

Magnet Program Changes Memo to HISD Board of Managers

Aligned with Constraint 3 and HISD Board Policy EHB Local, the memo below shares the analysis completed to inform significant program changes on Houston ISD campuses. These program changes originated from the HISD CCMR Division after an in-depth review of labor market data and were subsequently reviewed and approved by Houston ISD Senior Leadership.

Executive Summary:

HISD is committed to ensuring all students have access to quality Career and Technical Education (CTE) programming that prepares students for the 2035 workforce. To support these efforts, HISD conducted a study in the fall of 2025 to determine which Career and Technical Education (CTE) programs lead to high-wage, high-demand jobs. The study used Houston labor market data from the US Bureau of Labor Quarterly Census of Employment and Wages. This research was done to support planning for the 2026-27 school year.

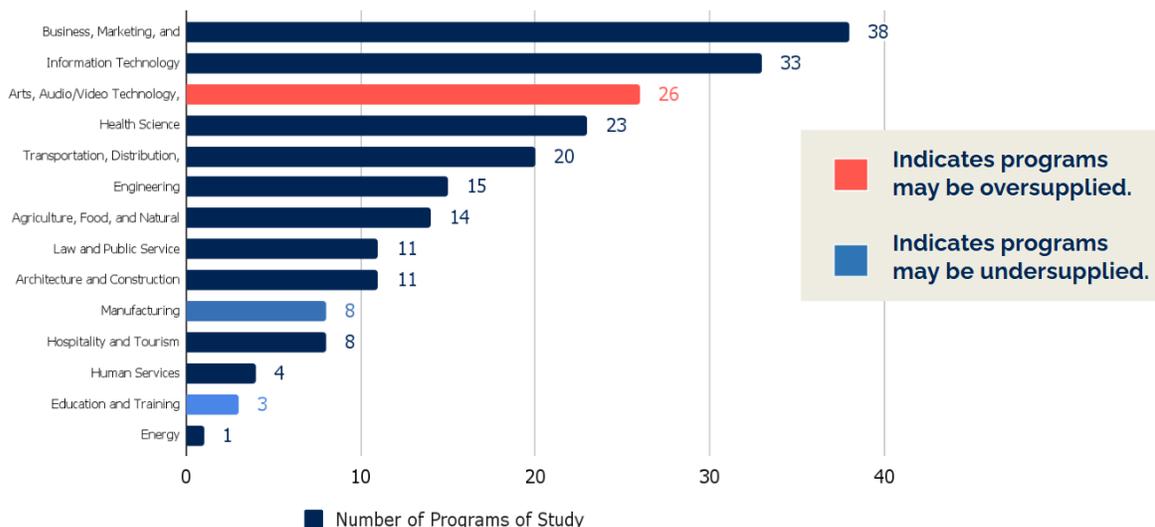
The results of the study indicate the Houston area has high-wage, high-demand jobs in the following career clusters:

- Healthcare – diagnostics and therapeutics (specifically focused on nursing), pharmacy, health informatics
- IT – networking and cybersecurity
- Trades – automotive, construction science, electrical, plumbing, welding
- Engineering – engineering foundations, including drones and robotics
- Business – business management and entrepreneurship

Additionally, the study showed some programs were not meeting minimum wage threshold requirements for HISD graduates. The magnet programs on this list include:

- Arts, Audio/Visual Technology and Communications

The data analysis found that no occupations in the arts, audio/visual technology and communications career clusters exceeded the demand threshold to be considered in-demand in the Houston region. Additionally, only two occupations in the Houston labor market within this cluster lead to a living wage after high school graduation without a post-secondary credential; both of those occupations are low demand. Additionally, the data shows that HISD may be oversupplied in this cluster, as seen below (full data set can be accessed via the Appendix):



Given these results, HISD plans to align its overall programmatic offerings. This includes recommending sunsetting some programs that do not align to the labor market data.

