

**For Immediate Release**  
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# Media Release

## **CCSD's Educator Discount Program Working to Support Staff and Local Business**

Office of Strategy and  
Communications

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Superintendent of Schools

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**Charleston, SC-** Charleston County School District's (CCSD) administration held a series of teacher listening sessions last year during which participants shared ways the district could better serve employees. One topic often mentioned was the district's educator discount program and how it could be more beneficial to staff.

The administration responded with a redesigned program focused on increasing visibility and relevancy of discounts for employees. This strategy required transitioning to a local-driven approach to attract area businesses and organizations to participate.

In January, the redesigned platform launched with only a handful of local merchants. However, the look and feel was different, featuring a new internal website that was solely dedicated to communicating discounts and opportunities to staff, who could now easily access the site from the district's employee portal. As the new program rollout progressed, employees began to take ownership in growing the initiative through internal leads and recommendations.

"The opportunity was there for improvement," said Erica Taylor, Chief Strategy and Communications Officer. "The administration believed in the strategy. The concept was simple; we are not asking merchants to give our teachers free goods or services. We are offering businesses a chance to partner with CCSD in support of our educators. There is no cost for a business to participate, but they must offer our staff a discount along with quality service."

The program has resonated with the community and grown to include close to **50 local businesses** to support the 6,000 employees in the district. In the last week alone, M. Dumas & Sons, Wild Blue Ropes, Home Team BBQ, and the Charlotte Hornets have come aboard.

One beneficiary of the program has been the Charleston County Parks and Recreation Commission (CCPRC).

"I'm delighted to say CCSD has surpassed the company's goal, which is already a 252% increase from 2017," stated Beth Kempton, CCPRC Group Sales & Sponsorship Coordinator.

"CCSD teachers do a wonderful job collaborating with other educators in the community," added Taylor. "We are confident they will do the same thing in this situation to make the program successful. This will bridge a relationship between our employees and the district both internally and in the community."

Interested parties should reach out to CCSD Webmaster, Stephen Wyatt, via email at [stephen\\_wyatt@charleston.k12.sc.us](mailto:stephen_wyatt@charleston.k12.sc.us) for more details on how to participate.

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#### **About the Charleston County School District**

Charleston County School District (CCSD) is the second largest school system in South Carolina representing a unique blend of urban, suburban, and rural schools that span 1,000 square miles along the coast. CCSD serves more than 50,000 students in 86 schools and specialized programs. With approximately 6,100 employees district-wide, CCSD is the fourth largest employer in the region.

CCSD offers a diverse, expanding portfolio of options and specialized programs, delivered through neighborhood, charter, magnet, IB (international baccalaureate), and Montessori schools, and is divided into three Learning Communities. Options include specialized programs in science, engineering and mathematics; liberal arts; music and other creative and performing arts; career and technical preparation programs; and military and other public service enterprises.