

ASPRAtion entry: Identity/Image Package
Spotlight Celebration Car Clings
Mesa Public Schools

Mesa Public Schools celebrates educators, employees, students and volunteers each month during the school year through the Spotlight Recognitions program. The program replaced employee and volunteer recognition programs that were suffering from a decline in nominations. Each school has the opportunity to celebrate through this equitable program.

In January 2019, the district's Communications & Engagement department launched celebratory car window clings to be included as prizes for individual Spotlight winners, along with a certificate and gift card, funded by the Mesa Public Schools Foundation. The clings reference the names of each recognition category.

The six-inch, affordable clings were designed by the graphic communication specialist and printed through the district's printing & publishing department. The result is a fun prize that acts not only as a celebration but also as a moving marketing tool throughout our 200-square-mile district.

