



MEMO

Date: October 10, 2017

To: Dr. Mark Silverstein, Superintendent

From: Jody Rettig

Re: September Project Report

- Reenrollment/Registration/PowerSchool Access
 - Guided dozens of callers through PowerSchool access, instructions for contacting transportation, registration and reenrollment
 - Forwarded documents to schools and/or attached to registration system/PowerSchool
 - Attended all back to school nights to help registration answer parent questions
- Advertisements
 - Obtained quotes for Academy Open House ads
 - Wrote copy for three ads and placed the ads in local newspapers
 - Drafted a flyer for the Academy Open House and posted that on Facebook and website
 - Researched Facebook Advertising
 - Collaborated with Director of Technology and Business Administrator to “boost the posting” of the flyer, in essence advertising on Facebook
- Banner
 - Requested quotes on banner production and banner hanging
 - Fine-tuned the previously designed banner copy
 - Measured location for banner
 - Sent the banner request to print
- Other Academy Work
 - Contacted five out of district, private schools to share our Academy Flyer with students (three agreed to do so)
 - Delivered the flyer to numerous locations for posting in the communities
 - Requested that principals/teachers/schools share Open House Information
 - Modified Academy website to include new timelines and new brochures/forms provided by the GHS representatives
 - Met with Rowan and GHS representatives to plan the Open House

- Arranging press coverage
 - Requested and obtained press coverage for PDS ceremony and Bowe Renaissance Rally
- News Releases
 - District Back to School, Grandparents Day, Open House for the Academies, Bowe Renaissance Rally, GHS Italian Dancers
- Shared assorted news via Facebook and the website
- School Messenger
 - Bus Stop Safety
 - Superintendent Message
- Planned, developed the agenda, sent meeting reminders for and the Rowan/Borough/GPSD partnership meeting
- Provided information on partnerships at request of Rowan representative
- Attended all back to school nights
- Attended and took photos of the Italian dance club performance at the Saturday Italian Festival