

CELEBRATING 75-YEARS OF EXCELLENCE SCHOOL YEARS 1946-1947 to 2021-2022

75th Anniversary Activities for Principals to Consider

Getting started

- Establish a school-wide committee to help plan your event or yearlong celebration.
- Incorporate the 75th anniversary logo on school letterhead, slide templates and covers for meeting books or event programs.
- Design a bulletin board or display at the school entrance depicting a pictorial history of the school. Tie it to the 75th anniversary.
- Issue a press release to coincide with birthday celebrations or special school events
- Kick off the anniversary celebration with an October event.



Refresh and preserve your own history

- Research your school history. Use your local historical office to glean historical information and photos. Publish it on your website.
- Conduct a research campaign to identify and contact famous/special alumni.
- Schools are encouraged to send artifacts and memorabilia to the American Overseas Historical Society, in compliance with DoDEA Administrative Instruction 4160.1, dated 25 August 2006. Include a story or description with the artifacts.
- If your school's yearbooks (from the first issue) have not been digitized by AOSHS, see the information on our webpage on how you can preserve them for the future.
- Create a scrapbook with school history/anniversary mementos and photos.
- Use student video classes/clubs to create oral biographies of people significant to your school district.

Involve students

- Involve students in your anniversary celebration, perhaps in designing a logo, theme, poster or video.
- Connect school spirit days with your local history and the 75th anniversary.
- Design and conduct a 75th anniversary essay competition, "What my school and the DoDEA experience means to me."

It's a community celebration too!

- Prominently display posters in the school featuring the 75th anniversary logo.
- Emphasize the anniversary in school communications and incorporate logo whenever possible.
- Sponsor a 75th anniversary community pot-luck dinner or picnic. Have a 75th anniversary cake for dessert.

Communicate

- Develop student-written articles and illustrations on the history of your school that can be featured through installation press; engage your regional PAO in coordination.
- Develop and produce 75th anniversary/"Happy Birthday DoDEA" public service announcements. Invite military area commanders to participate in the PSA.
- Recognize "legacy" figures by spotlighting them in news articles and honoring them at special events.
- Incorporate the anniversary into ongoing events during the year.
- Engage your regional PAO in publicizing local events!

Plan for future anniversaries

- Catalog anniversary videos and articles at the media center for future use by teachers, staff and students.
- Develop a timeline of future anniversary dates to be celebrated. Start planning for the next anniversary celebration!
- Plan a community-wide, culminating special event to celebrate the anniversary.
- Design a time capsule at each school. Hold a ceremony to dedicate it in honor of the 75th anniversary, with the goal to open it at a future date.



Source: National School Public Relations Association