

Public Relations/Media/Board Relations
BLACK HORSE PIKE REGIONAL SCHOOL DISTRICT
Engaging Students, Fostering Achievement, Inspiring Excellence

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October 15, 2015 – Minutes

Committee Members Present: Mary Baratta, Jill Dawson, Dawn Leary, Bill Murray, and Dr. Brian Repici

A. Welcome

B. Communication

a. Highland

- i. Twitter Continues, New School Remind Account
- ii. September 26, 2015 – Hall of Fame Inductees – 9 Recipients **Mrs. Baratta will touch base with building principals to inquire of the building-based nomination process for award recipients other than athletics; discuss possible website publication of recipients of alumni hall of fame and/or athletic hall of fame and/or hall of fame recipients. It was noted that locations are established in the buildings for such celebrations. The question is whether it should be celebrated on a greater scale to the local and global community. Mrs. Baratta will advise the committee of her findings in December.**
- iii. October 13, 2015 – Visit by State Department of Education – Lunch and Learn Tour
- iv. December 9, 2015 – Hosting Camden County Addiction Task Force – Community Outreach

b. Timber Creek

- i. Twitter Continues, New School Remind Account
- ii. September 25, 2015 - Visit by New Jersey Food and Nutrition – Green Team
- iii. October 8, 2015 – Visit and News Coverage for Gloucester Township Police’s New Domestic Violence Initiative – Aim High program at TC, prior student relation
- iv. October 20, 2015 – Upcoming Visit by Mayor Mayer – Lunch & Learn Tour

c. Triton

- i. Twitter Continues, New School Remind Account
- ii. Triton Community Day – Postponed due to rain on 10/4/15 (sponsored by Runnemede, Bellmawr and Glendora Rotary) – featuring community shredding event, protecting your identity, community yard sale, etc.)
- iii. October 17, 2015 – 5K Color Run – Sponsored by Classes of 2018 and 2019 – fundraising for the school and promotes running towards a healthier life
- iv. Hometown Heroes – Student Community Service/Outreach Program **Mrs. Baratta will touch base with Triton principal to see if BOE recognition is a possibility or needed for this year’s students. Dr. Repici confirmed that students have been recognized in the past.**

1. Three Students

- a. Review nominations, select the hero, contact the hero, interview the hero, write a speech for the hero, present the hero at Varsity Home Football games and selected Varsity Home Basketball games.

2. Visit Triton's webpage for details

- d. District Dr. Repici will continue to reach out through articulation with sending district principals, including invitation to tour school of choice, especially for lunch and learn program to help sending district administrators share support of local high school program and reduce possible anxiety at the middle school level. Mrs. Baratta will touch base with Principals to see if local school videos of lunch and learn programs will be posted to website and/or channel 19, etc. Schools have previously created their own brief promotional videos for presentation at Back to School Night. Perhaps principals will want those uploaded.
- i. District Letterhead revised to include Twitter and Remind Accounts by School
 - ii. Possible Community Outreach with Gloucester Township Outlets during the Holidays
 1. Jobs for students
 2. Student performances
 3. Student discounts
 - iii. District Mobile App – Under Construction
 1. Communication with Students/Parents/Local Community/Global Community
 2. Interactive and integrated with Genesis for Student information

Concern was raised by a BOE member to ensure that the Mobile App does not require teachers to upload additional materials or increase teacher workload. Mrs. Baratta confirmed that uploads are links to the District's website and pre-set by the designers. Routine uploads will continue to the District website through regular channels and teachers will continue to enter data in Genesis (student information system) as they regularly do. The App is meant as a communication device and students and parents choose what "news" they want streamlined to their phone.

C. Updated Spotlight Newsletter Layout – Visit Website

- D. Other: Due to a change from September to October for the Public Relations Committee Meeting, it was determined that the November 19th meeting will be moved to December 10, 2015 at Highland (as long as no other BOE committee meetings are in conflict for the members). With no foreseen conflicts, the date is changed, Mrs. Baratta will notify the Business Administrator and Central accordingly, Ms. McNamara will continue to send email reminders and make phone call reminders. The remaining meetings for 2015-2016 is as follows:
- a. December 10, 2015 5:00 p.m. @ Highland
 - b. March 10, 2016 5:00 p.m. @ Triton
 - c. May 12, 2016 5:00 p.m. @ Triton

Respectfully submitted,

Mary Baratta