2020 Principal Application
Purpose
Created in 2002, the H-E-B Excellence in Education® Awards are designed to honor outstanding public school professionals
and to thank them for their dedication and commitment. Through this program, H-E-B seeks to pay tribute to those educators who go the extra mile each and every day to serve their students and their communities and who inspire others
to do the same.

Eligibility
• Active Public School Principal with a minimum of three years of experience as a campus level principal; minimum of two
  consecutive years on the same campus
• State certified public school principals currently administrating within Texas
• Proven community leader
• Current TASSP and TEPSA Statewide officers are not eligible
• Principals who have been previously selected as a statewide winner are not eligible to reapply

Criteria
Nominees will be judged according to the Texas Professional Standards for Principals with special emphasis on:
• Leadership and Campus Culture
• Instructional Leadership and Management
• Communication and Community Relations

Evaluation Process
All written applications will be screened and scored by a team of professional readers. Regional finalists will be selected by
a panel of judges comprised of educators, administrators and community leaders. There are five identified regions within the
H-E-B service area and two (2) finalists will be selected from each area, one elementary and one secondary.

Applications from the ten (10) finalists will then be reviewed by the statewide selection committee. The committee will
conduct personal interviews with each candidate during a special two-day event to be held in May 2020. The event will
culminate with the announcement of two (2) overall statewide winners during a recognition dinner and celebration.

Awards
The ten (10) regional finalists will be notified of their selection on their individual campuses beginning in February.
During surprise visits from H-E-B officials and members of the community, each finalist will be presented with a check for
$1,000 for themselves plus a $2,500 grant for their schools. In addition, each finalist will receive an all-expense paid trip
to the awards celebration in May including a special reception in their honor.

Elementary School Winner - $10,000 for the principal and $25,000 for his or her school
Secondary School Winner - $10,000 for the principal and $25,000 for his or her school

Application Guidelines
Applications may be submitted online or mailed in.
To complete an online application, please visit heb.com/education. The online application will be available until
midnight on December 9, 2019.

If an applicant is mailing in an application rather than completing it online, please follow the guidelines below:

• Use no more than one page (8.5” x 11”) to answer each professional question.
• NOTE: Professional résumés can be more than one page.
• Type your name and the corresponding professional question at the top of each page.
• Use no smaller than 10 pt. type and no less than 1.5” line spacing.
• Please retain a copy of the application for your records, as materials will not be returned.
• Please DO NOT submit additional materials. They will not be used in the judging process.
• Applications must be postmarked by midnight on December 9, 2019.
• Staple your completed application in the top left corner.

Please submit your completed application to:
H-E-B Excellence in Education Awards
8100 Cameron Rd.
Bldg. A, Suite 200
Austin, TX 78754

Once your application has been received, you will be notified via e-mail.
Please allow 3 - 5 days for processing.
Applicant Name: ________________________________________________________________

First                                      Last

Dr. ___  Mr. ___  Mrs. ___  Ms. ___

Home Address: ________________________________________________________________

Street                          City                        State                        Zip

Home Phone: (___)_________________________ E-mail: _____________________________

Total number of years as a principal: ____________________________________________

Total number of years at current school: _________________________________________

Full Name of School: ____________________________________________________________

School Address: ________________________________________________________________

Street                          City                        State                        Zip

Telephone: (___)_________________________ Fax Number: (___)_______________________

School E-mail: ________________________ School Web Site: __________________________

Classification: _______ Urban _______ Suburban _______ Rural

School District: ___________________ ESC Region: ________________________________

District Superintendent's Name: _________________________________________________

District Address: _______________________________________________________________

Street                          City                        State                        Zip

Telephone: (___)_________________________ Fax Number: (___)_______________________

Current School Enrollment: _________________ Grade Levels (e.g. Pre-K - 5): __________

Demographic breakdown of student population: __________________________________________

Percentage of students that qualify for free or reduced lunch: ____________________________

STAAR Passage Rates:       Reading _______ English/LA _______ Science _______
                            Writing _______ Mathematics _______ Social Studies _______

Categories (Select One):

_____ Elementary School Nominee     Grade Configuration (Pre-K - 5): __________

_____ Secondary School Nominee     Grade Configuration (6 - 12): __________

Signature of Applicant: __________________________________________ Date: __________
EDUCATIONAL HISTORY AND PROFESSIONAL DEVELOPMENT
Please provide a copy of your current résumé with the following information:

a. Colleges and universities attended and degrees earned
b. Employment history including school names, locations and dates
c. Professional association memberships and offices held
d. Developmental activities and leadership training
e. Honors and awards
f. Community involvement

NOTE: Résumés can be more than one page in length.

PROFESSIONAL QUESTIONS (essays)

Leadership
1. How do you keep interest, engagement and rigor high for students, teachers and support staff? How well are your efforts working? How do you know?
2. What are the obstacles or hurdles that your school has had to overcome in order to get where you are today? Who helped? If you had it to do all over again, what would you do differently?

Student Achievement
3. Explain how you ensure that your staff is able to meet the diverse needs of individual students while also reaching unified group goals.
4. How are you making data relevant, meaningful and useful for parents, teachers and students?

Community Involvement
5. As your school ambassador, describe a situation where you had to work with competing interests and/or constituents such as students, caretakers and community members in a positive manner to benefit everyone involved.

LETTER OF SUPPORT
Include a letter of support from an immediate supervisor or superintendent.