



Magnet Mania is MSA’s Superintendent of the Year contest designed to increase the visibility of our members and magnet schools across the country. The competition is a bracket-style tournament starting in February and ending in April at our national conference. The goal of Magnet Mania is to highlight the many ways that school districts lead and succeed in advancing the mission and purpose of magnet programs.

## ELIGIBILITY

All MSA District Members, and all districts with an MSA School/District Office/Institution Member, are eligible to participate.

## CONTEST GUIDELINES

- Match-ups for the first round in each regional bracket will be randomly generated.
- The tournament will include five rounds, each round corresponding to one of [MSA’s Five Pillars](#).
  - The first four rounds will take place within each regional sub-bracket.
  - The region winner from each of MSA’s six regions will advance to the fifth and final round.
- Depending on the total number of participating districts, one or more rounds may include byes, meaning that some districts may not have a match-up in some rounds and will instead automatically advance to the next round.
- Prior to **January 24, 2025**, each participating district must complete this [form](#), uploading a district logo and providing basic information about the district’s accomplishments and achievements for each of the Five Pillars. (a 150 word max per pillar)
- During the first week of each round, MSA will update the contest bracket with the content provided by the district in the submission [form](#) that describes the district's accomplishments and achievements relevant to the Pillar that corresponds to the round. MSA will also post the match-ups to social media (Facebook, X, Instagram, or LinkedIn).
- In posting content to social media, MSA will use the hashtags #MSAsoy25 and #MagnetMania.

- Districts are strongly encouraged to promote their accomplishments relevant to the round through their own communications channels, including social media, newsletters, emails, etc. All social media posts should tag MSA (@magnetschlsMSA) and use the hashtags #MSAsoy25 and #MagnetMania.
- Voting will be open to the public.

## SCHEDULE

ROUND	PILLAR	VOTING OPENS Monday @ 1 PM ET	VOTING CLOSSES Thursday @ 8 PM ET	WINNERS ANNOUNCED Friday @
<u>Round 1</u> Feb 3 through Feb 14	<b>Diversity</b>	2/10	2/13	2/14
<u>Round 2</u> Feb 17 through Feb 28	<b>Innovative Curriculum &amp; Professional Development</b>	2/24	2/27	2/28
<u>Round 3</u> Mar 3 through Mar 14	<b>Academic Excellence</b>	3/10	3/13	3/14
<u>Round 4</u> Mar 17 through Mar 28	<b>Family &amp; Community Partnerships</b>	3/24	3/27	3/28
<u>Round 5</u> Mar 31 through Apr 4	<b>Leadership</b>	4/1*	4/4	n/a
WINNERS WILL BE ANNOUNCED @ MSA 2025 Nashville				

\* *The last week is compressed because of the conference.*

## VOTING PROCESS

- Voting will occur during the second week of each round. Voting will be open to the public. MSA will promote the voting period through its own communications channels (e.g., social media, Magnet Minute), and each district is encouraged to promote the voting period as well.
- Vote tallies will not be made public. MSA will announce the winners of each match-up on Thursday of the second week of each round, except for the final round, which will be announced at MSA's National Conference on Magnet Schools in Nashville on April 10.

## **PRIZES & RECOGNITION**

- The winner of each regional sub-bracket will receive a cash prize of \$500, presented to the school district.
- Depending on the bracket format, superintendents of districts winning regional sub-brackets, if any, will be invited to participate in a ceremony at MSA's National Conference on Magnet Schools in April 2025.
- The overall SOY will receive a commemorative trophy or plaque.
- The SOY's district will receive a cash prize of \$2,500 from MSA.
- The runner-up's district will receive a cash prize of \$500 from MSA.
- Additional prizes will be available throughout the tournament, such as cash prizes for the top vote-getter in each round or for the most-viewed video, etc., to be determined at MSA's discretion and in accordance with the eligibility guidelines outlined above.