



TUSCALOOSA CITY SCHOOLS



TUSCALOOSA COUNTY
School System

UNITE for Education: A Community Celebration of Educators

NSPRA Gold Medallion Entry

Special Communication Project/Campaign

Lydia Avant, TCS Director of Public Relations

LAvant@tusc.k12.al.us

1210 Almon Avenue, Tuscaloosa, Alabama 35401

(205) 759-3700

Terri Brewer, TCSS Director of Public Relations

tbrewer@tcss.net

1118 Greensboro Avenue, Tuscaloosa, Alabama 35401

(205) 342-2886

A joint project by:

Tuscaloosa City Schools

- Public School District
- 11,000 students
- Communication staff: 3

Tuscaloosa County School System

- Public School District
- 19,100 students
- Communication staff: 1

Synopsis



The greater Tuscaloosa area is home to two public school districts, the Tuscaloosa City Schools and the Tuscaloosa County School System, which serve a total of 30,100 students in 57 schools. In many ways, the neighboring school systems face similar challenges, including students who come from high poverty, students who face steep learning challenges, tough teacher shortages and tight budgets. However, the systems don't often have the opportunity to work together to achieve their similar goals.

That changed in late 2022, when TCS Superintendent Dr. Mike Daria and TCSS Superintendent Dr. Keri Johnson identified a joint need to improve employee morale, increase back-to-school communication efforts and showcase the importance of educators in our community.

The State of Alabama requires local school systems to hold an annual "Institute" event at the beginning of each school year. The purpose of this event is to inform faculty and staff about changes or expectations for the coming school year. But, internal research had shown that employees disliked the "Institute" events, which were also costly to the school systems.

Recognizing this challenge as an opportunity, the two school systems joined forces. TCS and TCSS combined their efforts into a single event. This event would involve the larger community and celebrate all 5,000+ K-12 public educators in the region. The systems then invited the Chamber of Commerce of West Alabama to partner in what would become a community-wide celebration of educators, UNITE for Education.

What was born was a high-energy event that brought together the business community and the school systems to celebrate the importance of educators. The event offered entertainment, a vendor fair with 100+ businesses offering giveaways and discounts to school employees, recognition of longtime educators and supporters of education, and guest speakers with powerful messages. "UNITE" was much more than a name - it was a key message of the event. We are stronger when we work together, and education is a shared responsibility of the entire community.



Research



Survey Data

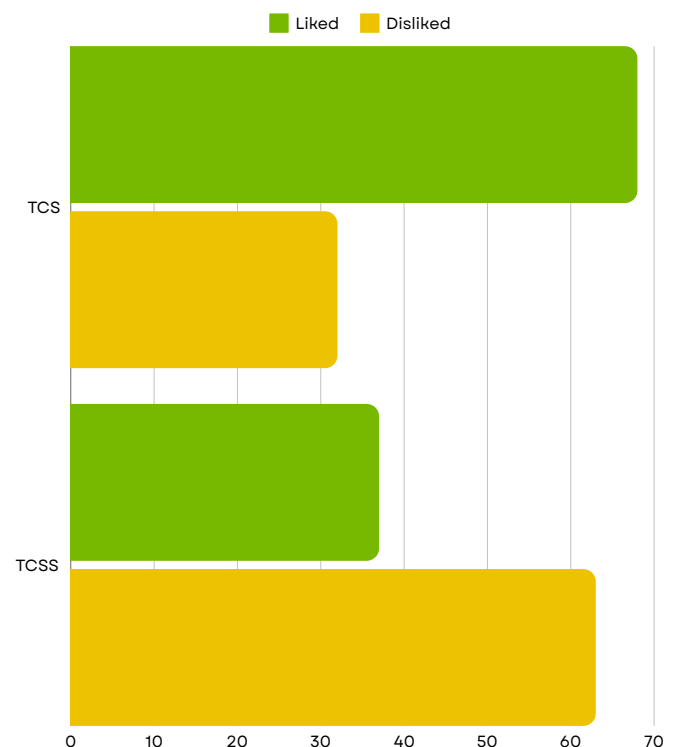
Research conducted by TCS and TCSS revealed that faculty and staff in both systems held negative opinions about the traditional Institute events they must attend each year. Not only did they find Institute to be ineffective in communicating information about the school year to come, but it was contributing to low morale in a time when educator morale, retention, and recruitment are critical issues. The following statistics highlight these problems.

Secondary research (Informal, Qualitative)

- In a study published in the American Educational Research Association journal in 2023, a majority of teachers reported feeling undervalued. Only 24.5% of teachers expressed that they feel valued in society, and only 13.3% reported that they feel valued by policy makers.
- According to data from the National Center for Education Statistics, the number of new college graduates with a degree in education has decreased over the last few decades, even as the overall number of Americans with a college degree has increased. In 2020, four percent of college graduates earned degrees in education, compared to eight percent of graduates in 2001.
- According to a survey conducted by the Alabama State Department of Education in September 2022, about 1,500 teacher positions were unfilled at the start of the current school year,

Primary research (Informal, Quantitative)

- **First survey round:** Individual but identically-worded surveys were conducted for both the Tuscaloosa County School System and the Tuscaloosa City Schools. The first survey looked at the perceptions of the overall Institute events of the past by employees of both school systems, and then their rating of their system's 2022 Institute Event.
- One thing to note is that in previous years, each system had different events with different speakers and agendas. Overall, commenters from both school systems reported they felt the Institute events of the past were a "waste of time" and that they would rather be in their classrooms planning for the school year.
- According to the first surveys, 68% of TCS employees liked Institute, while 32% reported they disliked Institute. TCSS employees reported a higher rate of dislike, with 37% stating they liked the event, with 63% reporting dislike.



Planning



Situation Analysis

Research showed that TCS and TCSS employees held negative opinions about the traditional Institute events they attended in the past. Additionally, these Institute events were costly for both systems, and there was duplication of expenses by hosting individual events. Joining together for one event would eliminate unnecessary duplication, a reduction of cost, and direct funds and manpower to creating a larger, more impactful experience for educators.

