

**BALTIMORE COUNTY PUBLIC SCHOOLS**

**DATE:** January 12, 2010

**TO:** **BOARD OF EDUCATION**

**FROM:** Dr. Joe Hairston, Superintendent

**SUBJECT:** **PROPOSED STADIUM SCOREBOARD AND MARQUEE AT WOODLAWN HIGH SCHOOL**

**ORIGINATOR:** Manuel Rodriguez, Assistant Superintendent, Southwest Area

**RESOURCE PERSON(S):** Brian Scriven, Principal, Woodlawn High School

**RECOMMENDATION**

That the Board of Education approves the installation of the proposed stadium scoreboard and marquee at Woodlawn High School

In accordance with Superintendent's rule #7330, Woodlawn High School is proposing that the installation of the stadium scoreboard and marquee at the school be approved. The proposed stadium scoreboard is 25'; copy area is 123" h x 17" w and is a Galaxy 46mm Monochrome Outdoor LED Matrix Display-3400 Series. The marquee is a Galaxy 20 mm RGB Outdoor LED Matrix Display-3500 Series.

The stadium scoreboard and marquee at Woodlawn High School is being erected with a donation from Kevin Liles for A Better Baltimore Foundation. The materials and installation are being supplied by Daktronics.

The addition of both the stadium scoreboard and marquee will increase school spirit and technology. These projects will enhance the image of Woodlawn High School as well as allow the administration and staff to communicate with the community. These additions will also increase parental involvement and foster the development of additional relationships that will increase support of the school. These projects will continue to support school improvement while heightening the level of school spirit and school ownership.

The installation of the marquee and scoreboard are directly aligned with Baltimore County Public Schools Blueprint for Progress - Performance Goal 6, Indicator 6.4, 6.5, 6.6 and Key Strategies d, e, and h.

The marquee and scoreboard (which is also message board) will increase parental and community awareness for increased involvement. Participation in activities at the school will be logged and monitored by the school administration, teachers, and staff. One means of evaluating an increase in involvement and participation will be via sign in sheets. These sheets will be posted at activities and events, including parent nights, PTSA events and conference nights. Administrators, teachers, and staff will be monitoring all school and community events to allow for the most effective use of communicating with stakeholders using the marquee and scoreboard.

The increase in school spirit and community pride expected from the installation of the scoreboard will also be monitored and tracked based on ticket sales and participation in school wide events that take place at the stadium.