.**

The nature of a company and other attributes such as core functions are key determinants of the target group or customer. In this context, consumer segmentation of MIMS Institute Fellows, Inc. relates closely to both parents and students. Institutional customer segmentation is targeted to needy students who excel in academic affairs. A key motivator of MIMS Institute Fellows, Inc. is closely tied to the overall mission of the institution which is “to Motivate Individual Minority Students to prepare for and apply to America’s top national universities”. There are still unmet needs in this regard especially due to the fact students of low income are constantly increasing in the various district schools including Sam Houston High School.

# Competitor analysis

## **Identity**

The identity of Sam Houston high school has been verified through many eyes of loyal San Antonio residents who lived in this city over the past six decades. The High school later opened its doors in 1960, and became part of SAISD. Before the high school opened up, the first high school of a Sam Houston branch had opened up in the early 1920's. The first school was in an elementary school for children here in San Antonio just off of Mason and Hackberry street. Although there was small enrollment at Sam Houston high school parents had protested and shortly after a month the school was shut down and had all of the students attend Brackenridge high school. The school is named after Samuel "Sam" Houston (March 2, 1793- July 26, 1863) he was an American politician and soldier, he was best known for his role in bringing Texas into being a part of the United States as a constituent state. With Sam Houston High School is well established with the name of its school it's been a big part of San Antonio schools. Sam Houston sites on the East side of San Antonio just off E. Houston street, in zip code 78220.

The East side of San Antonio is one of the older and more established parts of SA. There isn't much room to build more homes in the surrounding area to bring in more students for enrollment in the school. However, the community of this district area is well known for its Poverty in the area. Most families that have ever encountered this area would of course just see it with their own eyes. Most of the people's opinions impact the school's success at an excessive rate in San Antonio. If it's one thing that a long time San Antonio resident has ever known or heard about the Eastside of San Antonio it would have been through articles in the newspaper,

news broadcast, and word of mouth from fellow resident/ neighbors. There are many resources people can choose to use to get their information from instead of getting it straight from the source and showing proof of where they got the information from. Within the mission statement and a part of their slogan is that they set a PACE. The PACE means that Positive, Attitude, Changes, Everything. The pace is a term that seems to be a well-known term around the school. It's an example for the students to follow.

### **Strategic groups**

According to 2019 best schools niche, we have the best public high schools in the San Antonio area. The top 10 schools in the surrounding area are as follows with Health careers high school, International School of the Americas, Alamo Heights high school, Reagan high school, Johnson High School, Boerne-Samuel V. Champion high school, Boerne high school, Brandeis high school, Robert G. Cole Middle/ High school, & memorial early college high school. All of these top tier schools in the San Antonio all have something in common with each other and that would be that they are in the Bexar County District. For schools in SAISD we could say that it's definitely more difficult to compete with the Diversity and Space of facilities with a lot of these well established and new and upcoming schools that are in areas where new communities are being built. More of half the schools on the list have an enrollment number under 2,000 students. Which means that there is a specific reason that students and parents are making these schools a school of choice. Areas where these schools are located, it most definitely seems that students are going to their neighborhood schools and the city of San Antonio keeps growing with new homes being built and new families from around the United States moving to the city. Most new families will ask around or even look up where the "best" school districts are on their own. Usually the new, nicer places, places that have a new image for

them. This allows more options for families and kids to choose from rather than a place where a community has everything set together. A community where a family only has the options to buy an older home, would be based off of income that family has. Income in a family's life always plays a key role some of the biggest decisions for all families. It will determine where their investments will go into their student's life. Whether it 'sit's driving to school every morning, going to extracurricular activities. Sam Houston High school has a lot of competitors all trying to meet the same goal that they are trying to meet. Sometimes we see, and hear that students will make the decision to get to go to the school that they want to go to. Most of the time it's the parents sending their student to certain school. Parents will pay for a private school if they have the requirements the parent is looking for. That's all that it really takes for some parents to make an educational decision. Some students will say that they didn't get a choice where they wanted to go and we can call it an act of unfairness.

## **Image**

Rumors set an image on people's perspective of how someone can judge a school. Other students have an impact on each other by how they tend to treat each other. The image that the people of San Antonio get is by the actions that happen within the school and outside of the school. This is what we know of that is called a reputation. When a community has a specific event happen at least more than once, the same event has an opportunity to build on each other. Whether it's a parents health/personal issues within student's lives. It can affect anyone emotionally and spiritually. The well-being of a student is a big concern to a community and parents that are involved. Something that is very unique about a school is to see a High school real in a student who doesn't necessarily fit in at another school and will take them in based of just being comfortable with the school. Sam Houston has the power and uses the

power of family, the community treats others like their one of their own, instead of just like another number. Sam Houston has the ability to attract students who are very involved with their academics. They call it “parents raising gold” with them not even knowing that they are doing it. Alumni from Sam Houston must get the word out to other Sam Houston parents. It’s a way of networking for a smaller school. Community residents around the area have an image of the students that attend the high school.

### **Objectives**

Sam Houston high schools number one objective is to make the school a school of choice. Houston is approaching it having mini fairs in the SAISD school district, this is a way for the school to get recognized by students and parents and this is a great opportunity for

## **Marketing Analysis:**

The MIMS Institute Fellows operates within the public-school system, focusing their market on SAISD. Within SAISD, the MIMS Institute concentrates on Sam Houston High School and the Eastside of San Antonio. The organization provides services to high achieving students that the school system is unable to provide to due to lack of budget and educational policies. The public-school system is made up of certain criteria which requires all resources to be split equally among all students. The system does not take into count that some students do not have the same opportunities as others. Certain students may need more attention and access to resources, which MIMS Institute provides.