Goals & Objective

The committee set a goal: to transform the traditional Institute event into a dynamic celebration of education, uniting both local school systems with business and community organizations, highlighting the importance of education in the greater Tuscaloosa area.

The committee developed strategies to accomplish each objective.

Objective 1

Raise \$30,000 from area businesses and organizations in order to produce a professional-quality event, where educators feel elevated and supported by their community.

- Strategy: Engage community partners to provide funding/donations for materials not covered by public funds.
- Strategy: Choose impactful guest speakers who will deliver a long-lasting message of the value and importance of educators.
- Target Audience: Local businesses, including 1,350 members of the Chamber of Commerce of West Alabama, and other area organizations.

Objective 2

Recruit at least 100 businesses to participate in the Vendor Fair and at least 30 restaurants to provide special lunch offers for faculty/staff by July 21, 2023.

- Strategy: Partner with West Alabama Chamber of Commerce and Visit Tuscaloosa, tapping into their network of local businesses and restaurants.
- Target Audience: Tuscaloosa area businesses and restaurants.

Objective 3

Improve faculty/staff's overall assessment of the event by 30 percent, as reported in post-event surveys conducted Aug. 10, 2023.

- Strategy: Develop an event that addresses deficiencies in previous years' events. Test the success of the objective through a post-event survey and content analysis of social media posts of the event.
- Target Audience: All 5,000+ TCS/TCSS educators and education support professionals.



UNITE for Education Committee Co-Chairs

Lydia Avant, TCS Director of Public Relations

- Oversee logistics, event branding/graphics, program rundown, vendor recruitment & communication. Liaison with keynote speaker Dr. Manny Scott. Liaison with committee subgroups.

Terri Brewer, TCSS Director of Public Relations

- Oversee venue decoration, pre-produced videos, restaurant participation, budget. Liaison with special guest Terry Saban. Liaison with committee subgroups.

UNITE for Education Committee

Fundraising

Develop list of potential sponsors, contact through letter/call/in-person meeting

- *Leslie Abernathy, TCSS
Coordinator of Development*

Transportation

Secure buses, drivers, plan bus route from parking lots to venue

- *Donna Christian, TCSS
Director of Transportation*
- *Ron Schappacher, TCS
Director of Transportation*

Communication

Create graphics, logo, signage; video/photograph event; support event web site

- *Dave Crutchfield, TCS Digital
Communication
Specialist/Webmaster*
- *Eddie McClinton, TCS Video
Production Specialist*

Educator Experience

Ensure all aspects of planning support goal/objectives of event

- *Dr. Mike Daria, TCS Superintendent*
- *Dr. Keri Johnson, TCSS
Superintendent*

Business/Community Partnerships

Create opportunities for businesses to participate in/support event; incorporate Adopt-a-School partners in event program

- *Donny Jones, COO, Chamber of Commerce of West Alabama*
- *Carolyn Tubbs, Director of Education Programs,
Chamber of Commerce of West Alabama*

Communication Vehicles

To target employees and the business community, TCS/TCSS utilized these communication vehicles:

- Employee email
- Postcards
- Employee newsletters
- Chamber of Commerce newsletter
- Social Media
- Email (for registered vendors)

Budget/Fundraising

The committee set a budget of \$45,000 for the event. \$32,000 was raised through sponsorships and vendor fair registration fees. \$15,000 was provided through allowable uses of professional development funds.

Expenses

Speaker Fees - \$15,000
On-Site Audio/Video Elements, Stage, Video Wall - \$6,450
Venue Rental - \$4,590
Venue Decoration - \$4,850
Pre-Produced Videos - \$4,000
Printing Costs - \$4,000
360 photo booths, entertainment - \$3,000

Total Expenditures - \$41,890

Implementation



Tactics

With these key messages, the following tactics were implemented:

1. Create branding for the event, including a package about our effort to use in fundraising from major corporate sponsors. The branding used the dominant colors of both school systems, reinforcing the concept of unity. It was also used in the decor.
2. Create an online registration portal for vendors, and approach local businesses about their participation in the event.
3. Create a webpage on both school systems' websites about the event, including information about the vendor fair, parking location and shuttle transportation.
4. Create a drip campaign of information about Unite via email, including in employee newsletters, starting at the end of the 2022-23 school year and then a month before the start of the 2023-24 school year.
5. Invite local elected leaders, leaders from the Chamber of Commerce and members of the business community to attend and participate. The chamber included our messaging in their internal newsletters and social media.
6. Create a news release and encourage local news to cover the event.

Key Messages

Through event survey research, research of secondary sources, and a SWOT analysis, the committee developed key messages:

- The greater Tuscaloosa community is united for the purpose of supporting education and its educators. This includes a united front from the area's two public school systems, supported by local businesses, community organizations, and policy makers.
- The Tuscaloosa community values and elevates our educators and education support professionals.
- The start of a new school year and the role of education in our community is worthy of high-level celebration.
- Educators and education support professionals are not alone in their work. The greater community is there to back them up.

Timeline

Dec 2023

Idea of joint event was pitched, first meeting between school PR directors and superintendents. This kicked off research, planning, goals.

Jan-May 2023

School systems met monthly for planning. Official fundraising portion of the campaign.

