

COMMUNICATION PRINCIPLES for PRINCIPALS



08/2021

75TH ANNIVERSARY COMMEMORATION

IN THIS ISSUE

- **Background**
- **Purpose of the Tip Sheet**
- **Anniversary Commemoration**
- **Timeline/Eras**
- **How can Principals help?**
- **Getting Started**
- **Audiences**
- **Branding/Logos**
- **History**
- **Media**
- **Resources**
 - » Celebration Ideas
 - » Key Messages
 - » Newsletter Article
 - » Branding and Logos
 - » AOSHS - Memorabilia
 - » AOSHS - Yearbook Digitization Initiative

BACKGROUND

DoDEA has a long and proud history of serving military families at locations around the world. While a few schools on military bases within the continental United States and its territories were operating prior to World War II, the school system we know today as the Department of Defense Education Activity (DoDEA), formally began with the establishment of dependents schools in October 1946 in the occupied countries of Germany, Austria and Japan.

At the end of the war, there was no precedent to follow for establishing and operating dependents schools in foreign occupied countries. The 1946-47 school year also marked the first time that the federal government and the military realized that a more consistent approach was needed for the establishment, operation, and resourcing for schools serving military families, overseas and on installations in the United States.

Since that foundational year, the DoDEA footprint has expanded across the country and around the globe to meet the educational needs of military-connected students. Over time, we have grown, merged, consolidated, reorganized, and changed more times than

FROM OUR EARLY BEGINNINGS, WE HAVE MAINTAINED AN ONGOING FOCUS ON CONTINUOUS IMPROVEMENT, AND OUR PROMISE AND COMMITMENT TO ENSURE "EXCELLENCE IN EDUCATION FOR EVERY STUDENT, EVERY DAY, EVERYWHERE."

ABOUT

PRinciples for Principals offers key information and messages for principals to consider in communicating the basics and getting parents involved. It is written and published by the DoDEA Communications Office.

CONTACT US

DODEA HEADQUARTERS COMMUNICATIONS OFFICE

4800 Mark Center Drive
Alexandria, VA 22350

WILL GRIFFIN

Director, Communications
Desk: 571-372-0613
Cell: 703-438-1070
Email: William.Griffin@dodea.edu

TONDRA KINLEY

Deputy Chief, Communications
Desk: 571-372-0614
Cell: 703-438-0858
Email: Tondra.Kinley@dodea.edu

VISIT OUR WEB SITE:

www.dodea.edu



we can count. In 1992, DoD unified the domestic and overseas operations under the Department of Defense Education Activity. As a DoD Field Activity today, we enjoy national recognition for our accomplishments.

PURPOSE OF THE TIP SHEET

This tip sheet will help Principals better understand and celebrate this remarkable story and help schools and districts to leverage the unique contributions of our schools, employees, and students (past and present) in telling our story. This tool will help you:

- Understand that every school has a role in sustaining our mission and legacy;
- Understand that every DoDEA employee has a role to play in sharing and celebrating our incredible legacy;
- Use the messages, tools, and celebration ideas/initiatives designed to facilitate a year-long commemoration of our 75 year history across the system; and
- Provide ideas and suggestions for ways you can personalize the commemoration to your schools and communities.

ANNIVERSARY COMMEMORATION

In the coming school year, we will celebrate 75 years. We'll look back with gratitude on the remarkable men and women who made it their life's work to care, educate, and empower more than 15 million military-

connected children who have passed through our doors. Throughout the year, regions will roll out print and digital products on the web and on social media to provide ongoing visibility for this milestone.

TIMELINE

We'll promote our anniversary and do a major launch on October 14th to commemorate the opening of our first schools in post-World War II in Germany, Japan, and Austria. The commemoration will be a year-long effort. We will conclude the commemoration at the end of the school year in June 2022. In between, we will acknowledge important milestones

THE 75TH ANNIVERSARY COMMEMORATION, THEMES, ACTIVITIES, EVENTS, AND COMMUNICATIONS WILL SHOWCASE DODEA'S CENTRAL CHARACTER AND MISSION OF EXCELLENCE IN EDUCATION, SUCCESS FOR ALL STUDENTS, AND A CONTINUING COMMITMENT TO DEPARTMENT OF DEFENSE MILITARY AND CIVILIAN FAMILIES. WE WELCOME THE INVOLVEMENT OF SCHOOLS, STUDENTS, AND EMPLOYEES AROUND THE GLOBE.

of all the entities that comprise DoDEA today and highlight our history, significant achievements, and people. Seventy-five years is a wide span of time to cover. We have created 3 periods of focus in our systemic campaign.

ERAS/PERIODS OF FOCUS	COMMEMORATION TIMELINE
Early years (1946-1975)	October – December 2021
Consolidation and Unification (1975-1994)	January – March 2022
Modernizations and 21st Century (1994-2021)	April – June 2022

HOW CAN PRINCIPALS HELP?

