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Mark Vianello

School Board  
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## **CHARLOTTE COUNTY PUBLIC SCHOOLS UNVEILS NEW STRATEGIC PLAN AND BRAND IDENTITY**

Charlotte County, FL- December 20, 2023

Charlotte County Public Schools proudly announces the much-anticipated reveal of its new five-year Strategic Plan and district brand identity. This unveiling is a representation of our commitment to community, innovation, and the shaping of a dynamic and relevant education experience. The Strategic Plan Lead Team, composed of students, parents, community stakeholders, educators, and staff has been instrumental in steering this transformative process. Their collective efforts align our goals with the evolving needs of our community, and reflect a shared vision of Success for All!

Community involvement has been at the heart of this rebranding and Strategic Plan initiative. Through surveys, town hall meetings, and collaborative workshops, we've actively engaged with our community to ensure its values and aspirations are woven into the fabric of our new identity. The unveiling of the five-year Strategic Plan bridges the rich history of Charlotte County Public Schools while using the original 1921 Board of Public Instruction seal as inspiration. It serves as a symbol of our collective resilience, growth, and commitment to providing an educational environment that aligns with the aspirations of our community. "As we embark on this journey, we invite our community, stakeholders, and staff to celebrate with us," states Superintendent Mark Vianello. "I am excited to bring a robust plan to include the introduction of the Profile of a Graduate, a framework cultivating skills and values for well-rounded graduates who will be prepared for whichever path they choose after graduation," Vianello adds.

To view the Strategic Plan in its entirety, click [here](#).

### **New logo, Full Color**

The new logo features our beautiful state of Florida as a prominent representation of our community and people. The design features an open book which also doubles as a sun giving both a nod to education and the preceding logo. It was important for the team to include the establishment date of 1921. This date is another representation of our past and the longstanding success of our district.

The colors were chosen to represent the pride we take in our beautiful southwest Florida coastline, but also sophistication and success. You will see CCPS slowly implement the new brand in marketing materials, uniforms, and other areas throughout the district. Together, we are crafting a future where innovation, inclusivity, safety, and success for all, define the Charlotte County Public Schools experience.

To view the new brand guide, click [here](#).

New CCPS Logo



Board of Instruction Seal 1921

