

SCHOOL YEAR IN REVIEW

2024-25

PAID MEDIA STATS *(Year to Date)*

18,830,265 DIGITAL IMPRESSIONS

692,180 STREAMING IMPRESSIONS

5,371,425 OUTDOOR IMPRESSIONS

SOCIAL MEDIA STATS *(Year to Date)*

6,860,436 IMPRESSIONS

6,144,001 REACH **7,908** PAGE FANS

24,070 ENGAGEMENT

MEDIA

- » Audience-targeted Banners
- » Digital Billboards
- » Email Blasts
- » Facebook
- » Instagram
- » Local News Network
- » Location-based Banners
- » Mobile Billboards
- » Nextdoor
- » Podcast Network
- » Snapchat
- » Streaming Video
- » TikTok
- » YouTube

CAMPAIGNS

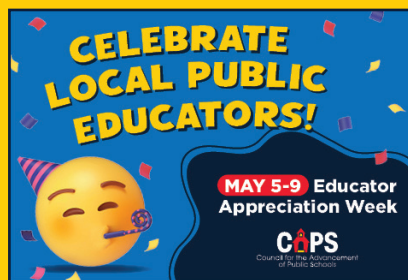
CAREER AND TECHNICAL EDUCATION



AMERICAN EDUCATION WEEK



EDUCATOR APPRECIATION WEEK



ARTS IN OUR SCHOOLS



SUPPORT OUR SCHOOLS



CONNECT WITH US



AUTHOR VISIT

CAPS brought Young Adult author Tiffany Schmidt, a former sixth-grade teacher who lives in Doylestown, to two local middle schools this year. Tiffany met with 270 students in grades seven through nine at Tohickon Middle School, and with a smaller group of Penndale Middle School students who are part of the school's writing club. Later that evening, she gave a workshop entitled, "Meeting reluctant writers where they are: The use of fandoms and fan fiction to increase engagement with reluctant writers" to MER members.



SCIENCE EXPLORERS


This year, CAPS was pleased to sponsor Science Explorers Assemblies or STEM Family Nights at 18 schools throughout the Mideastern Region. Students in kindergarten through eighth grade and of varying learning abilities were delighted by the engaging programs offered by Science Explorers. These family nights were an exciting addition to help bring the school community together.



SCHOOL STAFF RECOGNITION

This year, CAPS did a series of press releases and social media posts focusing on public school professionals who provide student services. We spoke to and highlighted PSEA-MER members who are school psychologists, school counselors, and school social workers. At the time of this publication, we were in the process of speaking with school nurses and behavioral analysts. We hope to continue this series in the future, focusing on other public school professionals.

Stacia Hang,
School Counselor,
Skippack
Elementary School



“
When you can forge strong,
positive connections with
families, that makes your work
more beneficial for students.
”

MAKING A DIFFERENCE
IN PUBLIC SCHOOLS

CAPS
Council for the Advancement
of Public Schools

Amy Snyder-Dietz,
LSW, HSW, SSW,
Lead School
Social Worker
and Interagency
Coordinator Bucks
County Intermediate
Unit #22



“
We are building kids up and
getting services for families.
”

MAKING A DIFFERENCE
IN PUBLIC SCHOOLS

CAPS
Council for the Advancement
of Public Schools

Dr. Julia Szarko,
School Psychologist,
Abington School
District



“
When students are emotionally
well, they learn better. Our
services directly impact student
learning outcomes.
”

MAKING A DIFFERENCE
IN PUBLIC SCHOOLS

CAPS
Council for the Advancement
of Public Schools

CAPS CONGRATS

Do you have a PSEA member colleague at your jobsite that deserves a shoutout for the work they do in our public schools? Consider submitting a CAPS Congrats to recognize their good work!



CAPS Congrats

Derek Cressman
Teacher, Pennsbury High School



Derek is Pennsbury EA's Charitable Organizations chair and he has organized many ways for Pennsbury educators to give back to the community. From collecting needed items for our local veterans to filling the food pantry to giving out school supplies at community events, Derek is truly making a difference.

