

GREENEVILLE CITY BOARD OF EDUCATION

AGENDA

Date of Meeting: July 22, 2025

Time: 5:00 PM

Location: Professional Development Center at the Kathryn W. Leonard
Administrative Office

{{Name: Agenda Item Name}} {{AnticipatedTime: Agenda Item Time}}

I. **Call to Order**

II. **Pledge to the Flag**

III. **Recognition of Visitors**

IV. **Special Recognition** (5 minutes)

- GHS Baseball State Champions
- GHS Track & Field State Champions

V. **Public Comment Period** (20 Minutes)

VI. **Conflict of Interest Statement** (5 Minutes)

Chair to Board Members:

- "If you have any relative who is employed by the Board of Education, meaning a spouse, parent, parent-in-law, child, son-in-law, daughter-in-law, grandparent, grandchild, brother, sister, uncle, aunt, nephew, niece, or any person who resides in the same household as you, please acknowledge the same at this time by raising your hand."

Chair to Board Members:

2. "To those board members who just raised their hands, do you hereby certify that any and all votes you will cast during this meeting are in the best interest of the school system? If so, please say, 'Aye.'"

Chair to Board Secretary:

3. "Please reflect within the minutes that possible conflicts were acknowledged, with board members present confirming their intent to act in the best interest of the school system."

VII. **Approval of Agenda** (5 Minutes)

VIII. **Consent Agenda** (5 minutes)

- A. Consideration of Approving Minutes of June 26, 2025, Board Meeting
- B. Consideration of Approving Minutes of June 26, 2025, Joint Board Meeting
- C. Consideration of Accepting Personnel Report
- D. Consideration of Approving Board Policy Revisions (2nd Reading)
- E. Consideration of Approving Board Policy Revisions - No Changes (1st Reading)

IX. **Action Items**

- A. Consideration of Accepting June 2025 Local Revenue Tracking Report (5 Minutes)
- B. Consideration of Approving Board Policy Revisions - 1st Reading (5 minutes)
- C. Consideration of Approving Board Policy Revisions - 1st & Final Reading (5 Minutes)
- D. Consideration of Approving GHS Softball Infield Turf Installation (5 Minutes)
- E. Consideration of Approving Student/Catastrophic Accident Insurance Coverage for 2025-2026
- F. Consideration of Approving Branding for Greeneville Career & Technical Academy (5 Minutes)

X. **Director's Report** (5 minutes)

XI. **Legislative Update** (5 Minutes)

XII. **Adjournment**

OFFICIAL MINUTES OF THE GREENVILLE CITY BOARD OF EDUCATION

Thursday, June 26, 2025

The Greeneville City Board of Education met in regular session on Thursday, June 26, 2025, at the Greene Technology Center, 1121 Hal Henard Rd, Greeneville, Tennessee 37743. Board Members Present: Pam Botta (Board Member), Crystal Hirschy (Board Member), Cindy Luttrell (Chair), Josh Quillen (Treasurer). Absent: Craig Shepherd (Vice-Chair). Others in attendance included Steve Starnes, Director of Schools, several administrative personnel, community members, and media representatives. The Chairman called the meeting to order and welcomed all in attendance.

BUSINESS TRANSACTED

I. Call to Order

II. Recognition of Visitors

III. Ballard Academy Update

Dr. Loos provided an update on the ongoing partnership with Ballard Health Academy, highlighting its continued success and expansion. He reported that over 200 students are currently participating in the program, including 55 students from Greeneville High School. This initiative addresses critical healthcare workforce shortages by providing students with multiple entry points into the healthcare field—from middle school through high school—and offering them exposure to a wide range of healthcare careers. The long-term vision of Ballard includes future planning to create sustainable pathways for students to pursue high-demand healthcare roles while earning a living wage, with options for no-cost continuing education, guaranteed interviews, and accelerated licensure opportunities.

IV. Public Comment Period

There was a request to speak. Daniel Lewis addressed the Board regarding Agenda Item A, which concerned the potential establishment of a lacrosse team at Greeneville High School. He stated there has been ongoing interest in this initiative for the past 10 years and expressed his belief that there is now sufficient student interest to support a team. According to Mr. Lewis, 11 Greeneville High School students indicated they would participate, with an additional 11 expressing possible interest. He further noted that they could meet the minimum 15-player roster requirement through a cooperative agreement with South Greene High School. Mr. Lewis also shared that while initial discussions indicated the group could fund one year, they are now prepared to support the team for two years financially. He concluded by thanking the Board for the opportunity to speak.

V. Conflict of Interest Statement

Chair Cindy Luttrell read the following statement, reminding those present of the importance of transparency and integrity in decision-making.

Chair to Board Members:

1. "If you have any relative who is employed by the Board of Education, meaning a spouse, parent, parent-in-law, child, son-in-law, daughter-in-law, grandparent, grandchild, brother, sister, uncle, aunt, nephew, niece, or any person who resides in the same household as you, please acknowledge the same at this time by raising your hand."

Chair to Board Members:

2. "To those board members who just raised their hands, do you hereby certify that any and all votes you will cast during this meeting are in the best interest of the school system? If so, please say, 'Aye.'"

Chair to Board Secretary:

3. "Please reflect within the minutes that Luttrell and Botta acknowledged possible conflicts and confirmed their intent to act in the best interest of the school system."

VI. Approval of Agenda

It was recommended to approve the Agenda as presented. Board approval was unanimous on a motion from Quillen (Treasurer) and a second from Hirschy (Board Member).

VII. Consent Agenda

It was recommended to approve the Consent Agenda as presented. Board approval was unanimous on a motion from Hirschy (Board Member) and a second from Botta (Board Member).

A. Consideration of Approving Minutes of May 12, 2025, Board Meeting

The minutes of the May 12, 2025, Board Meeting were unanimously approved as presented. A copy is on file in the Director of Schools' office.

B. Consideration of Approving Minutes of the May 29, 2025, GCS Special Session Meeting

The minutes of the May 29, 2025, Special Session Board Meeting were unanimously approved as presented. A copy is on file in the Director of Schools' office.

C. Consideration of Accepting Personnel Report

Board approval was unanimous for acceptance of the changes in personnel since the May report. A copy of the report is attached to the minutes.

