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Dave Campbell's TEXAS FOOTBALL



Special Edition
Presented by

optimum.



LUBBOCK ESTACADO MATADORS

COMMUNITY  CONNECTORS

The Lubbock Estacado Matadors Embrace Their Hometown Like None Other

DAVE CAMPBELL'S TEXAS FOOTBALL

LUBBOCK ESTACADO MATADORS COMMUNITY CONNECTORS

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CONNECTING WITH
Coach Eric Ward

Q. Who is your Community Connector, and how are they involved with the program/ community?

"My Community Connector is Roctrus Sanders. He is a pillar in the East Lubbock community and a consistent advocate for both children and adults. He encourages positive choices and lifestyle changes, helping uplift the entire community."

Q. What do you talk to your team about when discussing how they represent their community, and how is your team involved in the community?

"I talk to them about taking pride in their community and striving to reach their full potential with integrity. I emphasize becoming positive, productive members of both our community and society. Our team participates in community events and service opportunities, reinforcing the importance of giving back."

Q. Why is it important to teach your young men about giving back and being good stewards?

Just as Optimum has been a source of keeping the community connected through its award-winning high-speed internet, Dave Campbell's Texas Football has been a "bible" source for millions of football fans across the Lone Star State.

During this year's Texas high school football season, Optimum is keeping score on local individuals who are making a difference in their community. As a result, Optimum is proud to have partnered with Dave Campbell's Texas Football to do so. Leveraging Dave Campbell's insight and expertise in scouting, Optimum's partnership with Dave Campbell's Texas Football is nothing short of a "winning connection." The partnership enabled the creation of the Community Connector Award in order to celebrate the achievements of community difference makers year-round – both on and off the field.

Optimum is proud to recognize

Roctrus Sanders

for his contributions to the community

Optimum is a proud founder of this award as it celebrates committed students, teachers and parents who stay connected in their community and honor them for their generous hard work and support to make their community a better place.

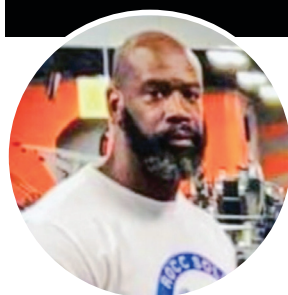
"It's important because it teaches them the human quality of servitude. Giving back not only positively impacts the community but also instills pride and a deep sense of appreciation. It helps develop young men of character who understand the value of service."

Q. What is unique about your school and community?

"Our school is more than just a school—it is the heart of the community. Many of our students' parents and grandparents are alumni. There's a strong sense of tradition and history, and being a Matador comes with pride. Estacado is a foundational pillar in East Lubbock, uniting generations through shared values and spirit."

Q. What does staying connected to the community mean to you?

"Staying connected means being a voice for the community and teaching our young men and women to honor our culture. It's about representing themselves with integrity and pride, which reflects what it means to be a Matador. Connection also means upholding excellence in everything we do—on and off the field—and cultivating a sense of pride, unity, and responsibility."



Q&A

WITH

Roctrus Sanders

Q. How did you get involved at Estacado High School?

"Through tradition and a deep passion for advocating for the community. I've always wanted to help kids grow into successful individuals and knew Estacado was the right place to make a lasting impact."

Q. What makes the Estacado community special to you?

"From the outside, people may not always see it, but this is a close-knit and resilient community. Our kids stick together and rise above challenges. There's a strong sense of unity and pride that defines the Estacado spirit."

Q. What is your proudest moment as a part of the Estacado community?

"Watching the success of the Early College Program and seeing our students graduate with college degrees. That program has opened doors for so many, and witnessing those achievements has been incredibly rewarding."



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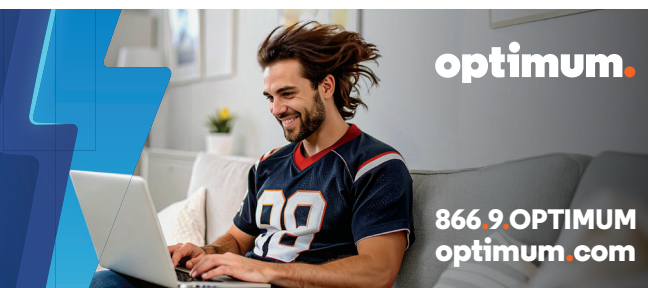


Dave Campbell's
TEXAS FOOTBALL

LUBBOCK ESTACADO - COMMUNITY CONNECTOR AWARD

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