



PGCPS

Quarterly Report

July-September 2024

Q1

**Report produced by the Division of Communications
and Community Engagement**

Dear PGCPs Community,

I am excited to share our inaugural districtwide quarterly report for the 2024-2025 school year, showcasing the tremendous efforts and notable achievements across all divisions within Prince George's County Public Schools (PGCPS) from July through September 2024.

This report highlights the progress we've made toward our strategic goals and [Blueprint Implementation Plan](#), as well as the milestones that exemplify our dedication to student success, operational efficiency, and community engagement.

Among the key achievements this quarter, I am proud to highlight the opening of two state-of-the-art middle schools — William Wirt and Ellen Ochoa — which now provide more than 2,400 additional seats in our county. These facilities not only address overcrowding but also set a new standard for environmentally sustainable design, with features like geothermal heating and solar panels. Continuing this momentum, we are in the midst of breaking ground on an additional eight new Blueprint Phase II schools.

We also implemented critical advancements in technology with the rollout of Synergy, our new student information system which streamlines processes for families and staff. In addition, we introduced the PGCPS Assessment and Reporting Platform (PARP), which is already enhancing data-driven decision-making and supporting our efforts to close achievement gaps, particularly for multilingual learners and students with disabilities.

In the area of human resources, our focus on recruitment and retention remains strong. This quarter, we supported nearly 700 new educators through our Professional Educator Induction Program. Our continued emphasis on career development is further exemplified by more than 1,000 educators actively pursuing National Board Certification, a key initiative aligned with our goal of elevating the teaching profession.

Our commitment to innovation continued with the successful launch of a new benefits administration platform, improving accessibility and service for all PGCPS employees and retirees. These accomplishments are just a glimpse of the collective efforts across our divisions.

As we reflect on these milestones, we are energized by the journey ahead. I look forward to sharing more updates as we continue to build on these successes and work together to create the best possible outcomes for our students, staff, and families.

Thank you for your unwavering support and partnership in this critical work.

Warm regards,



Millard House II
Superintendent
Prince George's County Public Schools



What Guides Our Work?

For the 2024-25 school year, PGCPSS focus areas under the Transformation 2026 Strategic Plan include:

Focus Area 1: Accelerating Achievement in Mathematics

Focus Area 2: Enhancing Social Emotional Learning & Mental Health

Focus Area 3: Improving Culture & Climate

The Blueprint for Maryland's Future encompasses five focus areas including:

Pillar 1: Early Childhood Education

Pillar 2: High Quality and Diverse Teachers and Leaders

Pillar 3: College and Career Readiness

Pillar 4: More Resources for all Students to be Successful

Pillar 5: Governance and Accountability

For this inaugural quarterly report as we introduce Superintendent Millard House II to the PGCPSS community, we have outlined key communications and engagement activities completed between Q3 2023 and Q1 2024.



**View this
Report Online**





DIVISION OF OPERATIONS

Delivering Facilities for the Future

In August, PGCPs opened two new middle schools — William Wirt in Riverdale and Ellen Ochoa in Landover Hills — offering modern, innovative learning spaces for 2,400 students. William Wirt Middle School, now accommodating 1,200 students, addresses overcrowding with 400 new seats and features spacious classrooms and advanced technology. Ellen Ochoa Middle School adds 1,200 seats, with geothermal heating, solar panels, a new gym, and outdoor learning areas, emphasizing sustainability.

Howard B. Owens Science Center also reopened after extensive renovations, featuring a state-of-the-art digital star system, climate-controlled animal classroom, Pre-K and Kindergarten spaces, and several specialty classrooms. Outdoor learning areas, including a butterfly garden and compost station, enhance the “Back to Nature” experience. Additional upgrades include an elevator, ADA-compliant bathrooms, and security fencing.

Over the summer of 2024, PGCPs completed 82 capital projects, including abatement, ADA, and athletic upgrades, systemic improvements, and playground enhancements. These projects represent a combined investment of \$263M, benefiting over 200 schools and 132,854 students across the county.

Safe Schools: Security Enhancements Show Results

The first full year of safety and security enhancements has yielded significant results. Data from July 1, 2024, through September 2024 shows a 50% reduction in the confiscation of firearms and knives on school property. Schools with new security protocols had zero firearms recovered inside their buildings, marking a clear success. Overall, only two firearms were recovered this year, compared to four during the same period last year, and knife recoveries dropped from six to three. These improvements highlight the effectiveness of the new measures in keeping schools safe.



"Blueprint Schools Phase II is an unprecedented demonstration of true collaboration across all levels of government: the Board of Education, County, County Council and the state legislature," said Superintendent Millard House II. "Once again, PGCS is at the forefront of utilizing this innovative alternative delivery approach to deliver much-needed schools our students deserve, as quickly as possible."

8 New Schools On the Way: Blueprint Phase II Moves Forward

The Office of Alternative Infrastructure Planning and Development reached commercial and financial closure on Phase 2 of the Blueprint Schools program. Financial closure resulted in a \$63.4 million availability payment, with only \$300,000 in escalation over 30 years.

Phase II includes the construction of eight new school facilities — six elementary schools and two Pre-K - 8 academies including: Springhill Lake Elementary School, Fairwood Area Elementary School, Templeton Elementary School, Hyattsville Elementary School, Margaret Brent Elementary School, James Duckworth Elementary School, Brandywine Area PK-8 Academy and Robert Frost Area PK-8 Academy - by 2028. The new facilities will create more than 8,000 seats and replace 11 schools.



Building Capacity to Advance Climate Action

Aligned with the strategic goal to build a highly skilled team, the Department of Sustainability and Resiliency (DSR) expanded staffing capacity to support the Climate Change Action Plan (CCAP) with a new Program Manager, and are in the process of interviewing for a second position. This growth will help drive the creative and critical thinking necessary for the success of CCAP.

In addition, the DSR is exploring grant opportunities to address funding challenges. The department secured a \$10 million grant for 2023-2024, advancing the goal of creating innovative, sustainable learning environments and working toward a net-zero emissions future.

