

More about OCPS staff

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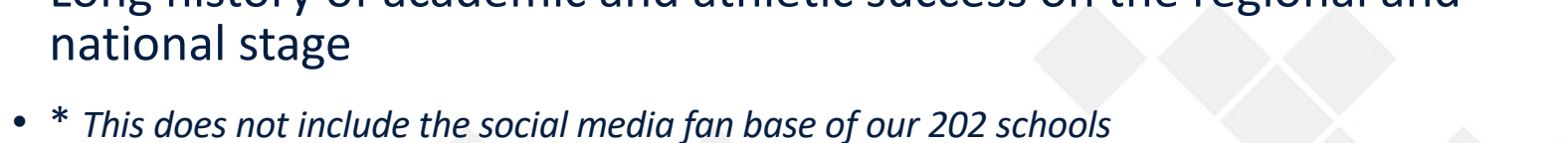
Updated October 28, 2021.



**Orange County
Public Schools**

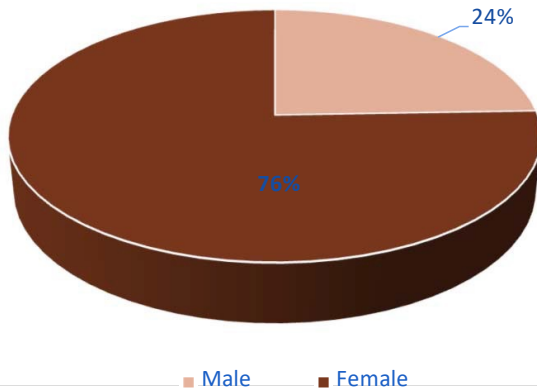


We are Orange County Public Schools

- 9th largest School District in the US with more than 206,000 students
 - One of the largest employers in Central Florida with more than 24,000 employees
 - Students in Orange County Public Schools come from close to 200 countries and speak 170 different languages and dialects
 - Followed by 80,000+ fans* on Facebook and Twitter
 - Large community support base, including 58,000+ school volunteers; 22,000 PTA members and 2,800+ companies that support education
 - Long history of academic and athletic success on the regional and national stage
 - * *This does not include the social media fan base of our 202 schools*
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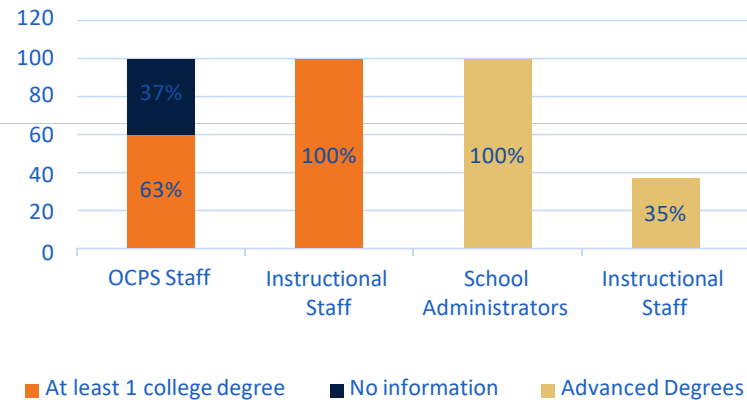
Fast facts about the OCPS workforce

Employees



Male Female

Staff with college degrees

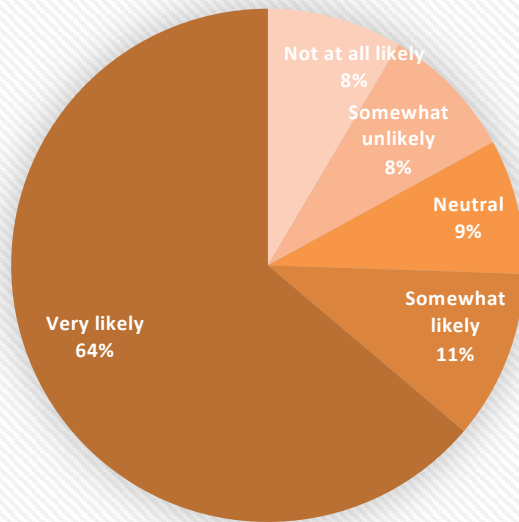


Staff count: 24,421

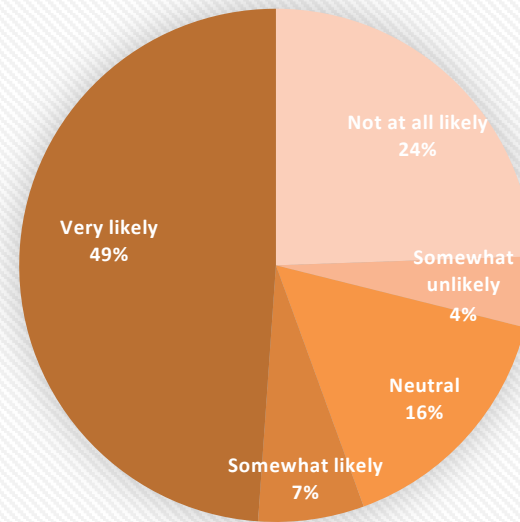
Sources: OCPS Human Resources and OCPS Fast Facts 2019-2020 School Year

Our employees tell us that they are...

