



REBRANDING PINE RIDGE ELEMENTARY SCHOOL

Pine Ridge Elementary School opened its doors in 1989 relieving Redan Elementary, Rock Chapel, and Stone Mountain Elementary. It is located on a fourteen-acre site near the base of Stone Mountain in Stone Mountain, Georgia, at the corner of Stephenson Road and Pine Ridge Drive.



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Pine Ridge Elementary School is centrally located between Stephenson Middle School and Stephenson High School in Stone Mountain, Georgia.



Stephenson High School

Distance from Pine Ridge: Approximately 0.3 miles

Stephenson Middle School

Distance from Pine Ridge: Approximately 0.2 miles

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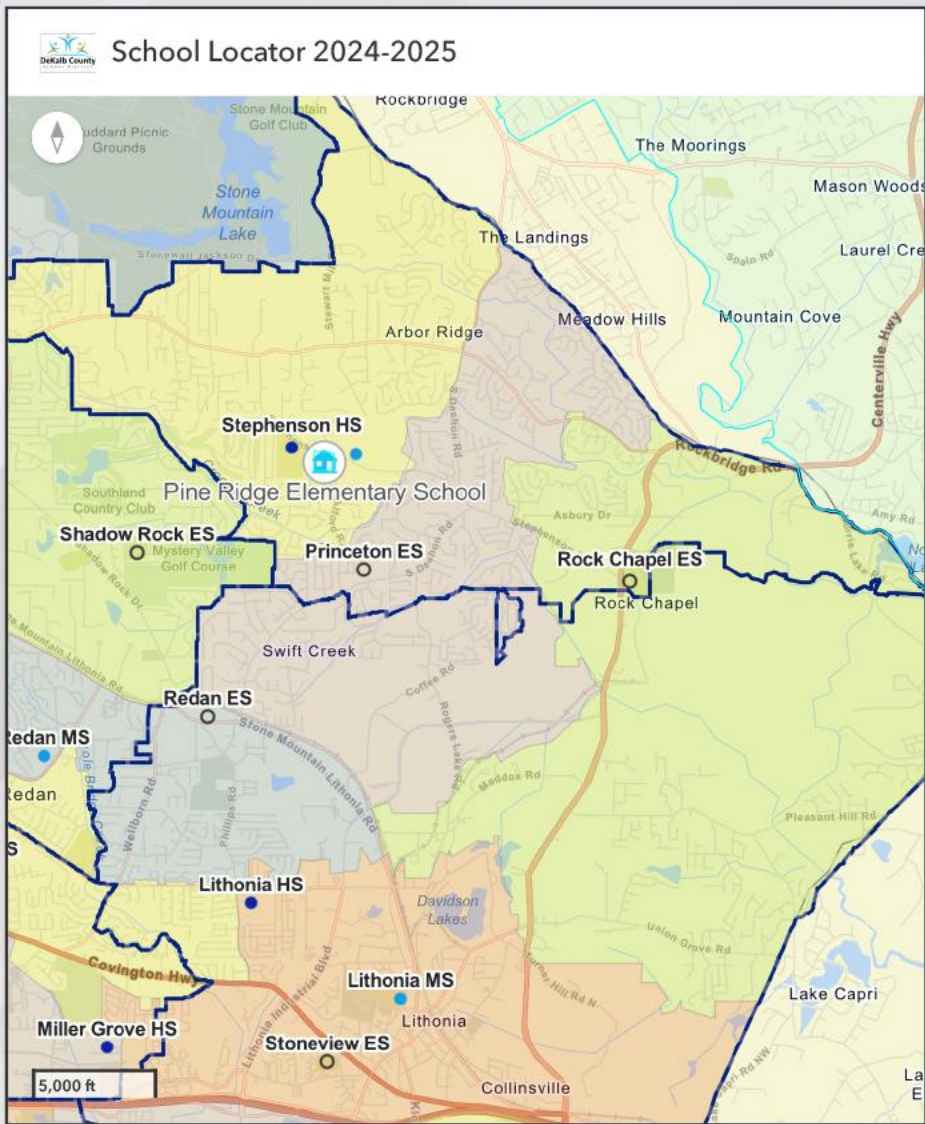
STEPHENSON HIGH & MIDDLE

Stephenson High School (SHS), established in 1996, and Stephenson Middle School (SMS), also built in 1996, both share the Jaguar mascot and royal blue and black colors, creating a unified identity across the Stephenson school cluster, which helps enhance school pride, facilitate smooth transitions for students from middle school to high school, and strengthen community engagement.



