#### WINSLOW TOWNSHIP BOARD OF EDUCATION

# Regular Board of Education Meeting Winslow Township Administration Building Wednesday, March 12, 2025

7:00 p.m. Minutes

I. PUBLIC NOTICE of this meeting was given to all Board Members and Associates in a notice dated 01/09/2025. Adequate and electronic notice of this Public Meeting has been provided specifying the time, place, and manner in which this meeting is being conducted. It was advertised in the Courier Post, posted in all schools, the Administration Office, the Municipal Building, the Library, Bud Duble Center, Edgewood Acres, Elm Town, and the Winslow Township Post Offices.

#### II. MISSION STATEMENT

The *Mission* of the Winslow Township School District, a large diverse and growing community, is to educate all students to become independent, life-long learners, critical thinkers and caring and confident members of their community. The district, in partnership with the community, and in a climate of cooperation and mutual respect, will provide an academic environment which values excellence and diversity, encourages students to strive for personal excellence, and assists them in acquiring the knowledge, skills and attitudes necessary to contribute positively to a rapidly changing world.

#### III. ROLL CALL

Present:

Michael Clark

Julie Peterson

Wanda Glaud

Joe Thomas, Vice President

Rita Martin

Gerard McManus

John Shaw, President

Absent:

Lorraine Dredden

Cheryl Pitts

Also Present:

H. Major Poteat, Ed.D., Superintendent

Tyra McCov-Boyle, Business Administrator/Board Secretary

Howard Long, Jr. Esq., Solicitor

#### IV. PLEDGE OF ALLEGIANCE

#### V. 2024-2025 DISTRICT GOALS

(Mr. McManus)

- 1. **Student Achievement**: Continue to implement best practices for delivering instruction to students. This shall include:
  - Conduct weekly administrative walk-throughs to monitor teaching and learning.
  - Consistently review student assessment data to guide and redirect teaching.
  - Continue to provide supplemental activities (i.e., tutoring, enrichment periods) to address student deficiencies.
  - Benchmark assessment for 9<sup>th</sup> grade (Math/Language Arts).

#### 2. Create a safe and positive learning environment for students and staff:

- Strictly enforce the district's Student Code of Conduct.
- Focus on Upper Elementary School students to modify student behavior in the early grades.
- Reinforce positive behavior in a specific and genuine way.
- Approach discipline with care, respect, and the desire to see the good in all students.

Winslow Township Board of Education Wednesday, March 12, 2025

Regular Board of Education Meeting Minutes
Page 2

- 3. Increase Parent, Caregiver, and community engagement in education:
  - Provide opportunities for two-way communication with district stakeholders.
  - Continue with communications consortium.
  - Focus on refining our communication methods and messages to better market our schools.
  - Continue with our public relations with the community.

#### VI. AWARDS/PRESENTATIONS

2025-2026 Tentative Budget Presentation - Ms. Regina Chico, Assistant Business Administrator

Ms. Regina Chico, Assistant Business Administrator, presented the 2025-2026 tentative District budget. Time was allotted for questions and comments from the Board and audience. Dr. Poteat added that this tentative budget is on a tight timeline and needs to get approved and sent to the county. Once approved by the County, we will be able to have a budget presentation.

#### VII. CORRESPONDENCE

None at this time.

#### VIII. MINUTES

A motion was made by Ms. Peterson, seconded by Ms. Martin, to approve the minutes of the following meeting:

1. Approve the following Meeting Minutes of the Board of Education:

Regular Meeting Regular Meeting		February 26, 2025 February 26, 2025	Open Session Closed Session
Roll Call:			
Mr. Clark Ms. Dredden Ms. Glaud Ms. Martin Mr. McManus	Abstain Absent Yes Yes Yes	Ms. Peterson Ms. Pitts Mr. Thomas Mr. Shaw	Yes Absent Yes Yes
Motion carried			

#### IX. BOARD COMMITTEE REPORTS

- 1. **Athletic Committee: Joe Thomas, Chairperson** None at this time. Mr. Thomas added that our spring sports are gearing up to take the field and bring home some more championships.
- 2. Citizens Advisory Committee: Rita Martin, Administrative Advisor Ms. Nieves read the committee minutes. The committee met on March 6, 2025. Minutes are attached. Dr. Poteat addressed a few topics that were discussed at the meeting.
- 3. **Education Committee: Rita Martin, Chairperson** None at this time. The next meeting is scheduled for the 4<sup>th</sup> Tuesday of this month.

- 4. **Marketing Committee: Gerard McManus, Chairperson** The committee met on March 8, 2025 at 4:00 p.m. Minutes are attached. The next meeting is tentatively scheduled for March 19, 2025 at 7:00 p.m.
- 5. **Operations Committee: Lorraine Dredden, Chairperson** None at this time. Ms. Boyle stated that the next meeting is scheduled for March 25, 2025.
- 6. Policy/HR Committee: Cheryl Pitts, Chairperson Mr. Davis shared that the committee met this evening at 6:00 p.m. The First Reading Policies will be presented at the March 26, 2025 Board meeting.
- 7. Township Economic Development Council: Joe Thomas, Representative None at this time. The next meeting will be April 5, 2025
- 8. Township Planning Board: John Shaw, Representative None at this time.

#### X. SUPERINTENDENT'S REPORT

A motion was made by Ms. Peterson, seconded by Ms. Martin, to approve A. & B. as recommended by the Superintendent.

# A. THE SUPERINTENDENT RECOMMENDS APPROVAL OF THE FOLLOWING ACTION ITEMS:

1. First Reading of Board Policies & Regulations

None at this time.

2. Second Reading & Adoption of Board Policies & Regulations Exhibit X A: 2

Approve the Second Reading and Adoption of Board Policies and Regulations as listed below and in the attached exhibits:

Policy/Regulation	Policy/Regulation Title	
Policy #5512	Harassment, Intimidation, or Bullying	
Policy #5533	Student Smoking	
Regulation #5533	Student Smoking	
Policy #7441	Electronic Surveillance in School Buildings and on School Grounds	
Regulation #7441	Electronic Surveillance in School Buildings and on School Grounds	
Policy #5111	Eligibility of Resident/Nonresident Students	
Policy #8500	Food Services	

3. Professional Development/Workshops & Conferences

Exhibit X A: 3

Approve and ratify Professional Development/Workshops as listed in the attached exhibit.

4. Field Trip(s)

Exhibit X A: 4

Approve Field Trips for the 2024/2025 school year as listed in the attached exhibit.

