For over 150 years, Memphis-Shelby County Schools have been ingrained in the fabric of our neighborhoods and the identity of our city. The authentic character and soul that defines our zip code, 901, is reflected in every one of our schools and the success is tied to the economic vitality of Greater Memphis. As we reflect on successes and challenges from years past, we recognize that it is time to reimagine the way we deliver education in the 901. The Reimagining 901 plan is about truly transforming the educational experience for students in every school community in this District. Through research, we’ve learned that there are serious inequities that impact achievement in schools and growth in our communities. Reimagining 901 is about creating equitable access to programs and services, providing the best conditions for learning in every building, eliminating barriers, and aligning community resources to create more pathways to success for our students than ever before.

The full comprehensive Reimagining 901 plan was officially introduced to stakeholders during the 2021 State of the District. As months progressed after the unveiling of the plan, several community meetings, School Board meetings, and awareness campaigns were developed in collaboration with the Department of Communications and several other MSCS departments. The District also explored multiple strategic consolidations in order to provide higher-quality education programs and a series of strategic rezonings to create stronger neighborhood school feeder patterns. Through this collaborative effort, the Department of Communications led the way to ensure information about the Reimagining 901 plan was not only accessible to parents and families but also effortless to understand. Strategic social media and email campaigns were designed to keep community stakeholders and district families aware of the progress. Additionally, District leadership began planning by visiting schools involved in these proposals regularly and continued to receive input from Board members and stakeholders.

Following the reveal of Superintendent Dr. Joris M. Ray’s vision to transform education in the 901, local media partners were provided the detailed Reimagining 901 plan and interview opportunities with District leaders to help tell the story to their viewing public. As time progressed, so did community support and connection to the new victory roar:

Together, we MUST BELIEVE.
Together, we WILL ACHIEVE.
Together, we are REIMAGINING 901.

The Reimagining 901 campaign is well-known amongst school districts across the country. From national educational publications to local media partners, the plan has received coverage on many of its progressions shared in the 2022 State of the District Address. As more initiatives begin to take effect, the District looks to continue sharing updates and utilize various platforms, including our media partners to inform our families and communities.

The District continued to provide updates to families and opportunities for public input through several school board meetings, community meetings, surveys, and public awareness campaigns. Media pitches allowed our team to spotlight several updates to initiatives as they were shared across District platforms.
VIDEOS
REIMAGINING 901 CAMPAIGN

State of the District 2021

SCS Unveils Reimagining 901 Proposal - Message from Superintendent Ray

SCS Students Reimagine 901! | 2021

MSCS State of the District 2022

MSCS Logo Reveal

Literacy is Life | MSCS State of the District 2022

Medical District High School Official Opening

2021 New Alcy Elementary Tour
#Reimagining901 is realized when we LISTEN to the collective voices of our community and stakeholders. The families at Bolton_High are resolute in their commitment to students, and we are HONORED to stand with them.

Our 2022 State of the District Address highlighted our progress & commitment to reimagining education, schools, & communities. We’re investing in proven strategies to advance student achievement. Visit our newsroom for the full address & to learn more. bit.ly/3huXQs1

Choose MICS. Teach Memphis. January 22 - 9 AM - 2 PM
Allow us to reintroduce ourselves! We are officially Memphis-Shelby County Schools (MICS)! This is just one step towards reclaiming our identity. We’re journeyed through difficult times, but TOGETHER we remain relentless in our commitment to improve the culture, climate, and confidence of our school district.
Learn more about our next steps by visiting: http://www.scsk12.org/brand #Reimagining901

Choose MICS. Teach Memphis. May 25 - 9 AM - 2 PM
Our work in REIMAGINE901 starts with current and future teachers! If you’re ready to be part of the incredible work happening in Memphis-Shelby County Schools - MICS, join us next Tuesday for our Reimagining Educators hiring event! Whip-up: https://library.mics.org/2022hiringweek/
For more information, email SCSHiring2022@edu.org.

Memphis-Shelby County Schools - MICS
Parkway Village Elementary - SCS has been named Project of the Year by Memphis Business Journal. It’s our first 21st century school, but it will not be our last. We are #Reimagining901 for ALL students, including state-of-the-art classrooms and additions with safe learning spaces that spark creativity!
Read more at bit.ly/3WNkKj

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