This memo serves to inform that there are three campuses who have proposed program changes that meet the definition of “significant” change, as outlined in [Board Policy AE Local](#) and [EHB Local](#). These requested program changes will begin implementation in the 26-27 school year and will follow a multi-year sunset process.

1. **Kashmere High School-** The district proposes sunsetting the graphic design magnet CTE program to better align to Houston labor market data.
2. **Heights High School-**The district proposes sunsetting the graphic design magnet CTE program to better align to Houston labor market data.
3. **Northside High School-** The district proposes sunsetting the graphic design magnet CTE program to better align to Houston labor market data.

This memo also serves to provide an analysis of the requested changes. While these campuses will not formally sunset programs until the beginning of the 26-27 school year, the decision is being communicated now so that campuses can properly advertise their programs in the upcoming School Choice application, which opens December 9, 2025. The programs will sunset with one grade level per year, beginning with 9th-grade students in the fall of 2026. While these changes will not meet the definition of “significant” in the 26-27 school year, we are sharing the full sunset strategy that does meet the definition of significant and the accompanying analysis in advance; the full impact will be felt in the 29-30 school year.

These magnet recommendations are part of a broader review of CTE programming, which may include recommendations to sunset or transition other non-magnet CTE programs at the listed schools. Please refer to the Appendix below for details on the more comprehensive recommendations and definitions of CTE terms.

Kashmere High School

Context: Kashmere is a North division high school that currently sends about 16% of its students to Barbara Jordan Career Center.

Division	North													
NES Status	NES													
Total Enrollment	603													
CTE Program Overview	Currently, students at Kashmere can access the following programs of study: entrepreneurship (FPOS), graphic design (magnet), marketing and sales, and networking.													
# of students enrolled in CTE Programs	<table border="1"> <thead> <tr> <th>Program of Study</th> <th>Enrollment</th> </tr> </thead> <tbody> <tr> <td>Entrepreneurship</td> <td>Approx. 126</td> </tr> <tr> <td>Graphic Design (Magnet)</td> <td>Approx. 127</td> </tr> <tr> <td>Marketing and Sales</td> <td>Approx. 122</td> </tr> <tr> <td>Networking</td> <td>Approx. 96</td> </tr> <tr> <td>Attending BJCC</td> <td>Approx. 95</td> </tr> </tbody> </table>	Program of Study	Enrollment	Entrepreneurship	Approx. 126	Graphic Design (Magnet)	Approx. 127	Marketing and Sales	Approx. 122	Networking	Approx. 96	Attending BJCC	Approx. 95	
	Program of Study	Enrollment												
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	Networking	Approx. 96												
Attending BJCC	Approx. 95													

<p>Request Narrative</p>	<p>HISD CTE team recommends that Kashmere HS formally sunset their Graphic Design CTE magnet program, beginning effective SY 26-27 with incoming freshmen, to better align to Houston regional labor data.</p> <p>Additional Data: Schoolwide enrollment in the program is approximately 127 students. Graphic design is part of the Arts, Audio/Visual Technology, and Communications CTE cluster. Based on an external labor market analysis conducted by EdStrategy (ESG), along with additional labor market insight from ContigoEd, these programs of study are not aligned to the high-wage/in-demand (HWID) occupations. HWID occupations are defined as earning a living wage, having above-average annual openings, and having above-average predicted job growth over the next 5 years. Additionally, the analysis showed that HISD is oversupplied in the arts/AV technology and communications cluster, as the number of programs across the district is larger than the predicted number of entry-level job openings. By sunsetting the graphic design program, HISD can better align its programming to labor market needs. Additionally, this sunset will allow Kashmere to send more students to Barbara Jordan Career Center; as a result, students will be able to access 16 programs of study that are better aligned to the Houston labor market data.</p>
<p>Community Engagement Plan</p>	<p><u>Staff engagement:</u></p> <p>Conversations with staff will begin the week of December 1, when school principals and CTE administrators will discuss the proposed shifts. Additionally, there will be a follow-up conversation to discuss long-term staffing implications in March.</p> <p><u>Family engagement:</u></p> <p>Beginning in January, district leadership will communicate opportunities at Barbara Jordan Career Center, along with other CTE programs at Kashmere, to current and future Kashmere students. Possible outlets will include:</p> <ol style="list-style-type: none"> 1. Visits for middle school students to Barbara Jordan Career Center 2. Videos and emails spotlighting CTE programming at Barbara Jordan Career Center 3. 1:1 conversations with counselors to ensure students understand their coursework options