D. Consideration of Approving Board Policy Revisions (2nd Reading)

Copies of these policies are attached to the minutes. Board approval was unanimous on 2nd reading for the following policies:

- 2.702 Inventories
- 2.900 Student Activity Funds Management
- 6.200 Attendance
- 6.204 Attendance of Non-Resident Students

E. Consideration of Approving Board Policy Revisions - No Changes (1st Reading)

Board approval was unanimous on 1st reading for the following policies:

- 6.100 Student Goals
- 6.2001 Attendance During Postsecondary Visits
- 6.201 Compulsory Attendance Ages
- 6.202 Home Schools
- 6.203 School Admissions

F. Consideration of Approving Final 2024-2025 School Nutrition Budget Amendment

Budget Amendments are made at the end of each fiscal year to more accurately reflect revenues and expenditures and to ensure expenditures are coded to the correct accounting code per the Tennessee Comptroller's Chart of Accounts. A copy of the amendment is attached to the minutes. The Board unanimously approved the Final 2024-2025 School Nutrition Budget Amendment.

G. Consideration of Approving Final 2024-2025 General Fund Purpose Budget Amendment

Budget Amendments are made at the end of each fiscal year to more accurately reflect revenues and expenditures and to ensure expenditures are coded to the correct code per the Tennessee Comptroller's Chart of Accounts. The Board unanimously approved the Final 2024-2025 General Fund Purpose Budget Amendment. A copy of the amendment is attached to the minutes.

H. Consideration of Approving Carmen Cox Scholarship Recipients

The Greeneville City Board of Education serves as trustees for the Carmen Cox Scholarship Trust. The Trust was established in 1996 through a bequest from the estate of T. Elmer Cox in memory of his wife, Carmen Cox. The Trust exists to provide scholarship assistance for post-secondary education to outstanding business students in each high school in Greene County. A trustee-appointed committee determines scholarship amounts and recipients annually. Applications were solicited from all five high schools located in Greene County. This is in accordance with Trust guidelines. The Board unanimously approved to award a one-time Carmen Cox Scholarship to the following students:

Adaley Lamon - GHS \$5,000

Layla Fox - Chucky Doak High School \$3,500

Lauren Keffer - North Greene High School \$3,500

Catherine Oakes - GHS \$2,000

I. Consideration of Approving School Trip Request

Board Policy 4.302 specifies that the Board must approve field trips that are both overnight and out-of-state. Additionally, approval is required when students must leave school early for participation in athletic events.

- Greeneville High School Basketball team requested approval to travel to Cleveland, TN, to participate in camp from 06/03/2025 - 06/06/2025. Executive Approval was granted on 5/16/2025.
- Greeneville High School Volleyball Team requested approval to travel to Franklin, TN, to participate in the Wilco Invitational Volleyball Tournament from 09/19/2025 - 09/20/2025.
- Greeneville High School JROTC requested approval to travel to Whitesburg, TN, to participate in cadet Leadership Training from 06/09/2025 - 06/13/2025. Executive Approval was granted on 05/28/2025.
- GTC Skills USA team requested approval to travel to Atlanta, GA, to participate in Skills USA Nationals from 06/22/2025 - 06/27/2025. Executive Approval was granted on 6/10/2025.

J. Consideration of Approving 2025-2026 Paper Contract for District

GCS currently purchases approximately 750-800 cases of copy paper per year for use at all district locations. This contract is negotiated on an annual basis.

Following the release of the request for proposals, one submission was received. That bid was from Staples. Staples is the current vendor and is recommended to continue distribution for 2025-2026. Supporting proposal documentation is attached to the minutes. Board approval was unanimous on approving 2025-2026 Paper Contract for District.

K. Consideration of Approving 2025-2026 Differentiated Pay Plan

The Board was unanimous for acceptance of submitting the 2025-2026 Differentiated Pay Plan to the State of TN Department of Education.

VIII. Action Items

A. Consideration of Request for Addition of a School Lacrosse Team at Greeneville High School as an Interscholastic Sport

Jeff Townsley, Chief Student Services Supervisor, presented the results of a student interest survey regarding the potential addition of a lacrosse program at Greeneville High School. While several students expressed interest, most reported having no prior experience with the sport, and only a few currently participate in club lacrosse. Specifically, 11 boys and 5 girls indicated they would play lacrosse at GHS. In comparison, 8 boys and 3 girls expressed interest but were unsure if they would select lacrosse over another sport or activity. Few students provided detailed responses; only a few demonstrated strong enthusiasm for the sport. The presentation also highlighted several concerns regarding program sustainability, including low baseline interest within the school, lack of broader community engagement, a national decline in core youth participation in lacrosse, limited access to suitable facilities, and spring athletic training coverage. The potential budgetary impact of adding a new sport was also discussed. According to TSSAA data, only 17.8% of public schools in East Tennessee's 3A-6A classifications currently sponsor lacrosse, compared to a 50% sponsorship rate among private schools. Based on the survey results and these additional considerations, the overall assessment suggests emerging curiosity about lacrosse but not widespread demand or readiness to support the addition of the sport to the GHS athletic program at this time. Starnes, Director of Schools, did not recommend approval of the addition of a School Lacrosse Team at Greeneville High School. Hirschy (Board Member) made a motion to approve the addition of a School Lacrosse Team at Greeneville High School as an Interscholastic Sport. The motion failed due to the lack of a second.

B. Consideration of Accepting May 2025 Financial Statements

Chief Financial Officer Ellen Lipe presented the May 2025 financial statements to the Board for acceptance. Lipe stated that local revenue collected year-to-date through May 2025 is \$8,743,977, 96.2% of the total budgeted projection. The amount collected year-to-date is \$464,898 more than during the same period last year. This reflects an actual percentage change of 5.53% compared to the previous year. The district has 584 tuition students as of May 22, 2025. The General-Purpose Financial Report showed that encumbrances comprise \$1,709,725 year-to-date. The Federal Projects Financial Reports reflected \$1,742,528.52 in revenue and \$2,049,896.40 in expenditures year-to-date. Federal Projects are reimbursement based, meaning funds must be expended before requesting reimbursement. Copies of the financial statements are on file in the Chief Financial Officer's office. It was recommended to approve the May 2025 financial statements. Board approval was unanimous on a motion from Quillen (Treasurer) and a second from Botta (Board Member).

