

Purple Star Campus Support

Session 4: Activities and Event Planning



Photo Credit: Waller ISD Purple Up Celebration 2025



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Introductions



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Collaboration and Partnership

Texas Education Agency (TEA) partners with Military Child Education Coalition (MCEC®) to provide:

- 5-Part Professional Learning Community (PLC) Series
- Professional Development (PD) Training
- Office Hours
- Research based tools and resources to share best practices



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2025-26 SY Purple Star Campus Support PLC Series

TEA, in collaboration with MCEC, is providing PD and office hours for campuses who are implementing or working towards the PSCD.

Our goal is to provide coaching, support, and strengthened guidance.



Purple Star Campus Support
Professional Learning Community & Office Hours



Save the Dates!

Wednesdays
2:00 – 3:30 p.m. CST
(Purple Star Office Hours are held in the last 30 minutes of each PLC session)

- September 17, 2025
- October 22, 2025
- November 19, 2025
- January 21, 2026
- February 18, 2026

Register Here!
To register for this series, open the camera app on your mobile phone and hover over the QR code, or click here: [REGISTER](#)

Open to all school professionals and educators at the district and campus level.

The Texas Education Agency (TEA) is pleased to announce a free, specialized professional development opportunity for school professionals and educators working towards the Purple Star Campus Designation (PSCD). TEA, in collaboration with the Military Child Education Coalition® (MCEC), is proud to offer a 5-part Professional Learning Community series, that includes professional development and Purple Star office hours to strengthen support for campuses who are implementing or working towards PSCD. The PLC will take place throughout the 25-26 school year, September 2025 through February 2026.

Professional Learning Community (PLC) is a great way for educators to collaborate with and tap into a network of peers and partners to support military-connected students. This PLC is designed for school professionals and educators at campuses across Texas that have earned or are working towards the PSCD.

Each PLC is unique, so plan to attend all five! During each session, you will be presented with a 15- to 20-minute lesson on best practices, followed by a real case or situation for discussion. Through a structured process, you will learn from one another and subject matter experts, bringing tangible knowledge back to your campus and Purple Star Campus Program.

Purple Star Office Hours are held immediately following each PLC and serve as a dedicated time for school professionals to receive personalized support from MCEC's Military Student Consultants (MSCs). These highly specialized education professionals bring extensive experience and deep knowledge of the Purple Star process, and are available to answer questions, provide targeted feedback, and offer expert guidance on all aspects of the Purple Star Campus program. Whether you're seeking clarity on program implementation or looking for strategies to better support military-connected students and families, MSCs are here to help ensure your campus efforts are impactful and aligned with best practices.

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TEA Purple Star Campus Designation





Learning Objectives

- Understand the requirements and importance of military initiatives.
- Develop an annual calendar to support the Purple Star Campus Program (PSCD).
- Review best practices for hosting special recognition events.



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Overarching Goal



Photo Credit: Waller ISD Purple Up Celebration 2025

Participants will learn how to develop and plan for activities and events in support of the Purple Star Campus Program.



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Let's Chat...



Do you know what military initiatives your campus supports?



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Military Initiatives Requirements



A district or campus **resolution** showing support for military-connected students and families



Participation in the Month of the Military Child in April or National Veterans and Military Families Month in November; or



Partnership with the School Liaison/School Liaison Officer (SLO) at the local military installation to encourage and provide opportunities for active-duty military members to volunteer in the schools, speak at a school assembly, or host a school field trip.



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Military Initiatives Importance

Military initiatives assist with fostering community collaboration and engaging military-connected families for several reasons.



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Helpful Resources- PSCD Military Initiatives

Use this document to help with:

Establishing a Resolution Showing Support for Military-Connected Students and Families

- A sample resolution is provided for reference

Planning activities for Month of the Military Child

- Ideas/resources are provided to assist in planning

Partnering with a School Liaison Officer (SLO) or School Liaison (SL)

- Strategies to encourage/provide opportunities for active-duty military members to volunteer in the local schools, speak at a school assembly, or host a school field trip(s).

Gold Star Standards for Hosting Special Recognition Events

- Guidelines and best practices are provided to ensure these events are meaningful and impactful



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Military Initiatives

The Purple Star Campus Designation (PSCD) emphasizes the importance of fostering partnerships and collaboration between schools, local military installations, community stakeholders, and veteran service organizations.

The military initiative component of the PSCD provides an opportunity to foster key partnerships and collaborations - an important aspect of the PSCD. Military initiatives aim to provide tangible engagement opportunities, increase awareness, and show appreciation and support for the service and sacrifice of military-connected students and families.

This resource gives an overview of PSCD requirements regarding different types of military initiatives, key strategies for planning and implementing, and related guidance for conducting annual recognition or special events.

When implementing military initiatives, documenting and highlighting related activities and events help enhance PSCD program visibility.



