



Wimberley ISD

Strength. Innovation. Excellence.

WIMBERLEY HIGH SCHOOL STUDENTS TAKE MARKETING SKILLS FOR A DRIVE

District's New Bus Wrap is Born of Classroom Creativity and Collaboration

Wimberley, Texas, March 26, 2019—New Wimberley ISD buses are on the road now and beyond their mission to get students to extracurricular and sports events, they represent real-world learning for Wimberley High School students. When WHS Business, Finance and Marketing instructor,



Ms. Reeves B1 Advertising class in front of the new activity bus design.

Lauren Reeves, challenged her students to create a bus wrap design, they showcased all the skills they had learned in her class.

“The advertising classes at WHS brainstormed, sketched, and pitched bus designs in marketing teams of five. Each team member had a role to play in the research, design, and sales process,” said Reeves.

Two teams from each class were chosen by their classmates and Reeves submitted those designs to the graphic designer.

projects, no matter how well you do on something it will end up just being seen by your teacher or a group. This assignment actually went somewhere and all of our hard work will be remembered," said Campbell Horn, WHS tenth grade student.

"My favorite part about the bus project was having an assignment that was actually going somewhere. Normally, with school

Students who worked on the winning designs are: Diana Alvarado, Michaela Anderson, Hope Behrhorst, Avery Biggers, Benjamin Burris, Tatum Busby, Lily Downing, Declan Duggan, Justin Duggan, Kayla Gould, Landry Harris, Campbell Horn, Miranda Lewis, Luis Lopez Cruz, Lauren Majors, Nicholas Manzi, Henry Price, Ryan Ritchie, Ashleigh Strube, Jaime Swan, Paige Tindell, Blake Vrba, Preston Wyatt, Evan Mayhew, Sydney Pate, Anna Yearly, Kyle Armstrong, John Bingle, Colby Boyle, Zachary Britton, Bella Browning, Ryan Dunn, Madisyn Elliott, Tess Everson, Thomas Garner, Cameron Gifford, Kolby Goforth, Demetrius Hendry, Jacob Jobes, Rex Kidd, Cassidy Kirchner, Blake Mullinix, Anna Olmedo Barraco, Jadon Potts, Cole Schroeder, Kaitlyn A. Sloan, Zachary Starr and Zane Suttan-Edwards.

[Photo Link](#)

About Wimberley Independent School District

Nestled in the majestic community of Wimberley, Texas, the Wimberley Independent School District offers the best of both worlds to local families—a small town environment with schools committed to innovation and excellence. WISD campuses include Scudder Primary School for students in PreK-1st grade, Jacobs Well Elementary for students in 2nd-5th grade, Danforth Junior High for students in 6th-8th grade and Wimberley High School, home of the Texans and students in 9th-12th grade. For more information, visit wimberleyisd.net.

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