



HOLMDEL TOWNSHIP SCHOOLS

Office of the Superintendent of Schools

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FOR IMMEDIATE RELEASE

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NEW MOTTO, NEW DESIGN, SAME COMMITMENT TO EXCELLENCE

HOLMDEL (September 5, 2017) – “What does Holmdel stand for in the hearts and minds of its community?” This is a question that earlier this year prompted school officials to engage in a study of the district’s “brand” and after months of conducting surveys and holding focus group interviews with students, parents, staff and community members, the phrase, “Innovate to Elevate,” emerged as what the district is truly about.

Today, as faculty and staff returned from summer vacation they were introduced to this motto and an image designed to capture its intended meaning. “I think these words and the image of the circular staircase rendered in four deepening hues of blue beautifully captures several of the strengths we possess as a school district,” Dr. Robert McGarry explained to staff.

Holmdel has long been considered an innovative school district and it appears certain that the district will carry on that tradition in the 2017-2018 school year with several new resources and programs planned for implementation. Among these are a state-of-the-art Music Innovation Lab for students in the middle and high school grades, a renovated Culinary Arts room at the middle school, new courses at Holmdel High School that are being offered in partnership with Rutgers University School of Health Professions, a new literacy program for grades K-3 and new hands-on science materials for grades K-5.

“Innovate to Elevate lets everyone know that we are an educational community that is always aspiring to do more,” the Superintendent explained, “whether that’s increasing academic, athletic or artistic outcomes, addressing the social and emotional needs of our students, enhancing the professional growth of our staff or engaging families and our community, we are always looking to move to the next higher step.”

The district looks to make an even greater investment in innovation through its upcoming referendum vote on the Holmdel 2020 Initiative, details of which are available on the district’s newly developed website at holmdelschools.org.

INNOVATE TO ELEVATE