Winslow Township Board of Education

Wednesday, March 12, 2025

Regular Board of Education Meeting Minutes

Page 4

5. <u>Tuition Students</u>

Exhibit X A: 5

Approve the placement of out of district students as listed in the attached exhibit.

6. <u>Terminate Out-of-District Placement(s)</u>

None at this time

7. Homeless Student(s)

Exhibit X A: 7

Approve the placement of Homeless Student(s) as listed in the attached exhibit.

8. Division of Child Protection & Permanency (DCP&P)

Exhibit X A: 8

Approve the placement of DCP&P students as listed in the attached exhibit.

9. Security/Fire Drills

None at this time.

10. Fundraiser(s)

Exhibit X A: 10

Approve Fundraisers as listed below:

#### School 3

- Double Good Popcorn, (4/14/25 4/17/25), P.T.O.
- o McDonald's Dine Out Night, (4/2/25), P.T.O.

### High School

o Club 2025 T-Shirt Sale, (3/15/25 – 4/15/25), African American Culture Club

# 11. School 1 – Virtua Pediatric Mobile Unit Van Visit

Approval requested to have the Virtua Pediatric Mobile Unit Van provide vision and hearing screenings to School 1 students on Friday, April 4, 2025 and Friday, April 11, 2025. There is no cost to the district for this event.

# 12. <u>School 5 – Renaissance Outdoor Event</u>

Approval requested for the School 5 Renaissance Committee to host an outdoor event on May 29, 2025 from 10:50 AM – 2:45 PM (rain date May 30, 2025), as a reward for students who have achieved Renaissance status. This event will include blow-up activities, outdoor games, water, snacks, and snow cones. The School 5 H.S.A. will be assisting and funding this event.

# 13. School 5 – Marathon

Approval requested for School 5 to hold the annual Marathon on May 7, 2025 (rain date May 8, 2025). The Marathon consists to grade level distance running. Each child who wants to participate will be required to have a signed permission slip.

#### 14. School 5 - Field Day

Approval requested for School 5 to hold Field Day on Wednesday, June 4, 2025 with a rain date of Thursday, June 5, 2025.

### 15. <u>Middle School – Yoga Class</u>

Approval requested to have Natalie Quackenbush teach a yoga class to the Students Against Destructive Decisions Club on April 15, 2025 from 2:30 PM – 4:00 PM.

# 16. Middle School - Geography Bee

Approval requested for the Middle School Social Studies Department to hold a Geography Bee on April 17, 2025 from 8:30 AM – 11:30 AM in the Media Center. Parents of participating students will be invited to attend.

### 17. <u>High School – Parent Engagement Night</u>

Approval requested for Winslow Township High School to hold a Parent Engagement Night on Wednesday, March 19, 2025 at 6:00 PM in the High School Auditorium. The High School will be providing information about the New Jersey Student Learning Assessment and information relevant to the Guidance Department to parents.

#### 18. Educational Instruction Services

Approve LearnWell, 2 Main Street, Suite 2A, Plymouth, MA 02360 to provide direct educational instruction and continuous administrative support services for Winslow students when admitted for Crisis Intervention Services during the 2024-2025 school year. Cost of \$58/hr for 10 hours per week to be funded by account #11-000-217-320-000-10.

#### 19. Out of District Student

Approve the following Out of District student to be applied to the IDEA Grant.

Date: 2024-2025 school year

Account No. 20-258-100-500-000-00

Student #	School	Tuition	ESY	Notes
#5202	Garfield Park Academy	\$ 26,905.52	\$ -	New Placement

Winslow Township Board of Education

Wednesday, March 12, 2025

Regular Board of Education Meeting Minutes
Page 6

### B. Principal's Update

1. Harassment, Intimidation & Bullying Report (February 16-28, 2025)

Exhibit X B: 1
None at this time.

2. Suspension Report

None at this time.

3. Ethnicity Report

None at this time.

4. School Highlights

None at this time.

Yes Mr. Clark Yes Ms. Peterson Ms. Pitts Absent Ms. Dredden Absent Mr. Thomas Yes Ms. Glaud Yes Mr. Shaw Yes Yes Ms. Martin

Mr. McManus Yes

Motion carried

# BUSINESS ADMINISTRATOR/BOARD SECRETARY'S REPORT

A motion was made by Ms. Peterson, seconded by Ms. Martin, to approve A. & B. as recommended by the Business Administrator/Board Secretary.

#### A. REPORTS

XI.

None at this time.

# B. THE BUSINESS ADMINISTRATOR/BOARD SECRETARY RECOMMENDS APPROVAL OF THE FOLLOWING ACTION ITEMS:

1. Line-Item Transfers

None at this time.

2. Board Secretary's Report

None at this time.

3. Reconciliation Report

None at this time.

4. Board Secretary's Certification

None at this time.

5. Boards' Certification

None at this time.

6. Bill List

Exhibit XI B: 6

- a. Approve the Vendor Bill List in the amount of \$2,360,898.09 as per the attached exhibit.
- b. Ratify the Manual Bill List in the amount of \$875.00 as per the attached exhibit.

#### 7. Payroll

Approve Payroll, for the month of February 2025, as listed below:

- February 14, 2025 \$2,609,759.66
- February 28, 2025 \$2,595,504.30

# 8. <u>Disposal of School Property and Textbooks</u>

Exhibit XI B: 8

Approve the Disposal of School Property listed below:

Location	Department	Description
Middle School	J102 & Custodial Room	(24) Large cafeteria tables (J102), 20 years, old/broken
		(5) Small cafeteria tables (J102), 20 years, old/broken
		(2) large cafeteria tables (Custodial Room), old/broken

#### 9. Use of Facilities

Approve the following Use of Facilities:

School	Organization	Dates	Day/Time	Room	Fee
School 5	Tall Pines Day Camp	June 23, 2025 to	Monday through Friday	Parking Lot	-0-
		August 15, 2025	9:00-9:15 a.m.		
			4:00 to 4:15 p.m.		
High School	Winslow Elite Track	March 24, 2025	Monday through Friday	Fields/Grounds	-0-
J	& Field	to July 31, 2025	6:00 p.m. to 8:30 p.m.		

<sup>\*</sup>Facilities will not be available during graduation activities

### 10. <u>Professional Development</u>

Approve Ms. Regina Chico, Assistant Business Administrator, to attend the NJASBO workshop "Purchasing" on March 25, 2025 from 9:00 a.m. to 12:00 p.m. The workshop will be held in person in Mt. Laurel, NJ at a cost of \$145 per person.

