



A Community of Learners

100 Year Anniversary of Progressive Education in The Winnetka Public Schools

TO: School Board
Superintendent Kocanda

FROM: Kate Hughes, Communications & Community Relations Coordinator

August 26, 2019

Background & Overview

The 2019-2020 school year marks the 100th anniversary of Progressive Education (aligned with Carleton Washburne's arrival) in The Winnetka Public Schools. This year, we will celebrate the legacy of Progressive Education that Washburne and the community first initiated in the District.

Key communication and celebratory activities by throughout the year will include:

- August 2019
 - Opening Day recognition of this milestone with staff
 - Launch of hashtag on social media
 - Superintendent's *Winnetka Wire* message on the 100th anniversary

- September 2019
 - Learners* cover article (mailed to the entire community)
 - Formation of committee comprised of District administration and educators, a Board member, PTO representatives, and community members to plan spring anniversary celebration

- Webpage established on www.winnetka36.org to highlight the anniversary, share photos, collect community reflections, and share upcoming dates

- September-March 2020
 - Meet once or twice monthly with Anniversary Planning Committee in order to map out spring 2020 event schedule and content
 - Develop video to highlight the impact of Progressive Education over 100 years
 - Host the following events:
 - Winnetka Parents Institute (WPI) event on the history of The Winnetka Public Schools
 - 100th Anniversary Celebration (recommended for March 2020)
 - Develop guest list
 - Design and print invitations
 - Design ad and reserve ad space in Winnetka publications
 - Design and send save-the-date postcard to entire community inviting them to event
 - Develop Google form for community members to submit memories and reflections on the influence of Progressive Education

Next Steps

- Select Anniversary Planning Committee Members
- Refine planning timeline and determine event details
- Develop branding (hashtag, logo, save-the-date)