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STEPHENSON HS ELEMENTARY FEEDER



The attendance boundaries for Stephenson High School include scholars from **Pine Ridge Elementary**, **Princeton Elementary**, and **Rock Chapel Elementary**, with all these schools feeding into Stephenson Middle School and then continuing to Stephenson High School

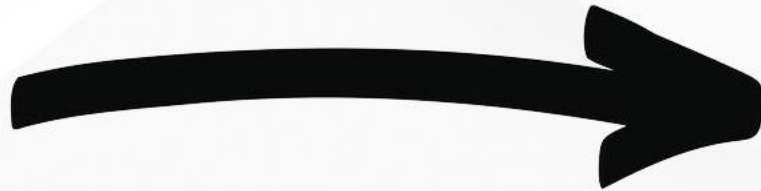
WHY NOT WYNBOOKE ELEMENTARY?

Wynbrooke Elementary being a School of Choice means that, while it is not part of the Stephenson school cluster by default, families who live outside the boundaries of its regular feeder schools may have the option to select it for their children, depending on district policies.

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NEXT STEPS



COMMUNITY INPUT

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COMMUNITY ENGAGEMENT & ADVERTISEMENT SUMMARY

The DeKalb County School District launched a broad outreach campaign to engage the community.

DeKalb Schools to consider rebranding Pine Ridge Elementary

 Jim Bass · Mar 20, 2025



Pine Ridge Elementary School sits along Pine Ridge Drive in Stone Mountain, Georgia. (PROVIDED BY/DEKALB COUNTY SCHOOL DISTRICT)



OUTREACH EFFORTS:

Media Coverage:

An article was published by Decaturish on March 20, 2025, outlining the initiative and inviting community feedback.

District Website:

Information about the rebranding effort and survey access was posted on the district's official website.

Social Media:

The initiative was promoted across DeKalb County School District's social media platforms.

Text Messaging:

Text alerts were sent to families encouraging them to participate in the community survey.

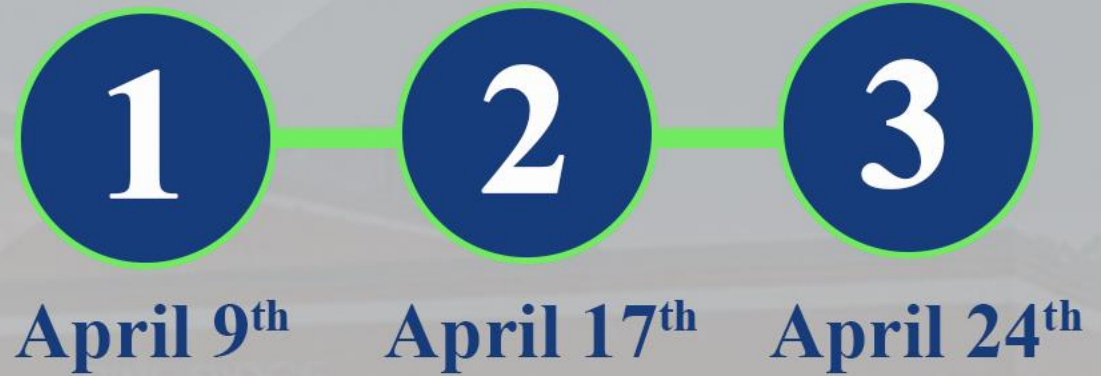
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COMMITTEE MEMEBERS

The Pine Ridge Elementary Rebranding Committee is composed of teachers, school administrators, parents, community members, and elected officials.

