

**ASPRAtion entry: Multimedia marketing campaign
Bus Driver Appreciation Week Campaign
Mesa Public Schools**

Mesa Public Schools faces an ongoing bus driver shortage. With continuing funding challenges from the state, along with the voter-mandated minimum wage increase, a large increase in salaries is not a current possibility. The district's assistant superintendent of business and support services approached the communications & engagement department in early 2019 to discuss ideas for bus driver appreciation to lift morale among drivers.

The communications & engagement team developed a plan that included creating a proclamation to designate April 22-26 as School Bus Driver Appreciation Week. The weeklong event was promoted internally via employee newsfeeds and externally via Peachjar and social media. A series of templates were created for parents to print out their own thank you cards for their bus drivers. School leaders were also provided marquee messaging for the week. The district's video department developed a bus driver appreciation video that was shared with staff and community.

On April 23, the C&E team collaborated with district leadership, Governing Board members, the district's education foundation and community supporters to create a morning the drivers would never forget. Thanks to the generosity of the foundation's board members, the team was able to order 600 doughnuts from Krispy Kreme, and water and juice to distribute at the district's three transportation center. Board members, superintendents and other volunteers served breakfast to the drivers, thanked them individually for all they do for students, along with one-on-one chats for everything from casual conversations to concerns. The city's mayor even stopped by during the event to say thank you and snap some photos to share on his social media account.

All in all, the week was a huge success. Drivers and other transportation staff felt appreciated and grateful. Board members, leaders and volunteers enjoyed the day just as much. Drivers reported receiving cards and small gifts throughout the week. We look forward to next year!

Evidence

WithInSight (leadership newsletter) [introducing Bus Driver Appreciation Week to school and district leadership.](#)

[Transportation Appreciation Video](#) (shared with employees and community)



Transportation Appreciation

509 views

10 1 SHARE SAVE ...

 Mesa Public Schools
Published on Mar 28, 2019

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Mesa Agenda (employee newsletter) [Bus Driver Appreciation Week announcement](#) (April 12, 2019)

Bus Driver Appreciation Week social media promotion (April 15, 2019). Flyer also shared via Peachjar system to all district families in English & Spanish

Instagram: <https://www.instagram.com/p/BwS6-TpoaRF/>

Twitter: <https://twitter.com/mpsaz/status/1117900393529274368>



APRIL 22-26 IS BUS DRIVER APPRECIATION WEEK IN MESA PUBLIC SCHOOLS

Join us in celebrating our hard-working bus drivers and transportation staff

Please consider bringing your child's bus driver a handmade card or print out a template from <http://bit.ly/bustemplate19>.

Thank you for supporting Mesa Public Schools!



SEMANA DE APRECIACIÓN DE CONDUCTORES DE AUTOBUSES, 22-26 DE ABRIL

Acompáñenos a celebrar el duro trabajo de nuestros conductores y personal de transporte

Considere traer una tarjeta hecha a mano al conductor de autobús por sus hijos o imprima una en <http://bit.ly/bustemplate19>.

¡Gracias por apoyar a las Escuelas Públicas de Mesa!



Bus Driver Appreciation Breakfast posts (April 23, 2019)

Twitter: <https://twitter.com/mpsaz/status/1120791349433757696>

Facebook: <https://www.facebook.com/mpsaz/posts/2253036364735162>

Mesa Public Schools
@mpsaz

Great morning celebrating bus drivers and transportation staff for Bus Driver Appreciation Week. Thanks to Mayor Giles, Board and cabinet members, & community volunteers for coming out to support drivers & serve doughnuts & beverages sponsored by Mesa Public Schools Foundation.



1:47 PM - 23 Apr 2019

17 Likes



Mesa Public Schools
April 23 · 🌐

Thank you to Mayor Giles, Governing Board and cabinet members, and community volunteers for coming out to celebrate our bus drivers this morning at Broadway, Fremont and Stapley transportation centers. Drivers and transportation staff enjoyed doughnuts and beverages graciously sponsored by Mesa Public Schools Foundation. Happy Bus Driver Appreciation Week!



Mayor John Giles

April 23 · 🌐

We love our Mesa Public Schools bus drivers! Be sure to thank them during Bus Driver Appreciation Week.

[Print-ready templates](#) for parents to print and use as thank you cards for drivers





**WE  OUR
BUS AIDES**





Proclamation

Whereas, each year Mesa Public Schools bus drivers transport more than 29,000 students between home and school safely; and

Whereas, each year 541 school buses driven by dedicated drivers travel more than 5,600,000 miles; and

Whereas, without school buses and school bus drivers, many students would not have safe, reliable transportation to and from school; and

Whereas, this responsibility is great in comparison to the available compensation; and

Whereas, Mesa Public Schools believes it is important to salute and appreciate school bus drivers and recognize the invaluable contributions they make to education and safety;

NOW, THEREFORE, we do hereby proclaim:

April 22-26

Bus Driver Appreciation Week

We encourage everyone to join us in celebrating the contributions of our bus drivers, aides and transportation staff.

Signed this 9th day of April, 2019

Handwritten signature of Elaine Miner in blue ink.

Elaine Miner, Governing Board President

Handwritten signature of Marcie Hutchinson in blue ink.

Marcie Hutchinson, Governing Board Member

Handwritten signature of Jenny Richardson in blue ink.

Jenny Richardson, Governing Board Member

Handwritten signature of Kiana Maria Sears in blue ink.

Kiana Maria Sears, Governing Board Clerk

Handwritten signature of Steven Peterson in blue ink.

Steven Peterson, Governing Board Member

Handwritten signature of Dr. Ember Conley in blue ink.

Dr. Ember Conley, Superintendent