C. Consideration of Re-Approving 2025-2026 General Purpose Budget

Greeneville City BOE needs to re-approve the 2025-2026 Budget Document since \$44,089 in additional annual recurring funding related to the annual school bus purchase was approved by the City of Greeneville. The 2025-2026 General Purpose School Fund Budget presented reflects total revenues, equity, and expenditures of \$40,148,546. The \$44,089 deficit has been removed. It was recommended to reapprove the 2025-2026 General Purpose Budget. Board approval was unanimous on a motion from Hirschy (Board Member) and a second from Botta (Board Member).

D. Consideration of Approving Cybersecurity Insurance Coverage for 2025-2026

With the increasing reliance on digital technology for educational operations, cybersecurity threats have become a significant concern for school districts. Procuring cybersecurity insurance coverage is essential to mitigate potential financial and operational risks associated with cyber incidents. This policy will

cover data breaches, ransomware attacks, and other cyber threats, ensuring protection for sensitive student data, staff, and financial information.

Supporting documentation details the policy ACE American Insurance Company (Westchester Underwriting) proposed. This policy offers essential risk management resources and expert support in the event of a cyber-attack. It provides financial coverage for potential damages, aligns with best practices in educational cybersecurity, and ensures compliance with state and federal regulations. The recommended provider for 2025-2026 is ACE American Insurance Company for \$15,101.00. Compared to the policy cost for 2024-2025 (\$28,525.00), a total savings of \$13,424.00 was realized. The total financial impact of cybersecurity insurance coverage for 2025-2026 is \$15,101.00.

It was recommended that Cybersecurity Insurance Coverage be approved for 2025-2026. Board approval was unanimous on a motion from Quillen (Treasurer) and a second from Botta (Board Member).

E. Consideration of Approving a Moving Company to Assist in the George Clem Move

As part of the Greeneville City Schools facility plan, all offices, classrooms, warehouse, buses, and bus garage will be moved from the George Clem building to the Greeneville Career & Technical Academy. Moving all the above will require a great deal of manpower, equipment, and trucks that Greeneville City Schools does not have.

A total of 3 moving services are on the State of Tennessee bid list, with pricing that the State Procurement Office has publicly bid. All three companies were contacted, but only one works primarily in the East Tennessee area. We also contacted a local company that decided not to submit a quote. The two quotes submitted are below:

Apex Moving and Storage \$30,676.97

Armstrong \$99,257.87

It was recommended to approve Apex Moving and Storage to assist in the George Clem Move. Board approval was unanimous on a motion from Botta (Board Member) and a second from Quillen (Treasurer).

F. Consideration of Approving Board Policy Revisions - 1st & Final Reading

Revisions are recommended to the following policies on 1st & final reading:

It was recommended to approve the revisions to the policies as presented on 1st reading. Board approval was unanimous on a motion from Quillen (Treasurer) and a second from Hirschy (Board Member).

- 1.1021 Student Board Member
- 1.407 School District Records
- 1.700 School District Goals
- 1.901 Charter School Applications
- 1.903 Charter School Oversight
- 1.905 Charter School Renewal
- 1.906 Charter School Revocation
- 2.403 Surplus Property
- 3.202 Emergency Preparedness Plan
- 3.204 Threat Assessment Team
- 4.100 Instructional Program
- 5.100 Personnel Goals
- 5.1061 Employment of Retirees
- 5.305 Family and Medical Leave

- 5.500 Discrimination-Harassment of Employees
- 5.701 Substitute Teachers
- 6.200 Attendance
- 6.303 Questioning and Searches
- 6.304 Student Discrimination, Harassment, Bullying, Cyber-bullying, and Intimidation
- 6.312 Use of Wireless Communication Devices
- 6.411 Student Wellness
- 6.600 Student Records

IX. Director's Report

Starnes congratulated, informed, and recognized:

1. Congratulations to our Carmen Cox Scholarship recipients! Starnes wishes them all the best as they use these scholarships to continue their educational journey.
2. Congratulations to the GHS Greene Devil Baseball team on winning the TSSAA Class AAA State Championship! This is the Greene Devil's 2nd State Championship in the past three years and 3rd in the past eight years.
3. Congratulations to the GHS Greene Devil Track team on winning the TSSAA Class AA State Championship! They are back-to-back state champions and three-time champions in the past four years.
4. Congratulations and welcome to Josh Davis on being chosen as the principal of Greeneville Career & Technical Academy. GCS looks forward to seeing the academy grow under his leadership.
5. Congratulations to Nathan Howlett from GMS, who finished 3rd in the 2025 TMSGGA Middle School State Golf Championships.
6. Congratulations to DeAnna Martin on her retirement. Starnes thanked her for her dedicated service to Greeneville City Schools. He stated that she leaves a lasting legacy that will be felt for many years.
7. Ellen Lipe and the finance team are working diligently to close out the books and finalize the 2024-2025 fiscal year. Starnes said they do an exceptional job and wanted to recognize their efforts.
8. Starnes recognized and expressed his gratitude to Sheila Newland, who coordinated the Summer Learning Camps, along with our site directors, teachers, instructional assistants, transportation department, food service department, custodians, and office support staff, for their hard work in ensuring that students had an outstanding learning experience. The Summer Learning Camps were offered at Hal Henard, GMS, and GHS and concluded last week.
9. He recognized and thanked Daniel Myers, Angelia Rodriguez, and Thomas Eason for their leadership of Greeneville's Promise. Greeneville's Promise is a longstanding summer enrichment program for selected rising ninth graders.

10. He wished everyone a Happy 4th of July! Let us remember the price paid for our freedom and give thanks to those who paid that price and those who continue to pay it today. Enjoy your time with family and friends.

X. **Director of Schools Evaluation**

Board Chair Cindy Luttrell thanked board members for their thoughtful participation in this year's Director of Schools evaluation. She shared that Mr. Starnes once again received a strong evaluation, excelling in personal characteristics, noting his tireless dedication to Greeneville City Schools. As he enters the final year of his contract, the board looks forward to continued collaboration on key initiatives, including the Greeneville Career and Technical Academy, the mentoring of the assistant directors, and planning for a smooth transition ahead of his retirement. She thanked Mr. Starnes for his lasting impact and leadership.

XI. **Legislative Update**

There were no legislative updates.

XII. **Adjournment**

The meeting was adjourned at approximately 8:27 p.m. Board approval was unanimous on a motion from Botta (Board Member) and a second from Hirschy (Board Member).

