



## **Shaler Area School District 50<sup>th</sup> Anniversary Celebration**

### **Background:**

The Shaler Area School District was officially sanctioned by the Pennsylvania Department of Education as a merged school district in July 1971. The district was created by joining the K-12 school districts of the Borough of Etna, Borough of Millvale, and Shaler Township, and the K-8 school district of Reserve Township. Shaler Area School District began its operations in the 1971-72 school year.

The district plans to celebrate its 50<sup>th</sup> anniversary with a year of scheduled events that kicked off with a celebration of the Class of 2021, the 50<sup>th</sup> graduating class in Shaler Area's history. Throughout the 2021-2022 school year, the district has multiple activities and events planned, including Homecoming activities, a storytelling event, scavenger hunt, and birthday picnic, to bring together current and former students, staff, and community members to celebrate the district's milestone.

### **Process:**

The district assembled a committee of district stakeholders—including administration, teachers and staff, alumni, and community members from each of the municipalities that make up the school district—to plan the events of the yearlong celebration and ensure representation of all of the district communities. The committee meets bimonthly to plan out the year's events and event subcommittees meet monthly to plan each specific event.

### **Goal:**

The goal of the 50<sup>th</sup> anniversary events planned throughout the year is to bring awareness to the district's milestone and celebrate the shared history of the school community. The events aim to engage different groups of stakeholders and create "something for everyone" to participate in throughout the yearlong celebration.

### **Project Components:**

- 50th Celebration Logo (Spring 2021)
- Class of 2021 Recognition and Commencement (Spring 2021)
- 50<sup>th</sup> Anniversary Banners (Fall 2021)
- Social Media Campaign (2021-2022 school year)
- Homecoming (Fall 2021)
- Storytelling Event (March 2022)
- Scavenger Hunt (April 2022)
- Final Celebration (June 2022)



## Shaler Area School District 50<sup>th</sup> Anniversary Celebration Project Components

### 50th Celebration Logo (Spring 2021)

Following the creation of Shaler Area as a new school district, the district created a new logo and mascot, the Titan. The Titan Head Logo was created by the students in February 1971 and that logo is still used by the Shaler Area School District today. To commemorate the district's milestone, the Titan Head Logo was incorporated into a special 50<sup>th</sup> anniversary logo which was unveiled in the Spring of 2021 and will be used throughout the 50<sup>th</sup> anniversary year's events. The logo incorporates elements of designs created and submitted by students in Shaler Area High School's Visual Communications 4 course, and features the number 50 and Titan Head Logo in a shield with the years 1971 and 2021.



## Class of 2021 Commencement (Spring 2021)

Shaler Area School District recognized the Class of 2021 as the 50<sup>th</sup> graduating class in the school district's history. Each senior received a "swag bag" of 50<sup>th</sup> anniversary commemorative items including a branded face mask and had the opportunity to be recognized for their accomplishments in a Senior Spotlight social media campaign. The district culminated its celebration of the Class of 2021 during a special commencement ceremony on June 11, 2021. As part of the Class of 2021 celebrations, each graduation gown featured the addition of a patch of the district's 50<sup>th</sup> anniversary logo. As a special honor for the Class of 2021, Shaler Area's 2020 Distinguished Alumnus Jerry Dickinson delivered the featured address during Commencement. Mr. Dickinson, a 2005 Shaler Area graduate, is an associate professor of law at the University of Pittsburgh School of Law. Mr. Dickinson was recognized as the 2020 Shaler Area Distinguished Alumnus in November 2020 for his accomplishments following high school graduation and his contributions to the study of constitutional law and community activism. His address noted the district's rich history and the Class of 2021's place in it.

A graphic for the Senior Spotlight campaign. It features a circular portrait of Zachary Spondike, a young man with glasses and a green shirt, holding a saxophone. To the right of the portrait is text detailing his future plans and accomplishments. The graphic has a blue and red color scheme with decorative circular patterns.

