

Each year, the St. Tammany Parish Public School System (STPPS) selects a theme to unify its 55 schools and guide communications. This theme touches everything from our Administrators Conference decorations to our yearly Communications Strategic Plan. When planning these themes, we listen to feedback from our school administrators and take into consideration many factors in our school communities. We have had 15 years of themes, some more successful than others. As we prepared for the 2024-2025 school year, we knew that there were many challenges ahead. In Louisiana, state legislators were considering educational savings accounts that would allow state funds to follow students to private and parochial schools. Charter schools are already a presence in the state and there recently has been an increased interest in placing them in St. Tammany Parish. We recognized these challenges and wanted to choose a theme that would focus on the benefits of the public education system. One of the three key tenets of our 2023-2024 Communications Strategic Plan was Supporting and Inspiring Employees and we knew that we wanted to continue to build on the gains we made in that area. After much brainstorming, we introduced the Be A Champion theme for the 2024-25 school year. From our employees perspective, we had the goal of highlighting how our employees are being champions for our students, our schools, and public education. To bring this theme to life, Superintendent Frank Jabbia visits schools across the district personally surprising outstanding individuals and groups with the Champion Award, a custom designed medal that can be worn or displayed. These moments are captured on video, showcasing each employees dedication and reinforcing the message that every role in public education makes a difference. The Champion Award series is featured throughout the school year across: STPPS social media (Facebook, Instagram, X, YouTube) STPPS website and STPPS school websites Weekly staff email from the Superintendent Monthly community eNewsletter The series reaches a broad audience: Employees Recognizing their dedication and boosting morale. Students and families Showcasing the commitment of educators and staff. The broader community Strengthening trust and appreciation for STPPS and public education. The Champion Award videos serve as a powerful storytelling tool that: Celebrates excellence by publicly recognizing employees. Showcases public education and educators dedication to all public school students. Boosts morale

by showing appreciation for educators hard work. Strengthens community trust by demonstrating STPPSs commitment to student success. Drives engagement through compelling video across digital platforms. Since the initiatives launch, 50 Champion Award videos have been published, generating: 280,797 impressions Expanding reach across the community. 20,943 engagements Encouraging interaction and positive sentiment. By recognizing everyday champions, this initiative reinforces the Be A Champion theme while fostering a culture of appreciation and inspiration that continues to elevate the district. A landing page on the STPPS district website features every Champion Award video. The friendly URL is stpsb.org/Champion. This page has been visited 2,085 times by 1,438 users.