Respectfully submitted,

Cindy Luttrell, Chair

Steve Starnes, Director of Schools

**OFFICIAL MINUTES OF THE
GREENEVILLE-GREENE COUNTY JOINT BOARD OF EDUCATION
Thursday, June 26, 2025**

The Greeneville-Greene County Joint Board of Education met in regular session on Thursday, June 26, 2025, at the Greene Technology Center, 1121 Hal Henard Rd, Greeneville, Tennessee 37743. Board Members Present: Minnie Banks (Greene County Board Member), Larry Bible (Greene County Board Member), Pam Botta (Greeneville City Board Member), Gary Compton (Greene County Board Member), Stacey Franklin (Greene County Board Member), George Frye (Greene County Board Member), Cindy Luttrell (Greeneville City Board Chair), Josh Quillen (Greeneville City Board Treasurer), Mark Rothe (Greene County Board Vice-Chair), Rick Tipton (Greene County Board Chair). Crystal Hirschy (Greeneville City Board Member). Absent: Craig Shepard (Greeneville City Board Vice-Chair). The Presiding Chair, Cindy Luttrell called the meeting to order and welcomed all in attendance.

BUSINESS TRANSACTED

I. Call to Order

II. Pledge to the Flag

The Pledge of Allegiance was led by Josh Quillen (Greeneville City Board Treasurer).

III. Recognition of Visitors

IV. Special Recognition

Special Recognition was given to the Carmen Cox Scholarship Recipients

Adaley Lamons – Greeneville High School \$5,000

Layla Fox - Chucky Doak High School \$3,500

Lauren Keffer - North Greene High School \$3,500

Catherine Oakes - Greeneville High School \$2,000

V. Public Comment Period

There were no requests to speak on any agenda item.

VI. Conflict of Interest Statement

Chair to Board Members:

1. "If you have any relative who is employed by the Board of Education, meaning a spouse, parent, parent-in-law, child, son-in-law, daughter-in-law, grandparent, grandchild, brother, sister, uncle, aunt, nephew, niece, or any person who resides in the same household as you, please acknowledge the same at this time by raising your hand."

Chair to Board Members:

2. "To those board members who just raised their hands, do you hereby certify that any and all votes you will cast during this meeting are in the best interest of the school system? If so, please say, 'Aye.'"

Chair to Board Secretary:

3. "Please reflect within the minutes that Cindy Luttrell (Greeneville City Board Chair), Pam Botta (Greeneville City Board Member) Larry Bible (Greene County Board Member), Gary Compton (Greene County Board Member), George Frye (Greene County Board Member) and Stacey Franklin (Greene County Board Member) acknowledged possible conflicts and confirmed their intent to act in the best interest of the school system."

VII. Approval of Agenda

It was recommended to approve the agenda as presented. Board approval was unanimous on a motion from Tipton (Greene County Board Chair) and a second from Franklin (Greene County Board Member).

VIII. Consent Agenda

It was recommended to approve the Consent Agenda. Board approval was unanimous on a motion from Botta (Greeneville City Board Member) and a second from Compton (Greene County Board Member).

A. Consideration of Approving Minutes of April 24, 2025, Joint Board Meeting

Minutes of the April 24, 2025, Board meeting were unanimously approved as presented. A copy is on file in the Director of Schools' office.

B. Consideration of Approving Final 2024-2025 GTC Budget Amendment

Budget Amendments are made at the end of each fiscal year to ensure expenditures are coded to the correct accounting code per the Tennessee Comptroller's Chart of Accounts. A copy is attached to the minutes. Board approval was unanimous for accepting the Final 2024-2025 GTC Budget Amendment.

IX. Action Items

A. Consideration of Accepting May 2025 Financial Statements

Chief Financial Officer Ellen Lipe presented the May 2025 financial statements to the Board for acceptance. Lipe stated that year-to-date through May, GTC has received 92.6% of budgeted revenue and expended 87.7% of budgeted expenditures. In the month of May, GTC had total revenue of \$55,246.32 and total expenditures of \$172,982.80. Year to date, revenue exceeds expenditures by \$90,116.46. Copies of the financial statements are on file in the Greeneville City Schools' Chief Financial Officer's Office. It was recommended to accept the May financial statements as presented. Board approval was unanimous on a motion from

Compton (Greene County Board Member) and a second from Franklin (Greene County Board Member).

B. Consideration of Approving Carmen Cox Scholarship Recipients

The Greeneville City Board of Education serves as trustees for the Carmen Cox Scholarship Trust. The Trust was established in 1996 through a bequest from the estate of T. Elmer Cox in memory of his wife, Carmen Cox. The Trust exists to provide scholarship assistance for post-secondary education to outstanding business students in each of the high schools located in Greene County. A trustee-appointed committee determines scholarship amounts and recipients annually. Applications were solicited from all five high schools located in Greene County. This is in accordance with Trust guidelines. It was recommended to approve the Carmen Cox Scholarship recipients. Board approval was unanimous on a motion from Rothe (Greene County Board Vice-Chair) and a second from Franklin (Greene County Board Member).

Carmen Cox Scholarship Recipients:

Adaley Lamons - GHS \$5,000

Layla Fox - Chucky Doak High School \$3,500

Lauren Keffer - North Greene High School \$3,500

Catherine Oakes - GHS \$2,000

X. Reports

Richard Tipton, Greeneville City Assistant Director of Schools for Instruction, presented the 2024–2025 Annual Report for the Greene Technology Center (GTC), highlighting the school’s continued success in building a work-ready community. He reviewed the 11 active career and technical programs and shared that students earned 207 industry credentials and over 100 micro-credentials this year. Dual credit testing grew dramatically, with Northeast State Community College testing up 700%, resulting in 1,347 college credit hours earned and over \$289,000 in potential tuition savings. Walters State Community College testing also rose, saving students over \$8,000 in tuition. GTC students significantly outperformed state and national averages in WorkKeys testing, with 10.4% achieving platinum status. Work-based learning placements exceeded the previous year, and students earned top honors at the SkillsUSA State Competition with three champions, three runners-up, and two third-place finishes. Tipton closed by thanking stakeholders for their ongoing support.

XI. Adjournment

The meeting was adjourned at approximately 6:25 p.m. Board approval was unanimous on a motion from Franklin (Greene County Board Member) and a second from Botta (Greeneville City Board Member).