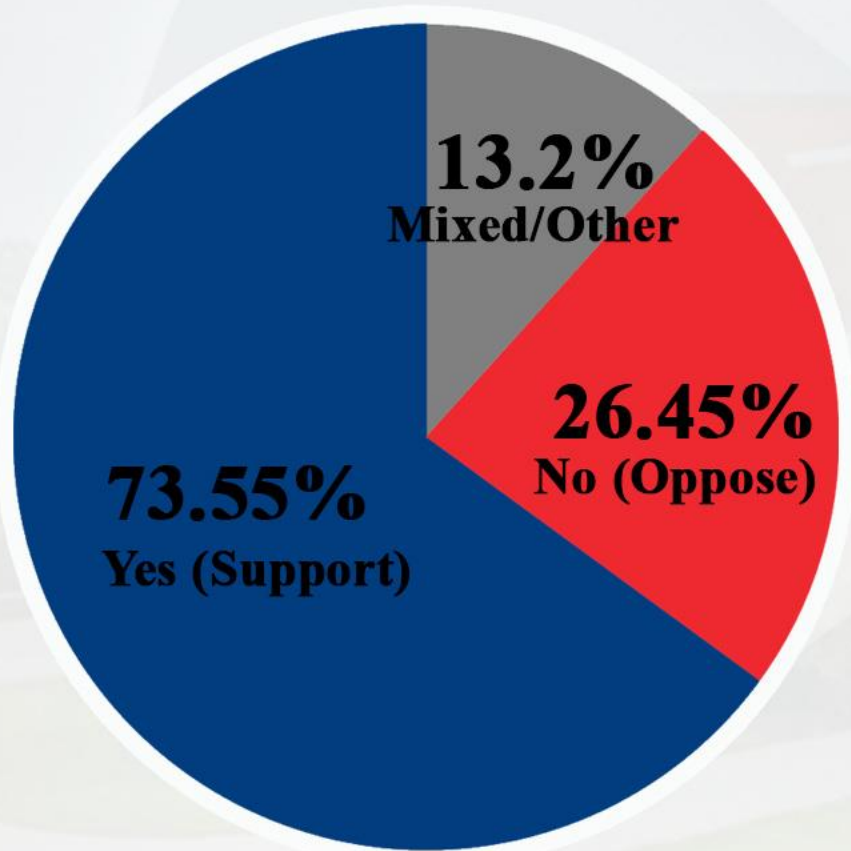
DIJON DACOSTA
GLENDIA BARNER
MICHELLE ELIAS
DEYANNA HARTSFIELD
FREDERICO ROWE
KALISHA SACKY
LISA MCGHEE
LINDSAY SCOTT
MARCIA COWARD
JAMILA RIVERS
GEOFFREY POWELL
LADENA A. BOLTON
MARCUS JELKS
CLARISSA BLACKMON
CHAKIRA J. JOHNSON



The final vote and recommendation
will be presented to the
Board of Education on May 12, 2025



BREAKDOWN OF COMMUNITY FEEDBACK ON MASCOT AND COLOR CHANGE



Of the 137 total responses collected, 89 (73.55%) supported the renaming of Pine Ridge Elementary to Stephenson Elementary, citing benefits like consistency, school pride, and a unified cluster identity.

32 respondents (26.45%) opposed the change, expressing concerns about losing the school's legacy, potential costs, and questioning the impact on school culture.

16 respondents (~13.2%) gave mixed or neutral feedback, suggesting partial changes or emphasizing other priorities such as equity, inclusion, and resource needs.

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PARTICIPATION

Breakdown of Participation



281
Participants



169
Thoughts



2,363
Ratings



THOUGHTS

Key Thoughts



Yes. Should be renamed to Stephenson Elementary school Aligning all three schools under the Stephenson name fosters community pride, strengthens identity, and ensures a seamless transition for students.

4.3  (11 )

Ranked #1 of 169

Make perfect sense to me

4.3  (10 )