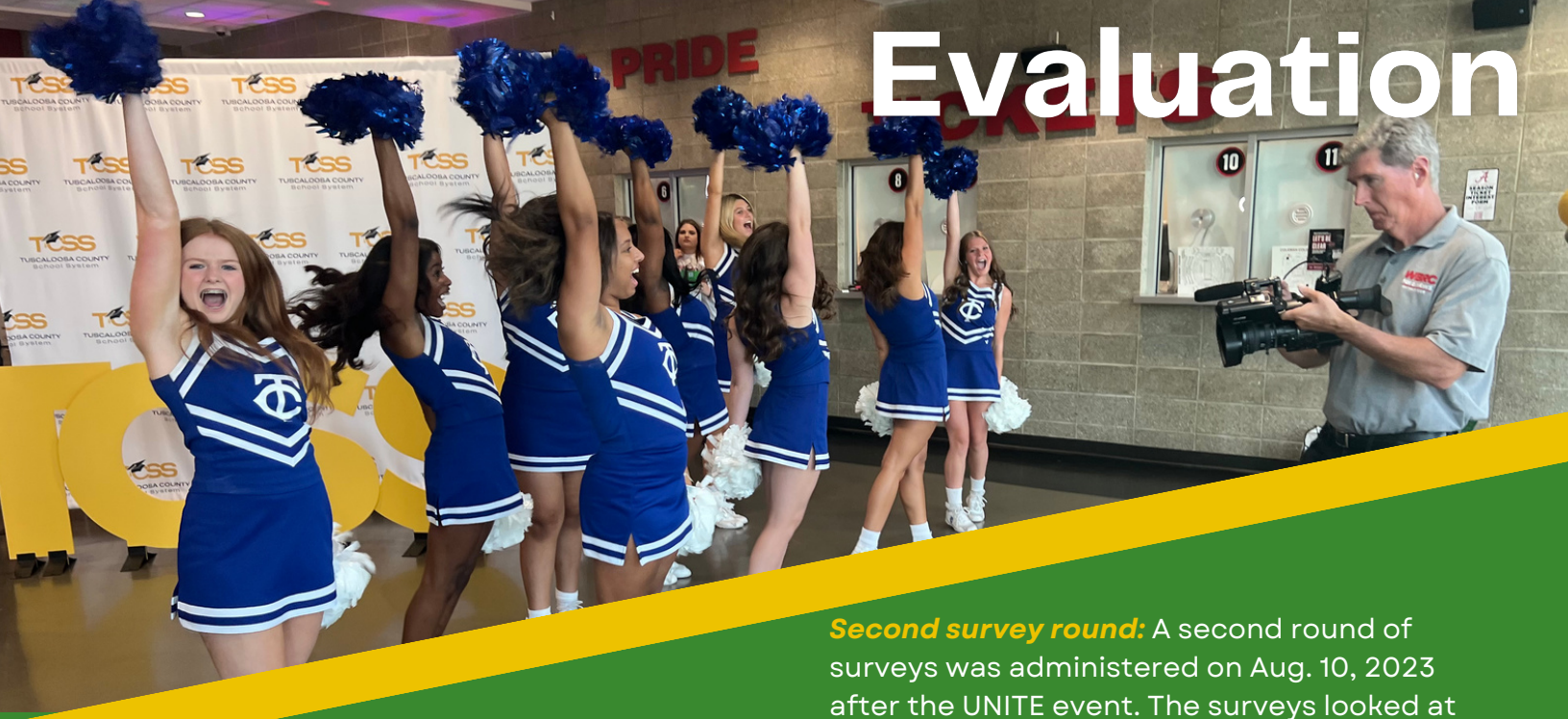
May-July 2023

Initial communication to all TCS/TCSS employees about event. Recruited businesses for vendor fair and worked closely with Chamber to highlight Adopt-a-School Partners.

July-Aug 2023

Heaviest communication period. Promotional materials to TCS/TCSS employees and to business community. Details confirmed with guest speakers and vendors, location venue and entertainment providers. After the event, surveys sent to all TCS/TCSS employees.

Evaluation



Objective 1

Raise \$30,000 from area businesses and organizations in order to produce a professional-quality event, where educators feel elevated and supported by their community.

- Evidence: Raised \$32,000, which covered expenses and left seed money for the next UNITE event. Social media posts and survey comments indicated that educators felt a sense of community through the event.
- Evaluation: Budget data. Comparison of pre- and post-event survey data; content analysis of media coverage and social media posts about UNITE.

Objective 2

Engage the local business community in the event, with at least 100 businesses participating in the Vendor Fair and at least 30 restaurants providing special lunch offers for faculty/staff.

- Evidence: 102 vendors registered and were on site for the Vendor Fair. 44 restaurants provided special lunch offers for faculty/staff.
- Evaluation: Vendor and business registration forms.

Objective 3

Improve faculty/staff's overall assessment of the event by 30 percent.

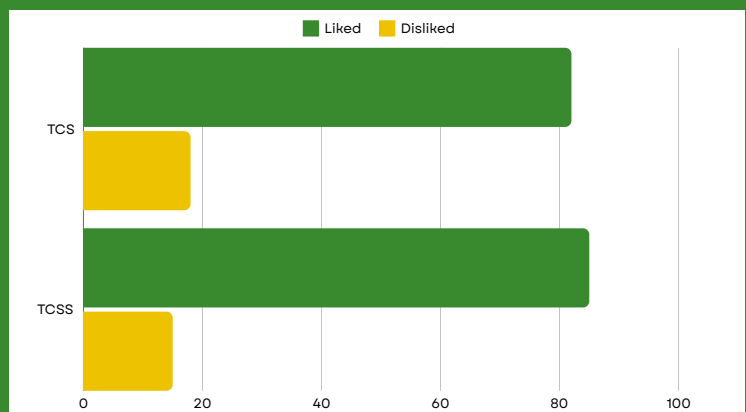
- Evidence: 82-85% of respondents provided a favorable rating for UNITE, compared to 37-68% for previous Institute events. (Percentages differ depending on system.)
- Evaluation: Pre- and post-event survey data.

Second survey round: A second round of surveys was administered on Aug. 10, 2023 after the UNITE event. The surveys looked at the perceptions of the 2023 UNITE event by employees of both school systems. Each school system had their own, identically-worded survey.

Overall, responses from both school systems were positive and a dramatic positive increase over the first survey.

Approximately 82 percent of TCS respondents reported a favorable view of UNITE 2023, with 18% disliking the joint event. TCSS respondents had a very similar rate, with 85% reporting that they liked UNITE 2023, and 15% reporting they disliked it. *The increase of favorability, for the two districts averaged together, was 31%.*

Detracting comments related to the congestion/crowds around the UNITE vendor fair, and parking/traffic around the Coliseum facility.