# 11. <u>Professional Development – Office of Fiscal Accountability and Compliance (OFAC)</u> <u>Criminal History and School Bus Safety Training Program</u>

Approve Ms. Tammy Wall, Director of Transportation, and Ms. Janice Pfluger, Assistant Director of Transportation, to attend the OFAC Criminal History and School Bus Safety Training Program, sponsored by the New Jersey Department of Education, to be held on May 15, 2025, at Stockton University, Galloway New Jersey. There is no cost to the District.

# 12. <u>Purchase – State Contract Vendor</u>

Approve the following purchase, in the following amount from the following State Contract vendor:

#### Items charged to 11-000-270-615

<u>Service Tire Truck Center Inc. – NJ State Contract 25-Fleet-82627</u>

Tires Transportation Supplies \$36,001.88

Regular Board of Education Meeting Minutes Page 8

# 13. Purchase – New Jersey School Board Association (NJSBA)

Approve the following purchase, in the following amount from the following approved NJSBA vendor:

#### Items charged to 20-242-100-600

SHI International Corp. NJSBA-K-12 Tech Contract # E-8801-NJSBA ACES-CPS

S/R-Title III Inst. Supplies Title III 24-25 – Supplies \$7,310.70

# 14. Purchases – Educational Services Commission of New Jersey (ESCNJ)

Approve the following purchases, in the following amounts from the following approved Educational Services Commission of New Jersey (ESCNJ) vendors:

#### Items charged to 11-000-270-615

Wolfington Body Co. Inc. - ESCNJ 23/24-21

Parts	Transportation Supplies	\$3,547.36
Items charged to 11-000-261-420		
Falasca Mechanical, Inc ESCNJ Co-op 23/2	24-23	
Trane Blower Assembly Repairs - School 6	Clean, Repair, Maint.	\$5,490.00
Hogan Security Group, LLC ESCNJ Contract	ct #218	
Interior Gym Doors – School 5	Clean, Repair, Maint.	\$17,326.38

The Gillespie Group, Inc. – #65MCESCCPS – ESCNJ #23/24-14

Library Floor – School 2 Clean, Repair, Maint. \$33,757.53

# 15. Bayonne School District – Joint Transportation Agreement 2024-2025 Exhibit XI B:15

Approve, authorize, and ratify the 2024-2025 Joint Transportation Agreement between the Winslow Township Board of Education (host district) and Bayonne School District (joiner district) to transport one student to Winslow Township High School from February 25, 2025 to June 30, 2025 in the per diem amount of \$3.44.

# 16. Travel Budget for School District Employees

Approve Diane Hawkins and Shannara Baskerville, members of the Child Study Team, to be reimbursed for travel expenses incurred to perform their duties. Reimbursements should not to exceed \$4,000.00 per employee for the current fiscal year.

# 17. Approval of New Vendor Requests

Approve the following new vendors with an effective date of March 12, 2025:

- SK8 47 Skating and Fund Fun Center LLC for Field Trips
- IAM NJ WP, LLC DBA Diggerland USA for Field Trips
- Bayshore Center at Bivalve for Field Trips
- The Harlem Magic Masters Int'l Inc for Assemblies
- Emotional ABCs, Inc for educational subscriptions and related supplies

# 18. <u>New Jersey School Boards Association – Professional Development / Board Members</u>

**WHEREAS**, The Winslow Township Board of Education is required pursuant to N.J.S.A. 18A:11-12 to adopt policy and approve travel expenditures by district employees and board members using local, State, or Federal funds to ensure that travel is educationally necessary and fiscally prudent; and

WHEREAS, The Board of Education has determined that the training and informational programs sponsored by NJSBA and set forth below are directly related to and within the scope of board members' duties; and,

WHEREAS, The Board of Education has determined that the training and informational programs sponsored by NJSBA and set forth below are directly related to and within the scope of the listed job title's current responsibilities and the board's professional development plan; and,

WHEREAS, The Board of Education has determined that participation in the NJSBA training and informational programs requires school district travel expenditures and that this travel is critical to the instructional needs of the district and/or furthers the efficient operation of the district; and,

WHEREAS, The Board of Education has determined that the school district travel expenditures to NJSBA programs are in compliance with State travel guidelines as established by the Department of the Treasury and within the guidelines established by the federal Office of Management and Budget; except as superseded by conflicting provision of Title 18A of the New Jersey Statutes and has been approved in advance by the Superintendent of Schools; and,

WHEREAS, The Board of Education finds that a mileage reimbursement rate equal to that of the federal Internal Revenue Service mileage reimbursement rate of \$.47 per mile is a reasonable rate; and,

WHEREAS, The Board of Education has determined that participation in the NJSBA training and informational programs are in compliance with the district policy on travel; therefore, be it

**RESOLVED,** That the Board of Education hereby ratifies, *nun pro tunc*, the attendance of the listed number of school board members and district employees at the listed NJSBA training and informational programs, and the costs of attendance including all registration fees, and statutorily authorized travel expenditures, provided that such expenditures are within the annual maximum travel expenditure amount; and, be it further

**RESOLVED,** That the Winslow Township Board of Education, acknowledges that the Superintendent of Schools has approved the attendance of the below listed Board Members in advance thereof, which shall be subsequently ratified and authorized at the next regular or special meeting, as required by statute, for the attendance at *the following NJSBA training program and informational event:* 

Board Member Name John Shaw Program Name
Federal Education Updates
Discussion with Attorney
General Matthew Platkin

<u>Date</u> February 27, 2025 Event Cost NC

19. <u>New Jersey School Boards Association – Professional Development/Board Members</u>

**WHEREAS**, The Winslow Township Board of Education is required pursuant to N.J.S.A. 18A:11-12 to adopt policy and approve travel expenditures by district employees and board members using local, State, or Federal funds to ensure that travel is educationally necessary and fiscally prudent; and

WHEREAS, The Board of Education has determined that the training and informational programs sponsored by NSBA and set forth below are directly related to and within the scope of board members' duties; and,

WHEREAS, The Board of Education has determined that the training and informational programs sponsored by NSBA and set forth below are directly related to and within the scope of the listed job title's current responsibilities and the board's professional development plan; and,

WHEREAS, The Board of Education has determined that participation in the NSBA training and informational programs require school district travel expenditures and that this travel is critical to the instructional needs of the district and/or furthers the efficient operation of the district; and,

