



# MEMO

Date: November 3, 2016  
To: Dr. Mark Silverstein, Superintendent  
From: Jody Rettig  
Re: October Project Report

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- Special Event: Bullock PDS Ceremony
  - Coordinated email invitations with Rowan
  - Requested media and press coverage for the event
  - Communicated with Mr. Taibi regarding photo releases for “banner holders”
- Bullock/Bowe Fossil Dig
  - Acted as a liaison between Rowan and the classes
  - Coordinated details with Classroom Close-up, including their late request to expand the filming to include both Bullock and Bowe schools
  - Forwarded photo permission slips from Classroom Close-up to the Bowe School
  - Attended and photographed the fossil dig
  - Wrote news release and posted it on the web as noted below
- Academies Open House
  - Attended Rowan/District planning sessions
  - Researched ad prices and scheduled ads
  - Drafted and sent copy for ads in three papers, two of which included online impressions
  - Drafted scrolling ad for Gloucester County TV
  - Reviewed the newspapers’ ad layout and edited ads
  - Requested changes, where applicable
  - Wrote and shared press release with newspapers and Rowan
  - Updated the Academy Flyer
  - Arranged for the academy open house information to be sent home with students in our school district and some private schools, added to the Bulldog Bulletin, posted on our website and on the district Facebook, posted on the borough website and in various borough locations, and shared by various outside groups
  - Assisted Fine & Performing Arts coordinator in adding information to the website
  - Sent a School Messenger email to parents of 6<sup>th</sup> – 11<sup>th</sup> graders about the Open House

- Sports Hall of Fame
  - Worked the ticket table at the banquet
  - Set up tables with reserved signs where appropriate and programs at each seat
  - Designed a sign to direct honorees to get their pictures taken
  - Handled receipt of ticket orders and mailing of tickets for the beginning of October until turning them over to GHS Athletics
  - Tracked orders, payment and ticket numbers in spreadsheet
  - Edited the ad program one last time
- Requested newspaper and media coverage Real Men Read Breakfast
- Created Bulldog Bulletin
- Press/News Releases
  - Homecoming Queen and runner-up, Rodgers Respect is No Sweat, Rodgers Positive Behavior Program, Rodgers Students of the Month, Bullock Star Students (web), Bullock Wins NJ Farm to School Award, Bowe Family Night (on web), Bowe Book Fair (on web), Academy Open House (as previously noted), Fossil Dig (on web), Real Men Read (on web), Glassboro High School Student Accomplishments (on web), updated District Facebook with news on numerous topics (including our news and some borough/Rotary news)
- Assisted with posting information regarding clowns
- Shared a variety of district news via Valhalla
- Created Bullock Garden flyer for NJSBA Convention
- Gloucester County TV Scrolling Ads
  - Academy Open House (as previously noted)
  - Bullock PTO Handbag Bingo
  - GHS Track & Field Yankee Candle Fundraiser
- School Messenger Email Announcements
  - Academies Open House (as mentioned previously)
  - 2- Hour Delay Message
  - GIS Field Hockey Breast Cancer Fundraiser
- Registration
  - Polished registrations in InfoSnap
  - Made notes in the system of missing information and documents
  - Assisted community members by scanning documents for 2016/2017 registration that registrants had not uploaded
  - Attached documents in InfoSnap and PowerSchool
  - Assisted community members by answering questions about our new system

- Attended and photographed Halloween parades
- Attended an excellent NJSPRA conference on dealing with the unexpected
- Community Events
  - Attended Unity Day to speak with Community Members