Lessons Learned & Next Steps

- A significant number of commenters said they would have enjoyed this event even more, if they had more time to dedicate to preparing for students prior to the first day of school. In response, we are adjusting the schedule of future Institute events to accommodate this need.
- Sponsors were more willing to contribute funds and time to this event because it was a partnership between the two school systems.
- Faculty/staff rated the keynote speaker very highly and noted that a high-caliber speaker is necessary to make their time investment worthwhile.
- Areas around the vendor fair were crowded. We plan to limit the number of vendors to allow for more open space and start the vendor fair earlier.
- Using the lessons learned, the school systems are planning for the next UNITE for Education in 2025, making it a joint event every two years, and allowing smaller, district-level events in the off years. This was also a suggestion found in the surveys.
- The successful fundraising effort provided us seed money to carry over to the next UNITE event in 2025.

“UNITE for Education was the best Institute/Convocation in 20 years, hands down!”

• *Teacher Social Media Post*

This was distributed as part of an initial email to staff members in May 2023, letting them know about the event.



UNITE FOR EDUCATION

2023 BACK TO SCHOOL CELEBRATION

The Tuscaloosa City Schools and Tuscaloosa County School System will host a new, joint Institute this year, the "Unite for Education" back-to-school celebration Aug. 7!

Featured Speakers



TERRY SABAN

Mrs. Terry Saban will talk about the Saban Center, which will be an innovative hub in downtown Tuscaloosa for local and regional school districts to inspire children to enter a variety of STEAM-related fields. It will offer a hands-on, immersive experience in a single state-of-the-art campus, and also offer valuable fellowships for professional development.





MANNY SCOTT, KEYNOTE SPEAKER

An original Freedom Writer whose story is told in part in the hit movie, Freedom Writers, Dr. Manuel Scott has energized more than 2 million educators, students, and leaders worldwide with his authentic, inspiring messages of hope.



More Information

DETAILS

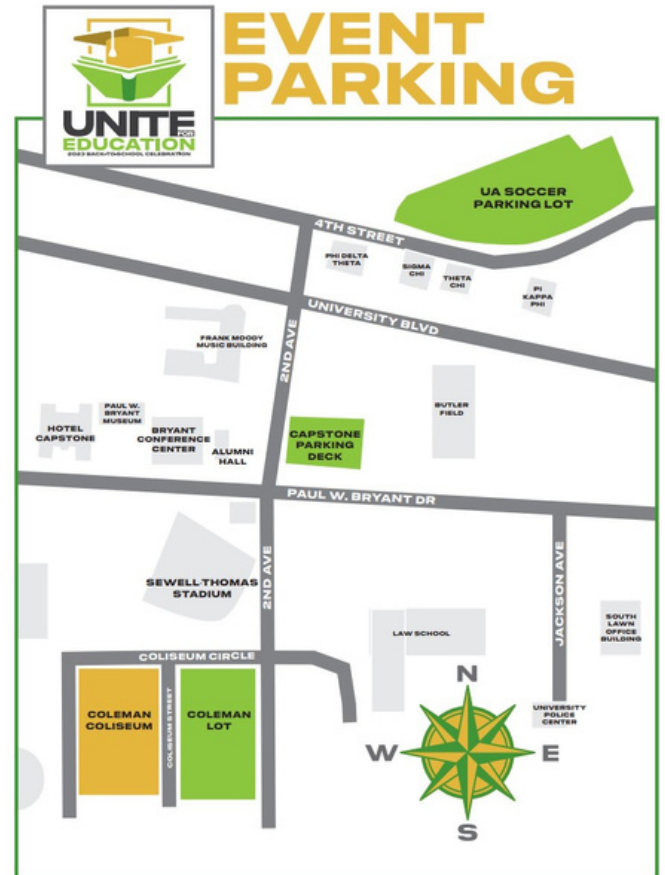
-  August 7, 2023
-  Coleman Coliseum @ UA
-  8 a.m. - 11:45 a.m.
Doors open at 8 a.m.
-  Parking at Coliseum, Capstone Deck or UA Soccer lot, with shuttles available.

SCHEDULE

- 8 A.M.-9:45 A.M.:** Unite for Education Vendor Fair, featuring local businesses & community organizations, plus fun extras.
- 9:45 - 11:45 A.M.:** Main Event, with Adopt-A-School partnership recognitions, plus Terry Saban & keynote speaker Manny Scott.

Support Materials

Printed Invitations went out to local elected leaders, members of the business community, the Tuscaloosa Education Foundation and boards of education. We also had a parking map that was sent to attendees and posted online.



This graphic was posted on social media and used by the Chamber of Commerce via social media and in their newsletters to help us recruit businesses for our vendor fair.

Support Materials

“Smore” newsletters were utilized to send out information about the event to both TCS/TCSS attendees, as well as registered vendors.



Important Information for vendors

Vendors, we can't wait to see you!

Dear Business owners/managers and community service organizations,

We look forward to having you as part of our vendor fair at the Unite for Education Vendor Fair at Coleman Coliseum on Aug. 7. Here are a last few reminders, as we are only a few days away!

Information regarding vendor fair setup/details:

- Participating businesses and organizations will be provided with a table, 2 chairs and space in which to display information and advertisements. You must provide your own tablecloth and signage. If you need electricity, please let us know ahead of time, and please bring your own extension cords.
- Vendors may drop off their table supplies/signage between 1-6 p.m. on Sunday, Aug. 6, if you want to choose your table and leave your supplies overnight. Coleman Coliseum will be locked and secure overnight until the vendor fair next day. While Coleman will be locked, we do not



Important Information for vendors

Thank you for registering for the UNITE Vendor Fair!

Dear Business owners/managers and community service organizations,

This email is to confirm your registration as a participant in the Unite for Education Vendor Fair at Coleman Coliseum on Aug. 7. We are excited to have your business at this important event!

Information regarding vendor fair setup/details:

- Participating businesses and organizations will be provided with a table, 2 chairs and space in which to display information and advertisements. You must provide your own tablecloth and signage. If you need electricity, please let us know ahead of time, and please bring your own extension cords.

Link to content:

<https://www.smore.com/n/u9ty4>

Link to content:

<https://www.smore.com/n/vgh76>



Important Information about Institute

Important information about "Unite for Education 2023" on MONDAY!

Institute is only days away, and so here are a few important reminders!

This year for Institute, we will have a combined community celebration of educators, renaming the event "Unite for Education 2023." This will be a joint event between the Tuscaloosa City Schools, the Tuscaloosa County Schools, and the local business community.