**SHALER AREA CLASS OF 2021**  
**ZACHARY SPONDIKE**

**FUTURE PLANS**  
Plans to attend Temple University to study Music Education with a Jazz Concentration

**ACTIVITIES/ACCOMPLISHMENTS**

- Shaler Area Marching Band Drum Major
- Member of Tri-M Music Honor Society
- 2019 PMEA All-State Jazz Ensemble
- 2020 PMEA All-State Jazz Ensemble
- 2021 PMEA All-State Jazz Ensemble
- 2020 NAFME All-National Jazz Ensemble
- 2021 NAFME All-Eastern Jazz Ensemble

Shaler Area School District's 50th graduating class 

### Class of 2021 Senior Spotlight Social Media Campaign:

<https://www.facebook.com/media/set/?set=a.1108520146306004&type=3>

**Photo Album:** <https://www.facebook.com/media/set/?set=a.1128968107594541&type=3>

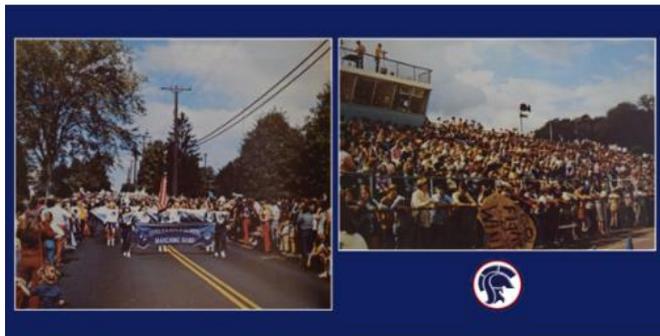
## 50<sup>th</sup> Anniversary Banners (Fall 2021)

Shaler Area unveiled a commemorative 50<sup>th</sup> anniversary banner during the Class of 2021 Commencement. The banner features the 50<sup>th</sup> anniversary logo as well as the logos of each of the four municipalities that make up the school district. During the 2021-22 school year, each school building as well as the district's central offices has an identical banner displayed on the building property.



## Social Media Campaign (2021-2022 school year)

Shaler Area launched a social media campaign to celebrate the district's history by looking back at activities, events, and school life throughout the years in dedicated #ThrowbackThursday social media posts in the 2021-22 school year. The campaign increased alumni engagement on the district's social media platforms by an average of 8-10 percent each week and highlighted the district's 50<sup>th</sup> anniversary year within the community.



### #ThrowbackThursday posts:

<https://www.facebook.com/media/set/?set=a.1186660895158595&type=3>

## Homecoming (Fall 2021)

Shaler Area celebrated its 50th anniversary year during its annual Homecoming celebration on Saturday, Sept. 25, 2021, with the Homecoming theme: SA Rewind. Homecoming featured a number of events for current and former students and the school community as a whole.

### Schedule of events:

- **10:30 a.m. Parade** – Shaler Area's Homecoming parade travels down a one-mile route along Mt. Royal Boulevard—a main road in the school community—to the Shaler Area Middle School Campus and Titan Stadium. The parade featured floats and banners; the S.A. Fightin' Titan Marching Band with the Majorettes, Dance Team and Silk Line; S.A. Cheerleaders; fire trucks, antique cars, alumni groups, dance schools, community organizations, and more. Each class as well as the performing arts group created a float that depicted a different decade in the district's history. One of the judging criteria included incorporating an aspect of one of the winning floats from that decade.
- **12:00 p.m. Picnic** – Following the parade, the community was invited to stay for the annual picnic that takes place around the Shaler Area Middle School campus and features food booths operated by SASD boosters, children's activities, sales of Shaler Area clothing and other items, and a live band.
- **1:30 p.m. Football Game** – During the football game, Shaler Area recognized the alumni groups in attendance and announced the banner winners, Homecoming Court, and crowned the Homecoming queen or king with the announcement of the winning float.



### Homecoming Photo Album:

<https://www.facebook.com/media/set/?set=a.1196950717462946&type=3>

## Homecoming (Fall 2021) continued

### Special 50<sup>th</sup> anniversary Homecoming events:

- **All Alumni:** Shaler Area issued a special invitation to all alumni to be a part of Shaler Area's 50th Homecoming celebration by joining their classmates and friends to be a part of the parade and walk down Mt. Royal Boulevard once again or for the first time as a proud S.A. alumnus. This invitation ensured that alumni from each decade of the district's history was represented in the parade along with classes celebrating milestone reunions.