Sam Houston High school also known as Houston High School is a part of San Antonio ISD, as well as 11 other public high schools. As of 2015, Sam Houston had an average of 1,047 students. They have about 347 freshman, 269 sophomores, 249 juniors, and 182 seniors. This

market size is a lot smaller compared to other high schools in the district. For example, Highlands High School has a total of 1,698 students. Highlands has 532 freshmen, 439 sophomores, 420 juniors, and 307 seniors. Sam Houston High School has an average of 53% male students, and 47% female students. About 92% of the students who attend Sam Houston come from low-income families. The Eastside high school does not have a wide range of ethnicities, 54% Hispanic, 42% Black, 2% white, and 1% Asian. Like any other market, Sam Houston and SAISD are subject to change with measurable trends. For example, the student population increased approximately 24% within the last five years.

The new Cyber P-Tech program that the high school is developing should have a major increase in student population. The program will be offered to the incoming freshman of 2019, this factor alone will draw in not only Eastside students but students from all over San Antonio. Along with the P-tech program, the school will also offer a Skills to Succeed Program for all students. The P-Tech students will be enrolled in both programs as part of their curricular. But, students not enrolled in the P-tech program are encouraged to join, especially the seniors who are preparing for college. The program will consist of online training to improve self-skills that will be needed after graduation. Sam Houston is also going under renovations so that the campus can be improved.

Sam Houston does have some very appealing success factors. They are ranked #147 out of 1,717 for Best High School Sports in Texas. They are also ranked #7 out of 102 for Best High School Sports in San Antonio. Also, the Sam Houston band is one of their pride possessions of the Eastside of San Antonio. Besides their success in sports, they are always known for their diversity. Sam Houston is ranked #49 out of 116 for Most Diverse Public High School in the San Antonio area.

Texas Education Agency reported that the percentage of students that graduated from Sam Houston High School increased from 46% in 2009 to today's rate of 82.3 %. Even the dropout rate decreased from 35% to 14% as of 2017. The large jump in graduation rate was a major benefit to the Eastside of San Antonio. In 2009, Sam Houston High School was considering closing the campus due to poor performance. The significant increase in performance of the high school has been a great advantage for SAISD and the east side students of San Antonio. The graph below shows the increase in graduation rate at Sam Houston high school since 2009.

Sam Houston High School provides a perfect market for the MIMS Institute, with highly qualified and potential mentees from grades 9-12. Mr. Mims identifies students that would benefit from his assistants by reviewing the highest PSAT scores in the school. These scores are a great source to predict how the student will perform on their SAT Exams. The average SAT scores for Sam Houston are reported between 800 and 900 (Texas Education Agency, 2016). Out of all the students scoring over 1000, only a handful get the opportunity to meet with Mr. Mims. During the fellowship, Mr. Mims is a wonderful resource of support and guidance for college applications, exams, scholarships, and networking for the students. Mr. Mims mentors about five students during the school year but provides support for many more. He also keeps in touch with the students who he mentored during high school and have gone off to further their education and/or careers.

## **Environmental Analysis:**

### **Technological:**

Sam Houston High School is located in a lower income area in San Antonio. After speaking to parents of the student, we were told that social media is not important and it is not as accessible as other places in San Antonio. All though we do agree with her, we still believe that it updating their website could help bring in more approachable to the parents and student. As small as an idea and less important this idea could be, this country is very virtual and websites can be accessible anywhere.

The school is accessible to internet access. They make it available to all students and faculty with restriction to in appreciate sites for school content.

### **Governmental:**

Sam Houston High School is a public school located in the East Side of San Antonio. Sam Houston was forced to close its doors and enrollment in the 80s due to violence between students. The city marked the school unsafe until it was reopened.

In 2009, San Antonio ISD was threatening to close down the school for not having students in good standing with either grade or attendance.

### **Economic:**

Due to a high need for renovation, the school will be under construction between March 2019 to October 2020. This will cost the district \$33,190,150 and the money will come from the cities bond account. This renovation will help bring light to the school.

- **Phase One**
  - Areas D & H
  - Kitchen
  - Temporary serving line

March 2019 – December 2019
- **Phase Two**
  - Areas E, F & J

October 2019 – March 2020
- **Phase Three**
  - Area A

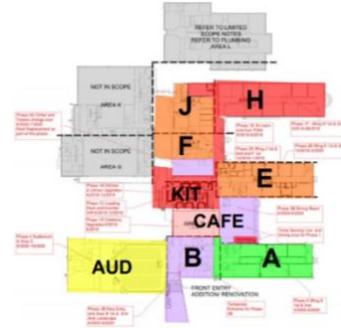
April 2020 – September 2020



- **Phase Four**
  - Areas B
  - Cafeteria
  - Roof replacement

June 2020 – August 2020
- **Phase Five**
  - Auditorium

June 2020 – October 2020



### **Area/ Location:**

Sam Houston High School is located at 4635 E Houston St, San Antonio, TX 78220. It is located in the East Side of San Antonio.