Check out the "Unite for Education" website at <https://www.tuscaloosacityschools.com/institute>.

About the event:

At "Unite for Education," 4,000 employees of the school systems will gather with local leaders and



Thoughts on "Unite for Education" needed!

TCS employees,

We know that it's only been a few days since Monday's "Unite for Education" Institute event. As you likely noticed, we were trying something new, to offer employees a fun experience that would celebrate all employees the county and city school system along with the local business community, and kick off the 2023-24 school year.

Below is a quick survey to get your thoughts on this new event. If you can, please give us your thoughts so that we can make next year's event even a better one for employees.

We appreciate your participation in this year's event and hope that you found it to be a positive

Link to content:

<https://www.smore.com/n/sfekw>

Link to content:

<https://www.smore.com/n/vs345r>

UNITE FOR EDUCATION
2023 BACK-TO-SCHOOL CELEBRATION
AUGUST 7, 2023

8:00 AM DOORS OPEN

8:00-9:45 AM VENDOR FAIR

9:30 AM FIND YOUR ASSIGNED SEAT

9:45 - 11:45 AM MAIN EVENT

SPEAKERS:

DR. MIKE DARIA, TCS SUPERINTENDENT

DR. KERI JOHNSON, TCSS SUPERINTENDENT

KYLE SOUTH, PRESIDENT & CEO, CHAMBER OF COMMERCE OF WEST ALABAMA

MICHELE COLEY, CHAMBER BOARD OF DIRECTOR CHAIR

JACKIE WUSKA, PRESIDENT & CEO, UNITED WAY OF WEST ALABAMA

TERRY SABAN, THE SABAN CENTER & NICK'S KIDS FOUNDATION

DR. MANNY SCOTT, KEYNOTE SPEAKER

UNITE FOR EDUCATION
2023 BACK-TO-SCHOOL CELEBRATION
AUGUST 7, 2023

8:00 AM DOORS OPEN

8:00-9:45 AM VENDOR FAIR

9:30 AM FIND YOUR ASSIGNED SEAT

9:45 - 11:45 AM MAIN EVENT

PRESENTING SPONSORS:

HFF
HEWSON
FAMILY FOUNDATION

TEF
TUSCALOOSA EDUCATION FOUNDATION

SmartBank.

RiverFall
CREDIT UNION

Mercedes-Benz

CHILDREN & TEEN DENTAL
of Alabama
pediatric dentistry & orthodontics

At the event, attendees received a printed program, shown above. X-frame banners stood around the Coliseum, showing the timeline of the event and our presenting sponsors.

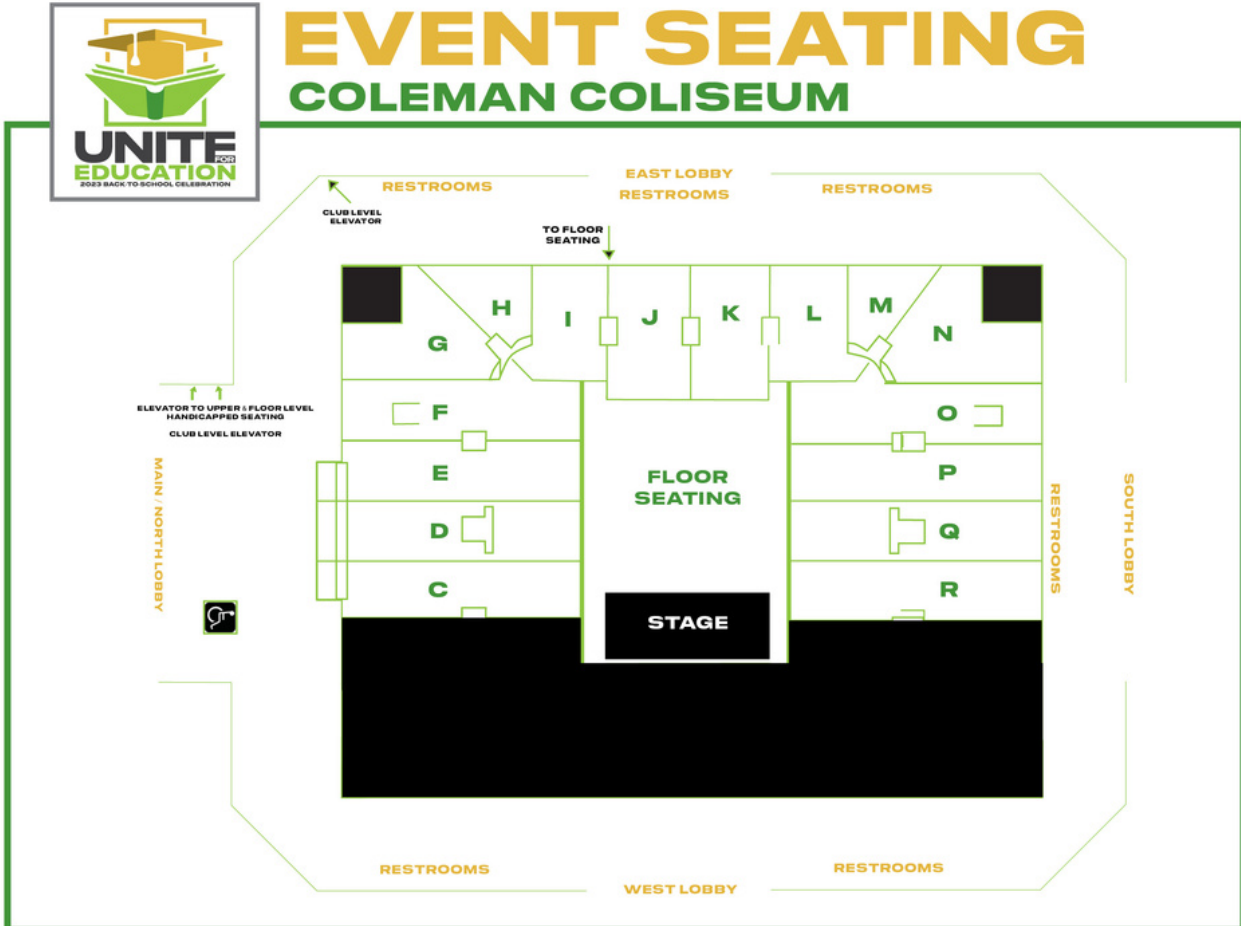
Support Materials

At the event, videos were shown to show appreciation to educators for all that they do. One was a high-production video about both schools systems, and the other was a video of local leaders thanking educators.

