



MEMO

Date: October 4, 2019
To: Dr. Mark Silverstein, Superintendent
From: Jody Rettig
Re: September Project Report

- Registration
 - Assisting with registrations monopolized most of my time throughout September
 - Assisted parents with registration process over the phone, in person and through email
 - Copied, scanned and attached documents for registrants
 - Advised parents of what documentation was needed
- School Choice Academies Publicity, Communication, Advertising
 - This was probably the second most time-intensive project for September
 - Communicated back and forth with high school to determine whether tours of the high school could be offered in light of the fact that the principal could no longer attend
 - Contacted newspapers to price both in-paper and online ads
 - Weighed a variety of ad sizes and frequency options
 - Drafted and sent in ad copy for two different sizes of ads
 - Proofed/edited the ad designs returned to us
 - Contacted several K-8 schools, libraries, PTOs, 4H groups, etc. to share our fliers
 - Posted Open House information on the web, Facebook and twitter
 - Hung our flier up in local businesses
 - Handed flier out at GIS Back to School Night
 - Requested that our schools share information about our Open House via announcements and class discussions
 - Sent three School Messenger messages to parents to make them aware of the Open House
 - Developed sheet to track how Open House visitors heard about the event
 - Attended Open House
- School Messenger
 - Three messages, all about the Academies
- Survey
 - Exported the results of the Principal Survey
 - Formatted them and provided them to the superintendent

- Press/News/Social Media
 - Posted a variety of news online and in social media
 - Took pictures at each school for first day
 - Attended two Back to School Nights and took pictures
 - Attended Alex's Lemonade Stand and Took Pictures
 - Covered the Buddy Bench Donation to two of our schools
 - Reached out to press multiple times to obtain coverage for alum/statistician Chug Mangeney's 500th game celebration
 - Located previous Mangeney photos and shared them with the press
 - Researched PDS information to create PDS Newsletter Article
 - Used that information and the draft text from Stacey Leftwich to finalize article
 - Sent the article to the Borough and posted it on our website
 - Sent several paragraphs on the tennis courts to the Borough