WHEREAS, The Board of Education has determined that the school district travel expenditures to NSBA programs are in compliance with State travel guidelines as established by the Department of the Treasury and within the guidelines established by the federal Office of Management and Budget; except as superseded by conflicting provision of Title 18A of the New Jersey Statutes; and,

WHEREAS, The Board of Education finds that a mileage reimbursement rate equal to that of the federal Internal Revenue Service mileage reimbursement rate of \$.47 per mile is a reasonable rate; and,

WHEREAS, The Board of Education has determined that participation in the NSBA training and informational programs are in compliance with the district policy on travel; therefore be it

**RESOLVED,** That the Board of Education hereby approves the attendance of the listed number of school board members and district employees at the listed NSBA training and informational programs, and the costs of attendance including all registration fees, and statutorily authorized travel expenditures, provided that such expenditures are within the annual maximum travel expenditure amount; and, be it further

**RESOLVED,** That the Winslow Township Board of Education authorizes in advance, as required by statute, attendance at *the following NSBA training program and informational event:* 

Board Member Name John Shaw Program Name
NJSBA Legislative Committee
Meeting

Date March 15, 2025 Event Cost NC Winslow Township Board of Education

# Wednesday, March 12, 2025

Regular Board of Education Meeting Minutes

Page 11

Roll Call:			
Mr. Clark	Yes	Ms. Peterson	Yes
Ms. Dredden	Absent	Ms. Pitts	Absent
Ms. Glaud	Yes	Mr. Thomas	Yes
Ms. Martin	Yes	Mr. Shaw	Yes (Abstain-Bill List vendor # 6380)
Mr. McManus	Yes		
Motion carried			

#### XII. PERSONNEL

A motion was made by Ms. Peterson, seconded by Ms. Martin, to approve A as Recommended by the Superintendent.

# A. THE SUPERINTENDENT RECOMMENDS APPROVAL OF THE FOLLOWING ACTION ITEMS:

#### 1. 2024/2025 New Hires

Approve the following New Hire for the 2024/2025 school year:

	Name	Location	Position	Pro-rated Salary	Effective
Α	Hamilton, Irene	School No. 5	School Secretary	\$42,317.00 Step 5	4/1/2025

#### 2. Leave of Absence Requests

Approve the following Leave of Absence requests pursuant to documents filed in the Office of Human Resources:

	Staff ID#	Type of Leave	From	То	Paid/Unpaid
Α	4183	Medical	3/21/2025 (PM)	3/28/2025	Paid
В	4292	Medical	3/27/2025	4/4/2025	Paid
С	4506	FMLA *Extended Dates	3/1/2025	3/14/2025	Unpaid
D	4779	FMLA *Intermittent	2/20/2025	5/20/2025	Paid
Е	5127	FMLA *Intermittent	3/1/2025	2/28/2026	Paid
F	5366	FMLA	3/10/2025 3/15/2025	3/14/2025 3/21/2025	Paid Unpaid

#### 3. Resignations

Approve the following Resignation for the 2024/2025 school year:

	Name	Location	Position	Effective
Α	Cuevas, Mercedes	Early Childhood Center	Secretary	3/31/2025

# 4. 2025 Special Education Summer Extended School Year Program

a. Approve the following 2025 Special Education Summer Extended School Year Program Staff, at a rate of \$43.73 per hour, on an as needed basis, not to exceed six (6) hours per day. The program will be held at School No. 3 from July 7, 2025- August 1, 2025: (11-000-219-104-998-10, 11-000-216-100-999-10, 11-000-213-104-154-10)

	Name	Position
Α	Ade, Phyllis	Teacher
В	Allen, Cordelia	Nurse
С	Cappuccio, Anna	Teacher
D	Coley, Patricia	Teacher
Е	Croxton, Michelle	Teacher
F	Dennis, Nicole	Teacher
G	Diggs, Carmen	Teacher
Н	Douglas, Tina	Teacher
I	Fernicola, Rachel	Teacher
J	Fiala, James	Teacher
K	Green, Nicole	Teacher
L	Hill, Sarah	Teacher
M	Hoffman, Kevin	Teacher
N	Kernaghan, Sabine	Teacher
О	Langhorne, Cryhten	Teacher
Р	Maiden, Yolanda	Speech Language Specialist
Q	Mann-Burgess, Beverly	Speech Language Specialist
R	McCready, Janet	Physical Therapist
S	Murphy, Joseph	Teacher
Т	Olson, Courtney	Teacher
U	Patrizio, Bianca	Teacher
V	Rankin, Kecia	Teacher
W	Robinson-Taylor, Kimberly	Teacher
Χ	Rushton, Kathryn	Teacher
Υ	Schubert, Chloe	Teacher
Z	Stump, Kristina	Teacher
AA	Sutphen, Maryann	Teacher
BB	Thomason, Savannah	Teacher
CC	Trail, Jennifer	Nurse

<sup>\*</sup>Hourly rate subject to change pending WTEA negotiations

b. Approve the following CST staff members to conduct evaluations and for case management responsibilities from July 7, 2025- August 29, 2025, <u>on an as needed basis</u>, at their per diem hourly rate, not to exceed six (6) hours per day: (11-000-219-104-999-10)

	Name	Position
Α	Baskerville, Shannara	School Psychologist
В	Campbell, Tanesha	Speech Language Specialist
С	Cooper, Pamela	LDTC
D	Dyous, Crystol	Social Worker
Е	Hawkins, Diane	Social Worker
F	James, Jeannine	LDTC
G	Lillia, Krista	School Psychologist
Н	Loiacono, Heather	Occupational Therapist
I	Maiden, Yolanda	Speech Language Specialist
J	Mann-Burgess, Beverly	Speech Language Specialist
K	McCready, Janet	Physical Therapist
L	Panarello, Santina	School Psychologist
M	Rabinowitz, Marni	Social Worker
N	Roesch, Lauren	Speech Language Specialist
0	Thompson, Latoya	Speech Language Specialist

<sup>\*</sup>Per diem hourly rate subject to change pending WTEA negotiations

# 5. 2025 Summer IEP Meetings

Approve the following teachers to conduct 2025 Summer IEP meetings, at a rate of \$43.73 per hour, on an as needed basis, from July 7, 2025- August 29, 2025. (11-000-219-104-999-10)

	Name		Name
Α	Albertson, Donna	G	Marella, Marisa
В	DiLullo, Annmarie	Н	Paparo, Lisa
С	Gavin, Candice	I	Reim, Kristin
D	Hill, Sarah	J	Sansone, Christina
Е	Kane, Ashley	K	Santamaria, Solimar
F	Loughery, Krystle	L	Stump, Kristina

<sup>\*</sup>Hourly rate subject to change pending WTEA negotiations

# 6. 2024/2025 Student Advocate Mentors

Approve the following employee to serve as a Student Advocate Mentor at the High School for the 2024/2025 school year. To be paid from SIA 20-237-200-100-000-08.