Link to download both videos: <https://tusc.canto.com/b/ITL48>



Attendees had assigned seating by school. Posters around the facility listed where their assigned sections were located, which was also available on the website. Ambassadors and school volunteers were posted around the facility to guide attendees to their assigned locations.



SCHOOL SEATING ASSIGNMENTS

Alberta School of Performing Arts – Section C
 Arcadia Elementary – Section C
 Big Sandy Elementary – Section C
 Brookwood Elementary – Section C
 Brookwood High School – Section C
 Brookwood Middle School – Section D
 Paul W. Bryant High School – Section D
 Buhl Elementary – Section D
 Central Elementary School – Section D
 Central High School – Section D
 Collins-Riverside Intermediate School – Section E
 Cottondale Elementary – Section E
 Crestmont Elementary – Section E
 Davis-Emerson Middle School – Section E
 Duncanville Middle School – Section E
 Eastwood Middle School – Section F
 Echols Middle School – Section F
 Englewood Elementary – Section F
 Faucett-Vestavia Elementary – Section F
 Flatwoods Elementary – Section F
 Hillcrest High School – Section I

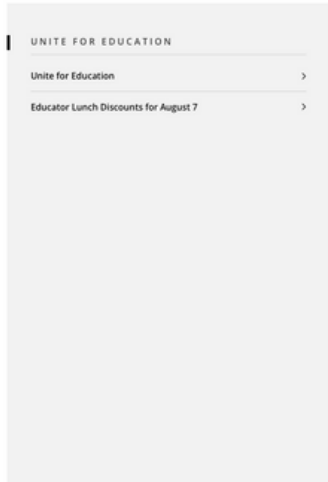
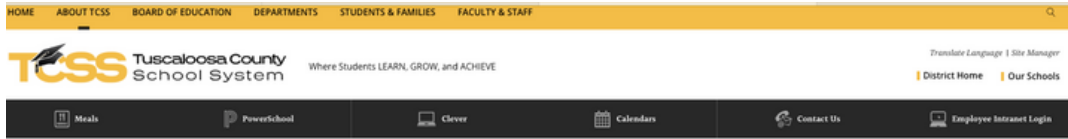
Hillcrest Middle School – Section I
 Holt Elementary – Section I
 Holt High School – Section J
 Huntington Place Elementary – Section J
 Lake View Elementary – Section J
 Lloyd Wood Education Center – Section J
 Matthews Elementary – Section K
 Martin Luther King Jr. Elementary School – Section K
 Maxwell Elementary – Section K
 Myrtlewood Elementary – Section K
 Northport Elementary – Section L
 Northport Intermediate – Section L
 Northridge High School – Section L
 Northridge Middle School – Section O
 Northside High School – Section O
 Northside Middle School – Section O
 Oakdale Elementary School – Section O
 Rock Quarry Elementary School – Section O
 Sipsay Valley High School – Section P
 Sipsay Valley Middle School – Section P
 Skyland Elementary School – Section P

Southview Elementary School – Section P
 STARS Academy – Section P
 Taylorville Primary School – Section Q
 Tuscaloosa Career and Technology Academy – Section Q
 Tuscaloosa City Schools – Central Office – FLOOR
 Tuscaloosa County High School – Section Q
 Tuscaloosa County School System – Central Office – FLOOR
 Tuscaloosa Magnet Schools Elementary – Section Q
 Tuscaloosa Magnet Schools Middle – Section Q
 TCS Transportation Department – Section R
 TCSS Academy – FLOOR
 TCSS Transportation Department – Section R
 University Place Elementary – Section R
 Vance Elementary – Section R
 Verner Elementary – Section R
 Walker Elementary – FLOOR
 Westlawn Middle School – FLOOR
 Westwood Elementary – FLOOR
 Woodland Forrest Elementary – FLOOR

**Special Guests/Adopt-A-School Honorees: FLOOR

Support Materials

Each school system set up a web page on their site about the UNITE event. TCSS and TCS sites shown below.



UNITE FOR EDUCATION 2023

The Tuscaloosa City Schools and Tuscaloosa County School System are partnering to host *Unite For Education 2023 Back-to-School Celebration* on Monday, August 7 at Coleman Coliseum! This new, joint event is happening in place of what is traditionally known as Institute Day for both systems, and also includes our Adopt-a-School partners. We're excited to come together to celebrate the new school year and the vital role of education in our community!

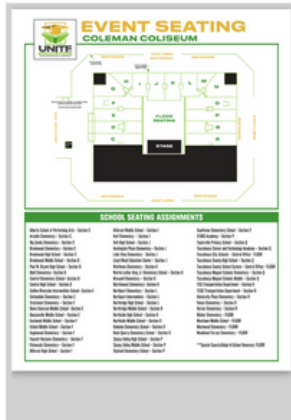
At *Unite for Education*, more than 4,000 employees of both school systems will gather with local leaders and area businesses to celebrate the start of the school year. The event will include a vendor fair with more than 70 local businesses and community organizations represented, with interactive opportunities for attendees. At the main event, speakers include Dr. Manny Scott, whose story was told in the hit movie *Freedom Writers*, and Mrs. Terry Saban, who will share plans for the Saban Center. Representatives from the Chamber of Commerce of West Alabama will also recognize Adopt-a-School partnerships during the event.

