

# QUARTER 2 UPDATE

## STRATEGIC PRIORITY 5: STRONG CONNECTIONS AND COMMUNICATION OBJECTIVE 11: DEEPEN AUTHENTIC ENGAGEMENT WITH FAMILIES DISTRICTWIDE



Progress: July 2024 - December 2024



### OBJECTIVE 11 STRATEGIES IN ACTION

#### Families Experience PCS Offerings

Throughout the third annual **Experience PCS** event, **over 4,000** students, families, and community members were immersed in activities that showcased the **variety of student learning opportunities** offered throughout Pinellas County Schools. Highlights included interactive STEM activities, a chili cookoff, a soccer tournament, a chess match, musical performances, and a creative chalk art contest.

#### Engaging Families Through Volunteering

The number of **active volunteers** increased to **21,486**, reflecting **11% growth** compared to the first quarter. Following this influx, PCS introduced a **new volunteer orientation** to provide incoming volunteers with enhanced onboarding.

A new **volunteer registration campaign** **launched** in November, providing an enhanced opportunity to recruit volunteers and prospective mentors during the Experience PCS event.

### FAST FACTS



#### Great American Teach-In

The community rallied for education after back-to-back hurricanes, dedicating nearly **82,500 hours** to November's **Great American Teach-In**. Speakers from various professions engaged students in an inspiring and fun day of **career exploration** activities.



#### Volunteering for Student Success

Currently, there is **one volunteer for every four students**, reflecting a strong commitment from the community to support student success.

### PRESENTATIONS OF PROGRESS

[What's New for the 2024–25 School Year, July 2024](#)

### COMMUNICATION CORNER

[ESOL Community Resource Fair](#)

[PCS hosts the Great American Teach-In](#)

[Robert Walker Volunteers at Carwise Middle](#)

[Families Lunch with Students at Seminole Middle](#)



# QUARTER 2 UPDATE

## STRATEGIC PRIORITY 5: STRONG CONNECTIONS AND COMMUNICATION OBJECTIVE 12: LEVERAGE PARTNERSHIPS THAT SUPPORT STUDENT SUCCESS



Progress: July 2024 - December 2024



### OBJECTIVE 12 STRATEGIES IN ACTION

#### Hurricane Relief

PCS partners quickly mobilized to support students, staff, and schools following Hurricanes Helene and Milton. The **Juvenile Welfare Board, YMCA of Greater St. Petersburg, and R'Club** provided essential **childcare services at no cost** for Gulf Beaches Elementary and Madeira Beach Fundamental families, while the school schedules were disrupted. The **Pinellas Education Foundation** launched a Hurricane Relief Campaign, **raising \$1.6M** to provide critical support. These funds **assisted over 500 PCS employees** affected by the storms, supplied **bulk school supplies for displaced students**, and helped replace **personal items lost by teachers** in damaged classrooms.

#### Voters Approve Tax Referendum for Schools

Pinellas County voters **approved the PCS Referendum**, continuing their support since 2004. The current referendum expires on June 30, with the new cycle starting July 1, 2025. The updated referendum will **adjust the millage rate to 1.0 mill and requires independent oversight**. The funds will be allocated to preserve **reading, music, and art** in schools, provide updated **technology**, and recruit and retain quality staff by **increasing teacher salary** supplements and **adding salary** supplements for **support staff**, including nurses and bus drivers.

### FAST FACTS



#### Partners in Action

All middle schools have hands-on learning experiences for students in each grade through partnerships with **Great Explorations and ARK Education Initiative**.



#### School Board Legislative Platform

The school board published its **annual legislative platform** outlining key education issues to support PCS students and staff. This platform informs discussions with the state legislature.

### PRESENTATIONS OF PROGRESS

[What's New for the 2024–25 School Year, July 2024](#)

[School Board Legislative Platforms, December 2024](#)

### COMMUNICATION CORNER

[Referendum Flyer 2024](#)

[Referendum Video 2024](#)

[Pinellas County Schools Referendum 2024](#)

[ChangeMakers: Champions of Education](#)

[Independent committee sees Referendum funds in action at Gibbs High](#)

[City of St. Pete Employees commit to mentoring PCS students](#)

[Voters approve the Pinellas County Schools Referendum](#)

[Men in the Making kicks off 10th year](#)

[PCS Partners with the Tampa Bay Rowdies at Experience PCS](#)



# QUARTER 2 UPDATE

## STRATEGIC PRIORITY 5: STRONG CONNECTIONS AND COMMUNICATION OBJECTIVE 13: DELIVER ENGAGING AND CONSISTENT COMMUNICATIONS TO ALL STAKEHOLDERS



Progress: July 2024 - December 2024



### OBJECTIVE 13 STRATEGIES IN ACTION

#### Community Connections

During Hurricanes Helene and Milton, PCS **maintained regular communication with families and staff**, using an automated messaging system to send a total of 18 phone calls, 18 texts, and 27 emails to approximately **150,000 parents and 15,000 staff**. Community updates were shared across **multiple platforms**, including the district website, social media, and local media. Communication strategies for the schools most impacted by the storms included community meetings, school website updates, signage, phone calls, and bilingual messaging to families.

#### Strategic Plan Community Dashboard

The district introduced the **Strategic Plan Community Dashboard**, an interactive online tool that presents complex data clearly and visually. This tool helps stakeholders understand and **track the progress** of district objectives. **Quarterly reports** further enhance the dashboard by detailing the **key strategies and initiatives** driving the outcomes.

### FAST FACTS



#### Engaging with Stakeholders

District leadership conducted over **15 in-person meetings** with stakeholder groups from **schools affected by the hurricanes**. Additionally, MBFS families and staff continue to receive **weekly email updates** about their campus restoration.



#### PCS Website Redesign

PCS conducted a **community website survey** to gather feedback on the current website's usage and navigation. The survey received nearly **1,200 responses**. A focus group of community volunteers is being created to inform the new website.

### PRESENTATIONS OF PROGRESS

[What's New for the 2024–25 School Year, July 2024](#)

[Listen and Learn, July 2024](#)

[Listen and Learn, September 2024](#)

[PCS Community Listen and Learn Proposal, December 2024](#)

### COMMUNICATION CORNER

[Finding Joy Podcast](#)

[AHA Moments Podcast: Conditions for Learning](#)

[Classic Game of the Week](#)

[District launches Community Dashboard](#)

[PCS Alumni returns home to teach](#)

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