PGCPS Dishes Out Free Summer Meals, Aces State Review

Food & Nutrition Services (FNS) ensured children continued to receive free nutritious meals during the summer through the Summer Food Service Program. Partnering with U.S. Department of Agriculture meal programs, FNS merged food service with summer enrichment activities, providing 97,268 breakfasts and 129,968 lunches to children ages 2-18. A successful review by the Maryland State Department of Education confirmed program compliance.



Toward Stronger Transportation Service

Transportation & Central Garage are implementing five key audit recommendations as part of Phase 1 of a multi-year improvement plan. These recommendations include shifting start times, consolidating bus stops, conducting walk zone audits, providing an opt-out option, and enhancing customer service.

Results so far indicate progress: Seat utilization has increased from 52.9% in October 2023 to 65.4% in September 2024, demonstrating the effectiveness of our efforts to optimize routes and maximize vehicle usage. Additionally, the number of unique bus stops has been reduced by 1,651, from 13,882 to 11,483, while routes have slightly decreased from 1,095 to 1,063, with significant improvements in the balance of bus routes per bus lot. Bell time adjustments have also led to a reduction of morning trips by 315 and afternoon trips by 188. However, the total number of available bus drivers has declined from 858 in October 2023 to 847 in August 2024.

Powering Up the Future of Student Transportation

As the district builds its electric school bus fleet, PGCPS has entered into an agreement with Alphastruxure to construct a cutting-edge microgrid system at the Mullikin Bus Lot. This system will use solar panels, battery backup, and a renewable gas generator to produce green energy for charging the buses. The capital cost of the microgrid and the electric energy it generates is expected to be offset by savings from reduced diesel fuel purchases. Infrastructure will be in place by spring 2026 to support the electric charging of up to 90 buses.

Exploring New Central Office Space

PGCPS is actively exploring the development of a new administration building, which would consolidate the district's 16 administrative sites into just 3. This shift will reduce the total office and training space from more than 600,000 square feet to approximately 230,000 square feet, streamlining operations and improving efficiency. In collaboration

with district leaders, JLL, and Perkins Will, the current administrative buildings were evaluated for space utilization, operational costs, and deferred maintenance. A staff survey, with responses from about 31% of administrative staff, also informed the review. In addition to space optimization, the new building will be designed as a net-zero-ready facility, significantly reducing energy costs. With these considerations, the district is moving forward with the recommendation to select a site and begin designing the new central office space.

Streamlined Work Order Management

The Building Services team successfully implemented a new inventory control system to support the more than 50,000 work orders completed annually. This system integrates parts and supplies, aiming to improve efficiency, reduce costs, and enhance data management. The upgrade aligns with the goals of the Blueprint for Maryland's Future by indirectly supporting key pillars through improved operational effectiveness.



DIVISION OF ACADEMICS

A New Era of Student Exploration: Howard B. Owens Science Center's Grand Reopening!

Following a four-year closure, the Howard B. Owens Science Center (HBOSC) welcomed students and families back for the 2024-25 school year!

A PGCPS cornerstone for hands-on STEM education for students Pre-K through 12, the HBOSC has been revitalized to enhance learning experiences and ensure compliance with ADA and fire safety standards.

Key improvements include:

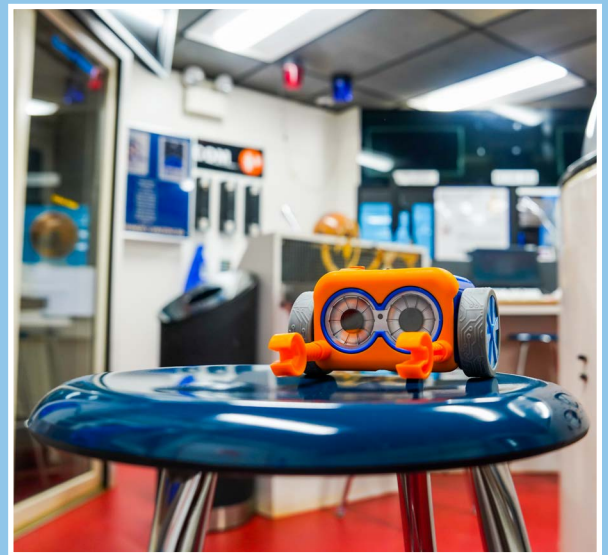
Revamped Learning Spaces: An updated "pit" with new bleachers, sound system, and projector, alongside a brand-new Pre-K and Kindergarten learning area, an engaging animal exhibit room, a state-of-the-art weather station, and a modern computer lab.

Outdoor Classroom: A breathtaking outdoor learning space featuring a covered pavilion surrounded by butterfly, mineral, and rain gardens, complemented by a composting station.

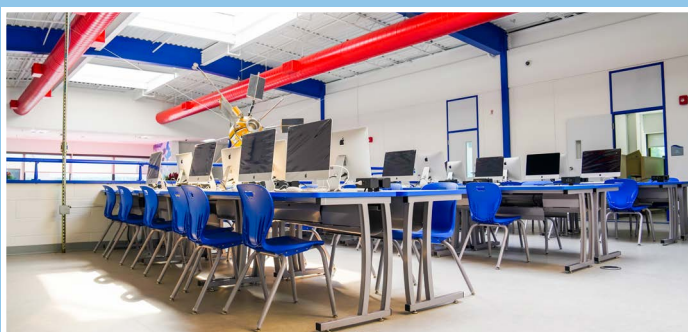
Building Enhancements: A remodeled entrance, new ADA-compliant bathrooms, fresh paint and flooring, improved sidewalks and security fencing, along with electrical and fire alarm system upgrades, and an upgraded elevator.

Stellar Upgrades for a Stellar Experience: The planetarium has been completely overhauled with a new structure, dome, flexible seating, upgraded HVAC, and a cutting-edge Digistar hybrid optical and digital projection system, promising an unparalleled experience for all visitors.