### **Cultural Differences:**

After speaking to representatives from the school and parents as well, we have heard nothing but positive comments and experience from the environment at Sam Houston High School. The community there is very proud of their school and Anna says “it feels like a family”.

### **Upbringings:**

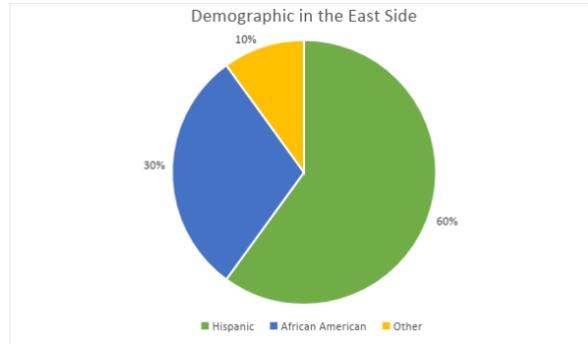
Even though this school has done away with violence, students there still seek and need guidance. There are students dealing with family issues and personal issues as well.

### **Community Memories:**

Sam Houston High School alumni, students and the community around them are so proud when it comes to their band, robotics club, and their academic rewards.

### **Demographic:**

The census shows that 60% of the population in the East Side is Hispanic, 30% are African American.



# SWOT Analysis

SWOT is a competitive assessment framework that identifies a company's strengths, weaknesses opportunities and threats. This matrix utilizes both internal and external attributes of a company to identify the company's competitive ability. Internal analysis, in this case, includes strengths and weaknesses while external analysis relates to opportunities and threats.

Strength describes the company's excelling attributes that often give the company a competitive advantage over competitors in the same industry. Examples of excelling attributes of a company include customer loyalty, strong brand among others. Weakness on the other hand include attributes of a company that requires attention or improvement. Examples of these attributes include high debt, low supply chain among others.

A company's opportunities are external attributes either within the marketing mix or the economy that the company ought to exploit or explore in order to gain a competitive advantage over competitors. Opportunities depend largely on the industry of the company but one example might include exploring new markets. Threats, on the other hand, relates to potential harmful attributes in the business environment that might negatively affect the performance or operation. Examples of common threats include competition increase, increase in the cost of inputs among others.

## Summary SWOT matrix for MIMS Institute Fellows, Inc

	Beneficial	Harmful
Internal	Strength	Weakness
	<ol style="list-style-type: none"> <li>1. Committed top leadership</li> <li>2. unique mentorship programs</li> <li>3. Positive network capacity building</li> </ol>	<ol style="list-style-type: none"> <li>1. Limited staffing</li> <li>2. Poor HR strategic in terms of capacity building and recruitment</li> <li>3. Informal management</li> <li>4. Lack of cash flows</li> </ol>
External	Opportunities	Threats
	<ol style="list-style-type: none"> <li>1. Growth and expansion facilitated by high flexibility</li> <li>2. Opportunity to partner with other non-profit organizations</li> </ol>	<ol style="list-style-type: none"> <li>1. Possible lack of funding due to poor organizational structure</li> <li>2. Negative social/cultural perception of higher education</li> <li>3. Shift in political climate</li> </ol>

Internal analysis

**Strengths**

One of the most agreeable strengths of MIMS Institute Fellows, Inc. is the availability of committed top leadership. The president and Founder Mr. Mims is relatively a committed leader with the zeal of nurturing the capacity and talents of our future leaders. His strategy is mainly based on a network strategy that utilizes successful mentees to mentor upcoming students within a realm of diverse career opportunities.

MIMS Institute Fellows, Inc utilizes a unique mentorship program that can be regarded as a key strategic brand of the institute. The program includes identification of potential candidates and providing a platform of career success via advancement in higher education. This program has proved beyond limit that students from disadvantaged families are able to achieve greatness given the opportunity to grow.

### **Weakness**

Just like any other institution, MIMS Institute Fellows, Inc is often faced with certain internal weaknesses that need to be addressed. The institute itself is often viewed as a “one-man show” whereby the founder Mr. Mims appears to undertake core functional duties such as recruitment, advocacy, advisor among others. The lack of an operational structure that would facilitate the delegation of these functions is prove enough of either poor staffing or Poor HR strategy in terms of capacity building and recruitment.

Another weakness is the lack of adequate finance in terms of steady cash flows. An institution such as MIMS Institute Fellows, Inc. often requires a tentatively guaranteed steady cash in order to address the needs of its target group and achieve long-term objectives. Due to the fact that MIMS Institute Fellows, Inc. relies heavily on volunteer programs, there is a tendency

of informal management. Key operations of the institute are mostly done on a volunteer basis, therefore, limiting professionalism and output in terms of performance.

### **Opportunities**

Given the school's track record and the available mentorship programs from MIMS Institute Fellows, Inc., the school has a potential to excel in the various academic fields, therefore, rebranding the school to an excellent school. Through this, donor partnership can, therefore, be stretched to both governmental and non-governmental organizations.

### **Threats**

A negative social-cultural perception is both a weakness and a threat to the school. This attribute is a threat in that parents will often shy off from admitting their children in the school. The high donor dependency might lead to failure of critical donor dependent operations in the school if the donors shy off from donating. Negative political and legislative framework can be threatening in that regulations can be changed so that only high performing schools receive government donations.

