



AGENDA REQUEST FORM

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

Special Order Request	
<input checked="" type="radio"/> Yes	<input type="radio"/> No
Time 10:15 AM	
Open Agenda	
<input type="radio"/> Yes	<input checked="" type="radio"/> No

ITEM No.:
A-1.

MEETING DATE	Sep 1 2015 10:15AM - Regular School Board Meeting
AGENDA ITEM	CONSENT ITEMS
CATEGORY	A. RESOLUTIONS
DEPARTMENT	Marketing & Communications

TITLE:
Broward County Public Schools (BCPS) Centennial Proclamation and Kickoff

REQUESTED ACTION:
Proclaim and kickoff the 2015/16 school year as BCPS Centennial Year(1915 - 2015) at the September 1, 2015, Regular School Board Meeting.

SUMMARY EXPLANATION AND BACKGROUND:
BCPS is celebrating an important milestone -the **100th anniversary** of serving the students in our community. The Centennial Celebration honors our Districts rich tradition of educational excellence and cultural diversity.
Objectives: Create and foster awareness within the community of the 100th anniversary of BCPS, as the District celebrates its past, present and future. **Showcase the accomplishments and rich history 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** to take part in the District's Centennial events. See attached Centennial Plan Overview and BCPS100 Events Calendar documents for more information regarding the Centennial or visit browardschools.com/bcps100. * **Additional Attachments:** Approved original signed resolution 16-11, as well as, updated resolution reflecting the current number of charter schools.

SCHOOL BOARD GOALS:

Goal 1: High Quality Instruction Goal 2: Continuous Improvement Goal 3: Effective Communication

FINANCIAL IMPACT:
There is no financial impact to the District.

EXHIBITS: (List)
(1) bcps100_events_calendar_v081315 (2) Centennial Plan Overview (3) Approved Resolution 16-11 (4) Centennial Resolution 9 1 15

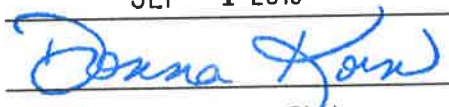
BOARD ACTION: <div style="font-size: 2em; font-weight: bold; margin: 10px 0;">ADOPTED</div> <small>(For Official School Board Records Office Only)</small>	SOURCE OF ADDITIONAL INFORMATION:	
	Name: Valerie Goode, Director, Marketing & Commu	Phone: 754-321-2300
	Name: Dr. Carolyn Stewart, Coordinator, District Cor	Phone: 754-321-2300

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA
Senior Leader & Title

Tracy Clark - Chief Public Information Officer

Signature
Tracy A. Clark
Tue Aug 25 19:08:36 2015

Approved In Open Board Meeting On: SEP 1 2015

By: 
School Board Chair

Centennial Celebration At-a-Glance 2015/16



AUGUST		SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER	
1	BCPS history website.	1	Centennial launched at School Board meeting - represents the official commencement of the Centennial.	21	BEF Hall of Fame - recognition of outstanding BCPS alumni.	TBD*	School Board of Broward County, Florida Organizational Meeting.	TBD*	
10	Back to school resources - videos and links to important resources for parents and students.	15	Hispanic Heritage Month - from September 15 through October 15.	22	Jumpstart's Read for the Record Campaign - celebrating literacy and high-quality early childhood education.				
20	Social media campaign launch including a Throwback Thursdays campaign on Twitter.	17	South Florida Gifted and Talented Symposium	TBD*	Mi Gente, Mi Escuela - showcases the District, local and national speakers regarding best practices on diversity and inclusion of minorities in education.				
		TBD	Conversation with the District - series of town hall-style meetings.						
JANUARY		FEBRUARY		MARCH		APRIL		MAY	
8	The 100th Day of School.	1	Black History Month - series of events during this annual celebration of achievements by African Americans.	1	Youth Arts Month - series of exhibitions, performance assessments and concerts held at BCPS locations.	1	Caliber Awards - recognizing and celebrating outstanding teachers, principals, assistant principals and school-related/District employees.	TBD*	Closing ceremony. Represents the official end of the Centennial celebration. <ul style="list-style-type: none"> New BCPS logo and mural unveiled
21	Superintendent's Advanced Placement Studio Arts Exhibition in conjunction with the All County Honors Music Concerts.	25	Community involvement Awards - event honoring parent involvement initiatives, mentors, volunteers, business and community partners.	11	Above the Influence March and Rally - annual event to encourage students to stand up to negative influences.	30	El Día de Los Niños - annual celebration of children, families and reading.		
28	School Duel - first program of the season airs on Beacon.								
TBD*	Ed Talk - public forum engaging students, parents, teachers, principals, representatives from business, high education, community and faith-based organizations.								