Reaching for the Stars with NAS: In collaboration with NASA, the Center's new "Mission Control" room features control consoles that replicate those used in the Challenger spacecraft program, offering students a truly immersive and authentic space exploration experience.



"Our team will utilize the exciting new learning spaces to deliver quality instruction, engaging scholars in dynamic hands-on and minds-on experiences," said Lorrie Armfield, Coordinating Supervisor for Speciality Programs. "The renovations have provided us with novel opportunities to make connections between science and mathematical practices taught in the classroom and our global society. We are dedicated to inspiring and educating the next generation of innovators."



DIVISION OF SCHOOLS

PGCPS Launches New College Readiness Platform

In support of Blueprint Pillar 3, 'College and Career Readiness,' the district launched Schoolinks, an interactive College Readiness platform that replaces Naviance. This new tool enables students to apply to college, request transcripts, and complete essential application components, including career assessments to inform their future paths. All 440 school counselors have been granted access, with 394 trained on its full implementation, particularly to prepare 12th-grade counselors for the upcoming college application season.

More than 27,000 students have logged into Schoolinks, resulting in more than 6,000 career goals set and 14,000 college applications submitted (Applications are complete once transcripts, test scores and letters of recommendations have been received.)

Immunization Clinics in Partnership with the Prince George's County Health Department

In September, PGCPS partnered with the Prince George's County Health Department to offer immunization clinics three days a week, through December 2024. These clinics are aimed at uninsured and underinsured students, ensuring a safe school environment and preventing exclusion from school attendance. Approximately 425 students have been immunized through this initiative.

These clinics are currently being held in Cheverly at the Health Department's facilities in collaboration with PGCPS' nursing staff. This plan will also allow our school system to conduct mobile clinics at various school sites for schools with a large number of students for whom we have signed parental consent.

This spring, Immunization Field Trips will be offered for rising 7th graders to receive required vaccinations ahead of the new school year at the Kenmoor Wellness Clinic. Students will be transported with chaperones from various schools. The focus this year is securing parental consent for all students needing vaccinations, ensuring compliance, safeguarding instruction, and reducing absenteeism. This partnership supports Blueprint Pillar 4, 'More Resources for Student Success,' by providing new, innovative ways to vaccinate students, keeping schools safe and preventing exclusions.

\$25M in Grants to Expand Wraparound Support Services

A \$25 million Maryland Community Health Resources Commission grant will enhance behavioral and wraparound support services for PGCPS students, including in-school assistance, staff training, and crisis intervention. Distributed to 19 organizations, the grant strengthens support for both PGCPS and the broader community.

Partnerships with AprilMay Company, Inc., Hazel Health, La Clínica del Pueblo and Sheppard Pratt will expand through this grant without replacing current funds.

The Office of Mental Health Services is facilitating the integration of all program staff to ensure compliance with district onboarding requirements, and will collaborate with the Maryland Consortium on Coordinated Community Supports and school leaders to optimize service delivery and address any challenges. All funded organizations have formal MOUs with PGCPS, and efforts will continue to ensure effective service implementation in schools.

Students Rights and Responsibilities Handbook - New Restorative Approach

This year, in response to community feedback and town hall discussions, PGCPS revised the Student Rights and Responsibilities Handbook to enhance safety and promote a restorative approach to discipline. The new handbook emphasizes restorative practices to address disrespectful and disruptive behavior, prioritizing social-emotional learning, relationship repair, and trauma-informed support for students.

School administrators are now required to assess if a student's behavior is influenced by recent traumatic events before assigning disciplinary actions. The new protocol includes restorative conversations, counseling sessions, and social-emotional learning lessons to minimize instructional loss and reduce chronic absenteeism. The focus is on corrective actions that promote understanding and offer students a fresh start.

As part of this effort, 750 Student Services staff were trained on the new protocol in August, and 200 school principals received an overview in September. PGCPS is expanding Title IV funding to increase training on restorative approaches and support services, with ongoing data monitoring to ensure continuous improvement.



DIVISION OF ACCOUNTABILITY

Empowering Education Through the Assessment and Reporting Platform (PARP)

The Department of Testing, Research and Evaluation (DTRE) is transitioning to the Assessment and Reporting Platform (PARP), informed by feedback from schools and central office staff. This robust, user-friendly platform enhances the district's assessment capabilities and supports data literacy, enabling targeted focus on schools, student groups, and service areas for data-driven decision-making.

PARP aligns with Pillar 4 of the Blueprint: More Resources to Ensure All Students Are Successful. By providing progress monitoring data for the district's Critical Success Indicators (CSIs), it facilitates the identification of strengths and areas needing improvement, enabling specialized interventions and strategic adjustments. Additionally, the platform enhances support for Multilingual Learners (MLs) through improved data features, allowing schools to disaggregate ML data effectively and track student growth, thereby targeting assistance as students progress through the English Language Development (ELD) program.

PARP also supports Pillar 3 of the Blueprint: College and Career Readiness. By analyzing assessment data, it helps meet the goal of ensuring all students are proficient in reading by the end of third grade and prepares them for college and career readiness in English Language Arts. The data collected through PARP will also aid in narrowing achievement gaps in literacy, particularly for students with disabilities and MLs. It offers actionable insights for refining instructional practices, professional development, and timely support, ensuring every student progresses toward literacy achievement.

DTRE has successfully trained over 800 central office and school-based staff through 25 face-to-face and virtual sessions from July to September. Feedback from more than 300 participants highlighted that the training sessions were well-organized, engaging and effectively presented, with many attendees appreciating the streamlined format and clear step-by-step guides.

District Blueprint Plan Earns Seal of Approval

The PGCPs 2024 Blueprint Plan was fully approved by the state Accountability and Implementation Board (AIB) on September 4, 2024!

MSDE Extends ESSER III & Maryland Leads Support for 2024 - 25 School Year

Although federal funding for ESSER III and Maryland Leads will conclude in September 2024, the Maryland State Department of Education (MSDE) has approved requests to extend support for key PGCPs initiatives through the 2024-2025 school year. This ensures continued academic support, resources for learning recovery, health and safety, and one-to-one technology for students.