	Name	Stipend	
Α	Mathis, Richman	\$500.00	

Winslow Township Board of Education Wednesday, March 12, 2025

Regular Board of Education Meeting Minutes
Page 14

#### 7. 2024/2025 Volunteers

Approve the following 2024/2025 High School Volunteers:

	Name	Activity/Sport
Α	Pierce, Alexa	Girls' Lacrosse Coach
В	Pino, John	Boys' Spring Track Coach
С	Smolark, Thomas	Girls' Lacrosse Coach

# 8. 2024/2025 High Dosage Tutoring

Approve the following staff members to serve as High Dosage Tutors, <u>on an as needed basis</u>, at a rate of \$25.51 per session. The program will run March 1, 2025- May 30, 2025: (20-236-100-100-020) \*Revised account number

Name	Name	Name	Name
Ade, Phyllis	DePalma, Alexa	Logan, Leslie	Schultz-Ford, Theresa
Amato, Gina	Dixon, Brian	Maiden, Yolanda	Serratore, Beth
Boianelli, Kate	Familiare, Amanda	Marella, Marisa	Shannon, Lauren
Bowie, Melanie	Gould, Mia	Matino, Elena	Shipley, Michelle
Buzby, Bridget	Hebbons, Crystal	O'Rourke, Naomi	Stump, Kristina
Collins, Kyaira	Ingram, Margarita	Patterson, Alycia	Sutphen, MaryAnn
Campolongo, Thien	Kane, Ashley	Prendergast, Kimberly	Wames, Kimberly
Castiello, Lauren	Krason, Kelly	Quaintance, Dan	Zorzi, Lauren
Dean, Jacquelyn	Kudless, Wendy	Saunders, Fatimahtene	
Dennis, Nicole	Lippi, Donna	Scelfo, Nancy	

### 9. Professional Development

Approve Mr. Dion M. Davis, Human Resources Director, to attend the OFAC Fingerprinting and School Bus Safety Training workshop on May 15, 2025. There is no cost to the District.

# 10. Comprehensive Equity Plan (2025-2028)

Approve the following Affirmative Action Team members to conduct a Needs Assessment and develop a Comprehensive Equity Plan for the period covering July 1, 2025- June 30, 2028:

Name	Position	
Dion M. Davis	Human Resources Director	
Laura Duca	School Counselor	
Stefanie McCarthy	School Social Worker	
Susie Coffee	School Counselor	
Monika Weston	School Counselor	

#### Wednesday, March 12, 2025

Regular Board of Education Meeting Minutes

Page 15

Roll Call:				
Mr. Clark	Yes	Ms. Peterson	Yes	
Ms. Dredden	Absent	Ms. Pitts	Absent	
Ms. Glaud	Yes	Mr. Thomas	Yes	
Ms. Martin	Yes	Mr. Shaw	Yes	
Mr. McManus	Yes			
Motion carried				

#### XIII. ADDENDUM

#### I. SUPERINTENDENT'S REPORT

A motion was made by Ms. Peterson, seconded by Ms. Martin, to approve A as Recommended by the Superintendent.

# A. THE SUPERINTENDENT RECOMMENDS APPROVAL OF THE FOLLOWING ACTION ITEMS:

#### 1. Field Trip

Approve the WTMS School Based Youth Service Program students (Boys Mentoring Program) to take a field trip to Total Turf in Pitman, NJ on March 20, 2025.

# 2. Early Childhood Center - Virtua Bus Screening

Approve a date change for the Virtua Bus Screening to held at the Early Childhood Center from March 24, 2025 to March 17, 2025. There is no cost to the district for this event.

# 3. Summer Music Program

Approve to operate the Summer Music Program for Schools 5 & 6 from July 8, 2025 – July 31, 2025 on Tuesday, Wednesday, and Thursday, to be held at the WTMS.

#### 4. Out of District Student

Approve the following Out of District student to be applied to the IDEA Grant for the 2024-2025 school year. Account No. 20-258-100-500-000

Student #	School		ESY	Notes
#5204	Pineland Learning Center	\$ 24,140.00	\$ -	New Placement

# 5. Middle School – STEM Centers

Approve to accept a grant from The Ripken Foundation in accordance with Atlantic City Electric to build STEM Centers at Winslow Township Middle School.

Regular Board of Education Meeting Minutes Page 16

### 6. Textbook Adoption

Approve the following textbook adoption:

Chemistry: The Central Science, AP Edition, 15<sup>th</sup> Edition, Pearson Education, copyright 2023, cost not to exceed \$6,000.00.

Roll Call:			
Mr. Clark Ms. Dredden Ms. Glaud Ms. Martin Mr. McManus	Yes Absent Yes Yes Yes	Ms. Peterson Ms. Pitts Mr. Thomas Mr. Shaw	Yes Absent Yes Yes
Motion carried			

#### II. BOARD SECRETARY'S REPORT

A motion was made by Ms. Peterson, seconded by Ms. Martin, to approve A as recommended by the Business Administrator/Board Secretary.

# A. THE BUSINESS ADMINISTRATOR/BOARD SECRETARY RECOMMENDS APPROVAL OF THE FOLLOWING ACTION ITEMS:

1. Bill List

Exhibit II A: 1

Approve the Vendor Bill List in the amount of \$151,368.39 as per the attached exhibit.

#### 2. Purchase – Ed Data Vendor

Approve, authorize, and ratify the following purchase, in the following amount from the following approved Ed Data vendor:

#### Items charged to 11-213-100-610

Bluum USA, Inc. - Ed Data #12297

Access for Communicate Device

**General Supplies** 

\$887.85

#### 3. Purchases – Ed Data Vendors

Approve the following purchases, in the following amounts from the following approved Ed Data vendors:

#### Items charged to 11-000-230-610

School Specialty, LLC - Ed Data #11789

Stage Skirt - BOE

General Supplies

\$4,144.30

Items charged to 20-236-100-600

Lakeshore Learning Materials, LLC - Ed Data #12869

S/R-Inst. Supplies - School 2

Title I 24-25 – Supplies

\$4,157.47

# Winslow Township Board of Education

#### Wednesday, March 12, 2025

Regular Board of Education Meeting Minutes

Page 17

## 4. Purchases – State Contract Vendors

Approve the following purchases, in the following amounts from the following State Contract vendors:

#### Items charged to 11-000-270-615

Wireless Electronics Inc. - NJ State Contract #20-TELE-00910

R&R 4 New Camera Systems – Transportation

Clean, Repair, Maint.