Taking pictures and sharing them on various communication channels, such as social media, campus webpage for military families, and newsletters, helps archive evidence of events like Purple Up Day celebrations.

For example, using hashtags like #PurpleUP increases awareness and visibility of military initiatives.



Did you know?

It is recommended to establish a Campus Advisory Committee.

A Campus Advisory Committee is a volunteer group of students, parents, school staff, as well as district, community, and installation leaders who meet regularly to discuss the Purple Star Campus initiatives to help increase community stakeholder awareness and parental and staff engagement.

Establishing a Campus Advisory Committee is highly recommended to support the implementation and development of the Purple Star Campus Designation program and to facilitate military initiatives that promote community collaboration and military family engagement.

Forming such a committee helps guide crucial initiatives and ensures effective support for military-connected students. It is vital to secure buy-in from students, parents, and school staff, and to involve community stakeholders, such as the state and local Department of Education, district, installation, and campus leadership.



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PSCD Site Visit- Flour Bluff ISD (ESC 2) Highlights



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PSCD Site Visit - Waller ISD (ESC 4) Highlights

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Let's Chat...

Why is it important to develop an annual calendar for your Purple Star Campus Program?



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Event Planning Tips

Purpose and Goals

Audience/Participants

Budget and Resources

Time and Scheduling



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Event Planning Tips (Cont.)

Location and Space

Logistics and Operations

Communication and Promotion

Evaluation and Follow-Up



Annual Calendar and Timeline Recommendations

January/February:

- **Execute** coordinate January staff professional development.
- **Provide** campus professional development for school registrar, data processor, and/or the school counselor on the importance and use of the Military Student Identifier (MSI) upon enrollment.
- **Promote** campus and district leadership awareness.
 - a. Attend principal and school counseling district meetings
 - b. Attend back-to-school teacher and staff professional development meetings

[PSCD Annual Calendar and Timeline Recommendations \(PDF\)](#)



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Annual Calendar and Timeline Recommendations (Cont.)

January/February:

- **Ensure** the peer-led student transition team is providing new student welcome tours and support.
- **Confirm** updates to the campus webpage for military families with the district- and campus- webpage manager(s) to include fall enrollment and graduation information.
- **Confirm** plans for Month of the Military Child (April) military initiatives and/or special recognition events with community stakeholders and installation school liaisons.
- **Maintain** social media campaigns to increase parental and community stakeholder awareness and participation.

[PSCD Annual Calendar and Timeline Recommendations \(PDF\)](#)



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Annual Calendar and Timeline Recommendations (Cont..)

March:

- **Coordinate** military-connected staff appreciation event.
- **Confirm** updates to the campus webpage for military families with the district- and campus- webpage manager(s) to include graduation and fall enrollment information.
- **Confirm** plans for Month of the Military Child (April) military initiatives and/or special recognition events with community stakeholders and installation school liaisons.

PSCD [Annual Calendar and Timeline Recommendations](#) (PDF)



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Annual Calendar and Timeline Recommendations (Cont...)

April:

- **Host** a military-connected staff appreciation event during Month of the Military Child.
- **Promote** Month of the Military Child special events and/or Purple Up Day.
- **Confirm** or **publish** fall enrollment updates to the campus webpage for military families with the district- and campus-webpage manager(s).
- **Partner** with the Campus Transition Program and peer-led student transition team leader to confirm a campus or community service project(s).
- **Maintain** social media campaigns to increase parental and community stakeholder awareness and participation.

PSCD [Annual Calendar and Timeline Recommendations](#) (PDF)



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Best Practices for Special Recognition Events

Planning and
Coordination

Engaging
Students and
Parents

Honoring and
Raising
Awareness

Community
Collaboration
and Partnerships

Cultivating
Excellence and
Network
Building

Recognizing
Community
Partnerships



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Problem of Practice



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Case Study



Our campus has just received the Purple Star Campus designation. We need to develop and maintain a comprehensive, high-quality Purple Star Campus Program.

A key part to our success would be intentional planning for activities and events that honor and support our military families throughout the year.



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Case Study



Challenges:

1. Inconsistent Communication: Keeping military families informed on support programs and activities.
2. Limited Staff Training: Only a few individuals are trained and have experience supporting military-connected students.
3. Maintaining Programming: Competing campus priorities make it difficult to plan consistent and meaningful events.



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Questions to Ask



- **What systems or tools can improve communication among teachers, counselors, and families?**
- **How can a campus build ongoing professional development specific to military culture?**
 - *Expectations/Structures for all staff*
- **How do you engage families, community partners, and student groups in planning?**
 - *Be specific*



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Resources and Tools



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Helpful Resources - PSCD Webpage

Applying for the Purple Star Campus Designation

If your campus is interested in earning the Purple Star Campus Designation (PSCD), this section provides everything you need to get started. Here, you'll find application details, essential resources to help you understand the designation criteria, and tools to support a successful submission. Whether you're new to PSCD or looking to strengthen your application, these materials are designed to guide you through the process and highlight what it means to be recognized as a Purple Star Campus. Additionally, previous communications and updates related to PSCD are available below for your reference.