Since 2021, ESSER III funds have been essential in safely reopening schools and mitigating the impact of the pandemic. Additionally, the Maryland Leads grant, awarded in 2022, has bolstered several important programs:

Grow Your Own Program: Addressing labor shortages by strengthening teacher pipelines. Partnership with Notre Dame of Maryland University supports 28 participants through spring 2025.

Staff Support and Retention: Providing mentorship, materials, and supplies for new teachers.

Science of Reading: Providing training and resources for teachers and administrators, in support of both Blueprint Pillar 1 and the T26 Workforce and Operational Excellence goal.

Transforming Neighborhoods: Providing engagement and resources for families in Community Schools.

Assessment Tools and Data Monitoring: Expansion of data dashboards to track CSIs related to reading and math proficiency, supporting Blueprint Pillar 3 and T26 Educational Excellence, Workforce and Operational Excellence.

School Facility Upgrades and Technology: School repairs to reduce health risks and investment in educational technology, in support of Blueprint Pillar 4 and T26: Mental Health and Wellness.

Shaping Our Future: Collaborative Insights for Success in 2024-25

The Strategic Planning and Resource Management (SPRM) team conducted needs assessments in April and May 2024 to identify district needs, evaluate current strategies, and brainstorm ways to enhance performance. Over 300 PGCPs staff — including school administrators, central office, instructional, and support staff — collaborated to address key challenges and share successful strategies.

Based on these sessions, new focus areas for the 2024-25 school year were proposed, aligning with the Transformation 2026 Strategic Plan (T26), the MSDE Blueprint Plan, and Title grant programs. These focus areas support T26 goals: Educational Excellence, Equity, Workforce and Operational Excellence, and Mental Health.

Read the full report [here](#).

PGCPS Secures State Funding for Strategic Partnerships

The Maryland State Accountability and Implementation Board (AIB) allocated funding for five strategic partnerships to support PGCPs in achieving the goals of the Blueprint for Maryland's Future during the 2024-2025 school year.

These partnerships focus on key areas including:

Early Childhood Expansion: Collaborating with WestEd

College and Career Readiness: HCM Strategist, LLC will assist in career ladder development

Career Counseling: Provided by CityWorks, with career counselors now available in all middle and high schools

Strategic Budgeting and Resource Allocation: WestEd will help align funding to ensure effective implementation

These initiatives align with the Blueprint's pillars of educational excellence, equity, and operational excellence, aiming to improve student outcomes, including increasing the percentage of high school completers earning industry-recognized credentials or participating in registered apprenticeships.

DIVISION OF INFORMATION TECHNOLOGY

New Student Information System

PGCPS transitioned from legacy student information system SchoolMAX to a new, modern system, Synergy. This transition involved the collaboration of all schools and departments across the district, and will lead to a more efficient and user-friendly system for staff, students and families. More than 55,000 parents/guardians have created and activated a family account in ParentVUE module of Synergy.

DIVISION OF FINANCE

New Benefits Administration Platform Implemented

Benefits Services introduced a new Benefits Administration platform (Benefitfocus) that will service all full-time employees and retirees to improve infrastructure and operational effectiveness, offering one place to access and manage benefits easily.

Employees are able to access benefits through the PGCPs Staff Portal webpage to see exactly what benefits have been elected and access a variety of resources to fully understand coverage. Additionally, employees have the ability to access benefits from any mobile device to view, manage and even enroll in benefits. Selecting benefits during open enrollment will be easier than ever with employees having a personalized benefits shopping experience.



Blueprint for Maryland's Future, which prioritizes elevating the teaching profession by offering higher salaries and expanded professional development opportunities. Moreover, recruitment and professional growth strategies are designed to ensure the teaching workforce reflects the racial and ethnic diversity of the student population.

As of September 30, 1,046 educators are actively pursuing National Board Certification. This includes 473 educators in their second year, 415 in their first year, 27 renewing their certification, and 131 who have completed all four components but need to retake one or more to achieve certification.

Bridging Instruction & Leadership: A Pilot for Central Office NBCT Educators

A new partnership between the Prince George's County Educators' Association and PGCPs has led to the establishment of a pilot program for Teacher Career Ladder Level 4. This program is an opportunity for eligible Central Office Unit 1 employees who are also National Board Certified to engage directly in instructional roles and contribute to the evolution of teacher career progression in the district.

The focus of Level 4 is on empowering experienced educators to lead and innovate within instructional practices. Participants in the pilot will take on the role of teacher of record for at least one class, enabling them to leverage their expertise in a real classroom setting. Fifteen Unit 1 Central Office NBCT educators have committed to participating in the pilot program and will be assigned to Career Ladder Level 4a. Selected schools include eight identified as low-performing, where there is a limited number of National Board Certified educators.

DIVISION OF HUMAN RESOURCES

Induction Program Empowers New Educators

In alignment with Maryland Blueprint Pillar 2, the Office of Professional Learning and Leadership led the induction process for 695 new educators. Each participant receives essential teaching materials, content-specific professional development, and support from an induction coach to strengthen their pedagogy and classroom management skills. Since the summer Professional Educator Induction Program (PEIP) session, the cohort increased from 579 to 695 educators, with the new group starting in the winter PEIP. All educators will attend monthly PEIP 2.0 sessions, with ongoing workshops running from October through May for the original group.

Elevating Teaching Careers: National Board Certification

Teachers have a clear path to advance their careers through performance-based career ladders which allow them to remain passionate about classroom teaching while also stepping into leadership roles within their schools. A key component of this initiative is the district's strong support for teachers pursuing National Board Certification (NBCT), a prestigious credential that enhances both professional growth and earning potential.

