

Ms. Perla Tabares Hantman, Board Member

SUBJECT: REQUEST APPROVAL OF RESOLUTION NO. 09-44 OF THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, RECOGNIZING THE WINNERS AND OTHER PARTICIPANTS OF THE 2009 SENIOR HIGH SCHOOL STUDENT SAFETY CAMPAIGN CONTEST

COMMITTEE: INNOVATION, EFFICIENCY AND GOVERNMENTAL RELATIONS COMMITTEE

LINK TO DISTRICT STRATEGIC PLAN: IMPROVED SAFETY THROUGHOUT THE DISTRICT BY IMPLEMENTING PREVENTATIVE MEASURES AND EDUCATIONAL PLANNING

Background

The Miami-Dade County 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 \$25,000 grant funding will be used for the purchase of safety promotional items, and for the reproduction of the winning 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 in 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), in January 2009, the School District organized the Senior High School Student Safety PSA and poster contest among all interested M-DCPS Senior High School students. In keeping with the theme of the safety campaign, the contest focused on encouraging applicants to promote pedestrian and vehicular safety via a 30-second PSA or poster geared to inspire an audience of their peers.

In an effort to maximize student participation, District staff secured funding to provide monetary awards for three winners in each category, totaling \$950. The contributing entities were: the South Florida Educational Federal Credit Union, which donated \$450, and State Farm Insurance Company, through its Good Neighbor Citizenship Program, which donated \$500.

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.

A total of twenty-eight students participated in the safety campaign from the following schools.

- Miami Lakes Educational Center
- Ronald W. Reagan/Doral Senior High School
- Southwest Miami Senior High School
- Miami Killian Senior High School

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

Poster Contest:

- Mr. Jose (Mikey) Soto, from Southwest Miami Senior High School—First Place Winner (\$225 award);
- Ms. Dakota Baker, from Miami Lakes Educational Center—Second Place Winner (\$150 award); and
- Ms. Vanessa Alonzo, from Miami Lakes Educational Center—Third Place Winner (\$100 award)

PSA Contest:

- Ms. Yanelly Ruiz, from Southwest Miami Senior High School—First Place Winner (\$225 award);
- Mr. Andres Gonzalez, from Ronald W. Reagan/Doral Senior High School—Second Place Winner (\$150 award); and
- Mr. Carlos Gonzalez, from Southwest Miami Senior High School—Third Place Winner (\$100 award)

In further recognition of their accomplishment, the students will be acknowledged at the MPO Governing Board meeting scheduled for April 30, 2009, 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

MS. PERLA TABARES HANTMAN, BOARD MEMBER: That The School Board of Miami-Dade County, Florida, approve Resolution No. 09-44 of The School Board of Miami-Dade County, Florida, recognizing the winners and other participants of the 2009 Senior High School Student Safety Campaign Contest.

**RESOLUTION NO. 09-44
OF THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA,
RECOGNIZING THE WINNERS AND OTHER PARTICIPANTS OF THE 2009 SENIOR HIGH SCHOOL STUDENT
SAFETY CAMPAIGN CONTEST**

WHEREAS, The School Board, in collaboration with the Miami-Dade County Metropolitan Planning Organization (MPO), developed a Senior High School Student Safety Campaign to promote safety awareness messages produced by senior high school students to inspire an audience of their peers; and

WHEREAS, the safety campaign was open to all interested District High School students, and was organized to include a 30-second Public Service Announcement (PSA) and poster contest component; and

WHEREAS, the contest was administered by the Miami-Dade County Public Schools Community Traffic Safety Team (Public Schools CTST), which judged the entries and selected six winners. The submittals were scored for creativity, effectiveness and motivational appeal to inspire senior high school-aged students; and

WHEREAS, the following students are recognized and commended for their outstanding safety messages:

Poster Contest:

- Mr. Jose (Mikey) Soto, from Southwest Miami Senior High School—First Place Winner (\$225 award);
- Ms. Dakota Baker, from Miami Lakes Educational Center—Second Place Winner (\$150 award); and
- Ms. Vanessa Alonzo, from Miami Lakes Educational Center—Third Place Winner (\$100 award)

Public Service Announcement:

- Ms. Yanely Ruiz, from Southwest Miami Senior High School—First Place Winner (\$225 award);
- Mr. Andres Gonzalez, from Ronald W. Reagan/Doral Senior High School—Second Place Winner (\$150 award); and
- Mr. Carlos Gonzalez, from Southwest Miami Senior High School—Third Place Winner (\$100 award)

WHEREAS, in further recognition of their accomplishment, the students will be acknowledged at the MPO Governing Board meeting scheduled for April 30, 2009, and their safety messages will be broadcast on WLRN after the regularly scheduled School Board meetings during the months of May, June, and July.

NOW, THEREFORE, BE IT RESOLVED THAT:

The School Board of Miami-Dade County, Florida, approve Resolution No. 09-44 recognizing the six winners of the 2009 Senior High School Student Safety Campaign for their exceptional safety messages that will motivate their peers, and help save lives.

A copy of this resolution is placed in the permanent records of this Board.

Presented this twenty-second day of April, A.D. 2009

The School Board of Miami-Dade County, Florida

Chair

Attest:

Secretary