



MEMO

Date: December 10, 2019

To: Dr. Mark Silverstein, Superintendent

From: Jody Rettig

Re: November Project Report

- Strategic Plan
 - Received and incorporated the last updates from other areas
 - Provided resulting document to Superintendent
 - Created a PowerPoint of highlights, which ran 40 pages
 - Provided superintendent with PowerPoint and asked for direction on what areas he'd like to focus
- Employee Charitable Campaign
 - Administered the campaign for our district
 - Compiled and personalized campaign literature for the district to reflect our payroll deduction periods
 - Distributed literature and forms to building reps and Beach Building employees
 - Communicated with staff about the campaign
 - Organized and held a Dress Down for Donuts and Donations Day at Beach Building
 - Retrieved campaign contribution envelopes from each building and started a spreadsheet to document the donations
- Press/News/Social Media
 - Glassboro Homecoming Queen and Court, GHS Play, GHS Play with Dress Rehearsal Picture, Bullock Veteran's Day Celebration, Bowe's Real Men Read Visits Bullock, J. Harvey Rodgers Hosts Multicultural Thanksgiving Day Celebrations, Glassboro Idol, assorted news on the website and/or social media (e.g., multiple posts on deadline for academy applications, Bullock's Train Station and Thanksgiving Parade performances, Marching Band awards, GIS Mini-Musical, etc.)
- School Messenger – GHS Play

- GCIT Scrolling Ads – For Academy Applications and GHS Play
- Registration
 - Assisted parents with registration process over the phone, in person and through email
 - Handled approximately 11 registration calls in 14 workdays in November
 - Spent 40 minutes assisting one applicant in person. Waited for another that didn't arrive
 - Copied, scanned and attached documents for registrants
 - Advised parents of what documentation was needed