(sample social media post)



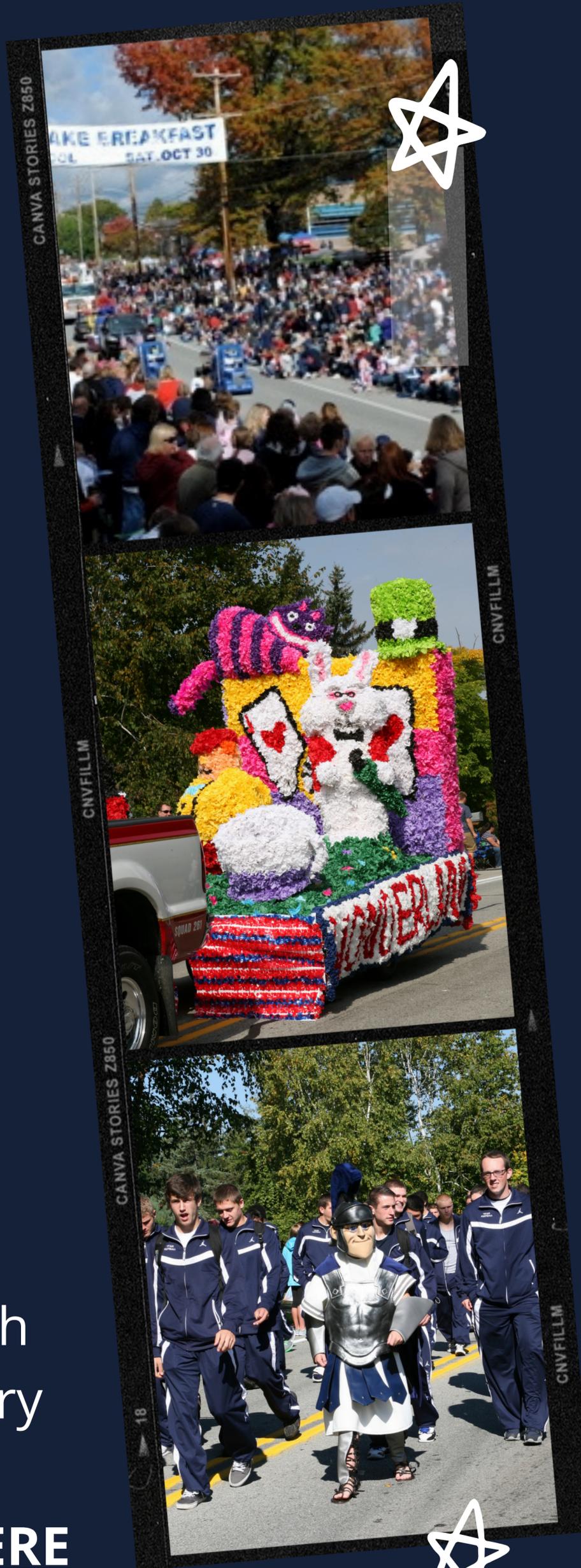
# SHALER AREA HOMECOMING 2021 S.A. REWIND



SATURDAY, SEPTEMBER 25  
PARADE @ 10:30 AM



*ALUMNI*  
*wanted*  
to march  
in the 50th  
Anniversary  
Parade.  
Register [HERE](#)



Questions? Contact the SAHS  
Activities Office (412) 492-1200 x 1530  
OR email - [thielm@shalerarea.org](mailto:thielm@shalerarea.org)



# CALLING ALL FIGHTIN' TITAN MARCHING BAND ALUMNI

SHALER AREA HOMECOMING 2021  
SATURDAY, SEPTEMBER 25  
PARADE @ 10:30 AM  
PICNIC @ 12:00 PM  
PREGAME @ 1:00 PM

March down Mt. Royal Blvd. with the current band and band fronts and then help them "Fill the Field" during pregame - NO instruments/batons/flags/poms required - just your Titan Pride!



Register  
HERE  
to be a part  
of the day's  
festivities

Questions? Email [tepshichg@shalerarea.org](mailto:tepshichg@shalerarea.org)



- Cheerleading Alumni:** All former Shaler Area cheerleaders were invited to a series of special alumni events scheduled for the weekend of Homecoming 2021. A social event was held on the Friday evening before Homecoming. During Homecoming, cheer alumni marched in the Shaler Area Homecoming parade and cheered at the game along with current Shaler Area cheerleaders.




