

Dr. Martin Karp, Vice-Chair

**SUBJECT:       REQUEST THAT THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, AUTHORIZE THE SUPERINTENDENT TO EXPLORE THE FEASIBILITY OF ADDING TO THE DISTRICT'S MARKETING PLAN IN DEVELOPMENT THE PROMOTION OF DISTRICT INITIATIVES AND EMPLOYMENT AND VOLUNTEER OPPORTUNITIES AT SCHOOL ANNIVERSARIES, HALL OF FAME CEREMONIES, HIGH SCHOOL REUNIONS, AND IN PUBLICATIONS RELATED TO SUCH EVENTS**

**COMMITTEE:   INSTRUCTIONAL   EXCELLENCE   AND   COMMUNITY ENGAGEMENT**

On January 19, 2007, the Superintendent announced a new marketing plan aimed at improving the public perception of Miami-Dade County Public Schools, informing the community of the many programs and educational opportunities offered through our public schools, and engaging external stakeholders that have an interest in working with the District in creating a world-class education system.

While staff has presented a variety of materials available for distribution at key venues, consideration should be given to adding high school reunions and publications promoting and associated with such events. Seeking alumni for employment or volunteer opportunities can greatly benefit our school system while at the same time promoting the District and providing information about adult and community education programs offered.

**ACTION PROPOSED BY**

**DR. MARTIN KARP:**       That The School Board of Miami-Dade County, Florida, authorize the Superintendent to:

1. explore the feasibility of adding to the District's marketing plan the promotion of District initiatives and employment and volunteer opportunities at school anniversaries, hall of fame ceremonies, high school reunions, and in publications related to such events; and,
2. submit a report to the Board no later than June 2007.