# Strategies

To Support Sam Houston High School in  
Becoming A School of Choice

# Strategy #1

## **Mentorship Program**

### **Why**

For our first strategy we created a mentorship program for Sam Houston High School. High school is a crucial part of a teenagers' life. This is the part of their life that they can find themselves as well as setting up their future. They are mentally and physically preparing themselves for the world that comes after grade school. We expect them to attend an advance education after high school. However, that is not everyone's goals. We hope that this program will give them motivation and encourage them to pursue their happiness and dreams. We suggest that a mentorship program would also benefit the atmosphere in the school and increase graduation rate. Throughout the year the students participating will gain skills enhancement, anti-bullying information, leadership, education support, and a supportive environment.

Throughout the years that the mentor programming is in motion. This will be a great strategy to use to present to parents and students that are looking at attending the high school. The main reason being is that in the world that we live in today; there are many negative forces that linger throughout the halls as well as online. If Sam Houston High School from the beginning of a student's high school career. Offer a positive atmosphere where race, sex, culture, background, etc. does not matter. This will lead Sam Houston High School to become a school of choice in San Antonio, Texas. Attracting people to the community of care that Sam Houston offers for all students.

## How

We intend for the program to include first year freshmen and last year seniors. The first year freshmen (mentee) will have a senior to look up to and follow in their footsteps. They will learn how their mentor managed to get through high school with the school part as well as the social aspect. The freshmen will learn about multiple important aspects of high school problems and transforming into a young adult. They will learn about bullying and who to talk to if they have a situation. Time management due to they will have crucial test and will learn how to study and manage difficult classes. As well as becoming a leader in society and being able to plan for the future and get a clear understanding on how prep for college.

The seniors (mentor) will be able to gain community service hours for participating in the mentorship program. We intend for them to use this on their college application due to it boosting their community involvement. They will also gain knowledgeable skills that will help them throughout life as well as a lifelong friend.

The whole program will be lead by teachers and staff volunteering. The teachers and staff will be in charge of getting students to sign up, selecting the mentors that will be in the program, pairing the mentors and the mentees together, handing out paperwork the the students involved, and supervising and check in the bi weekly gatherings. The amount of teachers that the program will need depends on the amount of students that sign up. We are estimating 3-5 teachers/staff will be needed to be proficient in the program.

## **When**

The freshmen will sign up for the mentorship program on the day that they have orientation for high school (Sign Up Sheet 1.0). It is going to be highly recommended by the teachers and staff for them to join. As they will advertise it throughout the orientation. The seniors that will be participating in the program will be able to sign up at the end of their junior year (Sign Up Sheet 2.1 and Sign Up Sheet 2.2). The mentors will be selected based upon their grade point average, amount of extra curricular activities involved in, and a requirement of one recommendation letter from a teacher. The results will be given during registration day for the seniors.

Starting the first week of school, they will meet bi weekly on Wednesdays at 4:30pm in the cafeteria for one hour. This will occur all throughout the physical school year ending in April. At the last meeting of the school year, both the mentor and the mentee will fill out a survey about the program (Survey 3.0) . This will be able to help construct a better outline on what the students would suggest to boost the program for the following academic year.

(Sign up sheet 1.0)

**Mentee Sign Up Sheet  
(Incoming Freshmen Only)**

**Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**List 3 questions that you would like to ask your senior mentor about what occurs at Sam Houston High School.**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**What clubs/organizations are you interested in joining?**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

**Do you agree to attend the biweekly meeting that will occur every Wednesday starting at 4:30pm? If yes, what will your schedule look like after 4:15pm on Wednesdays:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_/\_\_/\_\_

**Parent/Guardian Signature:** \_\_\_\_\_ **Date:** \_\_/\_\_/\_\_

(Sign-up sheet 2.0)

## Mentor Program Sign Up Sheet (Seniors Only)

Name: \_\_\_\_\_ Are you currently a senior?

Email: \_\_\_\_\_

Grade Point Average: \_\_\_\_\_

\*Please include one reference letter from a Sam Houston High School teacher or staff\*

Organizations/Clubs Involved in (at least two):

1: \_\_\_\_\_  
    Since: \_\_\_\_\_

2: \_\_\_\_\_  
    Since: \_\_\_\_\_

3: \_\_\_\_\_  
    Since: \_\_\_\_\_

4: \_\_\_\_\_  
    Since: \_\_\_\_\_

5: \_\_\_\_\_  
    Since: \_\_\_\_\_

Do you agree to attend the biweekly meeting that will occur every Wednesday starting at 4:30pm? If yes, what does your schedule look like after 4:15pm on Wednesdays:

---

---

---

---

(Sign-up sheet 2.2)

Why do you want to be a mentor?

---

---

---

---

Do you have any hobbies or special skills?

---

What did you struggle with when you were entering high school for the first time?

---

---

---

---

Signature: \_\_\_\_\_ Date \_\_\_/\_\_\_/\_\_\_

Parent/Guardian Signature:

\_\_\_\_\_ Date \_\_\_/\_\_\_/\_\_\_

## Mentorship Programing Survey

I was a (circle one) Mentee / Mentor

Circle only one number for each question (1 being horrible 5 being excellent)

Was the program what you expected?	1	2	3	4	5
Did you gain anti-bullying information?	1	2	3	4	5
Did the program help you with classes?	1	2	3	4	5
Did the meetings work with your schedule?	1	2	3	4	5
Was your mentee/mentor active in the meetings?	1	2	3	4	5
Did the program inform you about college?	1	2	3	4	5
Would you recommend this program to others?	1	2	3	4	5

What did you enjoy the most throughout this program? Explain.