- Link school social media sites to DoDEA 75th Anniversary Commemoration site at <http://www.dodea.edu/75>.
- Leverage the anniversary to update and publish the history of each local school.
- Underscore the unique contributions and achievements of your schools, and document that story!
- Share media coverage and local initiatives with the Communications Division and region PAOs.
- Provide the Communications Division, through your region PAO, local content.
- Preserve your school’s history by sending memorabilia and artifacts to our archives at the American Overseas Schools Historical Society (AOSHS) in accordance with the DoDEA issuance. <https://www.dodea.edu/aboutDoDEA/AOSHSMemorabilia.cfm>
- Ensure that your past and future yearbooks are sent to the AOSHS archives to be digitalized and preserved and accessible for the future. (See resources section)

THROUGH ITS ATTENDEES AND GRADUATES OVER A LONG AND PROUD HISTORY, DODEA HAS WRITTEN A SUCCESS STORY: MILITARY-CONNECTED CHILDREN SCHOOLED BY DEDICATED TEACHERS, ADMINISTRATORS AND SUPPORT STAFF HAVE GONE ON TO CONTRIBUTE AND THRIVE IN EVERY ASPECT OF AMERICAN LIFE AND CULTURE – COUNTLESS STUDENTS WHO HAVE BECOME RICHER IN MANY WAYS BECAUSE OF THEIR UNIQUE DODEA EXPERIENCES.

GETTING STARTED

- Share this edition of Communications Principles for Principals with individuals at your school who can help. There are suggested activities for schools to consider at the resources link. <http://www.dodea.edu/75/resources.cfm>
- Establish a school-wide committee to help plan local events or initiatives.
- Use/personalize/distribute the templates, tools, and messages developed by headquarters. Use the anniversary logo/branding on all local publications. (See links to these in the resources section).
- 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 and tie it to the 75th Anniversary.
- Kick off the anniversary celebration with an October event.
- Collaborate with your regional PAO and your installation PAO on publicity to highlight celebrations or special school events to commemorate our 75 years of service.

NOT EVERY SCHOOL HAS BEEN IN OPERATION FOR THE 75 YEAR SPAN OF OUR ORGANIZATIONAL HISTORY. HOWEVER, EVERY SCHOOL AND OFFICE HAS PLAYED A PIVOTAL ROLE DURING THEIR TENURE IN TELLING THE DODEA STORY. EVERY SCHOOL AND EVERY EMPLOYEE HAVE CONTRIBUTED IN SOME MEASURE TO THE SHAPING OF THAT HISTORY.

WHICH AUDIENCES NEED TO KNOW ABOUT AND SHARE IN OUR CELEBRATION?

- Internal (employees and students - past/present).
- External (DoD, Services, Commands, Advisory Groups, and Communities)
- Local media, coordinated with your regional PAO and your installation PAO.
- Special Interest Groups and Partners such as Teacher Associations, PTAs, Booster Clubs, AOSHS, Museum of the Military Family, etc.
- Your Superintendent, Region and HQ.
- Your entire community!



BRANDING/LOGOS

We have developed a design with a consistent look and feel to use for any digital or print product created throughout the school year, including official correspondence. Schools are encouraged to use the logo and other branded templates. Files are located in the [Principals Resource section](#) noted below.

MEDIA

Local promotion and media coverage of the 75th anniversary and related events/initiatives is encouraged. DoDEA region public affairs Officers can assist superintendents and principals with media outreach. Region and district offices and school principals should seek ways to promote their anniversary commemorations as appropriate for their level.

RESOURCES

We have created a resource page to download additional information, templates, and logos to support the effort. These resources can be found on the DoDEA website at: <http://www.dodea.edu/75/resources.cfm>

- Celebration Ideas to Consider
- Key Themes and Messages/Talking Points
- Sample Newsletter Article
- Branding and Logo Downloads
- History
- AOSHS - Memorabilia Preservation
- AOSHS - Yearbook Digitization Initiative

AS YOU TELL YOUR STORY IN THIS ANNIVERSARY YEAR...

A lot has changed during the history of DoDEA. One thing, however, remains constant: Students are at the core of everything we do. The DoDEA experience is characterized by an enduring commitment to excellence in every facet of teaching and learning – to provide military-connected children with the education they need and deserve.

That is a legacy you can promote, highlight, and sustain at your school by “telling the stories” of your students and teachers (past and present) in commemoration of our 75th anniversary!

CONTACT US

EUROPE

STEPHEN J SMITH

Public Affairs Officer
DoDEA Europe
DSN: (314) 545-1518
Cell: 011-49-0176-31324533
Commercial: +49-0611-143-545-1518
stephen.smith@dodea.edu

PACIFIC

MIRANDA FERGUSON

Public Affairs Officer
DoDEA Pacific Region Office
USAG Torii Station
DSN: 644-5657
Cell: 080-2700-8551
miranda.ferguson@dodea.edu

AMERICAS

TRACY FIDLER

Public Affairs Officer
Peachtree City, GA
Comm Tel: (470) 460-2113
tracy.fidler@dodea.edu

VISIT OUR WEB SITE:

www.dodea.edu