Heights High School

Context: Heights is a Central division high school that currently sends about 1.5% of its students to Barbara Jordan Career Center.

Division	Central																						
NES Status	PUA																						
Total Enrollment	2469																						
CTE Program Overview	Currently, students at Heights can access the following programs of study: automotive, business management, digital communications (magnet), engineering foundations, entrepreneurship (FPOS), graphic design (magnet), health informatics (FPOS), networking (FPOS) and web development.																						
# of Students Enrolled in CTE Programs	<table border="1"> <thead> <tr> <th>Program of Study</th> <th>Enrollment</th> </tr> </thead> <tbody> <tr> <td>Automotive</td> <td>Approx. 176</td> </tr> <tr> <td>Business Management</td> <td>Approx. 239</td> </tr> <tr> <td>Digital Communications (magnet)</td> <td>Approx. 259</td> </tr> <tr> <td>Engineering Foundations</td> <td>Approx. 265</td> </tr> <tr> <td>Entrepreneurship</td> <td>Approx. 16</td> </tr> <tr> <td>Graphic Design (Magnet)</td> <td>Approx. 112</td> </tr> <tr> <td>Health Informatics</td> <td>Approx. 122</td> </tr> <tr> <td>Networking</td> <td>Approx. 11</td> </tr> <tr> <td>Web Design</td> <td>Approx. 284</td> </tr> <tr> <td>Attending BJCC</td> <td>Approx. 37</td> </tr> </tbody> </table>	Program of Study	Enrollment	Automotive	Approx. 176	Business Management	Approx. 239	Digital Communications (magnet)	Approx. 259	Engineering Foundations	Approx. 265	Entrepreneurship	Approx. 16	Graphic Design (Magnet)	Approx. 112	Health Informatics	Approx. 122	Networking	Approx. 11	Web Design	Approx. 284	Attending BJCC	Approx. 37
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<p>Request Narrative</p>	<p>Heights will formally sunset their Graphic Design CTE magnet program, beginning effective SY 26-27 with incoming freshmen, to better align to Houston regional labor data.</p> <p>Additional Data: Schoolwide enrollment in the program is approximately 112 students. Graphic design is part of the Arts, Audio/Visual Technology, and Communications CTE cluster. Based on an external labor market analysis conducted by ESG, along with additional labor market insight from Contigo, these programs of study are not aligned with the high-wage/in-demand (HWID) occupations. HWID occupations are defined as earning a living wage, having above-average annual openings, and having above-average predicted job growth over the next 5 years. Additionally, the analysis showed that HISD is oversupplied in the arts/AV technology and communications cluster as the number of programs across the district is larger than predicted number of entry-level job openings. By sunsetting the graphic design program, HISD can better align its programming to labor market needs. Additionally, this sunset will allow Heights to send more students to Barbara Jordan Career Center; as a result, students will be able to access 16 programs of study, along with CTE programs at the home campus (such as Entrepreneurship and Networking), that are better aligned to the Houston labor market data.</p>
<p>Community Engagement Plan</p>	<p><u>Staff Engagement:</u></p> <p>Conversations with staff will begin the week of December 1, when school principals and CTE administrators will discuss the proposed shifts. Additionally, there will be a follow-up conversation to discuss long-term staffing implications in March.</p> <p><u>Family Engagement:</u></p> <p>Beginning in January, district leadership will communicate opportunities at Barbara Jordan Career Center, along with other CTE programs at Heights, to current and future Northside students. Possible outlets will include:</p> <ol style="list-style-type: none"> 1. Visits for middle school students to Barbara Jordan Career Center 2. Videos and emails spotlighting CTE programming at Barbara Jordan Career Center 3. 1:1 conversations with counselors to ensure students understand their coursework options

Northside High School

Context: Northside is a Central division high school that currently sends about 6% of its students to Barbara Jordan Career Center.