Eligible candidates receive scholarships to support their certification journey, and bi-weekly interest meetings are held to guide educators through the process. This initiative directly aligns with Pillar 2 of The

DIVISION OF THE CHIEF OF STAFF

Office of Government Relations, Compliance and Procedures

Policies

During the first quarter of the 2024-2025 school year, the Office of Government Relations, Compliance and Procedures (OGRCP) drafted eleven policies for the Board of Education Policy and Governance Committee. Five key policies aimed at enhancing educational equity and safety within schools have been enacted by the Board, including policies on service animals, student information and records, educational equity, the district's theory of action and core curriculum resources.

Six policies were considered for public comment or reviewed for the first time. These encompass community involvement in principal selection, the structure of standing committees and focus work groups, wellness and nutrition initiatives, the establishment of safe and supportive school environments, provisions for student board members and guidelines for grading and reporting for elementary and secondary students.

Administrative Procedures

During the first quarter, 14 Administrative Procedures (APs) were addressed across various areas. In System Guidance, there were two APs, focusing on school visitor policies and IT remote access procedures. The Administration category included one AP, which updated definitions related to financial impropriety and whistleblower protections. For Personnel, one AP was revised to clarify individualized assessment procedures for eligible employees.

Seven student-focused APs include a new policy on athletic transfers, revisions to admission procedures for early grades, and updates on Multilingual Learners. Additionally, grading and reporting procedures for elementary, middle, and high school were refined, along with a policy on interscholastic athletics and extracurricular activities.

For instruction, two APs addressed the use of sharp trade tools and revisions to educational requirements and options in secondary schools. One AP related to minority business procedures for state-funded public school construction projects was also updated.

There are 35 APs currently undergoing review, covering various topics from recycling, student field trips, data dashboards, employee travel procedures and more, reflecting an ongoing commitment to enhancing the educational environment and operational efficiency.



New Administrative Procedures Tracking System

The Office is implementing an Administrative Procedures Tracking System (APTS), developed in collaboration with the Information Technology team. This system streamlines operations within the district by efficiently tracking administrative procedures, enabling easy queries and comprehensive reporting.

The user-friendly interface allows staff to generate detailed reports, monitor administrative procedure statuses, and track progress, enhancing accountability, transparency, and operational efficiency. OGRCP will utilize APTS during the 2024-2025 school year to track administrative procedures in development and manage the review and revision processes.

2025 Legislative Platform

The OGRCP Government Relations team has created a Legislative Platform for the 2025 Session, serving as a guide for Board Members and staff to monitor legislation, propose Board positions, develop testimony, and advocate for the school system.

“The Legislative Exchange” - First Edition Coming Soon

The OGRCP announced the upcoming launch of The Legislative Exchange, a newsletter providing updates on government relations. This publication will feature district accomplishments, updates from the Board’s Policy and Governance Committee and messages from the Board Chair and Superintendent.

Additionally, the Office has compiled a list of local elected officials which details each school along with its corresponding Prince George’s County Delegate, Senator and Council member.

Compliance and Safety

Safe Schools trainings are essential for equipping staff with the knowledge and skills needed to maintain safe and secure work environments. Round 1 compliance reports for each division and department were generated and shared with the Chiefs. An August report on the Raptor Visitor Management System, detailing school usage, was provided to the Superintendent, Chief of Staff, Chief of Leadership and School Support, and the Safety and Security Department. The September report was distributed during the week of October 7, 2024.

EEF Raises \$100K for Scholarships, Welcomes New Board Members and Launches Mentorship Program

The Excellence in Education Foundation (EEF) raised \$100,000 for post-secondary scholarships for graduating seniors through its 11th Annual Golfing for Education Tournament. The foundation also welcomed five new members to its board, each bringing a wealth of experience and a strong commitment to education:

- Dr. Monica E. Goldson: President and CEO of Greater Washington Junior Achievement
- Christian Rhodes: Deputy Executive Director, William Julius Wilson Institute, and Harlem Children’s Zone
- Lorenzo Bellamy, Esq.: Founder of Bellamy Genn Group
- Eben Smith: President & CEO, Three E Consulting Group
- Willie Goode: President of Goode Companies

Additionally, EEF announced a new program initiative: P-TECH Mentor Program Powered by IGNITE! As a program offered through the Department of Career and Technical Education (CTE), the Pathways in Technology Early College High School (P-TECH) and the EEF, the program will offer scholars the opportunity to receive valuable mentorship and to hear from industry leaders and change-makers with the goal of enhancing their individual, professional and academic growth.





DIVISION OF COMMUNICATIONS & COMMUNITY ENGAGEMENT

The Division of Communications and Community Engagement leverages a variety of tools, platforms and activities to support and amplify the collective work of the district, as aligned with PGCPs strategic goals and those outlined in the Blueprint for Maryland’s Future. The Office encompasses: Public Information, Multimedia, Family and Community Partnerships, Interpreting and Translation, and Web Services.

Maryland Board of Education President Tours PGCPs for Back-to-School

To kick off the new school year, the Public Information team facilitated a visit by Maryland State Board of Education President Joshua Michael, Ph.D., who joined Superintendent Millard House II to tour PGCPs schools! The visits highlighted schools where students saw significant improvements on the 2023-24 MCAP assessments and showcased several innovative academic programs.

During Q1, the Office of Communications completed the following initiatives to underscore district Focus Area 2: Enhancing Social Emotional Learning & Mental Health.

“It is great to see the wonderful things that are going on and the great work in our literacy and math classes,” Dr. Michael said. “We’re excited for the year ahead and look forward to great things here in Prince George’s County and across the state of Maryland.”

Summer Break Checklist

Published a [blog](#) that was cross-promoted in newsletters and across digital platforms with summer tips for students and families including preventing summer learning slide, prioritizing wellness, enjoying free summer meals and more.

Summer Wellness Tips

Published a [blog](#) that was cross-promoted in newsletters and across digital platforms on resources for student mental and physical health during summer break. The district’s free Hazel Health service, Prosper self-care app, Wellness Wednesday podcasts and a call to get a head start on immunizations were featured.