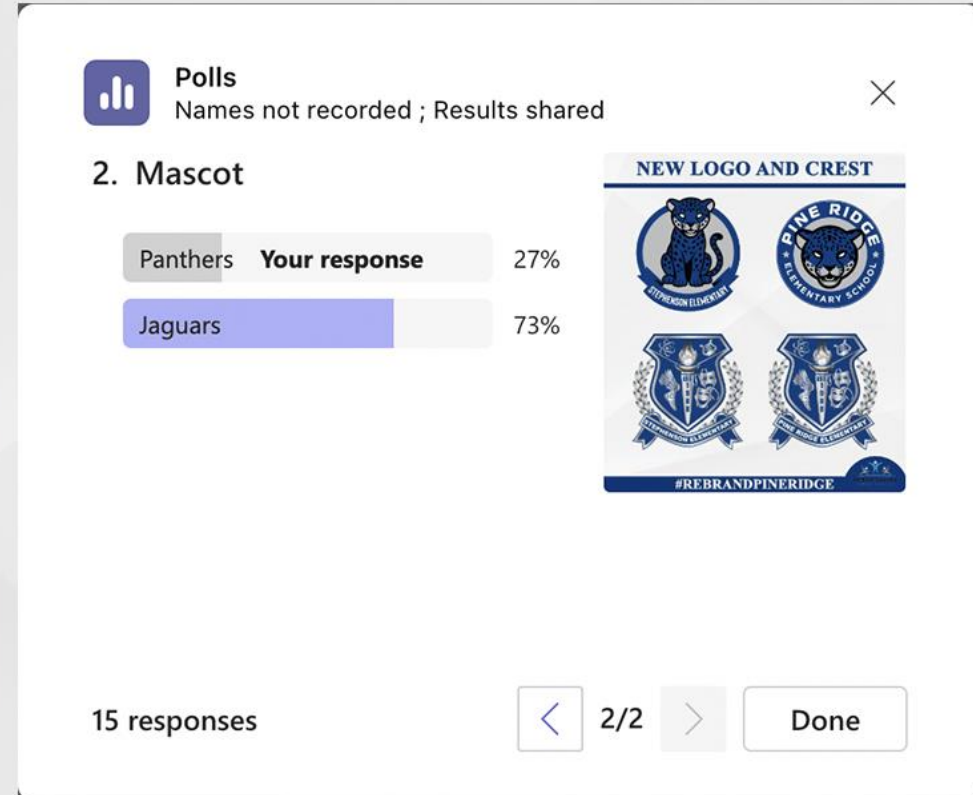
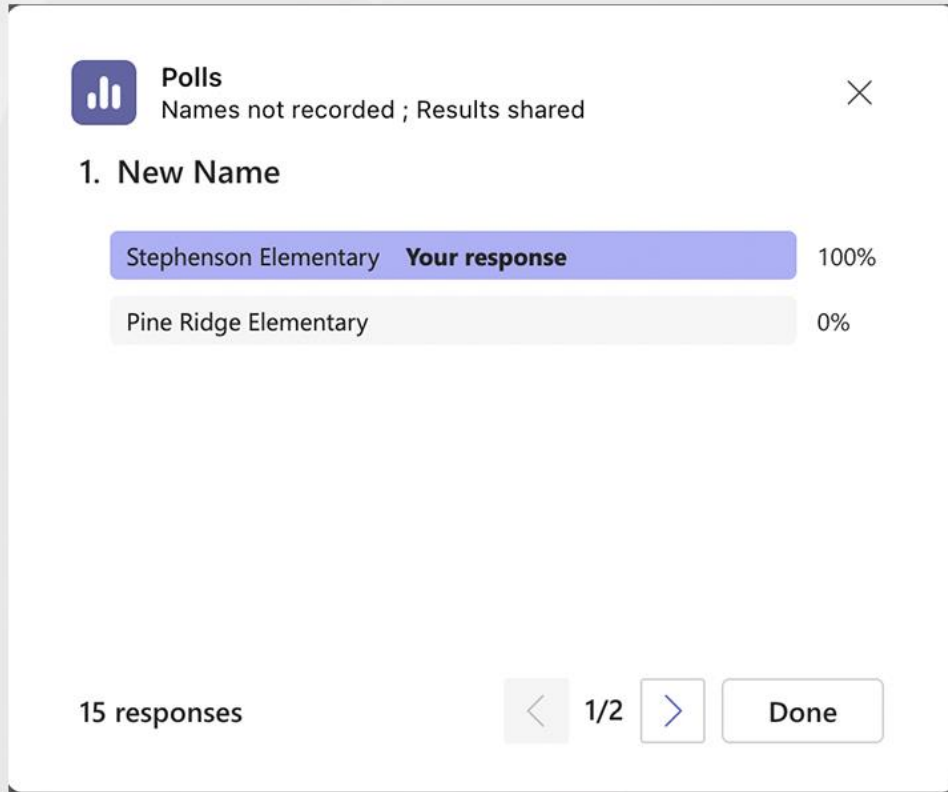
Ranked #2 of 169

It creates a shared identity that strengthens school spirit and community engagement. Having a uniform name helps reinforce that structure, making it clearer to families which schools are part of their child's educational path.

4.2  (10 )

Ranked #3 of 169

MASCOT AND SCHOOL NAME BALLOT



During the final meeting, the committee unanimously voted to rename Pine Ridge Elementary to Stephenson Elementary. The Jaguar was selected as the new mascot with 73 percent of the vote, officially retiring the Panther.

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MASCOT AND SCHOOL NAME BALLOT