KEY INFORMATION

Date: Monday, August 7, 2023
Location: Coleman Coliseum
Doors Open: 8 am
Local Vendor Fair: 8-9:35 am
Main Event: 9:45-11:45 am
Parking: Available at Coleman Coliseum, Capstone Deck, Soccer Lot (See Map Below)

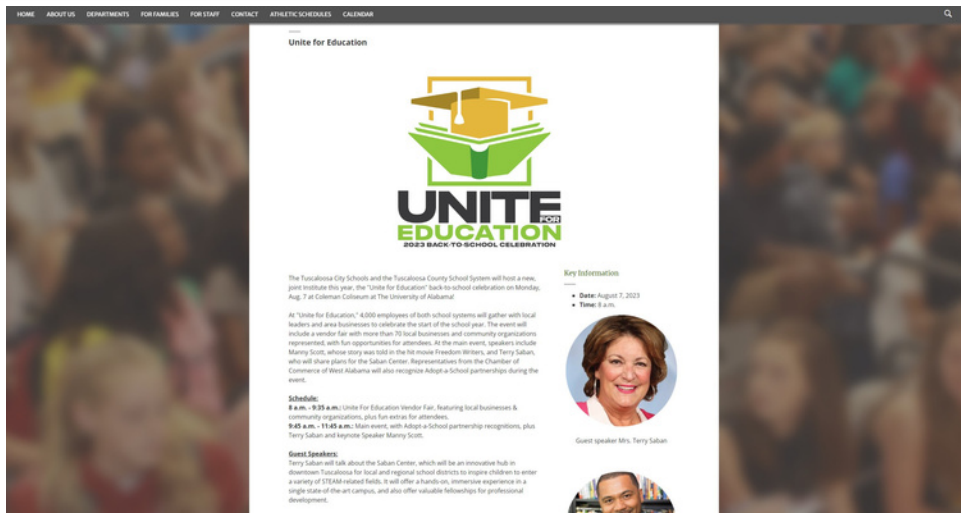
Special Restaurant Discounts for TCS & TCSS Faculty and Staff

More than two dozen local restaurants are offering special lunch discounts to our faculty and staff for Monday, August 7. [Visit this page for a complete list of participating restaurants.](#)



If you are having trouble viewing the document, you may download the document.

If you are having trouble viewing the document, you may download the document.





“That has been the best one I have ever been to I have been with the county system for 18 years.”

- TCSS attendee



“Have more Institutes like this. It was very interesting and Manny Scott touched my heart so much with his story.”

- TCS attendee



“This was the best institute I have attended! Well planned combining it with the city schools.”

- TCSS attendee

“We must keep the speaker at the same high impact level for the majority to be engaged. THANK YOU!”

- TCS attendee

“Great job! This event was inspiring and gave us a focus to work toward as a community of educators.”

- TCSS attendee

“I thought it was great and loved having both systems together, easier to leave than expected, too.”

- TCS attendee

“Went well, best speaker have heard in all institutes attended including other school systems”

- TCSS attendee

“The institute was much better than last years! Loved it.”

- TCS attendee

“This was the best institute of my almost 10 years here. Loved location, length and speaker.”

- TCSS attendee

Support Materials



Two surveys were sent to all TCS and TCSS employees. The surveys were identically worded, but were not mandatory. The first round of surveys focused on the 2022 Institute events, which were separate for both school districts. The second round of surveys focused on the UNITE 2023 event.

Link to TCSS Survey about 2022 Institute: <https://tinyurl.com/bdernxz8>

Link to TCS Survey about 2022 Institute: <https://tinyurl.com/4dn8dnve>

Link TCSS Survey about 2023 UNITE: <https://tinyurl.com/57an4bmn>

Link to TCS Survey about 2023 UNITE: <https://tinyurl.com/msenzb7x>



Thank you to all of the Tuscaloosa County School System employees for coming to this year's "Unite for Education" event and making it great. It looked different than previous "Institute" events, but we hope it felt different too. While it is still fresh on your mind, we want to get your input on this year's "Unite" so that we can improve our event offerings and make it even better next year!

1. Which best describes you as an employee?

2. For how many years have you attended TCSS Institute?

3. In general, how do you feel about the "Unite for Education 2023" event?



Like



Dislike

4. On a scale of 0 to 10, How would you rank the 2023 Unite for Education Celebration that occurred on Monday?

 0 1 2 3 4 5 6 7 8 9 10

Awful

Very good

Support Materials

A highlight video was produced about the UNITE 2023 event and posted on TCS & TCSS social media after the event. In addition to posting on social media, TCS ambassadors did a live Instagram post during the start of the event. Link to download video: <https://fb.watch/r5tSh2wd-P/>



 Tuscaloosa City Schools
August 8, 2023 · 🌐

Unite for Education was the theme for Institute 2023 as TCS and TCSS combined forces to focus on the upcoming school year and education of all the students in our community. It's going to be a great school year. We can't wait to see everyone on August 9! [#Amazingtothecore](#)



 You and 13 others 1 comment 3 shares

 Like  Comment  Share 



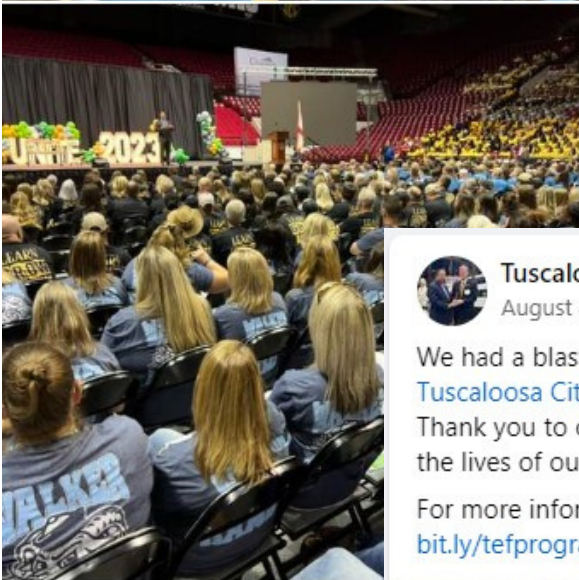
Tuscaloosa County School System

August 8, 2023 · 🌐

Thank you to everyone who made our first-ever Unite for Education Back-to-School Celebration a reality!

This year, Tuscaloosa County School System partnered with our friends in the [Tuscaloosa City Schools](#) and [Adopt-A-School](#) to host a celebration of the importance of education in our community. Together, our two school systems are more than 4,000 educators and education support professionals, investing in the lives of approximately 30,000 students.