Focus on Holistic Approach to Student Development

The Public Information team issued a news release and blog around the district’s third consecutive year being [recognized](#) as one of the top 10% of U.S. school districts for whole-child education! Check out five ways the district fosters academic, social, emotional, physical, and ethical development to help students become well-rounded, responsible individuals.

Keeping Schools Safe: How Families Can Help

To address a national trend of social media threats targeting schools, a video message from Superintendent House to staff and families was produced and shared across platforms.

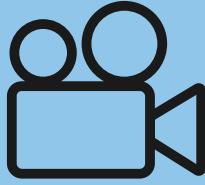


The Office of Communications completed the following initiatives to underscore district Focus Area 3: Improving Culture & Climate.

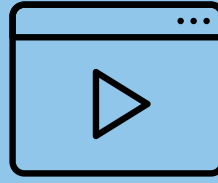
Public Information & Multimedia



37 Media Advisories, News Releases and Blogs (32% increase from prior period)



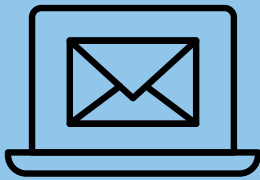
42 video reels (up from prior quarter)



48 videos produced and published to YouTube (up from prior quarter)



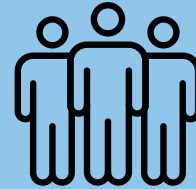
1 social media verification badge (LinkedIn)



78 School Messenger emails, text messages and newsletters to more than 128,000 parent/ guardian contacts and 22,000 staff. (up from prior quarter)

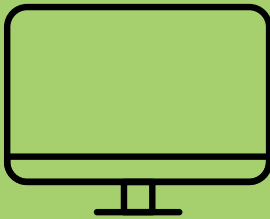


74,367 YouTube views



601 new YouTube subscribers

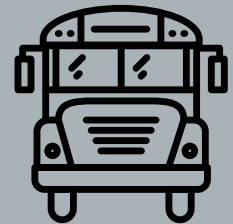
Web Statistics



2.9M page views per month with an average engagement time of 2 minutes 30 seconds (+ 3.1% over last year)



972 tickets for website assistance with 97% highest satisfaction rating



3 summer transportation sessions



100 Parent Engagement Assistants placed in schools (increase of 15 positions for SY25)

Office of Interpreting and Translation (OIT)



2,806 systemic and school-based meetings and events for which live or virtual interpreting services were provided



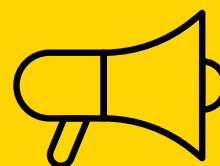
182 participants on Estudios universitarios "for seniors" virtual event, in collaboration with ISAEO and the University of Maryland



100% of public Board of Education meetings with Spanish simultaneous interpretation and ASL



1,072 translation projects in Tigrinya, Italian, Dari/Farsi, Swedish, Arabic, Pashto, Amharic, Swahili, Urdu, Vietnamese, Chinese, Haitian Creole, Spanish and French



157,853 telephonic interpreting minutes with parents and caregivers

Department of Family and Community Partnerships



300 families reached through 3 virtual Family Institute Sessions



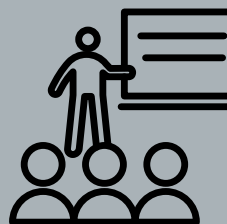
5 new/renewed MOUs



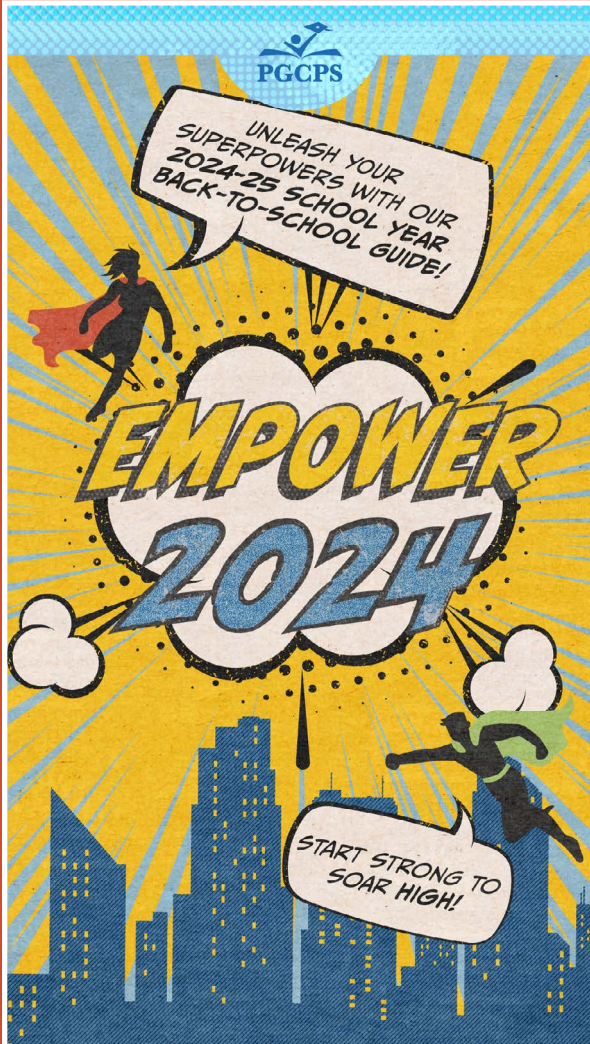
150 schools with updated parent leadership organization data



4 principal professional development sessions on family engagement



6 school-based and/or community-based family and community engagement, volunteering, or business partnerships presentations per week



Empower '24: Back-to-School Campaign

The annual [back-to-school campaign](#) highlighted the [district's work](#) advancing a range of initiatives designed to enhance experiences and outcomes for students, families and staff, including transportation and technology, safety and security, historic school construction, special education innovation and more.

The campaign's superhero-themed graphics embodied the spirit of empowerment and resilience with the message "start strong to soar high," tying into a comprehensive digital marketing strategy.