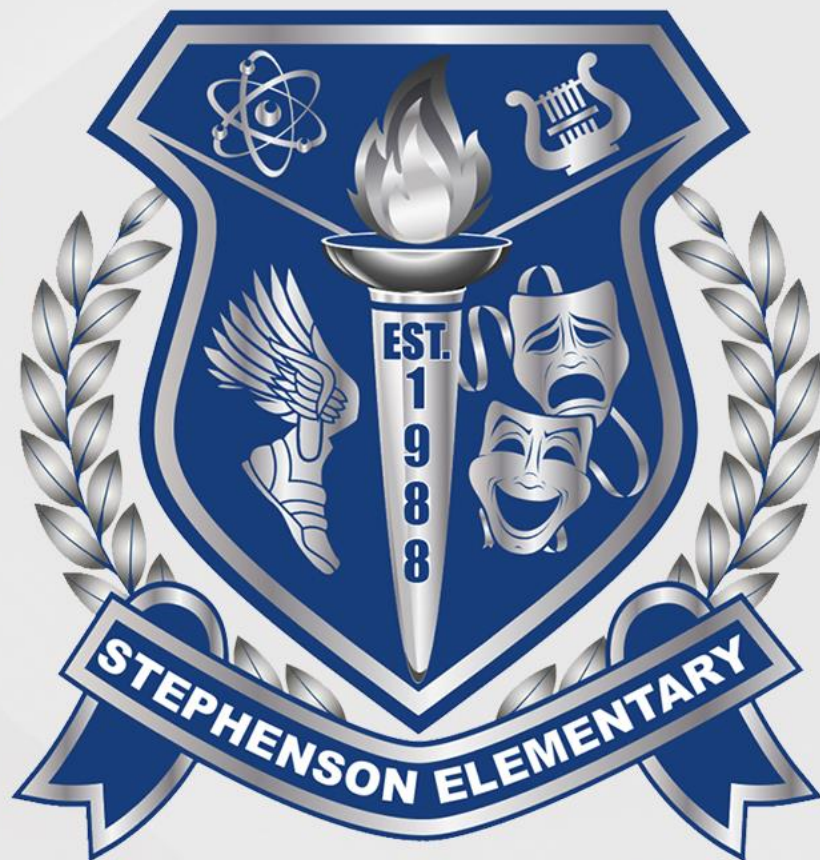
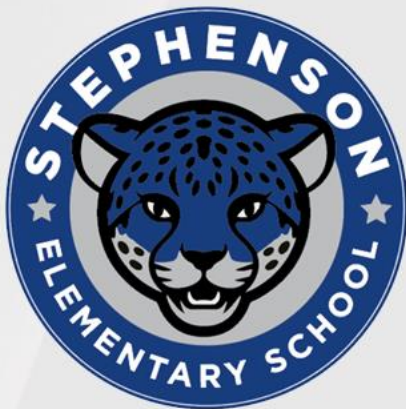
ID	Start time	Completion time	Email	Name	New Name	Mascot
1	4/24/25 18:04:46	4/24/25 18:04:55	anonymous		Stephenson Elementary	Jaguars
2	4/24/25 18:08:42	4/24/25 18:08:51	anonymous		Stephenson Elementary	Jaguars
3	4/24/25 18:08:39	4/24/25 18:08:54	anonymous		Stephenson Elementary	Panthers
4	4/24/25 17:54:05	4/24/25 18:08:58	anonymous		Stephenson Elementary	Jaguars
5	4/24/25 18:08:55	4/24/25 18:09:03	anonymous		Stephenson Elementary	Jaguars
6	4/24/25 18:09:10	4/24/25 18:09:18	anonymous		Stephenson Elementary	Jaguars
7	4/24/25 18:08:59	4/24/25 18:09:24	anonymous		Stephenson Elementary	Jaguars
8	4/24/25 18:19:40	4/24/25 18:19:40	anonymous			Jaguars
9	4/24/25 18:09:27	4/24/25 18:14:30	anonymous		Stephenson Elementary	Panthers
10	4/24/25 18:17:00	4/24/25 18:17:10	anonymous		Stephenson Elementary	Panthers
11	4/24/25 18:18:44	4/24/25 18:18:53	anonymous		Stephenson Elementary	Jaguars
12	4/24/25 18:18:44	4/24/25 18:19:09	anonymous		Stephenson Elementary	Jaguars
13	4/24/25 18:19:11	4/24/25 18:19:20	anonymous			Jaguars
14	4/24/25 18:19:01	4/24/25 18:19:22	anonymous		Stephenson Elementary	Panthers
15	4/24/25 18:18:57	4/24/25 18:19:23	anonymous		Stephenson Elementary	Jaguars

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STEPHENSON ELEMENTARY SCHOOL JAGUARS



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STEPHENSON ELEMENTARY RENAMING & REBRANDING OVERVIEW

Operations identified key facility updates and branding needs to support the renaming of Pine Ridge Elementary to Stephenson Elementary:

- Exterior Signage (Digital & Monumental): \$10,000
- Replacement of name/logo panels only; digital readers to remain.
- Interior Wayfinding Signage: \$5,000
- Complete Interior Repainting: \$80,000
- Flooring Upgrades: \$20,000
- Updated Letterhead & Stationery: \$5,000



Total Estimated Budget: \$120,000

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