\$1,620.00

Items charged to 11-000-261-420

Pemberton Supply Company, LLC – NJ State Contract #21-Food-01747

Teacher Lounge Lights - Middle School

Clean, Repair, Maint.

\$1,219.97

# 5. Purchase - Hunterdon County Educational Services Commission (HCESC)

Approve the following purchase, in the following amount from the following approved HCESC Contract vendor:

#### Items charged to 20-236-100-600

Bluum USA, Inc. - HCESC-CAT-23-07

S/R-Instr. Supplies - Middle School

Title I 24-25 - Supplies

\$11,734.20

# 6. Purchases - Educational Services Commission of New Jersey (ESCNJ)

Approve the following purchases, in the following amounts from the following approved Educational Services Commission of New Jersey (ESCNJ) vendors:

#### Items charged to 11-000-270-615

Wolfington Body Co. Inc. - #65mcesccps - ESCNJ 23/24-21

Calipers; Hoses

Transportation Supplies

\$1,896.84

#### Items charged to 11-000-261-420

The Gillespie Group, Inc. - ESCNJ Co-op 23/24-14

Library Floor - School 3

Clean, Repair, Maint.

\$22,373.78

# 7. Purchase - Camden County Educational Services Commission Vendor (CCESC)

Approve the following purchase, in the following amount from the following approved CCESC vendor:

#### Items charged to 11-000-261-421

Epic Environmental Services, LLC # 66CCESC RFP #FY23-02

Water Sampling - District

Clean, Repair, Maint.

\$13,890.00

# 8. Approve Purchase of four (4) 54 Passenger Buses

Approve the purchase of four (4) 54 passenger buses from Wolfington Body Co. Inc. through the Educational Services Commission of New Jersey; Cooperative Bid #ESCNJ 23/24-21. The cost is \$161,163.40 per bus for a total cost of \$644,653.60. Items are to be charged to 12-000-270-733 and further acknowledge the following statement:

I certify that there are sufficient funds available for the items listed.

Tyra McCoy-Boyle

N4 D (	
Ms. Peterson Ms. Pitts Mr. Thomas Mr. Shaw	Yes Absent Yes Yes
	Ms. Pitts Mr. Thomas

# III. PROPOSED SCHOOL DISTRICT BUDGET (2025-2026)

A motion was made by Ms. Peterson, seconded by Ms. Martin, to approve A as recommended by the Business Administrator/Board Secretary.

# A. THE BUSINESS ADMINISTRATOR/BOARD SECRETARY RECOMMENDS APPROVAL OF THE FOLLOWING ACTION ITEMS:

# 1. Proposed School District Tentative Budget (2025-2026)

The Superintendent recommends approval to adopt the Tentative Budget for FY 2025-2026:

BE IT RESOLVED that the tentative budget be approved for the 2025-26 School Year using the 2025-2026 state aid figures and the School Business Administrator/Board Secretary be authorized to submit the following tentative budget to the Executive County Superintendent of Schools for approval in accordance with the statutory deadline:

		Less: Anticipated	
Fund	Budget	Revenues	Local Tax Levy
General Fund	\$139,245,356	\$83,415,708	\$55,829,648
Special Revenue Fund	8,548,865	8,548,865	
Total Budget	\$147,794,221	\$91,964,573	\$55,829,648
Less Transfer From			
General to Special Revenue	(94,650)	(94,650)	
Total Budget-Net of			
Transfers	\$147,699,571	\$91,869,923	\$55,829,648

And to advertise said tentative budget in the Courier Post in accordance with the form required by the State Department of Education and according to the law; and

BE IT FURTHER RESOLVED, that a public hearing be held at the Winslow Township Administration Building located at 40 Cooper Folly Road, Atco, N.J. on May 7, 2025 at 6:00 p.m. for the purpose of conducting a public hearing on the budget for the 2025-2026 School Year.

### 2. Statements of Purpose

Capital Reserve Statement of Purpose

BE IT RESOLVED that included in the general fund appropriations, budget line 620 is a withdrawal form Capital Reserve – Other Capital Projects in the amount of \$14,585,988.00 for the proposed replacements of the unit ventilators in the Middle School. The total cost of this project is \$14,585,988.00, which represents expenditures for construction elements or projects that are in addition to the facility efficiency standards determined by the Commissioner as necessary to achieve the New Jersey Student Learning Standards.

#### 3. Maintenance Reserve Withdrawal

BE IT RESOLVED that as per N.J.A.C. 6A:23A-14.2(d) the general fund appropriations include a \$830,200.00 withdrawal from the Maintenance Reserve Account for use on required maintenance activities for a school facility as reported in the comprehensive maintenance plan pursuant to N.J.A.C. 6A:26-20.5.

### 4. Travel and Related Expense Reimbursement 2025-2026

WHEREAS, the Winslow Township Board of Education recognizes school staff and Board members will incur travel expenses related to and within the scope of their current responsibilities and for travel that promotes the delivery of instruction or furthers the efficient operation of the school district; and

WHEREAS, N.J.A.C. 6A:23A-7.3 et seq. requires Board members to receive approval of these expenses by a majority of the full voting membership of the Board and staff members to receive prior approval of these expenses by the Superintendent of Schools and a majority of the full voting membership of the Board; and

WHEREAS, the Winslow Township Board of Education established \$70,000.00 as the maximum travel amount for the current school year and has expended \$16,270.29 as of this date; now

THEREFORE, BE IT RESOLVED, the Board of Education approves travel and related expense reimbursements in accordance with N.J.A.C. 6A:23A-7.3, to a maximum expenditure of \$70,000.00 for the 2025-2026 school year.

