

# ARPA PRESENTATIONS

April 25<sup>th</sup>

Monday Afternoon

- 12:00-1:30 Lunch
- 1:30-2:00 Welcome Back
- 2:00-2:20 **Presentation #1 – Handout – Johnson County Family Crisis Center – Jerri Vaughn, Executive Director & Deanne Derrick, Program Director**
- 2:20-2:30 Q & A
- 2:30-2:50 **Presentation #2 – Handout – Cleburne Christian Women’s Job Corps – Jocelyn Morgan, Founder**
- 2:50-3:00 Q & A
- 3:00-3:20 **Presentation #3 – Slide – Court Appointed Special Advocates (CASA) – Danielle Elliott, Executive Director**
- 3:20-3:30 Q & A
- 3:30-3:50 **Presentation #4 – Slide/Handout – Meals on Wheels North Central Texas – Lisa Deese, Development Coordinator**
- 3:50-4:00 Q & A
- 4:00-4:20 **Presentation #5 – Handout – Johnson County Crime Stoppers – Patty Maggard, President**
- 4:20-4:30 Q & A
- 4:30-4:40 Wrap Up

COMMISSIONERS COURT

APR 25 2022

**Presented**

## Rachel Sitler

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**From:** Maggard Patty <maggardp@gmail.com>  
**Sent:** Thursday, April 7, 2022 3:06 PM  
**To:** kevin.dyer@grantworks.net  
**Cc:** County Judge (public address)  
**Subject:** JCCS American Rescue Plan Project Submission Form

COMMISSIONERS COURT

APR 25 2022

**Categories:** ARPA

**Presented**

Some people who received this message don't often get email from maggardp@gmail.com. [Learn why this is important](#)

**\* External sender - use caution with links or attachments \***

**Project Name-** Johnson County Campus Crime Stoppers

**Primary Point of Contact-** Patty Maggard- President Johnson County Crime Stoppers  
[maggardp@gmail.com](mailto:maggardp@gmail.com)  
817-992-8570

### Project Description-

Children deserve to feel safe. Unfortunately, that is often not the case evidenced by rampant school violence. Campus Crime Stoppers gives a child a safe avenue to alert officials of disturbing behavior, remain anonymous, and receive a reward.

To let students and adults know about the program our plan is to produce a professional video using teenage actors demonstrating the anonymous tip-reward process. The video will be shown to pre-teen and teenage students at school and at other venues. An added benefit of telling the story with video is it would allow nearly anyone to make the presentation and media is our present language.

Creating the video requires serious fund raising on our part, but that hasn't been successful during the pandemic. Revenue from this grant would allow JCCS to no longer delay our mission and to move forward to launch this awareness campaign.

The expected results of this campaign are to empower students to protect themselves and others, to reduce campus crime, to create a safer learning environment, and to deter delinquency, weapons, drugs, bullying, etc. in the school and community environment.

**Project Location-** The video will be shown at secondary schools throughout Johnson County, TX. The video will also be available to other venues serving teenagers.

**Project Budget- \$20,000.00** An estimate of \$18,000 Produce video (Agency Habitat-Advertising Agency in Ft.Worth)  
An estimate of \$2,000 Printing school posters

**Project Timeframe-** Project development could begin as soon as funds are available. The production phase is estimated to take 8 to 10 months.

Thank you for this opportunity and consideration of our project.



*ARPA Grant Proposal for  
Campus Crime Stoppers*

## Foundational Pricing For Full Campaign - Agency Labor



### Needs

Tactic	Cost Per	Frequency	Annual Total
Account Service/Project Mgmt.	\$3,000	X6	\$18,000
Paid Posts (x1)	\$6,000	X1	\$6,000
Paid Social Management	\$2,000	X3	\$6,000
Law Enforcement Video	\$12,000	X1	\$12,000
Assembly Presentation	\$18,000	X1	\$18,000
Social Media Account Creation	\$3,000	X1	\$3,000
Media Fees	\$6,000	X1	\$6,000
Stock Photo/Video	\$7,500	X1	\$7,500
<b>TOTAL</b>			<b>\$88,500</b>

