

Dear Parents,

I have been challenged by the year 2015. It is time to “get with the program!” The Bridge Point Elementary School principal now has a presence on Facebook, Twitter and Instagram. I will be using social media periodically to reach the Bridge Point community where it lives. We will blend posts and tweets into our regular website updates, weekly letters, Car Cards, The Bobcat Blog and more to keep us connected.

With wonder (and amusement), a few of you have noticed these new accounts. For those of you who understand what this is all about, I invite you to friend and/or follow me at the following ‘handles’:

Facebook – bpe.principal

Twitter – bpe\_principal

Instagram – bpe\_principal

While many of these posts will record daily events and happenings here at Bridge Point, important reminders and information will also be periodically posted. Yesterday’s reminder of the NO HOMEWORK NIGHT is an example. Two days ago we posted a photo and note about EEF and Booster Club support. The following is more on that posting:

#### **EEF *and* Booster Club**

You notice I did not write EEF “*vs*” Booster Club. Nor did I write EEF “*or*” Booster Club. I wrote EEF “*and*” Booster Club. They both share the same purpose and both are fully necessary to maintain the current quality of learning at Bridge Point and EISD. They are both necessary for the continuous improvement healthy and effective organizations require to sustain levels of exemplary performance.

In October, both EEF and the Booster Club will be asking you to participate in their primary fund-raising campaigns. Both are “no hassle” in nature. This means that close to 100% of each dollar raised goes to the purpose of the campaigns. No sales, no rented rooms, no commissions, etc. Dollar in, dollar to its purpose.

“**Friends of Bridge Point**” is the funding campaign for the Bridge Point Booster Club. Your contributions will be applied to the idea of “Tools for Schools”. *Stuff*. At the Bridge Point Coffee last week a panel of teachers and I explained how the Booster Club contributions have made a difference throughout the years. Check out video that shows the difference the Booster Club has made for BP at [www.bobcatblog.com](http://www.bobcatblog.com).

“**We Fund Teachers**” is the funding campaign for EEF this year. **We Fund Teachers** provides *staffing* support for all Eanes ISD schools. Four teachers are here this year because of EEF. They were part of a 3.0 teacher allocation to Bridge Point are here due to the \$1.6 million raised and donated to Eanes ISD and distributed to each of the nine campuses. These teachers are:

Nancy Turner .5 Reading Specialist

Melissa Hahn .5 Reading Specialist

Shane Oberle 1.0 Reading/Dyslexia Specialist

Sheri Bryant 1.0 Reading/ESL Specialist

Life for Bridge Point students and teachers would be very different without these key instructional specialists.

What is our “ask”? Donate to both. We can’t do without either.

This year we are especially eager to increase the participation of all possible BPE donors. We are more interested in increasing the NUMBER of donors. Our emphasis is not a dollar goal for either campaign, though the truth is that goal is often enhanced by having more campaign participants, even if individual donations are smaller.

I have challenged your reading endurance today but have much more to share about giving opportunities for the Booster Club and EEF. Specifically, how can you participate in both campaigns? Tune in next week for information about what to anticipate and the fun with which we will surround both fund raising activities.

Sincerely,

M. Bradford Wirht  
Principal