Respectfully submitted,

Cindy Luttrell, Chair

Steve Starnes, Director of Schools

This sheet has been updated as of July 17, 2025, with *preliminary* information through June 2025

**GREENEVILLE CITY SCHOOLS
2024 - 2025
ACTUAL LOCAL REVENUE COLLECTIONS**

	Property Tax		Property Tax - Prior Year		Clerk & Master		Interest & Penalty		Pick-Up Taxes		In Lieu of - Local Utility		In Lieu of - Other	
	2023-2024	2024-2025	2023-2024	2024-2025	2023-2024	2024-2025	2023-2024	2024-2025	2023-2024	2024-2025	2023-2024	2024-2025	2023-2024	2024-2025
July	\$ -	\$ -	\$ 10,188.94	\$ 7,215.08	\$ 2,979.58	\$ 3,350.75	\$ 2,414.16	\$ 1,685.50	\$ -	\$ -	\$ 11,499.77	\$ 28,078.93	\$ 203.70	\$ 150.39
August	\$ -	\$ -	\$ 4,842.06	\$ 4,666.21	\$ 3,048.78	\$ 3,458.14	\$ 2,206.12	\$ 1,887.89	\$ -	\$ -	\$ 11,499.77	\$ 42,118.39	\$ -	\$ -
September	\$ -	\$ -	\$ 13,393.57	\$ 4,804.03	\$ 3,492.41	\$ 3,041.59	\$ 3,545.99	\$ 2,156.26	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
October	\$ 300,200.18	\$ 248,703.61	\$ 13,256.39	\$ 10,069.51	\$ 2,550.59	\$ 1,801.49	\$ 3,113.41	\$ 2,506.17	\$ -	\$ -	\$ 25,443.45	\$ 28,078.92	\$ -	\$ -
November	\$ 236,404.18	\$ 229,493.73	\$ 7,881.24	\$ 7,932.86	\$ 2,117.35	\$ 4,124.75	\$ 2,275.60	\$ 3,401.92	\$ -	\$ 86.94	\$ 13,943.67	\$ 14,039.46	\$ 1,620.30	\$ -
December	\$ 750,450.12	\$ 919,799.79	\$ 5,806.35	\$ 7,138.45	\$ 2,851.38	\$ 6,168.70	\$ 2,598.77	\$ 4,272.65	\$ -	\$ (14.88)	\$ 13,943.67	\$ -	\$ -	\$ 1,721.91
January	\$ 385,111.53	\$ 325,810.87	\$ 7,698.23	\$ 5,790.80	\$ 3,851.37	\$ 1,192.78	\$ 4,070.68	\$ 1,491.38	\$ -	\$ 298.58	\$ 13,943.67	\$ -	\$ -	\$ 553.50
February	\$ 1,218,726.83	\$ 1,312,951.49	\$ 14,904.60	\$ 15,621.66	\$ 883.83	\$ 869.73	\$ 3,129.94	\$ 3,927.54	\$ -	\$ 22,209.02	\$ 13,943.67	\$ -	\$ 933.83	\$ 436.23
March	\$ 126,741.32	\$ 180,409.78	\$ 17,033.51	\$ 15,902.12	\$ 3,582.09	\$ 2,084.28	\$ 6,327.76	\$ 4,905.37	\$ 46.27	\$ 120.56	\$ 13,943.67	\$ 61,019.67	\$ 13.06	\$ -
April	\$ 31,384.61	\$ 34,783.95	\$ -	\$ -	\$ 7,049.70	\$ 2,261.63	\$ 5,334.97	\$ 1,796.83	\$ 180.93	\$ 36.23	\$ 13,943.67	\$ 15,660.07	\$ 712.49	\$ 794.34
May	\$ 16,747.07	\$ 12,416.22	\$ (2,367.94)	\$ -	\$ 9,332.02	\$ 2,642.01	\$ 3,876.88	\$ 1,370.10	\$ -	\$ 214.45	\$ -	\$ 15,531.11	\$ -	\$ -
ADA Adj.	\$ 20,810.06	\$ (29,614.26)	\$ 652.49	\$ (813.83)	\$ 229.57	\$ (234.46)	\$ 244.50	\$ (263.92)	\$ 1.56	\$ (187.74)	\$ 907.52	\$ 3,224.67	\$ 23.93	\$ (30.24)
June	\$ 9,903.58	\$ 11,424.25	\$ -	\$ -	\$ 7,545.93	\$ 2,715.47	\$ 3,264.81	\$ 1,498.68	\$ -	\$ 0.05	\$ -	\$ 16,331.72	\$ 7,148.72	\$ 7,853.99
Totals	\$ 3,096,479.48	\$ 3,246,179.43	\$ 93,289.44	\$ 78,326.89	\$ 49,514.60	\$ 33,476.86	\$ 42,403.59	\$ 30,636.37	\$ 228.76	\$ 22,763.21	\$ 133,012.53	\$ 224,082.94	\$ 10,656.03	\$ 11,480.12
Commission	\$ 61,929.59	\$ 64,923.59	\$ 1,865.79	\$ 1,566.54	\$ 495.15	\$ 334.77	\$ 848.07	\$ 612.73	\$ 4.58	\$ 455.26	\$ 1,330.13	\$ 2,240.83	\$ 106.56	\$ 114.80
Total Net	\$ 3,034,549.89	\$ 3,181,255.84	\$ 91,423.65	\$ 76,760.35	\$ 49,019.45	\$ 33,142.09	\$ 41,555.52	\$ 30,023.64	\$ 224.18	\$ 22,307.95	\$ 131,682.40	\$ 221,842.11	\$ 10,549.47	\$ 11,365.32
Difference		\$ 149,699.95		\$ (14,962.55)		\$ (16,037.74)		\$ (11,767.22)		\$ 22,534.45		\$ 91,070.41		\$ 824.09