Division	Central																
NES Status	NES																
Total Enrollment	916																
CTE Program Overview	Currently, students at Northside can access the following programs of study: culinary, digital communications (magnet), entrepreneurship, graphic design (magnet), lodging and resort management, and networking.																
# of Students Enrolled in CTE Programs	<table border="1"> <thead> <tr> <th>Program of Study</th> <th>Enrollment</th> </tr> </thead> <tbody> <tr> <td>Culinary</td> <td>Approx. 240</td> </tr> <tr> <td>Digital Communications (magnet)</td> <td>Approx. 219</td> </tr> <tr> <td>Entrepreneurship</td> <td>Approx. 56</td> </tr> <tr> <td>Graphic Design (Magnet)</td> <td>Approx. 219</td> </tr> <tr> <td>Lodging and Resort Management</td> <td>Approx. 6</td> </tr> <tr> <td>Networking</td> <td>Approx. 62</td> </tr> <tr> <td>Attending BJCC</td> <td>Approx. 52</td> </tr> </tbody> </table>	Program of Study	Enrollment	Culinary	Approx. 240	Digital Communications (magnet)	Approx. 219	Entrepreneurship	Approx. 56	Graphic Design (Magnet)	Approx. 219	Lodging and Resort Management	Approx. 6	Networking	Approx. 62	Attending BJCC	Approx. 52
	Program of Study	Enrollment															
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	Lodging and Resort Management	Approx. 6															
	Networking	Approx. 62															
Attending BJCC	Approx. 52																

<p>Request Narrative</p>	<p>Northside will formally sunset their Graphic Design CTE magnet program, beginning effective SY 26-27 with incoming freshmen, to better align to Houston regional labor data.</p> <p>Additional Data: Schoolwide enrollment in the program is approximately 219 students. Graphic design is part of the Arts, Audio/Visual Technology, and Communications CTE cluster. Based on an external labor market analysis conducted by ESG, along with additional labor market insight from Contigo, these programs of study are not aligned to the high wage/in-demand (HWID) occupations. HWID occupations are defined as earning a living wage, having above average annual openings, and having above average predicted job growth over the next 5 years. Additionally, the analysis showed that HISD is likely oversupplied in the arts/AV technology and communications cluster, as the number of programs across the district is larger than predicted number of entry-level job openings. By sunsetting the graphic design program, HISD can better align its programming to labor market needs. Additionally, this sunset will allow Northside to send more students to Barbara Jordan Career Center; as a result, students will be able to access 16 programs of study that are better aligned to the Houston labor market data.</p>
<p>Community Engagement Plan</p>	<p><u>Staff Engagement:</u></p> <p>Conversations with staff will begin the week of December 1, when school principals and CTE administrators will discuss the proposed shifts. Additionally, there will be a follow-up conversation to discuss long-term staffing implications in March.</p> <p><u>Family Engagement:</u></p> <p>Beginning in January, district leadership will communicate opportunities at Barbara Jordan Career Center, along with other CTE programs at Northside, to current and future Northside students. Possible outlets will include:</p> <ol style="list-style-type: none"> 1. Visits for middle school students to Barbara Jordan Career Center 2. Videos and emails spotlighting CTE programming at Barbara Jordan Career Center 3. 1:1 conversations with counselors to ensure students understand their coursework options

Appendix A: Comprehensive Review of CTE Programming

Please see the table below that highlights a comprehensive view of CTE programming considerations concerning the schools listed in this memo.

