**PROJECT SUMMARY for Sun Prairie Area School District’s School Event Calendar**

**Name of Project:** Sun Prairie School District’s 2021-2022 School Event Calendar

**Target Audience:** The 10 surrounding municipalities consisting of the Sun Prairie Area School District and community

**Goals and Objectives:** This calendar serves as a resource for our staff, students and families for the upcoming school year. We wanted to provide our community with dates of school events, school closings, and holidays so that they get a better understanding of what is happening in our schools and community. Also, we aimed to find a unique and creative way to inform community members about the great things happening in our schools.

**Research & Planning:** Before beginning this project, we reached out to all of the District’s art teachers so they could provide us with student artwork we could feature in the calendar. We accepted digital submissions this year due to the COVID-19 pandemic. Following this, we sorted through photographs of our staff and students. We wanted to find images showcasing unique things about our schools and programming. Another important aspect of our research was to find multiple cohesive lists of dates of cultural events and holidays. We have a diverse community, and it was important to make sure that our calendar reflected this. In total, we looked at over ten different cultural calendars to ensure all important dates and holidays were included.

**Implementation:** To execute our calendar, we sorted through the artwork submitted to find unique and high-quality pieces. Our Communications team had three meetings dedicated to selecting a picture to be featured on the cover and artwork to be included throughout. We also spent dozens of hours having conversations figuring out what ‘did you know’ facts to include. Topics included the creation of our strategic plan, programming, equity work, extracurricular activities, and more. Our Multimedia and Website Strategist then took all of this information and spent over 100 hours designing this piece utilizing Adobe Design software.

**Evaluation:** The Sun Prairie Area School District and our Communications team are very proud of the finished product of our School Event Calendar. We believe it is a great resource for our community and allows taxpayers to get a glimpse into what is happening in our schools. It also helps our families stay informed and organized. In total, we distributed over 23,000 copies to staff and community members. Additionally, the calendar is available online. The webpage it is featured on has over 43,000 views this year.