



# Beautification Weeks

**an authentic way to boost school sites and public relations every spring**

Over time even the nicest school accumulates outdated or unused equipment, books and supplies. Areas that have the most use begin to appear run-down. Unsightly areas develop. Low priority repairs are on hold. These are frequently and easily over-looked in deference to delivering quality programs and services. At the same time, we know that the appearance and condition of schools significantly impacts staff morale,

stakeholder support, and community relationships.

The wise superintendent understands that promoting quality facilities conveys care and concern and advances positive relationships with staff, parents, students, neighbors and the greater community, and it can even benefit real estate values.

## HERE'S HOW

**IT'S NOT ONLY EASY, CHANCES ARE GOOD THAT YOU'LL ENJOY IT!**

This is a simple, visible, and broadly supported school site improvement program that energizes and coalesces school communities, generates good press, and dramatically improves facilities. All it requires are Maintenance Department support and staff time, a minimal budget allocation, and strategic publicity. It will direct time and attention to minor tasks that make a big difference, such as removing junk, purging rubbish, eliminating blight, and dealing with low priority repairs and grounds improvements.

- ✓ The Maintenance Department calendars a "Beautification Week" for every school in April or May and schedules concurrent, concentrated maintenance staff support for them.
- ✓ Well in advance of the school's assigned week, the principal collaborates with staff, students, and parents to prepare a realistic list of repairs and improvements prioritized for coordination with the Maintenance Department, staff, and stakeholders. This preparation should include attention to appearance as well as function. The goal is to address as many simple site needs as time and budget permits.
- ✓ The district and site staff publicize the event and reach out to the private sector and stakeholders for resources and support.

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- ✓ The Maintenance Department schedules trash roll-off bins on the sites, and the principal encourages staff to dispose of outdated, unusable, and unsightly items that typically accumulate in classrooms, offices, and storage areas.
- ✓ The principal taps PTA and staff members to decorate, paint, plant, or otherwise contribute to the condition of the facility (as reasonable and appropriate).
- ✓ The superintendent visits sites on Beautification Week Fridays to applaud the achievements, connect with school communities on a positive note and express appreciation for what was accomplished (as the result of his or her initiative).

In schools where leadership creates excitement and enthusiasm, the results can be amazing. As an annual event, the program can be anticipated to gain traction and even become competitive among the school communities.