



Bearden MS

Campus Gear Presentation

Campus Gear Committee

- Sydnie Z., 6th grade student
- Cobie M., 7th grade student
- David Gornto, 6th grade teacher
- Sara Huff, 7th/8th grade teacher
- Beth Dible, parent
- Kristi Phillips, 8th grade principal



What do you think?????

- What are your beliefs about a uniform dress codes?
 - Positive
 - Negative
 - Personal experiences



What does research say?

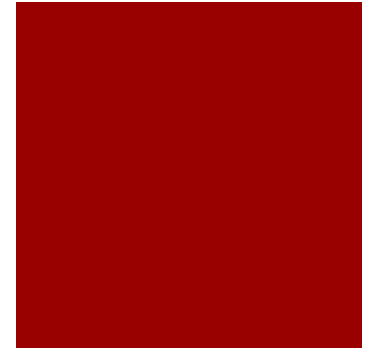


- Research is somewhat limited—most research was conducted after the shootings at Columbine High School.
 - University of Nevada, Reno, 2013
 - University of Houston, 2010
 - Youngstown State University, 2006
- Student perceptions of wearing a uniform dress code include
 - Increased confidence and self-esteem and retention of identity
 - Ease of going to school, less worry about appearance
 - Decrease in bullying

What does research say?

- School level findings include
 - decrease in discipline referrals
 - improved attendance rates
 - Increased parental satisfaction; fewer moving to charter or public schools.

While no study was able to isolate dress code as the reason for improved math and reading scores, the benefits from uniform dress code are seen in areas that can and will improve student achievement over time.



What are other schools doing?

- Fulton HS "Professional Attire"
- Austin-East HS "Campus Gear"
- Vine Middle "Campus Gear"
- Pond Gap Elementary "Gap Gear"
- Spring Hill Elementary "Dress for Success"
- Tate's Creek Middle (Lexington, KY) "Student Dress Code" (IB-MYP)



Why Campus Gear? Why now?



- Community Eligibility Program (free breakfast and lunch) has made an impact on our school. This leveled the playing field and has made a tremendous improvement in the culture of the school. We would like to expand that into dress code. We would like to see BMS students... not students from different neighborhoods. This would create a sense of pride in the school and unity among our diverse population.
- Timing – IB-MYP, first in KCS, want to set us apart
- Diversity of BMS-multiple cultures, races and communities are represented.
- Encourage students to express individuality through personality/achievements NOT appearance.
- Professionalism / individual pride
- School pride / Rebranding of school

BMS Staff and Student Survey Results



- 40 % of students surveyed feel that they and / or their peers are pressured to wear certain styles and brands of clothing to school.
- 40% of students also believe that the proposed Campus Gear Dress Policy would give students choices but also improve students' self esteem at school.
- 92% of BMS staff believe that the proposed Campus Gear Dress policy would have a positive impact on BMS.
- In addition, 85% of BMS staff believe that the proposed policy would increase the focus on learning at BMS.

A preview....



BMS Campus Gear Policy

- Monday-Thursday
 - SOLID Collared “polo-style” shirt—Navy, Red, Gray (NO LOGOS, PATTERNS or WRITING)—Tucked in and belted.
 - Jeans, pants, or skirts / shorts (knee length)—NO rips, tears, holes of any kind.
 - Shoes are student choice.
 - Accessories are student choice.
 - Crew neck sweatshirts, sweaters, cardigans, or light weight fleece jackets in Navy, Red, Gray are acceptable OVER the collared shirt during winter months. Long sleeve shirts UNDER the collared shirt are also permissible (White, Navy, Red, Gray).



BMS Campus Gear Policy

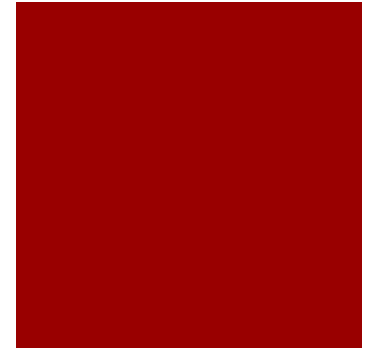


- Friday
 - Spirit Wear Day
 - Students may wear ANY Bearden MS spirit wear shirt that they choose in place of the collared shirt. BMS Hoodies are acceptable on Fridays as well.
 - Jeans / Pants or skirts / shorts of knee length are acceptable for Spirit Wear Days. No rips, tears or holes of any kind.
 - Shoes and accessories are student choice.
 - If students don't wish to wear Spirit Wear, then they will wear polo shirt.

BMS Campus Gear Policy

- KCS Board Policy will still be followed to address the following:
 - Low cut tops
 - Tight fitting tops
 - Sagging
 - Head apparel except for religious or medical reasons.
 - Principal discretion.
 - Athletic shorts, yoga pants, leggings, jeggings, and sweatpants are all prohibited. No rips, tears or holes in pants of any kind will be acceptable.

In addition, students will be have the opportunity to earn “free dress” days throughout the school year.



Vendor, retail options

- Vendor will provide an online option for ordering shirts, spirit wear, etc. ONE STOP SHOPPING
 - Approx \$8—polo
 - Approx \$9—crew neck sweatshirt
 - Approx \$20—lightweight fleece jacket
 - (There will be a nominal up charge for XXL and larger sizes)
- Campus Gear days in July for parents to come by the school and order in person from vendor if they choose to purchase through the vendor. Dates TBD.
- Retailers (not inclusive)--\$6-7 and up for polo shirts
 - Old Navy
 - Walmart
 - Target





A Final Look...

Give us your feedback.

* A final proposal will be written and presented to KCS supervisors and the Board of Education. Please provide feedback so that we can adjust our current proposal if needed. Take the survey going to this link:

<http://goo.gl/forms/p64l67PcIR>

