

How to Tell Our Story

Month	Education-Related Observances and Activities	Suggested Promotional Focus	Examples of Activities
August	<ul style="list-style-type: none"> Back-to-school 	Highlight: <ul style="list-style-type: none"> Classroom teachers 	<ul style="list-style-type: none"> Letter to the editor celebrating the school start Profiles of innovative teachers on website, in publications Engage audiences with social media (see below)
September	<ul style="list-style-type: none"> National Preparedness Month Constitution Week/Citizenship Day International Literacy Day Grandparent Day 	Highlight: <ul style="list-style-type: none"> Public education as a cornerstone of democracy Reading, literacy Safety Readiness 	<ul style="list-style-type: none"> Conduct a student video contest on public schools and their role in our country's prosperity Blog post on how our schools prepare students for their future Profiles of successful students on website, in publications Invite grandparents and school "neighbors" without children in schools to attend special activities, team student groups with senior centers ("senior" prom, etc.)
October	<ul style="list-style-type: none"> Computer Learning Month National Principals Month National School Lunch Week National/Ga. School Bus Safety Week 	Highlight: <ul style="list-style-type: none"> Outstanding leaders Technology in schools Support staff 	<ul style="list-style-type: none"> Technology open house with student-produced work and presentations Profiles of outstanding leaders on website, in publications Share fact sheet, make presentation to business community Highlight contributions of support staff in school marquee signs (we love our drivers!, school lunch rocks!, etc.)
November	<ul style="list-style-type: none"> Ga. Apply to College Month Election Day Veterans Day American Education Week National Parental Involvement Day Thanksgiving 	Highlight: <ul style="list-style-type: none"> Classroom teachers Successful graduates Public education as a cornerstone of democracy Involved parents 	<ul style="list-style-type: none"> ThankATeacher: Encourage students and parents to use social media to thank a teacher (#ThankATeacher, #SPARKEDinGa) Profiles of successful graduates on website, in publications VIP event for very involved parents College-going Celebration
December	<ul style="list-style-type: none"> Bill of Rights Day Legislative Priorities 	Highlight: <ul style="list-style-type: none"> School funding Board Members 	<ul style="list-style-type: none"> Profile of Board on website, in publications Share infographics that show statewide gains Guest editorial about value of public education from elected official

January	<ul style="list-style-type: none"> National Mentoring Month Georgia General Assembly opens MLK Day 	Highlight: <ul style="list-style-type: none"> Value of mentors Community partners Importance of civic engagement Volunteerism 	<ul style="list-style-type: none"> Profiles of mentors, partners on website, in publications Invite community for school tours, events, performances Highlight student volunteers who have made a difference in the community Provide volunteer opportunities for community
February	<ul style="list-style-type: none"> National Technical Education Month National School Counseling Week National PTA Founders Day 	Highlight: <ul style="list-style-type: none"> Career education Counselors Home-School Partnership 	<ul style="list-style-type: none"> Profiles of counselors on website, in publications PTA activities The Face of Public Education in Georgia (SPARK photo album via Flickr or Instagram, #SPARKEDinGa) Highlight innovative career/college preparation initiatives
March	<ul style="list-style-type: none"> Music in Our Schools Month Youth Art Month Exceptional Children's Week National Foreign Language Week Read Across America National Agriculture Week National School Breakfast Wk 	Highlight: <ul style="list-style-type: none"> Arts in our schools Language education Special education Allied services 	<ul style="list-style-type: none"> Arts celebration (student and staff work and performance) in the community International festival (FL students, community partners, int'l business) Profiles of special education teachers on website, in publications Invite dignitaries in to read for RAA Promote farm-to-school (SNP, classroom) connections
April	<ul style="list-style-type: none"> School Library Media Month National Environmental Education Week Week of the Young Child National Volunteer Week Natl. Student Leadership Wk Administrative Prof. Week 	Highlight: <ul style="list-style-type: none"> Media centers and information literacy Early childhood learning School volunteers Student leaders Support Staff 	<ul style="list-style-type: none"> Profiles of media specialists on website, in publications Invite public to outdoor classrooms, promote green activities Reach out to pre-K families with kindergarten activities Celebrate volunteers and support staff Highlight student leaders... principal/superintendent for a day, facilitate meeting between student leaders and lawmakers or school board members
May	<ul style="list-style-type: none"> National Physical Fitness and Sports Month/Week Teacher Appreciation Week/Day Appreciation days for SNP, school nurse, school police, custodians, education bosses Graduation 	Highlight: <ul style="list-style-type: none"> Classroom teachers and leaders Appreciation for all staff Graduates ready for college, career, and life 	<ul style="list-style-type: none"> Ask graduates to "Share Your Dreams"... show how your schools helped prepare students to pursue their dreams Video with Teacher of the Year Celebrate teachers and staff SPARK photo frames at your schools, SPARK photo booth at school field days or other events