	Sales Tax		Bank Excise Tax		Mixed Drink Tax		Statutory Local Tax		Marriage Licenses		Subtotal		2023-24% of Actual	2024-25% of Actual
	2023-2024	2024-2025	2023-2024	2024-2025	2023-2024	2024-2025	2023-2024	2024-2025	2023-2024	2024-2025	2023-2024	2024-2025		
July	\$ 454,782.19	\$ 475,495.29	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 102.50	\$ 100.74	\$ 482,170.84	\$ 516,076.68	5.4%	5.5%
August	\$ 462,239.10	\$ 477,493.70	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 65.89	\$ 83.55	\$ 483,901.72	\$ 529,707.88	5.4%	5.6%
September	\$ 437,371.98	\$ 474,027.78	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 90.29	\$ 127.78	\$ 457,894.24	\$ 484,157.44	5.1%	5.2%
October	\$ 419,680.05	\$ 468,789.74	\$ -	\$ -	\$ -	\$ 4,274.59	\$ -	\$ -	\$ 129.34	\$ 144.97	\$ 764,373.41	\$ 764,369.00	8.6%	8.1%
November	\$ 419,812.07	\$ 439,287.88	\$ -	\$ -	\$ 12,593.93	\$ -	\$ 35.00	\$ 66.20	\$ 134.22	\$ 142.52	\$ 696,817.56	\$ 698,576.26	7.8%	7.4%
December	\$ 426,635.17	\$ 477,478.87	\$ -	\$ -	\$ 11,478.11	\$ -	\$ 35.00	\$ -	\$ 61.01	\$ 71.26	\$ 1,213,859.58	\$ 1,416,636.75	13.7%	15.1%
January	\$ 449,111.79	\$ 485,058.67	\$ -	\$ -	\$ -	\$ 21,347.66	\$ 35.00	\$ 70.00	\$ 70.77	\$ 100.74	\$ 863,893.04	\$ 841,714.98	9.7%	9.0%
February	\$ 539,025.55	\$ 558,038.27	\$ -	\$ -	\$ -	\$ -	\$ 35.00	\$ 35.00	\$ 34.17	\$ 58.97	\$ 1,791,617.42	\$ 1,914,147.91	20.1%	20.4%
March	\$ 406,493.20	\$ 465,950.79	\$ 12,844.56	\$ 13,553.54	\$ -	\$ -	\$ -	\$ -	\$ 75.65	\$ 63.89	\$ 587,101.09	\$ 744,010.00	6.6%	7.9%
April	\$ 422,302.97	\$ 424,770.99	\$ -	\$ -	\$ 15,567.50	\$ 15,133.76	\$ -	\$ -	\$ 65.89	\$ 73.72	\$ 496,542.73	\$ 495,311.52	5.6%	5.3%
May	\$ 481,655.46	\$ 495,999.58	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 35.00	\$ 117.95	\$ 87.73	\$ 509,361.44	\$ 528,296.20	5.7%	5.6%
ADA Adj.	\$ 30,483.94	\$ (39,086.24)	\$ 88.24	\$ (112.11)	\$ -	\$ -	\$ -	\$ -	\$ 5.70	\$ (7.98)	\$ 53,447.51	\$ (67,126.11)	0.6%	-0.7%
June	\$ 448,293.37	\$ 486,562.19	\$ -	\$ -	\$ 14,893.93	\$ -	\$ 35.00	\$ -	\$ 125.32	\$ 136.47	\$ 491,210.66	\$ 526,522.82	5.5%	5.6%
Totals	\$ 5,397,886.84	\$ 5,689,867.51	\$ 12,932.80	\$ 13,441.43	\$ 54,533.47	\$ 40,756.01	\$ 175.00	\$ 206.20	\$ 1,078.70	\$ 1,184.36	\$ 8,892,191.24	\$ 9,392,401.33		
Commission	\$ 53,978.87	\$ 56,898.68	\$ 129.33	\$ 134.41			\$ 1.75	\$ 2.06	\$ 10.79	\$ 11.84	\$ 120,700.59	\$ 127,295.51		
Total Net	\$ 5,343,907.97	\$ 5,632,968.83	\$ 12,803.47	\$ 13,307.02	\$ 54,533.47	\$ 40,756.01	\$ 173.25	\$ 204.14	\$ 1,067.91	\$ 1,172.52	\$ 8,771,490.65	\$ 9,265,105.82		
Difference		\$ 291,980.67		\$ 508.63		\$ (13,777.46)		\$ 31.20		\$ 105.66		\$ 500,210.09		

Total budgeted projection for 2024 - 2025 is \$ 9,090,072 The year-to-date collection of \$ 9,265,106 is 101.9% of the total budgeted projection.

The amount collected year-to-date is \$ 500,210 more than this time last year. (This amount does not reflect commission fees.)

Greeneville City Schools Comparative Summary of Revenue Collections For the Month Ended June 30, 2025

<u>LOCAL REVENUE</u>	2023-2024	2024-2025	Variance	Actual % Change
Property Tax	\$ 3,096,479.48	\$ 3,246,179.43	\$ 149,699.95	4.83%
Property Tax - Prior Year	93,289.44	78,326.89	\$ (14,962.55)	-16.04%
Clerk & Master	49,514.60	33,476.86	\$ (16,037.74)	-32.39%
Interest & Penalty	42,403.59	30,636.37	\$ (11,767.22)	-27.75%
Pick-Up Taxes	228.76	22,763.21	\$ 22,534.45	9850.70%
In Lieu Of - Local Utility	133,012.53	224,082.94	\$ 91,070.41	68.47%
In Lieu Of - Other	10,656.03	11,480.12	\$ 824.09	7.73%
Sales Tax	5,397,886.84	5,689,867.51	\$ 291,980.67	5.41%
Bank Excise Tax	12,932.80	13,441.43	\$ 508.63	3.93%
Mixed Drink Tax	54,533.47	40,756.01	\$ (13,777.46)	-25.26%
Statutory Local Taxes	175.00	206.20	\$ 31.20	17.83%
Marriage Licenses	1,078.70	1,184.36	\$ 105.66	9.80%
Totals	\$ 8,892,191.24	\$ 9,392,401.33	\$ 500,210.09	5.63%

Note: Amounts reflected do not take into consideration commission fees. Property tax, Interest & Penalty and Pick-Up Tax commission fees are calculated at 2% of total collections, while all other categories are calculated at 1% of total collections.

