



## Broward County Public Schools Centennial

Broward County Public Schools (BCPS) is gearing up for an important milestone — the 100th anniversary of serving the students in our community. The Centennial Celebration will honor our District's rich tradition of educational excellence and cultural diversity.

### Objectives:

- Create and foster awareness within the community of the 100<sup>th</sup> anniversary of Broward County Public Schools, as the District celebrates its past, present and future.
- Showcase the accomplishments of BCPS and the high-quality education offered at every level: elementary schools, middle schools, high schools, centers and technical colleges.
- Engage students, families, employees and community members in support of the Centennial Celebration.

### Strategy:

#### Opening and Closing Ceremonies

- Align the kickoff of the Centennial Celebration with the first School Board meeting following the first day of school in 2015/16 (September 1, 2015 School Board regular meeting).
  - The Closing Ceremony of the Centennial Celebration will take place at the end of the school year. The actual date is TBD pending the finalization of the School Board meeting dates.

#### Getting Schools and Departments Involved

- Reach out to BCPS departments and schools to provide information on how they can participate in the Centennial Celebration by "Centennializing" existing activities, events and communications.
  - Provide resources to schools and departments that can be incorporated into existing activities and communications with parents, employees and community members, e.g., Centennial logo (in multiple formats), school marquee messages, newsletters articles and fun facts about the District.
- Invite BCPS internal stakeholders to share their ideas for how they can contribute to the Centennial Celebration (e.g., a department specializing in social studies curriculum could provide activities for teachers on easy ways to incorporate facts about the District's history into lesson plans). BCPS Ideas form now available via [web/communications](http://web/communications).
- Develop District celebration events and activities, based on sponsorship commitment. Each event or activity will incorporate student and school components, such as displaying a banner, contributing to a mural and recording promotional material for the District.
- Utilize the District's website, [browardschools.com/bcps100](http://browardschools.com/bcps100), as a key portal for information on the Centennial Celebration, including upcoming events, historical facts, videos and more.
- Promote the [bcps100@browardschools.com](mailto:bcps100@browardschools.com) email address, #bcps100 social media hashtag and [browardschools.com/bcps100](http://browardschools.com/bcps100) website (including the web-based BCPS 100 Ideas form) to internal

### QUICK LINKS

- > [BCPS HISTORY](#)
- > [CENTENNIAL PLAN OVERVIEW](#)
- > [TOOLKIT](#)
- > [SHARE YOUR IDEAS](#)
- > [SPONSORSHIP OPPORTUNITIES](#)

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and external stakeholders. These communication resources will allow for two-way communication.

### **Social Media and Special Promotions**

- Incorporate social media campaigns highlighting the Centennial Celebration and directing followers to post photos and comments.
- Support schools in promoting the Centennial by providing banners to be displayed on their campuses, which include the Centennial Celebration information, as well as the year the school was established.
- Launch and execute a Districtwide contest inviting students to submit designs for a new District logo.
- Implement additional District Centennial events as sponsorship funding permits.

### **Desired Outcome:**

- Unite the community around the 100<sup>th</sup> Anniversary of BCPS. The Centennial Celebration will generate excitement about the high-quality education and innovative programs provided by our schools, spotlighting how education has evolved to meet the needs of 21<sup>st</sup> century learners.

### **Work Streams:**

- Utilize the following work streams to coordinate the planning and execution of major events, programs and activities.
- Fundraising & Development
- Events, Activities and Promotions
  - Communications
  - Logistics
- BCPS History
- Logo contest
- Public Relations (Services donated by Pierson Grant Public Relations).



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