---



---



---

What would you change about the program? Explain.

---



---



---

Additional comments about the program.

---



---



---

# Strategy #2

## **Website Reconstruction**

### **Why**

For our third strategy, our group has come up with a reconstruction of the Sam Houston High School website. We are aiming to reconstruct the website by targeting the elements that are lacking on the website. Sam Houston's website is made by the San Antonio independent school district. However, SAISD makes all of the websites for the High schools in the district. Sam Houston's website is very different from a lot of the other schools, and that has gotten our attention when we are thinking of strategies for this high school.

Some of the disadvantages that this website has compared to the other schools in the district are the use of professional photos. This affects the professional outlook to the future students, parents, and teachers that are looking to enroll in the school to be a part of the community. On a long term stretch for the high school if the website had the professional outlook this could increase a strong student base and it will build a foundation for the school, and it will tell their story for who they are. When you put a large number of photos that can be easily found on the internet, it shows a sign of laziness within the person and the executives that are in charge of photos for the school. The percentage of effort can be seen into how the website has been presented to the world.

### **How**

We also saw on the website that there weren't any events listed on the calendar for the school. The website only had the days marked off for when the students would be on breaks. We would like to fix that problem of the calendar and we would like to add future events that are going to happen within the school and this will include all extracurricular activities. This will be

including both Boys and Girls athletics, clubs, organizations, and events. All of this has the purpose to inform the Sam Houston community about everything that is going on with the campus including events for parents and teachers. When we refer back to the website you wouldn't be able to find anything on the students of Sam Houston, Athletics, monthly calendar for events. If the website were to have these future categories it's a new way of advertising the new programs, and organizations that will soon be a part of the campus. This will also be a way to advertise all of the past achievements that the school has won over the years during competitions, and sports outings. It will include the decathlon team, and in the near future their new Cyber P-TECH program which includes the first ever Cyber security program in San Antonio ISD. This program is a great start for a new organization that will be on campus coming the fall of 2019. The program will accept only 150 students and they will all get study Cyber security. This is one of the many things that Sam Houston will now have an advantage towards over all of the other schools in SAISD.

Thomas Jefferson high school is the ideal website that we want for Sam Houston to aim their focus towards since they are in the same district together. We have said before they have the same formatted website but however it has different details, information, and images about the school. If we can get the right words and right images in place for this school, there is no doubt that this school wouldn't be a school of choice.

## **When**

We believe that so many people today look online for information to learn about a school. It could easily be the 2<sup>nd</sup> biggest way to hear an opinion about any school you are interested in. With great images comes great reputation of the school and the district itself. So, we have designed a mock draft website page. Within the website page it contains all the research that we

found about the high school including amazing photos of Sam Houston students that were not promoted on the website. The website will consist of photos that are higher in quality. A larger amount in quantity of photos of teachers, athletes, and students. It will have a new format that will be more user friendly to all of the community.

Since SAISD makes the websites for all the schools in the district, therefore the high school will not have to make a budget for the reconstruction of the website. We are predicting that if the high school were to work on the website exclusively, it would take them no longer than a month to complete the new website. With that set-in stone the high school will only have to submit the photos the photos to the executive in charge of the website. After we take these steps of creating the new website we plan to see a tremendous trend of enrollment at the school for the future. The following link that is below is the website that we have created as an example for Sam Houston High School to follow. <https://abbas689.wixsite.com/samhouston>

# Strategy #3

## Community Service

### **Why**

Community Service projects helps build skills that are important for a professional career. It not only helps a student create goals for themselves but it also provides in opportunity to help and be active in their community. Service projects help give back to the city they have grown up in and we believe that these projects will help guide them in become the best professionally and personally Sam Houston High School wants them to be.

In the Sam Houston High School's mission statement, it states,

*“We at Sam Houston High School believe and are committed to... Building positive relationships, implementing high-quality education, and encompassing our students with committed and caring adults to ensure upon graduation, all our students are equipped to succeed personally and professionally to become contributing members of society.”* We used this statement as a contributing factors when brainstorming strategies. Service is a way to *“building positive relationship”*

and it also helps students become *“caring adults”*. Giving back to the community creates an experience of accomplishment and pride. Students will become *“contributing members of society”*. That is why we believe in this strategy.

### **What**

We have assigned each grade level with volunteer service projects every year that we believe will not only give students community service hours but also open their eyes to to ways San Antonio helps its city and their people.

These service projects will be promoted through orientations, the morning announcements, bulletin flyers and also their first period professors. Their first period professors will also hand them their permissions slips if they will be leaving the campus.

Transportations will be provided for the grade levels that will will leave campus for the day. Buses will arrive at 8:45am and return to the school at 3:45pm. This will give enough time for the students to arrive on time in the morning and return to the school before the last bell ring for the dismissal of all students.

There will also be shirts for the students to wear that will carry them all through the 4 years so that they can wear every time they are go on their service day. Shirts will be available to repurchase through the websites if the student grows out of it, loses it or damages it.

## **How**

Community service projects will be divided into grade levels (Freshman, Sophomores, Juniors, Seniors). We have broken up the project into the two Semester (Fall and Spring) and divided them for specific reasons.

