

When our new superintendent was appointed, he introduced our community to a "Day One" mentality, challenging educators and students to approach each day with the same excitement and enthusiasm as the first day of school and embracing every moment as an opportunity to learn and grow. To embed this philosophy into our district's culture and branding, we developed the "Every Day is Day One" logo, which is prominently featured across all superintendent-led communications, including weekly internal newsletters, Marking Excellence videos, podcast episodes, and other district-wide messaging. This consistent branding reinforces the mindset across all levels of our educational community. To further cultivate this culture among staff, we partnered with Orlando Health, which generously funded the distribution of 8,000 "Day One" t-shirts to all district employees. These shirts serve as a visual reminder of our commitment and are worn as part of a monthly tradition on the first Tuesday of every month. On these days, Superintendent Dr. Shanoff visits schools throughout the district, recognizing and rewarding staff members who exemplify the "Day One" spirit with \$10 Starbucks gift cards as a token of appreciation. Preliminary feedback and anecdotal evidence indicate a positive cultural shift, with staff reporting increased motivation and engagement. Additionally, social media engagement and internal feedback have highlighted the campaign's effectiveness in fostering a more energized and connected school community.