Likely to go out to dinner

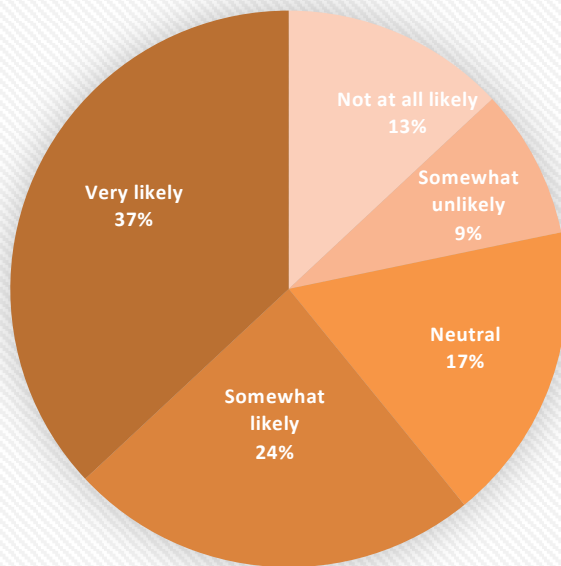


Likely to go on vacation out of town



We also know this about our OCPS staff

Want to improve my family's finances



Our staff said in the next 12 months...

- 62% want to go on a weekend get-away
- 56% want to go on an overseas vacation
- 42% want to go to a sporting event
- 41% want to go to a theme park
- 40% want to buy a home
- 39% want to do home improvements
- 33% want to get a new cellphone plan
- 24% want to buy a new car



This is how you can reach our OCPS staff

Advertising options include

- Digital advertising in newsletters and on our intranet site
- Print advertising in the Orange Peel, the monthly employee magazine
- Field marketing at select live events

Our sponsorship opportunities can include any of the following:

- Outreach to our staff, including senior leadership
 - Volunteer and team-building opportunities for your staff
 - Opportunities for leadership development by serving on internal committees
-



Reach our staff via our intranet site which is available only to current employees.

The screenshot displays the OCPS Intranet website. The browser address bar shows "Secure | https://intranet.ocps.net". The page header includes navigation links: "District Home", "Select a School", "Language", "Contact Us", social media icons, "Adrienne Noel", "Logout", and a search bar. The OCPS logo and "OCPS INTRANET" title are prominently displayed. Below the header is a yellow navigation bar with links: "Home", "Communications", "Facilities Services", "Fiscal Services", "HR & ES", "ITS", "Legal Services", "Operations", "Teaching & Learning", and "Departments".

The main content area begins with a welcome message: "Welcome to the new employee intranet landing page." followed by two bullet points:

- You can navigate to department intranet pages using either the divisions menu bar above or the all-departments directory on the far right of the menu bar.
- You will also find direct links to frequently visited or important **Quick Links** below. A topical directory is at the bottom of the page.

A "QUICK LINKS" section follows, featuring a grid of icons and text for various services:

- Forms
- MyOCPS/iBuy
- iBuy Help
- Orange Peel
- Logos and Graphics
- Insurance Benefits
- EEO Statement
- Management Directives
- A-4 Reporting Form

Below the quick links are several promotional banners and advertisements:

- "Round Up for Charity" banner for "Talk of the Town" with the hashtag #SupportLocalGolfLocal.
- "We Practice What We Teach." advertisement for UCF + Health, noting "Now accepting OCPS insurance."
- "A perk that works!" advertisement for Sprint, highlighting "Exclusive savings because of where you work" and a "Start Saving Today" button.
- "EARN YOUR M.ED. OR ED.S. IN ED LEADERSHIP" advertisement for National Louis University, stating "Cohorts starting soon near you!" and a "Learn More" button.

Or via our monthly Employee Magazine, Orange Peel



- The *Orange Peel* is an award-winning publication, receiving regional and national acclaim.
- The average open rate is 24% within the first 24 hours of issue.
- 63.5% of our respondents are very satisfied with the *Orange Peel*.

[Click here to read the latest issue of the Orange Peel](#)

- Average open rate: 26%
- Average read time: 12.2 minutes

OCPS events place your brand in front of our staff

- State of the Schools - *public*
- The Stellar Awards - *staff*
- OCPS Hall of Fame - *public*
- Superintendent's Leadership Summit - *staff*



Sponsorships vary based on the audience.

Please ask for more details to reach a specific audience.

Our sponsorship opportunities can include any of the following:

- Outreach/networking with our staff, including senior leadership
- Volunteer and team-building opportunities for your staff
- Opportunities for leadership development by serving on internal committees



Want to learn more about reaching OCPS employees?

Contact Adrienne Noel for more information or a proposal.

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Orange County Public Schools

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