### Freshman and Juniors in the Fall

As a freshman, students are usual a bit timid and uncomfortable when they start at a new school. Some of their friends have moved and some of their friends have stayed but that doesn't guarantee they all have the same schedules and classes. We believed this will become a greater outlet for these new freshman to get out of their comfort zone and get to know their new classmates and make new or more friends.

As Juniors, a huge priority is college and college applications. We believe that this will be allow them to add one more achievements on their resume for their college application. We believe that community service is an important factor that universities see when accepting students because it shows drive and devotions towards the community.

### Sophomores and Seniors in the Spring

As sophomores, they are still learning and getting ready to start their college process. We believe this will help them devote time to the community so they have another achievement to put on their resume.

As seniors, it is very important to finish strong. Everyone is tired and ready to graduate and ready to start the next chapter of their lives. We choose to suggest to place the seniors in the spring semester to help them relieve stress and enjoy the time they have left in high school.

### Service Projects

We have brainstormed some locations to send the students for volunteer work. We have put in perspective their age ranges and decided what would be a good fit for each grade level.

#### Freshman:

Freshman will not be leaving school grounds. It is difficult to find an organization that will allow a 14-year-old to volunteer so we have considered the thought of donating cans to the San Antonio Food Bank. The school's cafeteria will have 2 big bins to allow the freshmen to drop in 5 cans and those bins will be dumped out every week so it will not overflow. This drive will start on the 1st Friday of November until the 3rd Friday of November, giving the students enough time to donate. Slips will be in a basket next to the bins so the student will be able to bear witness to their donations and a faculty member will keep it in a box, ready to record their donations.

#### Sophomores:

Sophomores will spend their community service at FIESTA. Because the Fiesta celebrations are very diverse and spread all over the city, we believe that it will be a good idea for them to arrive

at the Alamodome for the Fiesta Especial events. It will be during school hours. Buses will pick them all up and each bus will be divided into different tasks. Many of the volunteer work will be vendor booths, check'in and check-outs, hospitality and assistants. It will be a good experience for these students to learn how to communicate and work together. There will be school chaperones at each station with the students making sure they are safe and doing their duties as given.

Contact information:

**Location:** AlamoDome (Parking Lot C)  
**Phone:** (210) 704-7262  
**Sign-up sheet:** <https://m.signupgenius.com/#!/showSignUp/70A044DA8A92CA75-fiesta7>

#### Juniors:

Juniors will be volunteering at a nursing home called The Village. Here they will learn patience and hospitality. It is important for the students to interact in situations like these because they are preparing to go into the real world where things may be difficult but easy to overcome. This will enlighten their spirits and show them how blessed they are to be healthy and mobile.

Their will be chaperons at every room and event to make sure the students are safe and that they are doing what is asked of them.

Contact Information:

**Location:** 4707 Broadway  
San Antonio, TX 78209  
**Director of Volunteers:** Fernando E. Sorolla-Delgado  
**Phone:** (210) 829-7561 ext. 943

#### Seniors:

Seniors will be given a greater responsibility. They will be going to help with the organization called Habitat for Humanity. This organization's is well known for constructing houses for the

community to families that need the help. This service project instils focus, listening, working together and learning. There will be 2 school chaperones per house, the owner of the house and trained volunteer who helps build house for this organizations very regularly.

Contact Information:

**Volunteer Coordinator:** Nina Guerrero  
**Email:** [volunteer@habitatsa.org](mailto:volunteer@habitatsa.org)  
**Phone:** (210) 223-5203

# Service Project Field Trip Permission Form

Dear Parent or Guardian,  
Your child is going on a field trip. Please read the information at the top of this form, then sign and return the permission slip at the bottom of this form by \_\_\_\_\_.

Field Trip Information:

Date: \_\_\_\_\_ Insert date of service project \_\_\_\_\_

Location: \_\_\_\_\_ Service project Location \_\_\_\_\_

Leave school: \_\_\_\_\_ 9:00am \_\_\_\_\_ Arrive back at school: \_\_\_\_\_ 3:45pm \_\_\_\_\_

*Save this part of the form for future reference.*

Cut here----- Cut here

*Sign this part of the form and return it to your child's teacher.*

\_\_\_\_\_ has permission to attend a field trip to  
\_\_\_\_\_ on \_\_\_\_\_ from  
\_\_\_\_\_ to \_\_\_\_\_.

I give my permission for \_\_\_\_\_ to receive emergency medical treatment. In an emergency, please contact:

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Special Instructions: \_\_\_\_\_

Would you like to volunteer? \_\_\_Yes \_\_\_No  
If yes, please write down your name and phone number. \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Shirt Design



These will be available to purchase as an option the students on the website. It will allow the students to customize there class year on the back and these shirts will \$15.

### **Sam Houston's Service Day T-shirt Order Form**

Name: \_\_\_\_\_

Advisory Teachers Name: \_\_\_\_\_

Expected year of high school graduation (conform with counselor before filling in): \_\_\_\_\_

Shirt Size (circle one): xS / S / M / L / xLarge / 1x / 2x

Will be \$15 for a service day shirt.

