

Discussion on the future of the Schertz Sweetheart Court Program

Schertz City Council April 27, 2021

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Sweetheart Court Program History

- Created in 1989 by the Schertz Business Association, a predecessor to the Chamber of Commerce
- The city took over the program from The Chamber in 2007
- Focus of the program has been a traditional pageant format culminating in a coronation ceremony
- Court participates in special events and parades in neighboring cities, community service projects, and receive scholarships



Sweetheart Court Program Shift

- COVID-19 pandemic caused a shift in the 2020 Court
- Application process online through City website
- Selection process included video recorded talent, video recorded Ted Talk topic, and personal interview.
- A three-panel team of community members judged applicants.
- Calendar of events was reduced due to pandemic
- 2021 Court program will be conducted the same way
 - Schertz Civic Center is being used exclusively for vaccine clinics
 - SCUCISD auditoriums not available for outside rentals at this time

Schertz Young Leaders

Purpose: To train students in leadership techniques and community awareness. Through participation in the program, participants will be prepared to make a positive impact on the quality of life in their current and future communities.

As we look to the future, we recommend transitioning the program to the Schertz Young Leaders.



Schertz Young Leaders

- Have an impact on more youth in the community (20 participants)
- Engage the next generation in support of their community
- City and community leaders will benefit by having a fresh perspective on issues challenging our city
- Monetary scholarships could still be awarded.

New format will provide an opportunity for teens to develop and implement real life skills working with civic and community leaders.

Program focuses on:

- Leadership
- Communication
- Finance/Budgeting
- Public Speaking
- Teamwork
- Civic Responsibility
- Self Confidence
- Community Service
- City Operations

Discussion