

The SUPERINTENDENT'S MESSAGE Redefining Momentum: Our Next Chapter



JUNE 29, 2026

Our school system is experiencing the type of stability, growth, and progress that reshapes what education looks like in Jackson and Madison County. This progress is real, it's measurable, and it's something our families, employees, and community partners can feel.

As we continue building on that momentum, it is important that our identity reflects the district we have become — not the one people remember from years past. Today, I am proud to share **three major updates** that represent the next step in our evolution as a school system: a new district website, a new district logo, and a yearlong theme that will guide our communication and storytelling. Together, these elements form a unified identity that reflects who we are and where we are going.

Our new logo retires a long-standing emblem that has served us for many years. In its place, we are introducing a simple and modern design that aligns our district colors with those of the City of Jackson and Madison County — our parent entities and strongest community partners. This alignment strengthens our shared identity, and brings our visual brand in line with the progress happening across our schools and community. Alongside the new logo, we are launching our yearlong theme: **Redefining Momentum**. This theme captures the story of a district that has grown stronger, more stable, and more focused on what our students and schools can achieve. It reflects a stability that has unified our system, expanded opportunities for students, and created a culture of purpose that continues to move us forward. Redefining Momentum is more than a tagline — it is a statement about who we are becoming.

This rebrand also arrives at a time when we are planning significant investments in our facilities. As part of the **FY27 budget**, we have included funding for architectural designs for renovation projects at South Side High School, North Side High School, and JCM Elementary (formerly Alexander). These projects represent our commitment to keep the momentum going. Stay tuned for additional details. And as we continue this work together, our new brand will help us tell that story with clarity and community pride.

On behalf of the Board, I thank you for your continued support of the Jackson-Madison County School System. Here's to our seventh year together!

Dr. Marlon King

A handwritten signature in black ink that reads "Marlon D. King".

Superintendent, Jackson-Madison County School System