Turn in money with this form to your advisory teacher by September 15<sup>th</sup>

Cash and Checks will be taken

# Strategy #4

## **Parent Workshop**

### **Why**

For our fourth and final strategy we decided to create a parent workshop for the Sam Houston High school parents. We believe that the parents of the Sam Houston students can make a significant increase of change in the lives of their children and others. A very important message that Mr. Mims taught us about the Sam Houston community is “Parents Raising Gold”. The parents/ guardians of the students should be involved in the lives of their student while in high school. Having a support system can lead to academic excellence and betterment of the students lives during and after high school. We believe that getting the parents involved in the process of transitioning from high school to college will make a significant difference in both the parent and student’s lives. If more parents were involved in parent workshops and activities held by high schools, more students would have a higher chance of taking advantage of the opportunities presented by the school. Sam Houston for example offers many different opportunities for all students, even freshman to participate in to benefit them during and after high school.

A great example that was given to us during our research was Ms. Ann Ortiz and her daughter. Ms. Ortiz sent her daughter to Sam Houston High School as a freshman because of the robotics and engineering program the school offers. Ms. Ortiz was very involved in her daughters’ journey throughout high school. Her daughter was then confronted by Mr. Mims to be apart of his academic excellence team at Sam Houston High School, her daughter is now attending Notre Dame with the support of her mother and Mr. Mims. Ms. Ortiz even took in her daughter’s best friend who came from a broken family who was not involved in her school life nor supported her education. With the guidance of Ms. Ortiz, the young lady raised her GPA and

was accepted to the University of Denver and is doing very well for herself. Parents like Ms. Ortiz are the reason why we wanted to focus on not only improving Sam Houston for the students, but also for the parents. Without the support and involvement of parents, the students would not have a stable foundation to excel in their education.

## **How**

Sam Houston High School has many useful resources for the students to take advantage of to guide them in the right direction after high school. One of those resources is the Go Center, the center is meant for students to use as an aid in applying for college, financial aid, SAT and SAT prep. The Go Center is a very important program that the high school offers for the students, but not a lot of students take advantage of the center. The Go Center encourages freshman to come in as early as possible to start thinking about what colleges they would like to apply to, how to take an SAT or SAT prep course, as well as how to be successful after high school. We believe that many of the Sam Houston students are not involved due to lack of parent involvement. If more parents knew or had a workshop to attend, more students would be willing to go to the Go Center when faced with an academic problem.

We would like for the Go Center to organize a Parent Workshop for all the parents who are interested in sending their children to college. This workshop will be useful not only for the parents but also for the students. Many parents do not know how to help their children apply to multiple colleges or apply for financial aid. They also do not know how or when SAT and SAT prep courses are or how to sign up. The parent workshop will be the perfect tool to guide the parents and students in the right direction of these steps. We will also have a resume building portion of the workshop for the students who are not interested in college and would like to jump right into the workforce after high school graduation. These students will have a professional

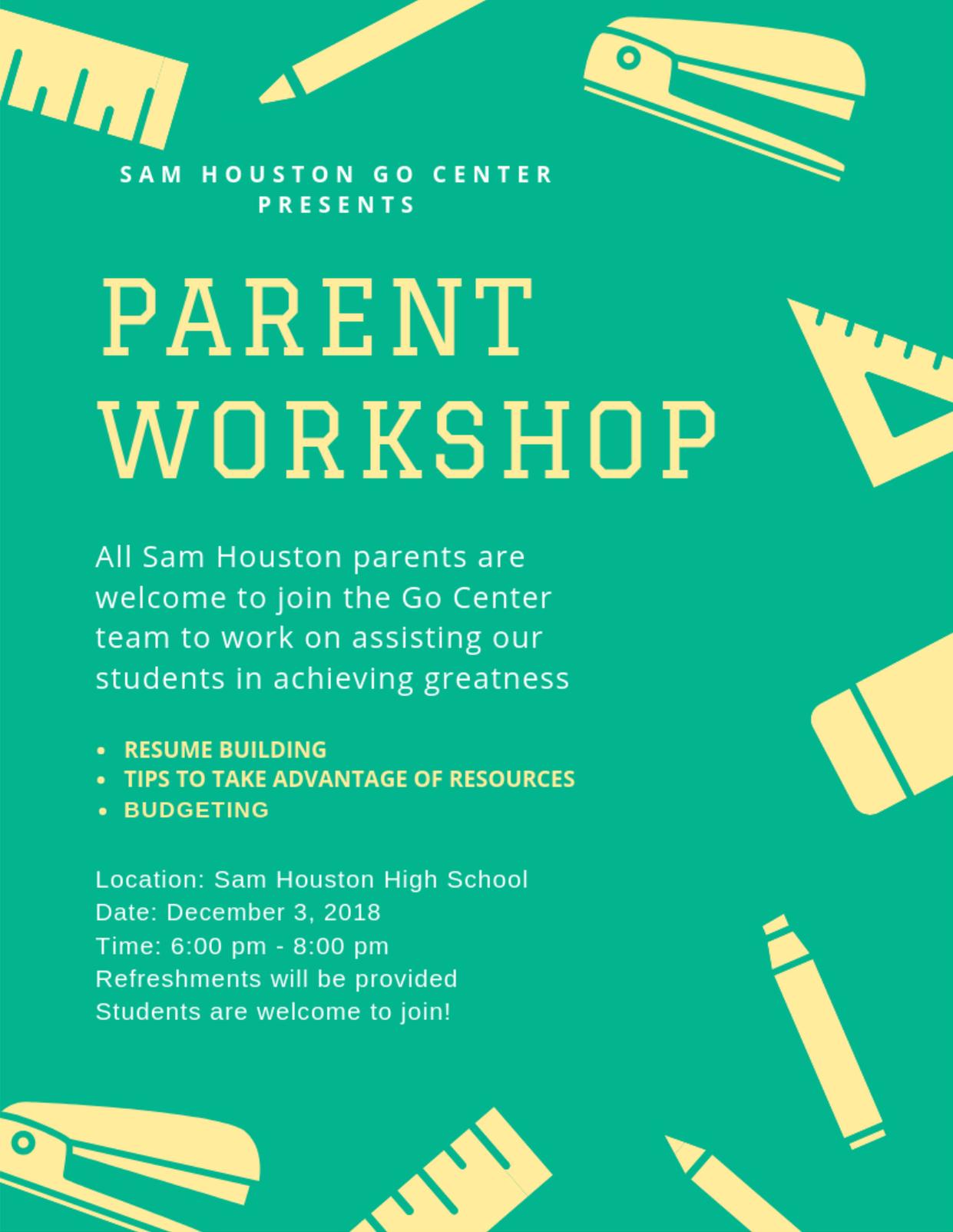
resume to present to their future employers to give them a higher chance of obtaining a reliable job. The Go Center will also cover budgeting in college, and how to apply for scholarships during and after high school. This workshop will be beneficial for the entire Sam Houston community to get involved and take full advantage of all the opportunities the school provides for the students.

