



MEMO

Date: November 5, 2018

To: Dr. Mark Silverstein, Superintendent

From: Jody Rettig

Re: October Project Report

- Academy Open House
 - Priced advertising
 - Wrote copy for multiple print, online and social media ads for the Academy Open House
 - Placed the ads
 - Proofed the design/layout of multiple ads by media groups
 - Designed an Open House Flyer
 - Contacted several St. Michael's, Friends School and Ambassador Christian Academy to send home flyers with students
 - Dropped off and emailed those flyers
 - Reached out to several libraries and STEM groups to share our flyers
 - Hung up flyers in several local businesses
 - Added information to the Academy Website
 - Reached out to Bowe, GIS and GHS to request that they share information on the Open House during announcements
 - Sent two school messenger announcements about the Open House
- School Messenger
 - See note above about Academy Open House messages
 - Reminder about October 5 and 6 Days Off for Students
- Public Employee Charitable Giving Campaign
 - Requested employee reports to determine materials needed
 - Selected/invited employees to serve as representatives for their buildings
 - Suggested that each building (including ours) expand this year's campaign to offer a dress down day or similar incentive
 - Assembled materials for the campaign
 - Delivered materials to the representatives and my own building
 - Sent an email to all employees inviting participation in this year's giving campaign

- GHS Idol – Placed free, scrolling television ad for Glassboro Idol and took pictures for it
- Homecoming
 - Attended Powder Puff and Homecoming
 - Took pictures and posted many pictures on the District Facebook
 - Sent out dates and times to the papers
- Attended Bullock Trip to Rowan Fossil Park
- Registration/PowerSchool Access
 - Assisted callers with registration and PowerSchool information
 - Attached paperwork to registrations in PowerSchool and InfoSnap
- Press/Facebook
 - PDS Ceremony, Community Invited to Attend Homecoming Events, Powder Puff, Glassboro Receives State Aid, Dress for Respect for the Week of Respect, Bullock Fossil Dig (web), Hispanic Heritage Read-In at Bullock (web), Star Students (web), shared assorted news on District Facebook and Twitter