Winslow Township Board of Education Wednesday, March 12, 2025

Regular Board of Education Meeting Minutes
Page 20

# 5. <u>Approve a Tuition Agreement with the Chesilhurst school District for the 2025-2026 Fiscal Year</u>

Approve to charge the Borough of Chesilhurst, who is in a send/receive relationship with the Winslow Township School District, a flat rate of \$1,074,978.00 for students in Kindergarten through 8<sup>th</sup> grades for the 2025-2026 school year. These costs will not be subject to a prior year tuition adjustment. High School students will be charged \$769,355.00, which includes a prior year tuition adjustment of \$91,301.00. Special Education Students will be charged \$302,171.00. High school and special education students will be subject to the prior year tuition adjustment. In addition, Winslow will bill actual costs for any out of district placements of Chesilhurst students. The estimated cost is \$749,054.00. Winslow further agrees to allow Chesilhurst to pay back their prior year tuition adjustment of \$365,204.00 over four (4) years, (\$91,301.00 per year.) This agreement will be in effect for the 2025-2026 school year only. Tuition charges for 2025-2026 will be as follows:

Kindergarten through 8th Grade	\$1,074,978.00
High School	769,355.00
Special Education	302,171.00
Out of District Placements	749,054.00
Total:	\$2,895,558.00

Roll Call:				
Mr. Clark Ms. Dredden Ms. Glaud Ms. Martin Mr. McManus	No Absent Yes Yes No	Ms. Peterson Ms. Pitts Mr. Thomas Mr. Shaw	Yes Absent Yes Yes	
Motion carried				

#### IV. PERSONNEL REPORT

A motion was made by Ms. Peterson, seconded by Ms. Martin, to approve A as Recommended by the Superintendent.

# A. THE SUPERINTENDENT RECOMMENDS APPROVAL OF THE FOLLOWING ACTION ITEMS:

# 1. Leave of Absence Requests

Approve the following Leave of Absence requests pursuant to documents filed in the Office of Human Resources:

	Staff ID #	Type of Leave	From	То	Paid/Unpaid
Α	4622	FMLA	3/31/2025	3/30/2026	Unpaid
		*Intermittent			
В	5328	Maternity	4/26/2025	6/30/2025	Unpaid
		*Extended Dates			

#### 2. Retirements

Approve the following Retirement for the 2025/2026 school year:

	Name	Location	Position	Effective
Α	Carcamo, Dorothy	Board of Education	Assistant Superintendent	9/1/2025

#### 3. 2024/2025 Volunteers

Approve the following 2024/2025 High School Volunteers:

Name		Activity/Sport	
Α	Hanford, Allison	Tennis Coach	
В	Leahey, Samantha	Softball Coach	

Roll Call:				
Mr. Clark Ms. Dredden Ms. Glaud Ms. Martin Mr. McManus	Yes Absent Yes Yes Yes	Ms. Peterson Ms. Pitts Mr. Thomas Mr. Shaw	Yes Absent Yes Yes	
Motion carried				

# XIV. OPEN PUBLIC RECORDS ACT (OPRA) REQUEST

None at this time.

#### XV. INFORMATIONAL ITEMS

Dr. Poteat presented follow-up items that were discussed at the last Board Meeting:

We reached out to the State to pursue the opportunity for the district to become a choice district. Unfortunately, that request was put on hold. He read the following response from the New Jersey Department of Education, "The Department is required to manage choice student enrollment based on the funding approved by the New Jersey Legislature in the annual appropriations act. The FY26 choice funding in the Governor's budget does not allow for choice enrollment growth. Therefore, the Department must limit the number of available choice seats in a consistent, fair, and transparent manner, by not increasing, with some exceptions, the number of choice seats in participating choice districts and prohibiting new school districts from joining the choice program." Dr. Poteat explained that the funding is a consideration and the choice programs that are presently existing will not be able to extend or increase their enrollment. The programs that are requesting applications to become a choice district are on hold. The Department of Education also stated, "If this changes and new choice district applications will be accepted, information will be posted on the choice website no later than March 2026 and choice student enrollment for newly approved choice districts would occur in the 2027-28 school year." He stated that the chance of us becoming a choice district is very slim and if it does occur, it will be at least three years before our application can be submitted.

- Dr. Poteat was given the opportunity and permission to pursue a technology audit. We are gathering information with the district and want a thorough and detailed audit. With the information we have received so far, we also received cost estimates. Based on his understanding and hearing from members of the Board, the estimated cost will range between \$150,000 and \$200,000. He does not think the audit will exceed \$250,000. We have 13 different locations in the district which includes eight schools, the Administration Building, the Pole Barn, The Early Childhood Education Center, the Bus Garage, the Maintenance Building, and the Food Service Modular. We will continue looking into companies that provide that service and he would like to know where we stand by the next meeting.
- We also discussed Chromebooks for students in 7<sup>th</sup> through 12<sup>th</sup> grade. We conducted a needs assessment in the past few days and will need at least 526 Chromebooks for the Middle School and 925 for the High School. The cost for the Chromebooks is around \$450,000 to replace the Chromebooks. The cost includes additional Chromebooks in the event that they need to be repaired or replaced. Dr. Poteat asked Mr. Shaw if this is something that the Board would like to move forward with. Since we have not budgeted for this, the Board will need to approve the direction they want him to take.
- The plaques for former Board members are in the District and we need to set a date so we can honor those former members and provide them with their plaques.

A discussion ensued regarding the locations of the audit and the cost of the Chromebooks.

#### XVI. OLD BUSINESS

Ms. Peterson would like to know the status from the committee that was to review the two applications that were received for renaming the track. Mr. Thomas explained that a committee was formed in collaboration with the township committee and the Mayor and her staff to see the fruition of renaming it. One of the applicant's names was Dennis Mitchell who was a gold medal winner and the other applicant was Mr. Bates. We would like to get this put back on the table. Mr. Thomas would like to contact the committee that is in place to see what their recommendation and status is so they can have some type of conclusion in the next month or so. A discussion ensued. Dr. Poteat explained that there is a process and a policy in place and there needs to be committee and community input about the recommendations. After several months of open public comments on that particular item, the Board as a whole will vote on which individual will be honored for the track.

#### XVII. NEW BUSINESS

Ms. Glaud shared that the VFW Post 303 is having a movie day in commemoration of Women's History Month on March 31<sup>st</sup>. They are inviting everyone in the community who is able to come. The featured movie will be Hidden Figures which will be presented at 1:00 p.m. There will be light refreshments and admission is free.

Ms. Peterson thanked the choir for their second-year performance at Rowan University. They did a fabulous job under the direction of Mr. Doheny. Rowan University would like to come and present our director with a plaque and do something for the students for their outstanding performance.