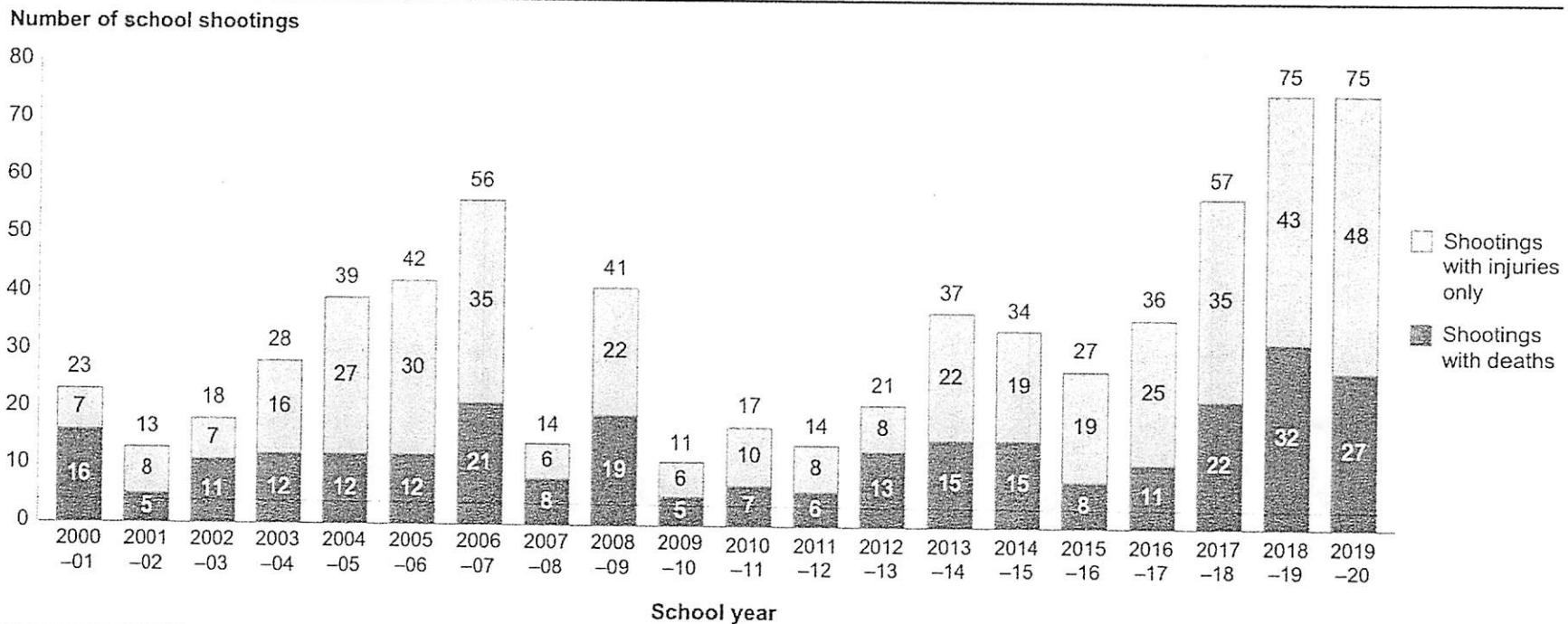
### Estimate Assumptions

- All media recommendations and budgets are estimated and are intended to provide directive targeting and pricing. Input from the client team and further research from Agency Habitat is needed to scale media recommendations to final.
- Media proposal includes a 3-month campaign on Instagram and Facebook reaching 6,500 impressions daily for the extent of the campaign.
- Pricing is based on a 6-month agreement from May 2022 - October 2022.
- Pricing is an estimate based on criteria known at this time.
- Pricing does not include taxes. Client must provide a tax exempt form upon signing a formal scope of work to be exempt from tax being automatically applied to invoices.

## School Shootings in the United States Since 2000-2001

The K-12 School Shooting Database shows that Texas has had the 2nd highest number of shootings since 1970 with 133 just behind California with 158.

**Figure 1. Number of school shootings with casualties at public and private elementary and secondary schools: 2000-01 through 2019-20**



NOTE: "School shootings" include all incidents in which a gun is brandished or fired or a bullet hits school property for any reason, regardless of the number of victims (including zero), time, day of the week, or reason (e.g., planned attack, accidental, domestic violence, gang-related). Data in this figure were generated using a database that aims to compile information on school shootings from publicly available sources into a single comprehensive resource. For information on database methodology, see *K-12 School Shooting Database: Research Methodology* (<https://www.chds.us/ssdb/resources/uploads/2020/09/CHDS-K12-SSDB-Research-Methods-Sept-2020.pdf>). Due to school closures caused by the coronavirus pandemic, caution should be used when comparing 2019-20 data with data from earlier years. Some data have been revised from previously published figures.

SOURCE: U.S. Department of Defense, Naval Postgraduate School, Center for Homeland Defense and Security, K-12 School Shooting Database. Retrieved September 4, 2019, from <https://www.chds.us/ssdb/>. See *Digest of Education Statistics 2020*, table 228.12.

## Johnson County Secondary School Enrollment 2020-2021

District	Campus	Campus Type	Grades	Student Enrollment
ALVARADO ISD	ALVARADO H S	High School	09 - 12	1121
ALVARADO ISD	ALVARADO J H	Middle School	07 - 08	591
BURLESON ISD	BURLESON H S	High School	09 - 12	1648
BURLESON ISD	BURLESON CENTENNIAL H S	High School	09 - 12	<b>2002</b>
BURLESON ISD	BURLESON COLLEGIATE H S	High School	09 - 12	241
BURLESON ISD	HUGHES MIDDLE	Middle School	06 - 08	1059
BURLESON ISD	NICK KERR MIDDLE	Middle School	05 - 08	1184
BURLESON ISD	STEAM MIDDLE	Middle School	06 - 08	564
CLEBURNE ISD	CLEBURNE H S	High School	09 - 12	1958
CLEBURNE ISD	LOWELL SMITH JR MIDDLE	Middle School	06 - 08	859
CLEBURNE ISD	AD WHEAT MIDDLE	Middle School	06 - 08	701
GRANDVIEW ISD	GRANDVIEW H S	High School	09 - 12	428
GRANDVIEW ISD	GRANDVIEW J H	Middle School	06 - 08	295
JOSHUA ISD	JOSHUA H S	High School	09 - 12	1128
JOSHUA ISD	JOSHUA H S NINTH GRADE CAMPUS	High School	09 - 09	<b>464</b>
JOSHUA ISD	R C LOFLIN MIDDLE	Middle School	06 - 08	748
JOSHUA ISD	NICHOLS MIDDLE	Middle School	06 - 08	563
KEENE ISD	KEENE H S	High School	09 - 12	330
KEENE ISD	KEENE J H	Middle School	06 - 08	273
RIO VISTA ISD	RIO VISTA H S	High School	09 - 12	221
RIO VISTA ISD	RIO VISTA MIDDLE	Middle School	05 - 08	220
VENUS ISD	VENUS H S	High School	09 - 12	638
VENUS ISD	VENUS MIDDLE	Middle School	06 - 08	561
GODLEY ISD	GODLEY H S	High School	09 - 12	665
GODLEY ISD	GODLEY MIDDLE	Middle School	07 - 08	390

**TOTAL 18,852**