** Total budgeted amount of local revenue attributable to the GTC is \$567,916*

<u>TISA REVENUE</u>	2023-2024	2024-2025	Variance
July	\$ 416,759.00	\$ 498,328.00	\$ 81,569.00
August	1,995,544.00	2,083,131.49	\$ 87,587.49
September	1,995,544.43	2,083,131.48	\$ 87,587.05
October	1,995,544.43	2,083,131.48	\$ 87,587.05
November	1,995,544.43	2,083,131.49	\$ 87,587.06
December	2,312,476.43	2,330,048.99	\$ 17,572.56
January	1,995,544.43	2,126,911.93	\$ 131,367.50
February	1,995,544.43	2,114,716.45	\$ 119,172.02
March	2,007,892.00	2,083,131.49	\$ 75,239.49
April	1,995,544.43	2,083,131.48	\$ 87,587.05
May	-	17,717.28	\$ 17,717.28
June	1,496,658.32	1,562,348.62	\$ 65,690.30
Totals	\$ 20,202,596.33	\$ 21,148,860.18	\$ 946,263.85



Mr. Phillip Graham
Operations Manager
Greeneville City Schools

June 18, 2025

RE: Turn-key proposal for Greeneville High School Softball Infield

Dear Mr. Graham,

Thank you for the opportunity to provide the following proposal for the conversion of your natural clay/infield mix softball infield to synthetic turf. This proposal is being provided by Deluxe Athletics, a FieldTurf/Tarkett Company through the TIPS (The Interlocal Purchasing System) purchasing cooperative contract # 23020101. TIPS conducts a public, competitive bid process through which it awards contracts based on quality, competitive costs, track record and financial stability. By utilizing this process, public institutions have the ability to contract directly with preferred vendors saving on the fiscal and time costs associated with traditional bid processes. Further, this allows procurement teams the opportunity to select the vendor they feel most qualified to complete the scope of work required and provide the best value for the owner. TIPS requires a negotiated not-to-exceed price on products and labor and equipment is required to fall within the globally recognized RS Means Construction Software Management program. These items are put in place to ensure purchasing agents get a competitive price each and every time.

TIPS membership is free and the application process is quick and easy. Deluxe Athletics personnel are available upon request to assist with the application process.

Please note that our proposal is based on the scope items listed below and anything not listed here is excluded from our pricing. This proposal is based on completing the work during the fall of 2025.

Scope of work based on estimated 10,000 sq.ft. for the softball infield:

- 1) Mobilization of all tools, equipment, materials and installation technicians
- 2) Furnish and install erosion and sediment controls *NOTE: As engineered drawings have not been provided for this project, we have budgeted and allowance of \$750.00 for inlet protection. If further information is provided on required E&S measures we can provide updated pricing. If this site does not require any E&S installation, a deduct in the amount of \$750.00 will be provided.
- 3) Furnish and install a temporary construction entrance to be maintained for the duration of construction and removed and restored upon completion.
- 4) Excavate existing clay/infield mix materials from infield to a required depth (not-to-exceed 7-1/2"), laser grade and roll subgrade. All excavated material will be stockpiled on site for the owner's future use or spread over warning track. Upon completion of the excavation process, a proof roll will be conducted on the exposed subgrade in the presence of the owner's representative to verify stability. If any pumping, rutting or other displacement is observed during the proof roll process, a geotechnical engineer will be required to determine stabilization measures as necessary. Any costs associated with engineering and stabilization will be the responsibility of the owner.
- 5) Excavate 2'x2' perimeter drainage ditch along interior perimeter of field.
- 6) Furnish and install 4 oz. non-woven geotextile fabric lining the floor and walls of the perimeter drainage ditch
- 7) Furnish and install 8" perforated HDPE drainage collector pipe and backfill with clean #57 drainage stone. Furnish and install 8" solid HDPE pipe to connect new field drainage pipe to existing catch basin located outside of right field
- 8) Furnish and install unexposed perimeter curb with pressure treated 2"x4" timber nailer secured to the face of the curb for turf attachment along the infield to outfield transition arc. Furnish and install pressure treated 2"x4" timber nailer or 4"x4" timber at base of existing fencing along backstop and face of dugouts for turf attachment.



- 9) Furnish and install stone drainage base consisting of 5" of #57 drainage stone topped with 1" of #78 finish stone, laser grade and roll.
- 10) Furnish and install 4" thick 3,000 psi concrete flatwork for 9'x3' pitcher's lane and both batter's boxes.
- 11) Furnish and install sleeved base set (1st, 2nd and 3rd base), pitcher's rubber and home plate.
- 12) Furnish and install FieldTurf XTHD2" polyethylene slit-film synthetic turf with sand and rubber infill system. Turf will be clay colored with permanent white lines for batter's boxes and catcher's area, foul lines, pitcher's circle, coaches boxes and on deck circles.
- 13) Restore natural grass areas disturbed as a result of Deluxe Athletics sitework.
- 14) Clean up and demobilize

Price for scope of work provided above:

\$199,885.00

Notes and exclusions:

- a) Any item not specifically listed in the scope of work above is excluded from this budget proposal
- b) Engineering, permitting and/or testing is excluded from this proposal
- c) Local use taxes are included in this quote
- d) Bonding is excluded from this proposal
- e) The supply of manholes, clean outs, grates, or supply of manhole covers are excluded
- f) Excludes the implementation of a stormwater pollution prevention plan
- g) Site security is excluded
- h) Boring for utilities is excluded
- i) Owner to provide suitable access and laydown area for construction
- j) Owner to mark out any electrical and/or other utility lines within the footprint or work prior to Deluxe Athletics arrival on site
- k) Owner to mark out/identify any irrigation heads and lines within the footprint of work prior to Deluxe Athletics arrival on site
- l) Any electrical work and or empty conduit is excluded unless otherwise noted in the scope of work
- m) Once subgrade has been established, a proof roll will be performed to ensure structural stability of the soils. In the event that unsuitable soils are encountered, a price to remediate these areas can be negotiated.
- n) Rock excavation or its disposal is excluded.
- o) Installation of manholes, gabions, junction boxes, concrete rip rap, storm drainage, not related to the field construction, grate inlets and RCP.
- p) Relocation, removal and repair of existing utilities not limited to electrical conduits, power poles, water, sewer, gas, cable, telephone, irrigation, owner placed conduits or communication feeds within the field of play are excluded unless otherwise noted in listed scope of work above
- q) Proposal based on non-prevailing wages
- r) Pricing based on current market conditions and valid for 45 days

Thank you for the opportunity to provide this proposal and please don't hesitate to contact us with any questions. If you would like to proceed with the work as proposed above, please either sign on the lines provided below or issue a purchase order with a copy of this proposal attached.