**Shaler Area School District**  
 July 30, 2021 · 🌐

As part of Shaler Area School District's 50th anniversary celebration, all former Shaler Area cheerleaders are invited to attend a series of special alumni events scheduled for the weekend of Homecoming 2021, September 24-25. #WeAreSA #ShalerArea50  
 For a complete list of events & registration information, visit <https://bit.ly/2VhA3T4>.



👍❤️ 10

23 Shares

*(sample social media post)*

- Football Alumni:** In recognition of Shaler Area's 50th anniversary celebration, special seating was arranged for football alumni at the Saturday Homecoming game to provide an opportunity to connect with other former players.


**Shaler Area School District**  
 September 17, 2021 · 🌐

Huddle up Shaler Area football alum! 🏈

In recognition of Shaler Area's 50th anniversary celebration, special seating has been arranged for football alumni at the Homecoming game on Saturday, September 25, at 1:30 p.m. This is a great chance to connect with other former players.

Please RSVP by emailing [s.a.titanfootball@gmail.com](mailto:s.a.titanfootball@gmail.com) or using this link: <https://docs.google.com/.../1FAIpQLSdb4DYAgzp.../viewform.....> See more



👍 4

1 Share

*(sample social media post)*

- History Display:** Shaler Area hosted a History Display in the Shaler Area Middle School during Homecoming 2021 to celebrate its 50-year history with the community. The History Display attracted a steady flow of traffic as alumni and community members made their way around the campus grounds and to the stadium. The district displayed memorabilia from alumni across the decades, including photos, school projects, event programs, signs, handbooks, yearbooks, apparel, uniforms, and mementos, to share the story of the district's 50-year history and connect the community to the past and present.




**Shaler Area School District**  
 August 6, 2021 · 🌐

🌟 We're looking for your Shaler Area memorabilia! 🌟

Help us celebrate Shaler Area's 50th anniversary by showcasing your school memorabilia in our History Display during Homecoming 2021 on Saturday, Sept. 25. The History Display will highlight the school district through the decades with photos, apparel, mementos & more.  
[#WeAreSA](#) [#ShalerArea50](#)

More details are included in the flyer below 📄... [See more](#)

Shaler Area School District  
**HISTORY DISPLAY**   
 Celebrating 50 years of combined history

**SEE YOUR MEMORABILIA ON DISPLAY!**

Shaler Area will host a History Display in the Shaler Area Middle School library, 1810 Mt. Royal Blvd., during Homecoming 2021 on Saturday, Sept. 25, to celebrate its 50-year history with the community. The district is looking to display memorabilia from alumni across the decades such as:

PHOTOS	SCHOOL PROJECTS	EVENT PROGRAMS
SIGNS	HANDBOOKS	YEARBOOKS
APPAREL	UNIFORMS	MEMENTOS

If you are interested in having your items on display, contact  
 Bethany Baker at 412-492-1200 x 2808 or  
[bakerb@shalerarea.org](mailto:bakerb@shalerarea.org).

Alumni will be responsible for dropping off their items at the Shaler Area Middle School, 1810 Mt. Royal Blvd. (using the entrance closest to the Shaler North Hills Library) on Friday, Sept. 24, from 4-7 p.m. and picking up their items on Saturday, Sept. 25, from 4-8 p.m. or Sunday, Sept. 26, from noon to 2 p.m. All items should be clearly marked.



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3 Comments 14 Shares

*(sample social media post)*



Shaler Area School District

# HISTORY DISPLAY



*Celebrating 50 years of combined history*

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## **FUTURE EVENTS:**

- **Storytelling Event (March 2022)** – The district will host a community storytelling event in March 2022 to share stories that celebrate Shaler Area’s rich history and highlight what makes it a special place to live, work, and learn.
- **Scavenger Hunt (April 2022)** – The district will invite students and families to participate in a scavenger hunt that will take participants through each of the district’s four municipalities and explore the variety of parks, businesses, and beauty across the district.
- **Final Celebration (June 2022)** – The yearlong celebration will culminate with a final celebration/birthday party in the summer of 2022.