

REVISED: 5.8.2025

Pine Ridge Rebranding Committee Meeting Notes

Date: April 9, 2025

Time: 6:11 PM – 6:47 PM

Chairperson: Diijon DaCosta, Sr.

Meeting Type: Virtual

Good Evening Committee Members,

Thank you for your time, presence, and continued commitment to the Pine Ridge Elementary Rebranding initiative. This meeting marked a meaningful step in our collaborative effort to align the identity of Pine Ridge Elementary School with the broader Stephenson cluster. Below are the highlights and key takeaways from our April 9 committee meeting.

Meeting Purpose:

The committee met to discuss the rebranding of Pine Ridge Elementary School. The primary goal is to align Pine Ridge's mascot and school colors with those of Stephenson Middle School and Stephenson High School, creating a consistent identity across the Stephenson cluster.

Opening Remarks – Chairman DaCosta's Talking Points:

- Diijon DaCosta described the purpose of the rebranding effort as an opportunity to build a stronger, more unified identity within the Stephenson cluster.
- He emphasized that aligning the elementary school with the middle and high school helps foster a sense of belonging, pride, and continuity for students.
- DaCosta discussed the DeKalb County School District's policy on renaming schools, mascots, and school colors. He outlined the required steps, including:
 1. Committee formation with diverse representation
 2. Community engagement through surveys and feedback tools
 3. Committee voting on recommendations
 4. Submission to the Board of Education for final approval
- He reiterated the importance of transparency and collaboration in this process.

Background Information:

- Pine Ridge Elementary: Established in 1988, it was the first school on Stephenson Road and originally served Pre-K through sixth grade. A new wing was added in 2005 to accommodate growth.
- Stephenson High School: Opened in 1996, serves grades 9–12, and is part of the DeKalb County School District.

- Stephenson Middle School: Located in Stone Mountain, Georgia, and serves approximately 812 students in grades 6–8.

Discussion Highlights:

- The committee reviewed two potential naming options: • *Stephenson Elementary School*
• *Pine Ridge Elementary Jaguars*
- Proposed mascot: Jaguars
- Proposed school colors: Black and blue
- Community feedback from the Thought Exchange platform has shown more positive than negative responses, indicating interest and support for the change.
- Members agreed that visual examples of logo designs will help the broader community in the decision-making process.

PTSA Collaboration:

- Glenda Barner, who serves on the PTSA for Stephenson High School, shared her enthusiasm for the rebranding and her commitment to support the transition.
- She will work in collaboration with the middle and elementary school teams to help enact a new Pine Ridge PTSA, which will support school spirit and family engagement aligned with the new branding.

Committee Member Question:

- Glenda Barner asked for clarification on the complete project timeline.
- DaCosta walked the committee through the proposed schedule from this meeting to full implementation by the start of the new school year.

Timeline Overview:

- April 9 & April 17–24, 2025: Committee meetings, stakeholder surveys, and data collection
- May 2025: Final mascot, name, and color selection
- **June 2025:** Submit proposal to the DeKalb County School Board for approval ~ **May 2025:**
- July–August 2025: Summer implementation (branding, signage, uniforms, etc.)
- August 2, 2025: First day of school with full rebrand in place

Action Items:

- Graphic Design Team will create two logo options:
 1. Stephenson Elementary Jaguars
 2. Pine Ridge Elementary Jaguars
- District Staff will extract and organize Thought Exchange feedback for the next meeting

- Two additional committee meetings will be scheduled before April 12 to review the designs and feedback.

Attendees:

- Dijon DaCosta (Chair)
- Glenda Barner
- Michelle Elias
- Commissioner Chakira J. Johnson
- Lauren Scott
- Deyanna Hartsfield
- Frederico Rowe
- Lisa McGhee
- Kalisha Sackey
- Commissioner LaDena A. Bolton

Closing Motions:

- Michelle Elias made a motion to adjourn the meeting.
- Frederico Rowe seconded the motion.
- Motion passed. The meeting adjourned at 6:47 PM.

Next Steps:

Committee members are asked to confirm their availability for the next scheduled meeting. Logo drafts and stakeholder data will be presented for final review and recommendation.

Closing Statement:

Chairman DaCosta thanked the group for their continued dedication and emphasized the importance of collaboration in building a strong, unified school identity for all students and families.

Next Meeting Details:

Date: Thursday, April 17, 2025

Time: 6:00 PM

Platform: Microsoft Teams

Join via Link:

[Click here to join the meeting](#)

Meeting ID: 289 942 965 743

Passcode: RF6qW6zi