



PBIS
Rewards®

a solution of  Navigate360

Case Study

How Jefferson Silva High School is Transforming School Culture & Student Engagement with PBIS Rewards

At a Glance

School: Jefferson Silva High School (El Paso ISD, TX)

Role: Edgar Rincon, Principal

Challenge: Principal Rincon, having successfully implemented PBIS Rewards at previous schools, recognized an opportunity to strengthen school culture at Jefferson Silva by proactively setting clear, positive expectations from day one.

Solution: PBIS Rewards implementation across the school

Impact:

- 0 fights since implementation
- 30% reduction in office referrals from previous year
- Culture of mutual respect and shared expectations
- Real-time SEL /Status check-ins and teacher recognition
- A campus that “feels different” as soon as you show up



The Challenge: Creating a Culture of Intentionality

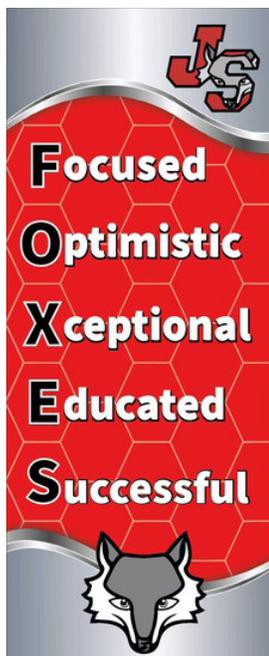
When Principal Edgar Rincon arrived at Jefferson Silva High School, he didn't inherit a major behavior crisis—but he saw an opportunity to set clear, positive behavioral expectations from day one.

“STUDENTS WERE COMING TO SCHOOL WITH LITTLE INTENTION. THERE WASN'T A UNIFIED CULTURE OR SHARED LANGUAGE AROUND BEHAVIOR,” SAID RINCON.

The Solution: PBIS Rewards + F.O.X.E.S.' Expectations

Having successfully implemented PBIS Rewards in two previous schools, Rincon knew he wanted to bring the digital PBIS management platform to his new school.

At Jefferson Silva High School—home of the Silver Foxes—he introduced a schoolwide acronym that reflects both the mascot and the mission: F.O.X.E.S. – Focused, Optimistic, Xceptional, Educated, and Successful. These values are more than just expectations; they're a daily mantra woven into the fabric of the school's culture that even involves specific hand signals and movements that every student knows.



EVERY STUDENT AND STAFF MEMBER IS NOW IMMERSED IN THESE EXPECTATIONS. PBIS REWARDS BECAME THE ENGINE TO REINFORCE THIS CULTURE THROUGH:

- FOX FUNDS (PBIS Rewards points)
- DAILY SEL CHECK-INS via the app
- HALL PASS TRACKING
- TEACHER RECOGNITION AND REWARDS

EVEN DURING CAFETERIA DUTY, EXPECTATIONS ARE REINFORCED USING THE SCHOOL'S BEHAVIORAL MATRIX AND CALM, CONSISTENT REMINDERS.

The Results: Safer, Stronger, More Connected

Since fully launching PBIS Rewards:

- No fights have occurred on campus (at the time of interview)
- Only 39 office referrals have been reported, a 30% drop from the previous year
- Students actively participate in SEL check-ins, helping counselors proactively intervene when students need help
- Teachers and students alike are recognized through a dual reward system
- Students feel more connected, seen, and valued by their school community

Students now start their day with intentionality thanks to the PBIS Rewards emotional check-in feature. By logging their mood—green (ready), yellow (stressed), or red (upset)—they give counselors a direct line to offer proactive support. This simple daily routine has helped curb absenteeism and increase student engagement. When students aren't at school, they feel missed. They're motivated to show up, participate, and meet the expectations outlined in the F.O.X.E.S. framework.

“STUDENTS KNOW THEY’RE BEING SEEN. IF THEY DON’T CHECK IN, WE NOTICE. THAT’S MADE A HUGE DIFFERENCE IN HOW THEY SHOW UP EVERY DAY.” — PRINCIPAL EDGAR RINCON

Looking Ahead: Expansion, Engagement, & Advocacy

With teacher buy-in strong and results visible, the school is looking to expand PBIS Rewards to include **Tier 2 supports** and the **parent component** in the upcoming year. Rincon is also advocating for wider adoption across El Paso ISD.

The success at Jefferson Silva has even drawn attention from the broader community. The [El Paso Independent School District published a feature story](#) on the school's transformation, showcasing how Rincon and his team used PBIS Rewards to shift school culture, increase motivation, and build a sense of belonging. From **colorful hallway flags** featuring the F.O.X.E.S. acronym to a thriving mentorship program for at-risk students, the ripple effects are undeniable.



PEOPLE WHO VISIT OUR
CAMPUS SAY IT FEELS
DIFFERENT—IN A POSITIVE
WAY. THAT'S THE CULTURE
WE'VE BUILT WITH PBIS
REWARDS.”

— PRINCIPAL EDGAR RINCON

You Can Make a Difference in Your School's Culture

"CULTURE AND CLIMATE START WITH THE PRINCIPAL. IF LEADERS BELIEVE IN PBIS REWARDS AND MODEL IT, STUDENTS AND STAFF WILL TOO. THIS PROGRAM HAS TRANSFORMED OUR SCHOOL."

– EDGAR RINCON, PRINCIPAL, JEFFERSON SILVA HIGH SCHOOL

Jefferson Silva High School proves that when strong leadership meets the right tools, meaningful change happens. PBIS Rewards didn't just improve student behavior—it reshaped how students show up, how they feel about school, and how staff and students connect.



Transform School Culture with Navigate360

With PBIS Rewards, recognizing positive behavior is seamless. Teachers and administrators can reward students anytime, anywhere—whether it's in the classroom, hallway, or at a basketball game—points can be rewarded through the PBIS Rewards app or by simply scanning a student's badge. This simplicity keeps the momentum going and makes positive reinforcement a natural part of every school day.

It's schools like Jefferson Silva and leaders like Principal Rincon that bring the Navigate360 mission to life—creating safe, supportive environments where students feel safe, seen, and inspired to succeed.

Whether you're just getting started or ready to take your PBIS program to the next level, Navigate360 has the tools and expertise to help you make it happen.

**LET'S BUILD A CULTURE WHERE EVERY STUDENT FEELS SEEN, SUPPORTED,
AND INSPIRED TO SUCCEED.**



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