Key elements included:

Email and Newsletter Campaigns: Regular communications kept families informed on key updates, events, and initiatives as students returned to the classroom.

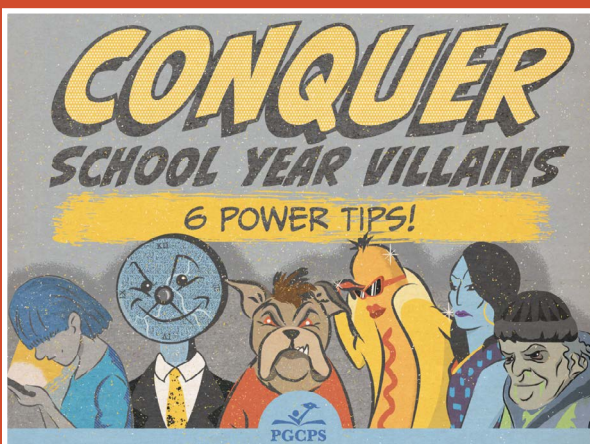
Social Media Engagement: A series of posts leading up to the first day of school highlighted key back-to-school information for families including supply lists, signing up for ParentVUE, transportation, immunizations, applying for free and reduced-price meals and more.

Back-to-School Guide: A dedicated [web portal](#) featured essential information.

First Day Itinerary and Media Outreach: Planning of the first-day-of-school itinerary ensured a celebratory start to the year with media coverage.

Back to School Drive & Dash

The Department of Family and Community Partnerships organized the district's annual Back to School Drive and Dash to provide students with free backpacks and school supplies prior. More than 10,000 backpacks and school supplies were distributed at three sites.



Transportation Education & Awareness Campaign

To ensure continued communication around major districtwide changes to school bus transportation service, a multi-platform campaign continued through the summer months to ensure stakeholders were prepared for a smooth back-to-school transition.

A toolkit for school principals, staff, partners, and board members was prepared, and school principals were briefed on available resources. The toolkit includes: fliers for backpacks, posters and other signage for schools, scripts for front office staff, FAQs, standard sample social media posts for school-level profiles, a community letter template for families, a list of community info sessions, tutorials on how to use the StopFinder app, and a call-to-action to register for the new parent information system.

Additionally, we published a series of six informational videos in both English and Spanish detailing each transportation change and offering an overview of all changes.

Transportation Community Information Sessions

The Family and Community Partnerships team convened, planned, scripted, and co-hosted a series of summer transportation information sessions across the county to share details and solicit feedback on districtwide transportation improvements.





Multimedia Team Shines with Engaging New Content

The PGCPs multimedia team has been busy creating engaging and informative content for the district community. In September, the team launched the Kids Newscast, featuring elementary and middle school students sharing updates on district happenings. The pilot episode garnered nearly 1,000 views on YouTube and an impressive 23,000 views on Instagram.

The second season of The Sideline sports recap show also premiered, focusing on lesser-known sports. The first episode highlighted the Northwestern Varsity soccer team's journey following last year's narrow loss in the 4A state championship, and garnered more than 21,000 Instagram views, 506 likes and 347 reposts.



Additionally, the team has produced six Spotlight video segments, showcasing positive initiatives throughout the district. These short recaps collectively earned more than 2,600 YouTube views. View a spotlight on Food & Nutrition Services renovations to lunchrooms across PGCPs!

Hispanic Heritage Month: Innovación y Unidad

For Hispanic Heritage Month 2024, we featured students who highlighted culture and the growing Latino influence in PGCPs as well as invited the PGCPs community to share their celebrations to a community gallery.

During Q1, the Office of Communications completed the following initiatives to underscore Blueprint Pillar 1: Early Childhood Education.



Ellen Ochoa Middle School students hit the halls to find out if their classmates know the incredible trailblazer behind their school's name!

Summer Learning Promotion

To keep students engaged throughout the summer, the multimedia and marketing teams produced a promotion for the district's Summer Learning Spark program and digital book series.

Parent Engagement Assistants (PEAs) are playing a pivotal role across 100 PGCPs schools in building positive home-school partnerships through evidence-based practices. PEAs create culturally responsive climates, host monthly capacity-building workshops, and share valuable resources to strengthen family engagement.



Strengthening Family & Community in Schools

Each fall, the Division of Family and Community Partnerships (DFCP) collects school data to establish Parent Leadership Organizations, such as PTA, PTO, and Parent Advisory Groups. These groups offer structured opportunities for parents to contribute to shared decision-making and enhance school involvement.

DFCP also ensures that every school is supported by external resources through the Adopt-a-School process, formal business and community partnerships and volunteer onboarding systems. These partnerships enhance learning environments and provide critical support to both students and staff, reinforcing the district's commitment to family and community engagement.

During Q1, the Office of Communications completed the following initiatives in support of Blueprint Pillar 2: High Quality, Diverse Teachers & Leaders.

One Beat, One Sound: Empowering School Leaders

The communications team presented at the Summer Leadership Institute (SLI), aimed at equipping principals with essential tools for effective communication. During the institute, school leaders received comprehensive resources to prepare for the new school year, with a focus on key areas of interest, including crisis communications, language access, social media best practices and guidelines for interacting with the news media.

In addition to SLI, the team presented at the first Systemic School Leaders' Meeting, where school administrators received further training on crisis communications to maintain consistency with districtwide communication standards.

Summer Recruitment Campaign

Throughout June and July 2024, the communications team provided media buying support to Human Resources for emergency and summer recruitment campaigns. These campaigns, upwards of \$70,000, included radio ads, mall advertisements, and a bus back campaign, with a focus on reaching diverse audiences through platforms including El Zol, WUSA 9, National Harbor and more.

Additionally, the team promoted recruitment events through local news, radio, and social media, executed robocalls and SMS messages, and added a “We’re Hiring” feature to all PGCPs school websites linking to available opportunities.

During Q1, the Office of Communications completed the following initiatives in support of Blueprint Pillar 4: More Resources for Students to be Successful.