Regards,

Greenville City Schools Authorized Rep. _____
Signature

Ray Bernabei
Deluxe Athletics
M: 610-310-0023
E: ray@deluxeathletics.com

Greenville City Schools Authorized Rep. _____
Please Print Name and Title

Date of Acceptance/Approval _____



2025-2026 GROUP Athletics ACCIDENT INSURANCE
Coverage For Athletics, Grades 6-12

Coverage for Athletics Grade 6-12 --- Basic Plan (0-\$25,000.00) \$12,812.00

***For your Catastrophic Plan, please confirm student #s below to obtain your Renewal -**

- # of High School Athletes (last year's # was 920): 291
- # of Middle School Athletes (last year's # was 570): 275
- Total number of Pk-12 Students (last year's # was 1,275): 2945

We will invoice you in June 2025

GREENEVILLE CITY SCHOOLS

STUDENT INSURANCE EXTENSION REQUEST

ONE YEAR EXTENSION AND RATE GUARANTEE Premium unchanged: \$12,812.00

Greenville City Schools elects to extend benefits and coverage under our current accident insurance plan through the 2025-2026 school year at the following annual rates and coverage levels:

2025-2026 GROUP Athletics ACCIDENT INSURANCE
Coverage For Athletics, Grades 6-12
Basic Plan – (0-\$25,000.00)
+ Catastrophe Plan (\$25,000 - \$5,000,000)

Greenville City Schools declines extension of coverage and rate guarantee at this time.

Signature of authorized school official:  Title: Superintendent Date: 6-3-25

Signature of licensed insurance agent:  Title: President Date: 4/21/2025
Manny Cocurull

Bird Isbell & Associates
Attn: Gina Shelton
911 Tusculum Blvd
Greenville, TN 37745

Please Respond by Mail, Email or Fax Prior to May 20, 2025
SCHOLASTIC INSURANCE
PO Box 784268
Winter Garden, FL 34778
800-872-1953 FAX 407-798-0296
Email: Manny.cocurull@kidguardinsurance.com



Student Accident Insurance

Mailing Address: P.O. Box 784268
Winter Garden, FL. 34778-4268
Toll Free: 1-800-432-6915
Fax: (407) 798-0296
Claims Telephone: (407) 798-0290

Premium Invoice

Billed To: Greeneville City Schools
ATTN: Jamie Gaylon
129 W. Depot Street
Greeneville, TN 37743

Issue Date: 06/17/2025
Due Date: 07/01/2025

Coverage Detail

Student Accident Insurance for: Greeneville City Schools CAT K-12 - \$5M per accident Effective: 07/01/2025 – 07/01/2026	Total: \$5,589.00
Student Accident Insurance for: Greeneville City Schools Base - \$25M per accident Effective: 06/30/2025 – 06/30/2026	Total: \$12,812.00

Premium Cost for Student Protection: \$18,401.00

Thank You for Your Continued Business

Remit Payment to:
KidGuard
P.O. Box 784268
Winter Garden, FL 34778-4268



GREENEVILLE CITY SCHOOLS

NAMING & BRANDING WORKGOU P REPORT

BRANDING RECOMMENDATION

BRANDING RECOMMENDATION REPORT

Prepared By:

Dr. Lori M. Mueller
Donovan Group Partner

Prepared For:

Greenville City Schools
School Board

JULY 22, 2025



Executive Summary

A collaborative engagement process to name, brand, and market a school facility as a primary learning space for career and technical education

Overview

Greeneville City Schools contacted the Donovan Group, national leader in Pk-12 public school communication and community engagement, to facilitate a collaborative engagement process to name, brand, and market a newly acquired school facility. The facility will house a number of district services with a primary focus on providing high-quality and innovative career and technical education pathways for Greeneville High School students.

Naming & Branding Workgroup

Teresa Clark, Career Counselor,
Greeneville City Schools

Suzanne Cox, President, Tennessee
College of Applied Technology (TCAT)

Christopher Edmonds, Industry, CTE,
and Gants Coordinator, Tennessee
College of Applied Technology (TCAT)

Jason Horne, Assistant Director of
Schools and Administration,
Greeneville City Schools

Rob Robbins, Automotive Maintenance
and Light Repair Instructor, Greene
Technology Center

Steve Starnes, Director of Schools,
Greeneville City Schools

Jeff Taylor, President and CEO, Greene
County Partnership

Richard Tipton, Assistant Director for
Instruction, Greeneville City Schools

*Facilitated By: **Dr. Lori M. Mueller**,
Partner, DonovanGroup*

May 29, 2025 - Board Approved Name

Greeneville Career & Technical Academy

Branding Process Overview

The Naming and Branding Workgroup met three more times over the course of June and July to collectively work on the new brand for Greeneville Career & Technical Academy.

Our process included:

- the assessment of the previous branding for the center,
- discussing what we want the new brand to convey to our audiences,
- drafting a series of brand options for review, feedback, and enhancement,
- and finalizing the brand through consensus.

When done well, a brand is a representation of what an organization is. It is what an organization stands for.

The brand is built around the idea of what leaders want people to know, understand, and feel about the organization.

Branding Considerations

In developing the brand, the Naming & Branding Workgroup considered the following:

- How would you describe our vision for the Greeneville Career & Technical Academy to someone who is not familiar with it?
- What positive things do we want people to say about the Greeneville Career & Technical Academy?
- What makes the Academy unique? What makes the students unique?
- Which adjectives would you use to describe the Greeneville Career & Technical Academy?
- Building on this, which ideas do we want the Academy's logo and brand to convey? What would be an appropriate tagline?

The Naming and Branding Workgroup determined it was important to have a brand that conveys that the Greeneville Career & Technical Academy is part of Greeneville High School. This impacted the color selection, font, and symbolism used in the new brand.

Identified for GCTA Brand

- Portrait of a Graduate alignment
- Professional
- Future leaders
- Student-centered
- Workforce ready
- Quality
- Excellence
- Skills
- Entrepreneurs
- Transformation

Branding Recommendations



This is the primary brand and is a seal design.

- The design includes the name of the school and uses Greenville High School (GHS) colors.
- The trident connects with GHS's use of the devil mascot.
- The three points of the trident are intended to reflect how the school and community support and uplift students.



This is the secondary brand to use for printing and embroidery needs that can not accommodate the gradient of color in the middle of the seal in the primary brand.



GREENEVILLE
CAREER & TECHNICAL
ACADEMY

This is the professional wordmark design for the brand. A crest is used to reflect that the school is an academy and the banner lists the three points of the trident.



GREENEVILLE
CAREER & TECHNICAL ACADEMY
WELDING



GREENEVILLE
CAREER & TECHNICAL ACADEMY
AUTOMOTIVE
REPAIR

These designs show how the wordmark is customized for each pathway at GCTA. The crest symbol can be a stand alone without the use of the wordmark.