Winslow Township Board of Education **Wednesday, March 12, 2025** 

Regular Board of Education Meeting Minutes

Page 23

Mr. Thomas publicly thanked our leadership team on their unwavering support. We sometimes forget where we came from and we tend to forget who got us here. He thanked Dr. Carcamo for her academic excellence, Mr. Davis for making sure we are fully staffed and operational, Ms. Chico and Ms. Boyle for putting on a budget every year that is comparable throughout the state, and Dr. Poteat for his leadership and steadfastness for standing tall. Mr. Thomas also gave kudos to Ms. Pitts for her unwavering support over the years. We have a long way to go but I will never forget who got us here and how we got here.

Mr. Shaw thanked Dr. Carcamo for all her years of service to the district and congratulated her on her retirement.

### XVIII. PUBLIC COMMENTS (Time Limited)

The Winslow Township Board of Education highly values the input of citizens in making important decisions that affect the children of our community. We also believe in the rights of citizens to observe Board Meetings. To ensure that all of our citizens have the opportunity to attend School Board Meetings and offer comment, and to ensure that the Board can conduct the important business of the district, we ask that speakers follow the guidelines for making public comments.

Notation of Public Comments on Agenda Items – The Board President or Board Secretary will recognize those individuals in the audience who wish to make comment.

#### Please respect the following procedures:

1. All members of the public attending School Board Meetings must treat each other and the Board with respect.

State your full name and town.

- Please limit your comments to four minutes.
- 4. Submit your questions to the Board of Education with your name, address and telephone number where you can be contacted. Your questions will be answered within a reasonable time.
- 5. Individuals offering citizen comment are not permitted to make personal attacks on any District employee, Board Member, other testifier or member of the public.

Mr. Thomas recognized Mr. Peoples in the audience.

A motion was made by Ms. Peterson seconded by Ms. Martin, to open the meeting for Public Comments at 8:23 p.m.

Voice Vote: All in favor

# Debi Murphy

Ms. Murphy gave Marching Band updates. They competed against Cumberland on March 1<sup>st</sup> and the Winds and the Guard both came in first place. The Winds had a score of 68.95 and the Guard had a score of 73.92. They are taking two weeks off to work more on their show. The Winds are scheduled to go on at 4:00 p.m. and the Guard is scheduled to go on at 6:45 p.m. on March 22<sup>nd</sup> at Barnegat High School. The musical Mama Mia will be presented two weeks from tomorrow. Opening night for the musical is Thursday, March 27<sup>th</sup> at 7:00 p.m., Friday the 28<sup>th</sup> at 7:00 p.m., and closing night is Saturday March 29<sup>th</sup> at 7:00 p.m.

#### XIX. ADJOURNMENT OF PUBLIC COMMENTS

A motion was made by Ms. Peterson, seconded by Ms. Martin to close the meeting for Public Comments at 8:25 p.m.

Voice Vote: All in favor

#### XX. EXECUTIVE SESSION

None at this time.

XXI. ADJOURNMENT

A motion was made by Mr. Peterson, seconded Ms. Martin to adjourn the meeting at 8:25 p.m. *All Ayes*.

Respectfully Submitted,

Tyra McCoy-Boyle Business Administrator/Board Secretary

# WINSLOW TOWNSHIP SCHOOL DISTRICT CITIZENS ADVISORY COMMITTEE

# **MINUTES OF MEETING - MARCH 6, 2025**

The monthly meeting of the Citizens Advisory Committee was held on Thursday, March 6, 2025, beginning at 6:35 pm. In attendance were: Rosie Hoffman, Gerry Lamola, Rebecca Nieves, Marcy Tomasello, Luisita Vega, and Greg Wake. Board Liaisons Rita Martin and Wanda Glaud were attending. Absent were: Robert Chester, Ms Cortiz, Faye Crooks, Melinda Harriman, Meg Hogan, Jennifer Maas, Diane McKenzie and Christy Renzulli.

Becky gave an update on the Board's responses to our recommendations concerning the teachers' dress policy and request for a technology audit.

Wanda's motion, which was adopted by the BOE, to look into the purchasing of chrome books for students in Grades 7-12 for the next school year was discussed.

Discussions were held on school security, teacher team building (teacher retention), and the high school JROTC program. The following recommendations are being made to the Board of Education as a result of these discussions:

- #1 SCHOOL SECURITY Recommend updating the discipline section in the student handbook to include that "recording a fight on a cell phone will be considered incitement and dealt with accordingly".
- #2 TEACHER TEAM BUILDING Recommend teacher team building through teacher trips. Accessibility to district buses would be necessary.
- #3 JROTC PROGRAM Recommend offering the JROTC program at the high school.

Ideas for next meeting to include security and public relations.

The meeting was adjourned at 7:50 pm.

Respectfully submitted,

Rosie Hoffman, Substitute Recorder

Marketing Committee Notes:

The Marketing Committee convened March 8, 2025 at 4pm

Attendance: John Shaw, Wanda Glaud, Joe Thomas and Gerard McManus

Discussion of the committee centered around the topic of the development of a Social Medic Club (SMC). It was discussed how it should be implemented.

Notes attached

We adjourned the meeting at about 5: 12pm.

Next meeting will be held (tentatively) March 19th 7pm at McManus house.

Social Media Club: THE BREAKFAST CLUB

Purpose: To drive District engagement, by communicating upcoming events, district successes and other "news-worthy" items throughout the entire community as well as staff, parents and students).

Composition: Inspired somewhat from the movie from the 80's, The Breakfast Club, The goal is to assemble a group of students from each the middle school and high school, that each represent a cross section of the student body. (Suggest One of each: athlete, performing art, AP class and one successful "at risk") The source of these students to use can/should come from the students themselves. Recommendations can be submitted to a single POC, with that individual to screen the willingness of the students to participate

Secondary goal: Kids in this club will be able to learn to draft, edit and produce quality, short and medium form videos for consumption.

Supervision: We currently have a person on retainer for "Tech purposes". This individual will supervise the entire production process. This would include the development of ideas for content creation and content storage. This content would become a library, that in a lot of cases can be reused during the year

Examples of reusable content:

- 1) School to open "X" hours late
- 2) School cancelled today
- 3) Time changes: Spring Ahead, Fall Back
- 4) Holiday announcements

Examples of one time content:

- 1) Teacher hire/retirement notice
- 2) Sports events announcement
- 3) Scholarship announcements (Sports and academic)
- 4) Other Club Events: STEM, Performing arts events, etc
- 5) School board meetings!!

(Continued on next page)

## Distribution:

With the development of this content, the distribution is easily facilitated through the existing text messaging system. The advantage to using video is an increased open rate versus a "text only" approach to messaging.