Submitted by: Pennsbury EA

CAPS
Council for the Advancement
of Public Schools

ART SHOW

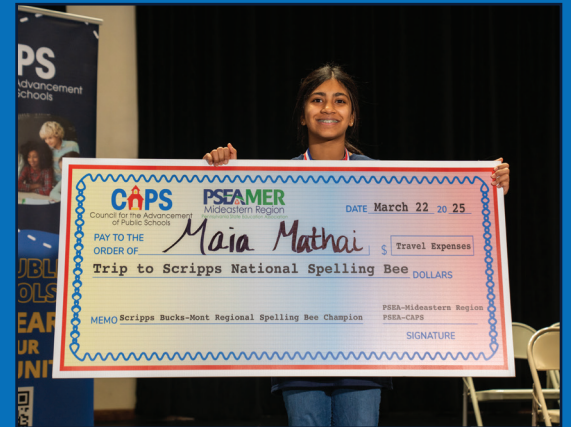
High-quality art pieces made by Bucks and Montgomery County public high school students were featured during the **38th annual "Touch the Future"** art show in March.

The show is also made possible in collaboration with Montgomery County Community College and with the hard work of "Touch the Future" co-chairs and local educators Terry O'Neill from Neshaminy High School, Joanne Carrick from North Penn High School, and Bill Raab from North Penn High School.

This year, **324 student artworks** by artists from **28 local public high schools** were displayed in the show — the most ever!



SPELLING BEE



Congratulations to Maia Mathai, a sixth grader from Keith Valley Middle School, who is the champion of the Scripps Bucks-Mont regional spelling bee. Maia bested 35 competitors from Bucks and Montgomery County schools in 18 rounds of spelling. It took ten rounds to determine the first and second place finishers! Maia's winning word was "umbelliferous."

Spellers studied "Words of the Champions," the 4,000-word list provided by the Scripps National Spelling Bee, to prepare for the competition.

Maia now advances to compete in the 2025 Scripps National Spelling Bee this summer from May 27 through 29 near Washington, D.C.

In addition to qualifying for the national competition, Maia also wins these prizes:

- » A **six-night, expenses-paid trip** for themselves and one parent/guardian to Scripps National Spelling Bee in Maryland
- » A first-place **trophy**
- » **The Samuel Louis Sugarman Award**
- » A one-year home subscription for **Britannica Online Premium**
- » A one-year home subscription for **Merriam-Webster Unabridged Online**

THEATER DONATIONS

This year, CAPS was thrilled to **sponsor theater productions at 39 public schools** across Bucks and Montgomery counties. We are proud to support our students, staff, communities, and the arts in the region.



1. Black Rock Middle School
2. Blockson Middle School
3. Blue Bell Elementary School
4. Bucks County Technical High School
5. Central Bucks High School South
6. Charles Boehm Middle School
7. Cheltenham High School
8. Churchville Elementary School
9. Council Rock High School North
10. Goodnoe Elementary School
11. Holicong Middle School
12. Indian Crest Middle School
13. Indian Valley Middle School
14. Lower Gwynedd Elementary School

15. Lower Moreland High School
16. Maple Point Middle School
17. Methacton High School
18. Newtown Middle School
19. North Penn High School
20. Palisades High School
21. Palisades Middle School
22. Pennridge South Middle School
23. Pennsbury High School
24. Perkiomen Valley High School
25. Perkiomen Valley Middle School West
26. Plymouth Whitemarsh High School
27. Pottsgrove High School
28. Quakertown Community High School
29. Richboro Elementary School
30. Sol Feinstone Elementary School
31. Stony Creek Elementary School
32. Tamanend Middle School
33. Unami Middle School
34. Upper Dublin High School
35. Upper Moreland High School
36. William Tennent High School
37. Willow Dale Elementary School
38. Wissahickon Middle School
39. Wrightstown Elementary School

CAPS IS PROUD TO ...

Sponsor educator events at the **Michener Museum** in Doylestown, including workshops, gallery walks, and opportunities for our members to create art along side special guest artists!



Support the ongoing work of the **African American Museum of Bucks County** to transform the historic Boone Farm in Middletown Township into their permanent museum and home.