Immunization Awareness Campaign

To increase student immunization compliance across the district, the graphic, public information and multimedia teams produced visuals, video, and conducted both cross-platform and targeted campaigns sharing resources including district-hosted free clinics.

Estudios Universitarios a su Alcance (A College Education is Within Your Reach)

Estudios Universitarios a su Alcance kicked off the college preparation process early with a bilingual virtual program to assist high school seniors in preparing for college. Through a series of informative workshops, over 180 students and their families learned about key aspects of the college admissions process, financial aid options, and resources to make higher education accessible.



This initiative was a collaboration among several key partners, including the Office of Interpreting and Translation (OIT), International Student Admissions and Enrollment Office, University of Maryland and Prince George’s Community College. The Latino Affairs Liaison in the Office of the County Executive also played a vital role, providing critical insights and support for families.



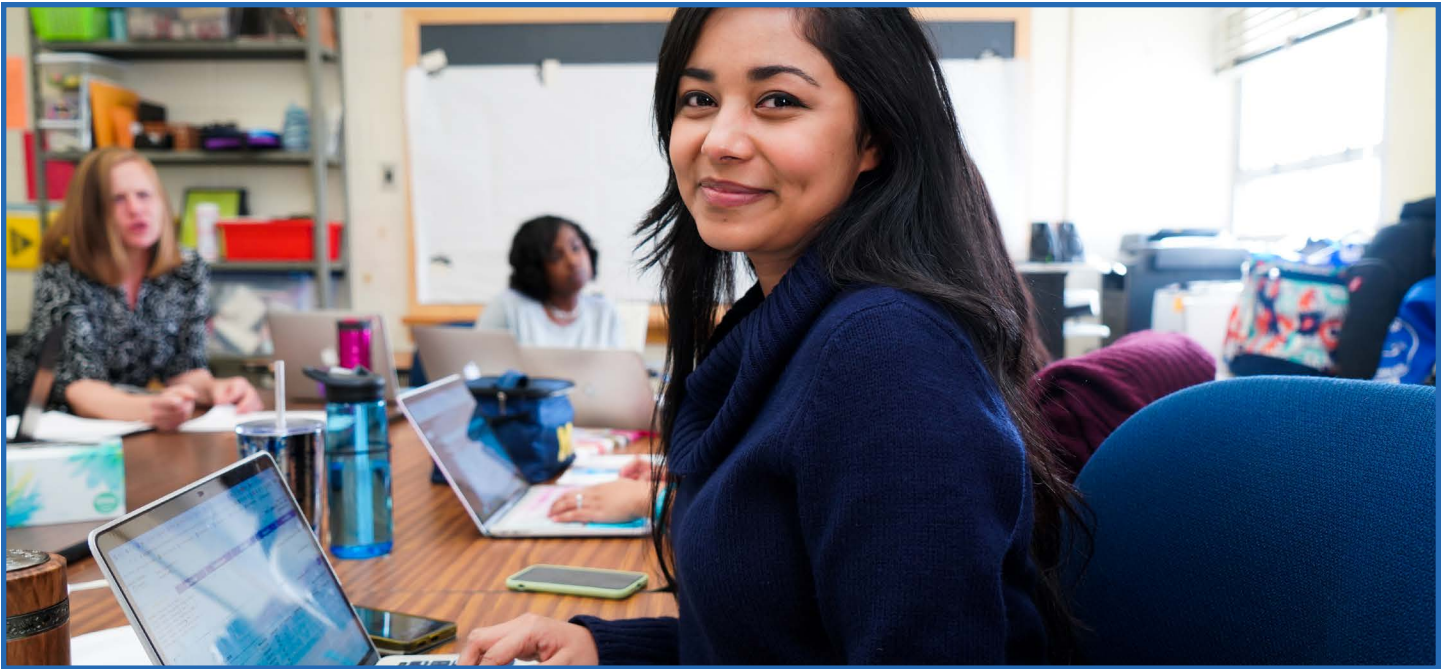
DRIVE WITH US!

- ✓ Paid CDL Training
- ✓ Health Insurance
- ✓ Retirement Benefits
- ✓ Personal & Sick Leave
- ✓ Summer Opportunities

NOW HIRING
SCHOOL BUS DRIVERS
pgcps.org/drivewithus



BACK-TO-SCHOOL IMMUNIZATIONS



Pocketalk Device Initiative

The OIT and the English Language Development (ELD) Office have launched the Pocketalk Device Initiative to improve language access for informal communication with students and families. These multi-sensory, two-way communication tools support 117 languages and feature a responsive touchscreen interface, allowing immediate multilingual assistance.

By adopting Pocketalk devices, OIT and ELD are reinforcing their commitment to creating an inclusive environment and improving access to essential information. This initiative represents a significant step in enhancing daily interactions for linguistically diverse school communities.

During Q1, the Office of Communications completed the following initiatives in support of Blueprint Pillar 5: Governance and Accountability.

PGCPS.ORG Website Refresh Modernizes User Experience

The recent refresh of pgcps.org has enhanced the user experience by modernizing the design and improving functionality. Key updates include branding enhancements such as new colors, fonts, and background elements, along with the addition of a homepage slideshow to showcase multiple promotions. A revamped megamenu now provides easier access to content from various offices and schools. In total, 19 specific upgrade points were addressed in this comprehensive website overhaul.

Increased Usage of Search and AI Virtual Assistant

Search tools and the AI Virtual Assistant played a pivotal role during the back-to-school season, helping visitors quickly find information on topics ranging from school supplies and ParentVUE to the academic calendar and back-to-school events. On average, 5,200 users engaged with the AI virtual assistant each month. Search page usage increased by 20% compared to last year, with visitors from search showing a 20% higher engagement rate than those who accessed the site directly.

PCAC Advisory Promo

The multimedia team produced commercials in English and Spanish to drive applications for the Parent and Community Advisory Council (PCAC), which offers guidance and advice to the Board of Education on issues pertaining to student academic achievement, parental and community engagement and public perception of PGCPS.





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