Legend: Events organized by the Public Information Office in green • Events organized by other departments in black • TBD* - Date(s) to be determined/Actual dates will be provided. Revised: August 2015
The most up-to-date calendar can always be found online at browardschools.com/bcps100.



Broward County Public Schools


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[BCPS SPOTLIGHTS](#)


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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 100th 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.
- 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, as a key portal for information on the Centennial Celebration, including upcoming events, historical facts, videos and more.
- Promote the bcps100@browardschools.com email address, #bcps100 social media hashtag and 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](#)

VIEW OUR STRATEGIC PLAN



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 100th 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 21st 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).



Broward County Public Schools is committed to educating today's students to succeed in tomorrow's world.

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The School Board of Broward County, Florida

RESOLUTION

No. 16-11

**RESOLUTION PROCLAIMING
2015/16 SCHOOL YEAR AS THE CENTENNIAL YEAR
THROUGHOUT
BROWARD COUNTY PUBLIC SCHOOLS
September 1, 2015 – June 10, 2016**

WHEREAS, the first members of the Board of Public Instruction of Broward County, which included three members, were appointed by the Governor of Florida on July 13, 1915; and

WHEREAS, members of the Board of Public Instruction of Broward County and the appointed County Superintendent of Public Instruction, acting as Board Secretary, met to complete the organization of the Board on October 18, 1915; and

WHEREAS, the Board of Public Instruction appointed 37 teachers to work at 12 Broward County schools at said organizational meeting; and

WHEREAS, the Board of Public Instruction of Broward County officially changed its name to the School Board of Broward County, Florida in 1970; and

WHEREAS, the School Board of Broward County, Florida currently oversees 238 schools, centers and technical colleges, 99 charter schools, over 265,000 students and 175,000 adult learners; over 14,500 instructional staff, 9,800 support staff, 1,370 administrators, and approximately 7,000 substitute and temporary workers; and

WHEREAS, the School Board of Broward County, Florida has grown from three members to nine members who lead the sixth largest public school system in the nation, the second largest public school system in Florida, and since 1962, is the first fully accredited school district in the state; and

WHEREAS, Educating Today's Students to Succeed in Tomorrow's World is the vision statement of Broward County Public Schools under the auspices of the School Board of Broward County, Florida; and

WHEREAS, Broward County Public Schools is committed to educating all students to reach their highest potential as stated in its mission statement; and

WHEREAS, the School Board of Broward County, Florida is celebrating 100 years of service to Broward County, the State of Florida and the United States of America.

NOW THEREFORE, BE IT RESOLVED, that the School Board of Broward County, Florida hereby declares and proclaims

**September 1, 2015, as the official launch date for its Centennial Celebration,
that the 2015/16 school year is recognized as its Centennial Year throughout Broward County Public
Schools,**

and that all schools, centers, technical colleges and departments will participate in promoting this stellar milestone throughout the community.

Given at Fort Lauderdale, Florida this 18th day of August, 2015

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

BY: 
Donna P. Korn, Chair

ATTEST: 
Robert W. Runcie, Superintendent of Schools



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Donna P. Korn, Chair

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Robert W. Runcie
Robert W. Runcie, Superintendent of Schools