

The Challenge

With the overpowering, yet euphoric cheering of nearly 9,000 fans at the Citrus Bowl, the Miramar Patriots capped their greatest football season in the school's history, making the jump from contender to the 6A Florida state champion. Such a victory was the first encountered by any school in Broward County Public Schools. The school desired to use ParentLink to engage the local community with a parade in celebration, wanting to reach community members within the limits of the city.

The Solution

The school decided to utilize ParentLink's interactive mapping notification tool. Administrators at Miramar High School approached Drew Demme, the district's Director of Telecommunications, with the message. Drew related the experience, "The school contacted us wanting to notify everyone in the city about the parade, so I used the mapping feature to select everyone in the City of Miramar."

“(ParentLink) put the school in the limelight in a positive way. **More people are looking at Miramar High School and what we have to offer.**”

Rochelle Gold
Student Services Director



The Result

The call went out to 10,629 households, accounting for 95 percent of households with children under 18 years of age, leading to an outpouring of public support.

Miramar High School has always worked to bridge the communication gap with the community, yet they did not expect the level of involvement that came from that simple phone notification. Rochelle Gold, Administrative Assistant at Miramar High School, recounted, "Somewhere between 2,000-3,000 people attended the parade."

Cars and bleachers teeming with fans lined Miramar Parkway from the sports complex to city hall.

The parade was instantly a success and brought the community together. Local news stations and the newspaper covered the parade while other schools in the district used the opportunity to fundraise. The population was elated over the achievements of their students and the school. "(ParentLink) put the school in the limelight in a positive way," said Gold.

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The team was ecstatic over the backing of the community for their team. Junior quarterback Ordell Etkins declared, “It was a great experience to see people come out to show love for the team.” Added Army All-American wide-out Ivan McCartney, “For this day to happen for us ... it means a lot to see all the supporters we have.”

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Ordell Etkins
Junior quarterback

The Patriots finished the football season with an astounding 14-1 record, making this the first football championship in the school's 40-year history, and the first 6A championship for the district of over 250,000 students. To recognize the team's

42-20 winning score over DeLand High School, everyone got into the community spirit as the parade featured the school's marching band, dancers, and cheerleaders, among other student groups.

At the end of the parade, Mayor of Miramar Lori Moseley read a proclamation that declared January 23 as Miramar Patriots Day. Says Gold, “We saw the community come together, cheering them on. It was heartwarming.”



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