We were honored to be jo... See more



Tuscaloosa Education Foundation

August 8, 2023 · 🌐

We had a blast meeting over 4,000 employees of both [Tuscaloosa County School System](#) and [Tuscaloosa City Schools](#) yesterday during the Unite For Education Back-to-School Celebration. Thank you to our educators and administrators in both school systems who make a difference in the lives of our students and community.

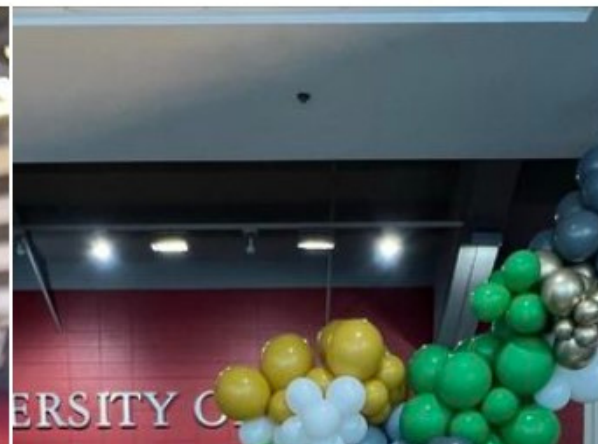
For more information on our programs and ways we serve the Tuscaloosa community, please visit bit.ly/tefprograms.

Carla McLendon Allen an

Like



Write a comment...



Support Materials



Aimee Porter
2h · 👥



Dr. Manny Scott delivered encouraging words, with a powerful testimony, to all the TCS and TCSS employees at UNITE 2023. It was a great way to start the school year! Loved catching up with many folks that are dear to my heart. Starting year #24 with my Ram Fam!



👍❤️ Jill Jones Slaton and others

👍 Like 💬 Comment 💬 Message



Kimberly Dailey is with Cheryl D. Wallace and 29 others.
2h · 🌐



Whoever came up with the idea for TCSS & TCS to come together for Institute Day, I want to say THANK YOU!

It's amazing how many associates I have in the education system and I didn't get pictures of everyone.

[#family](#)
[#friends](#)
[#classmates](#)



Andrea Hamner
7h · 🌐



Today was the best Institute speaker I have ever heard!! Our words have power!! We are the salt of the world!! Let's go be salty!!! Let's go make a difference!!! ❤️

[#UnitedforEducation](#)



👍❤️ 40 7 comments 2 shares 🌐

👍 Like 💬 Comment ➦ Share



Rhonda Redick Arrowood
Most definitely the best I've heard, too. He reaffirmed my why.

Like Reply

Support Materials



Mary Jean Sutton

18m · 🌐



My 44th start of a school year- and what a blessing to be part of the Tuscaloosa County and Tuscaloosa City Schools joint Institute where we all were together as ONE UNITED TEAM of educators. I loved seeing former coworkers and sharing the time with my Flatwoods Family.

So proud to see former students now teaching or serving as administrators! I know I will miss a few but to name some:

former teachers now admins [Nakelya Mullins](#), [Pressly Albritton](#), [Preeti Nichani](#), [Sharetta Watkins](#), [Lillie LaShandra Lewis](#)

Former students now admins: [Teresha Jones](#) and [Teresa Croom Bivens](#)

Former students now teaching: [Hudson Cain](#), [Maddie Cain](#), [Ali Lee](#), [Jamie Cobb](#), [Noryetta Hall](#) and I know there are more!

To see them dedicated to educating children makes me so proud!!

This year is going to be the best ever at [FlatwoodsElementarySchool!](#) We have a strong staff, a staff who help each other and make the school a fabulous place for learning, and who are dedicated to our children - no matter their background. Our parents are stepping up to support the school ! Our children are eager to get back to school and learn!

Proud to be an educator!

👍❤️ 49

8 comments



Carla Archibald Hamner
He was incredible!

12h Like Reply

1 ❤️



Susan Farabee
It was the best institute we've ever had!
Great speakers!

9h Like Reply

1 ❤️



Cheryl D. Wallace
[Susan Farabee](#) most certainly

9h Like Reply



Leigh Boswell
It was so good!

8h Like Reply



Kerri Elliott Harris
Yes! Best in all my years!

8h Like Reply



8h Like Reply

Support Materials

Album 2023 - The Year of Gratitude 🙏


 **Kerri Elliott Harris**
August 7, 2023 · 🧑🏻‍🦱

Unite for Education was the best Convocation/Institute in 20 years, hands down. Not only did we have fun in the photo ops and I won an awesome gift basket from Hair, Etc., Dr. Manny Scott is the only speaker I've ever heard that actually motivated me going back into the classroom. Y'all agree?



  You, Carrie Key Jones, Beverly Wright Chandle

 Love

 **Charles Steiner** is with Constance Pewee-Childs and 10 others at Coleman Coliseum. ...
Thu, just 7, 2023 · Tuscaloosa · 🧑🏻‍🦱

Tuscaloosa County School System and Tuscaloosa City Schools Unite for Education Back to School Celebration! I'm excited to begin my 12th year in education, my second year as an administrator, and my first year as Assistant Principal at Echols Middle School! Go Wildcats! Go TCSS and TCS! "I'm not here because of where you are from. I'm here because of where you can go!" ~ Dr. Manny Scott

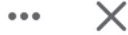


Support Materials



Nakelya Mullins

23m · 🌐



Institute day (aka Teacher church) is ALWAYS so electric, and UNITE did not disappoint ✨ Let's have an AMAZING year and BE SALTY !!



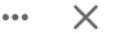
👍❤️ 30

5 comments 🌐



Paige Gross Leftwich

5h · 👥



Thanks [Southern Ale House](#) for the teacher discount today to welcome back Tuscaloosa City and County school employees after Institute! Lunch was delicious!!!! 😊



Hello Mrs. Avant,

I wanted to say thank you for an AMAZING institute day. Out of 10 years in education and now being in my 3rd school district, today was by far the best institute that I have ever experienced. From the variety of vendors offered, to the opportunities to see our friends in TCSS, and to a dynamic speaker, today was grand!

I just wanted to say that your hard work did not go unnoticed or unappreciated. I truly appreciate everything you did to ensure that today was amazing! Thanks again!