Expand All

Upcoming 2026-27 SY PSCD Application Window	+
PSCD Resource Center: Apply, Learn, and Lead	+
25-26 SY PSCD News & Awardee Announcements	+
Archived PSCD Awardees & Communications	+



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Upcoming Session

PLC Session 5 and Office Hours

- Topic: Preparing for Resignation
- Date: February 18, 2026
- Time: 2:00 - 3:30 PM (CST)
Last 30 minutes reserved for Office Hours



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Reflection on Learning

Three insights you have gained from today's session.

Two actions you will take to plan a special recognition event on your campus.

One topic you would like to learn more about at our next session.



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TEA Purple Star Campus Support Padlet



Padlet

Military Child Education Coalition + 7 • 4d

TEA Purple Star Campus Support Professional Learning Community Fall 2025 - Spring 2026

Military Child Education Coalit
4 months ago

Welcome to our Purple Star Support Professional Learning Community Padlet. This is a great resource for collaboration and connection. We are excited that you have joined us!!!

2 likes • 0 comments

Anonymous
2 months ago

I'm a new campus-based liaison for our Purple Star Campus program. Where do I start?

0 likes • 1 comment

Jen Brown
20 days ago

I feel the Purple Star Application is a great starting point. It lets you know all the requirements and you can work from there.

1 like • 0 comments

Anonymous
2 months ago

How do I find out how many military-connected students are at my school?

0 likes • 1 comment

Anonymous
2 months ago

Ask your PEIMS clerk, if they do not know how to run the report then ask the data department in your district.

0 likes • 0 comments

Nikki Harrison
2 months ago

What was the first event of the year to honor military families that you had?

1 like • 4 comments

Maria Madrigales
2 months ago

Our district hosted a Military Night. This is where our military families came to mingle with each other. We had speakers (the Commander from one of the local bases, our Superintendent, and one of our Military-Connected Teachers). After the speakers, military families were able to go to their campus tables to speak/ask questions to their admin/campus staff.

0 likes • 0 comments

Nikki Harrison
2 months ago

How do I publicize our Purple Star Campus Designation to military-connected families in our community?

0 likes • 2 comments

Maria Madrigales
2 months ago

Our district make a pop-up banner announcement stating which campuses received the purple star designation. Also, on the District Military Webpage we added the Purple Star Logo under the campus logo.

0 likes • 0 comments

STrevino
2 months ago

We have S2S at my campus, does anyone have any fun/engaging activities that your S2S have done?

1 like • 1 comment

Paula Kelly-TLPS
19 days ago

We did Veterans and military connected family events at each "future PS" campus, run by our students and CAP programs

0 likes • 0 comments

Heather
2 months ago

How often do you host events for your military families?

0 likes • 2 comments

Bridget Register
20 days ago

We do events in November for the Military Connected families and our Veterans month and in April for Month of the Military Child.

0 likes • 0 comments

CIA
4 days ago

I do, one event every month.

0 likes • 0 comments

Kathleen Daily
20 days ago

Veterans Breakfast

We did a veterans breakfast for our community veterans and their students. We had a military themed program and a slideshow featuring pictures they had submitted.

1 like • 0 comments

Aimee
20 days ago

Veterans Day Celebration

We hosted a Veterans Day Celebration ceremony. We had a local mayor who is a veteran as our guest speaker, our local high school JROTC, student performers, and we also hosted a reception for veterans after the ceremony.

1 like • 0 comments

Anonymous
2 months ago

I had a military family get together on my campus. I planned it first thing in the morning. I had breakfast items like donuts, fruit, juice, and coffee. I figured it would be easier for them to attend in the morning since they were at the campus dropping off their student off.

0 likes • 0 comments

Jen Brown
20 days ago

Our campus invited military connected families to our Veterans Day Recognition Ceremony

0 likes • 0 comments

Mrs. Guerra
19 days ago

Veterans Day at RBB



Mr. Roberto "Bobby" Barrera attended our student-led assembly. We are honored any time he is available to visit us at Roberto Bobby Barrera Elementary STEM School.



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Military-Connected Student Support Summit

Join us for the **first-ever statewide summit** dedicated to supporting military-connected students across Texas.

Save the Date!

January 29, 2026

8:00 a.m. – 4:00 p.m. CST

Region 20 Education Service Center
San Antonio, Texas

Registration Deadline:
January 22, 2026

Scan the QR code to register!



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Share Your Feedback

**Please use this QR Code or
Chat box link to let us know about
your experience in today's session.**



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