



School ends. Learning doesn't.

Texas ACE 2021–22 Messaging Guide

Follow this guide in conjunction with the Texas ACE Brand Guide when producing any print or digital communications about Texas ACE or its affiliates.

Program Overview

When describing the Texas ACE program, use the following statements as-is or adapt them to suit the format/channel or to provide more details specific to local program offerings.

Mission Statement

Texas ACE aims to improve academic performance/grades, school attendance, positive behavior, and student engagement by providing students with a safe place to go during non-school hours for extended learning and enrichment activities. The program serves students in Title 1 schools who otherwise would not have such opportunities.

Program Features

Texas ACE provides:

- No-cost before school, after school, and summer activities for any student who attends a participating school
- Interactive, hands-on learning disguised as fun and aligned to the school day curriculum
- Enrichment activities, including sports and clubs
- Homework help, tutoring, study strategies, time management, and other targeted, needs-based academic assistance
- Youth development and project-based activities that build character, confidence, and leadership skills
- Support for college and career readiness, such as career planning, SAT/ACT prep, and help with college applications and financial aid
- Snacks (some participating sites may also include meals)

Reach/Results

Through its competitively funded grants, Texas ACE operates more than 700 learning centers in more than 140 school districts and employs thousands of Texas teachers.

When Texas ACE programs are implemented with fidelity, students attend school more often and have fewer disciplinary incidents.

Students attending more than 30 days of a high-quality Texas ACE program experience measurable academic improvements overall, including:

- Increased grade promotion
- Improved grades in English and math for 28% of participating students*
- Higher test scores in English and math for students in grades 9–12
- Fewer absences in grades 4–12
- Fewer disciplinary incidents in grades 6–12

The longer a student stays enrolled in a Texas ACE program, the more they stand to benefit. Programs that retain students for more than one school year have a more positive effect on STAAR math and reading scores.

*Last reported for the 2018-19 school year

Texas ACE Branding Requirements

All outreach, communications, and program materials used to promote Texas ACE should align with and adhere to the official Texas ACE Brand Guide. The Texas ACE Promotional Toolkit includes up-to-date, on-brand logo files, graphics, and other downloadable design assets.

Use of the Texas ACE Logo

The logo must appear on all outreach, communications, and program materials following usage guidelines in the Texas ACE Brand Guide.

Required Funding Statement

This statement must appear at least once on all Texas ACE branded materials (digital and print), including reports, presentations, and most promotional materials:

"Funded by a grant from the US Department of Education's 21st Century
Community Learning Centers program"

Contact the TEA legal department to determine whether the statement may be omitted in specific instances.

TEA Brand Alignment

Texas ACE aligns with Texas Education Agency (TEA) brand and content standards and guidelines. All program materials should be produced in adherence with:

- TEA Brand Book
- TEA Style Guide
- Chicago Manual of Style
-

Telling the Texas ACE Story

Tagline

School ends. Learning doesn't.

Supporting Copy

When space or format calls for a secondary line of headline-style copy, pair the tagline with an attention-grabbing phrase appropriate for the target audience.

Examples:

- Elementary students: Step straight into the fun!
- Middle and high school students: Where Learning Gets Real
- Parents: Give your child the gift of more learning—disguised as fun.
- Partners or volunteers: Bring lessons to life for thousands of Texas students.
- Any audience: The Bridge Between Learning and Life

Voice and Tone

Texas ACE is friendly, welcoming, energetic, reassuring, and optimistic. When communicating about Texas ACE, adhere to this established voice while adjusting specific messages and tone appropriately for the target audience, channel, or format.

Key words that express and capture the core values of Texas ACE include:

- Reach
- Extend
- Align
- Achieve
- Expand
- Grow
- Opportunity
- Partnership
- Support
- Engagement
- Community
- Belonging
- Safety
- Relationships
- Fun
- Interactive

"About Us" Statement (a.k.a. Boilerplate)

When the last bell rings, ACE is just getting started. The Afterschool Centers on Education (ACE) program provides no-cost activities before and after school and during summer for K–12 students in Title I schools. Funded through the federal 21st Century Community Learning Centers program and administered by Texas Education Agency (TEA), Texas ACE helps students prepare for college, career, or military service. Texas ACE operates more than 700 learning centers in 142 school districts and has a proven track record for boosting attendance and achievement.

Value Proposition

Texas ACE programs across the state have been shown to improve academic performance, behavior, attendance, grade promotion, and graduation rates. Parents can feel se.5p)-5T3 (e)-0.8a-0.8 (nts)

Key Messages/Talking Points

All Audiences

- Texas ACE

Educators

- Partner with Texas ACE to help your students thrive.
- Texas ACE brings the fun and inspires learning.
- Academically aligned activities build on students' school-day growth and

Volunteers (tutors, mentors, chaperones, activity coordinators, businesses, nonprofit organizations)

- School only occupies about 1/3 of a child's life. Help kids in your community stay safe, active, and learning after the last bell rings.
- Support and empower local students while earning your volunteer hours and making connections in the community.
- Texas ACE offers volunteers a meaningful, memorable experience with a consistent schedule.

Internal/TEA Employees

- Texas ACE is a valuable tool in the TEA toolbox that aligns with agency strategic priorities.
- Texas ACE complements other agency programs to create a support system for students when school is not in session.
- More than just an extension of the school day, Texas ACE brings learning to life through hands-on, exploratory afterschool activities.

Grantee Welcome Kit Message

Thank you for partnering with Texas ACE!

Together, grantees like you operate more than 700 centers across the state

Mortnar