## **When**

The Parent Workshop will be held once every semester, either in the beginning or towards the end of each semester. All Sam Houston parents and students are welcome to join the Go Center team to work on assisting the students in achieving academic excellence. The workshop will be held at Sam Houston High School, either in the cafeteria or in the auditorium. The workshop will be held from 6:00 pm to 8:00 pm. The Go Center will provide light refreshments for the parents and the students who attend. We have created an example agenda for the workshop. The agenda for the parent workshop is as follows: It can also be seen in flyer form below as well.

- **6:00 pm -6:15 pm: Welcome**
  - Introduction**
  - Purpose and Objectives**
- **6:15 pm -6:35 pm: Resume building**
- **6:35 pm -6:55 pm: Budgeting & financial aid**
- **6:55 pm -7:15 pm: Resources & Tips provided by the school**
- **7:15 pm -7:35 pm: College applications**
- **7:35 pm -7:50 pm: SAT prep & SAT information**
- **7:50 pm -8:00 pm: Q&A**
  - Closing**

We decided to have the Go Center host the Parent Workshop, so the high school would not have to hire an outside source to host the event. This will also shine light on the useful resources that the Go Center offers, with hope that more students will use the Go Center as a resource when applying for colleges. Not all the Sam Houston parents will attend the workshop, but we hope that over time more parents will see the benefit of the workshop and will get more involved in their children's lives. Parent workshops are meant for the parents to gain insight, but that insight can change the outcome of not only their children's lives but others as well. If more parents realized that they are "raising gold", then we would have a higher percentage of students graduating high school and attending the college of their dreams.



SAM HOUSTON GO CENTER  
PRESENTS

# PARENT WORKSHOP

All Sam Houston parents are welcome to join the Go Center team to work on assisting our students in achieving greatness

- RESUME BUILDING
- TIPS TO TAKE ADVANTAGE OF RESOURCES
- BUDGETING

Location: Sam Houston High School

Date: December 3, 2018

Time: 6:00 pm - 8:00 pm

Refreshments will be provided

Students are welcome to join!

## References

GREATSCHOOLS RATING. (2018, January 1). *Sam Houston High School*. Retrieved from  
greatschools.org: <https://www.greatschools.org/texas/arlington/448-Sam-Houston-High-School/>

Rouse, M. (2015, May 1). *customer segmentation*. Retrieved from  
searchsalesforce.techtarget.com:  
<https://searchsalesforce.techtarget.com/definition/customer-segmentation>

usnews. (2018, January 1). *Sam Houston High School*. Retrieved from usnews.com:  
<https://www.usnews.com/education/best-high-schools/texas/districts/arlington-independent-school-district/sam-houston-high-school-18595>

How Does Sam Houston High School Rank Among America's Best High Schools? (n.d.).  
Retrieved from <https://www.usnews.com/education/best-high-schools/texas/districts/arlington-independent-school-district/sam-houston-high-school-18595>

Chasnoff, Brian. "Sam Houston High School May Not Be Closed." *San Antonio Express-News*,  
Express-News, 30 Nov. 2010, [www.mysanantonio.com/news/education/article/Sam-Houston-High-School-may-not-be-closed-843970.php](http://www.mysanantonio.com/news/education/article/Sam-Houston-High-School-may-not-be-closed-843970.php).

"Explore Houston High School in San Antonio, TX." *Parenting*,  
[www.greatschools.org/texas/san-antonio/6012-Houston-High-School/](http://www.greatschools.org/texas/san-antonio/6012-Houston-High-School/).

"What Is Performance Analysis? Definition and Meaning." *BusinessDictionary.com*, 23 July  
2013, [www.businessdictionary.com/definition/performance-analysis.html](http://www.businessdictionary.com/definition/performance-analysis.html).

*Bond 2016 - Sam Houston HS*, [bond.saisd.net/samhoustonhs.html](http://bond.saisd.net/samhoustonhs.html).

<http://bond.saisd.net/samhoustonhs.html>