

Ms. Perla Tabares Hantman, Vice Chair

SUBJECT: SCHOOL BOARD RECOGNITION OF THE 2010 SENIOR HIGH SCHOOL STUDENT SAFETY CAMPAIGN CONTEST WINNERS

COMMITTEE: INNOVATION, EFFICIENCY AND GOVERNMENTAL RELATIONS

LINK TO STRATEGIC FRAMEWORK: STUDENT, PARENT, AND COMMUNITY ENGAGEMENT

Background

The Miami-Dade Metropolitan Planning Organization (MPO) has partnered with the School District to promote pedestrian and vehicle driver safety at the senior high school level. To advance this safety initiative in a meaningful way, the MPO facilitated a \$25,000 grant to develop a Senior High School Student Safety Campaign. The Campaign is to include a Public Service Announcement (PSA) and poster contest component. The program was initiated in 2009, with funds to be used for the purchase of safety promotional items, and for the reproduction of the winning 2010 PSA's and posters, which will be distributed to all District senior high school campuses during the annual National Teen Driver Safety Week, designated by the U.S. Congress as the third week in October.

Senior High School Student Safety Campaign

With the assistance of the Public School Community Traffic Safety Team (Public Schools CTST), the School District organized the Senior High School Student Safety PSA and poster contest among all interested M-DCPS Senior High School students. The contest focused on the dangers of distracted driving, with messages geared to inspire an audience of their peers.

In an effort to maximize student participation, District staff secured donations in the amount of \$900 to provide monetary awards for three winners in each category. The donations were received from the South Florida Educational Federal Credit Union (\$500) and the South Florida Youth Foundation (\$400).

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Contest Winners

The Public Schools CTST judged the entries, and selected six winners; three winners per production category. The submittals were scored for creativity, effectiveness and motivational appeal to inspire senior high school-aged students.

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A total of thirty-four students participated in the safety campaign from the following schools.

- Miami Lakes Educational Center
- Ronald W. Reagan/Doral Senior High School
- North Miami Beach Senior High School
- North Miami Senior High School
- Miami Senior High School
- Young Women's Preparatory Academy

The following students were selected as the top three, per production category:

Poster Contest:

- Michael Rodriguez, from Miami Lakes Educational Center—First Place Winner (\$125 award);
- Fabian Lobos, from Miami Senior High School—Second Place Winner (\$75 award); and
- Gisselle Mendez, from Miami Senior High School—Third Place Winner (\$50 award)

PSA Contest:

- Luis Holguin, Amanda Borges, and Natalie Avellana, from Ronald W. Reagan/Doral Senior High School—First Place Winners (\$125 award to each winner);
- Ned Chandler, from North Miami Beach Senior High School—Second Place Winner (\$75 award); and
- Giovanni Lopez, Greg Nestor, Derrick Pomare and McNell Francois, from North Miami Beach Senior High School—Third Place Winners (\$50 award to each winner).

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In further recognition of their accomplishment, the students were acknowledged at the MPO Governing Board meeting held on April 29, 2010, and their safety messages will be broadcast on WLRN after the regularly scheduled School Board meetings during the months of May, June, and July.

**ACTION PROPOSED BY VICE CHAIR
PERLA TABARES HANTMAN:**

That The School Board of Miami-Dade County, Florida, recognize and congratulate the winners of the 2010 Senior High School Student Safety Campaign Contest.