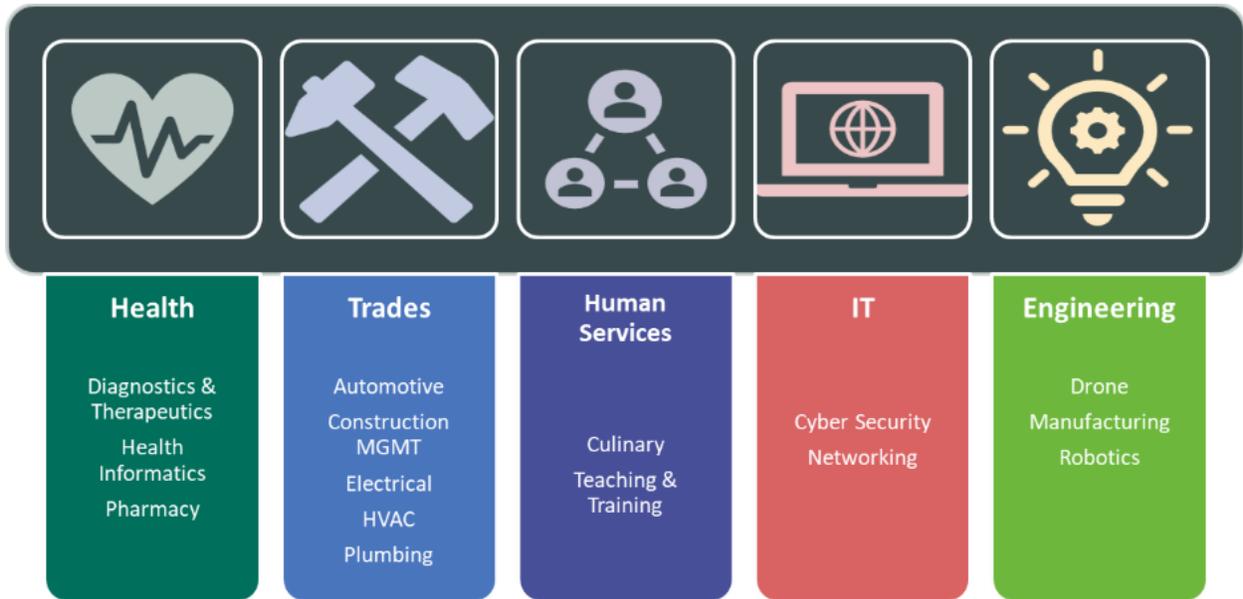
School	Sunset	Transition to BJCC	Maintain
Kashmere High School	Entrepreneurship Graphic Design	Networking Systems	Marketing and Sales JROTC
Heights High School	Entrepreneurship Web Development Graphic Design	Automotive Networking Systems Health Informatics Engineering Foundations	Business Management Digital Communications JROTC
Northside High School	Lodging & Resort Management Graphic Design	Culinary (Partial) Networking Systems	Entrepreneurship Digital Communications Culinary (Capped) JROTC

Appendix B: CTE Terminology

Please see definitions below to aid in understanding the terms used above:

- **High-wage, in demand occupations:** Jobs that earn a living wage (\$22.18/hour for a household of 1 adult, as set by the MIT living wage calculator), have above annual average job openings (582 in Houston), and have above average predicted job growth over the next 5 years (5.82% predicted from 2025-2030).
- **CTE Program of Study:** Career and technical education coursework in a particular career field (e.g. plumbing).
- **CTE Completer:** A student who completes required classes within a CTE program of study and who earns an industry-based certificate (a flexible credential as determined by TEA).

Appendix C: Barbara Jordan Career Center Programs of Study



Appendix D: External Data Analysis

- **ESG and Contigo Data Overview, providing background research:** [ESG/Contigo Data Overview](#)
- **ESG and Contigo Raw Labor Market Data used for analysis:** [ESG/Contigo Labor Market Data](#)