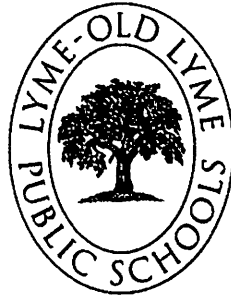


LYME-OLD LYME PUBLIC SCHOOLS

Small Schools, Big Ideas



Challenging * Achieving * Excelling

REGION #18

Regular Board of Education Meeting

Center School

September 7, 2016

Board Present: Michelle Roche, Chairwoman; Beth Jones, Vice Chair; Jean Wilczynski, Treasurer; Rick Goulding, Secretary; Erick Cushman; Diane Linderman; Nancy Lucas Edson; Mary Powell St. Louis; Stacy Winchell

Administration Present: Ian Neviaser, Superintendent of Schools; Elizabeth Borden, Director of Curriculum; James Cavalieri, Principal of Lyme School; Michelle Dean, Principal of Lyme-Old Lyme Middle School; Michele Dougherty, Director of Special Services; Patricia Downes, Principal of Mile Creek School; Nancy Johnston, Director of Special Services; Holly McCalla, Business Manager; Jeanne Manfredi, Assistant Principal of Lyme-Old Lyme High School; John Rhodes, Director of Facilities & Technology; Neil Sullivan, Assistant Principal of Lyme-Old Lyme Middle School; James Wygonik, Principal of Lyme-Old Lyme High School

Others Present: Olivia Hersant and Mary Roth, RETA Co-Presidents; Tisha Kirk, AFT President; Madeline Zrenda and Matthew McCarthy, High School Student Representatives; 25 Townsperson from LOL

I. Call to Order

The meeting was called to order at 6:30 p.m. by Chairwoman Roche. The Pledge of Allegiance was recited.

II. Approval of Minutes

1. Regular Meeting of August 3, 2016

MOTION: Mrs. Winchell made a motion, which was seconded by Dr. Goulding, to approve the minutes of the Regular Meeting of August 3, 2016 as presented.

VOTE: the Board voted unanimously in favor of the motion.

49 Lyme Street, Old Lyme, Connecticut 06371

T: 860-434-7238 F: 860-434-9959 E: neviaseri@region18.org www.region18.org

III. Visitors

1. Recognition of Retirees

The Board recognized two retirees: Joanie Bonvicin who served the district as the Middle School secretary for 44 years and Nancy Johnston, Director of Special Services, who served in that capacity since 2008.

2. Grant Presentation by Frontier Communications

Representatives from Frontier Communications were present at the meeting and formally presented the PEG Grant Award in the amount of \$12,287 to the District. Frontier Communications made grants available to local community access television stations and school districts to improve technology and the classroom learning experience as part of the Public Educational and Government Programming (PEG) Grant Program.

The \$12,287 funding will be used to purchase:

1. HP ProDesk 600 Tower
2. Discover Video "Steamsie" Application License
3. Discover Video Encoder
4. JVC GY-HM170UA Camcorder (BOE camera)
5. Go Pro Hero Black (mobile)
6. Remote Camera on Elevated Tripod

3. Public Comment

There was no public comment.

4. Report from Student Representatives

Madeline Zrenda and Matthew McCarthy reported on the following activities taking place at the schools:

At LOLHS: The high school reported a great opening to the 2016-2017 school year which began with the annual freshmen picnic where 135 new students and their families were welcomed to the school. All students were issued a new laptop and received training on its care and use. Students were introduced to the learning management system (Campus) that they will use to interface with their teachers. Fall sports teams have been practicing for the last two weeks and will begin play this weekend.

At LOLMS: The middle school conducted a successful Open House the day before school started and welcomed students. Thanks were extended to the Lymes' Youth Service Bureau for providing an ice cream social immediately after the Open House. The first middle school newsletter was sent to all parents on Friday, September 2, and contained an "In the Classroom" section identifying new staff. Every month the newsletter will highlight a classroom activity/unit to help inform parents of the work students are doing in classrooms. Back to School Night is Thursday, September 8. Thanks were extended to the PTO for making it possible for the students to attend the Bushy Hill trip for 6th graders. EMPOWER, a team building organization, will be coming to the LOLMS campus to work with each grade level.

At Lyme Consolidated School: Students were excited to return from their summer break. Lyme School has 31 new kindergarten students and 19 new students that entered in grades 1-5. The total enrollment is now at 201 students. The building looked great thanks to custodians Jodi Lenz, Rich Bannister and Frank Ferris. The student paint crew did a fabulous job once again this summer. PTO has a very busy September with their first meeting on Thursday, September 8, at 9:00 in the morning. The family picnic will be held on September 16 from 5:30 to 7:00 p.m., Back to School Night will be held on September 22 from 6:30 to 8:00 p.m., and school pictures will be taken on September 27.

At Mile Creek School: Mile Creek students, staff and parents had a very successful start to the new school year. Students, kindergarten through grade 5, eagerly entered their classrooms and settled into the school routines without skipping a beat. Thanks were extended to the PTO for establishing a warm and welcoming group of parent greeters for the youngest students for the first five days of school. The Mile Creek PTO is hosting a Back-to-School Picnic on Friday, September 9. Mile Creek School will proudly host its Parents' Night on Thursday, September 29. Dr. Downes and the Mile Creek Staff extended thanks to the custodial, maintenance and the summer college crew for the amazing job they did cleaning, painting and making the school shine.

In the Preschool Program: With many happy smiles and just a few tears, the preschoolers have settled in to the new school year. The themes for September are 'Welcome to School,' 'All About Me,' 'Family/Culture,' and 'Apples.' The literature selections for September include: *We Are All Alike* and *We Are All Different*. The preschool team will be holding an Open House for parents and guardians on Tuesday, September 27.

IV. Administrative Reports

1. Superintendent's Report

Mr. Neviasher reviewed the September personnel report which reflected several new hires.

Mr. Neviasher reviewed the September 2016 enrollment report which reflected an in-house enrollment of 1,302 - a decrease of 20 students from June 2016. Mr. Neviasher reviewed data on the number comparisons as each grade moved up one grade from June to September which reflected a slight increase in almost every grade. The attrition in overall enrollment is reflected in the number of students graduating and the low kindergarten enrollments that the district is now experiencing.

Mr. Neviasher reported on the opening of the 2016-2017 school year including the Convocation and professional development days that occurred on August 29 and 30.

Mr. Neviasher reminded the Board to contact Jeanne DeLaura if they were going to attend the CABA/CAPSS Convention scheduled for November 18-19, 2016.

2. Business Manager's Report

Mrs. McCalla reviewed the Executive Budget Summary noting that comparison year over year shows a

slight increase, at this point, mostly due to time and payment of invoices. She noted that it was very early in the fiscal year for any trends to reveal themselves.

Also of note:

Employee Benefits – variance due to timing/payment of invoices.

Administrative Services – reclassification of technology spending.

Mrs. McCalla reviewed the Contingency Maintenance Report. The remaining balance is \$127,521 with the majority of monies encumbered to address the main campus water situation. At this time, the monies are an estimate and will fluctuate based upon invoiced amounts.

V. Educational Presentation

1. SAT and SBAC Report

Dr. Beth Borden, Director of Curriculum, gave a PowerPoint presentation on the results of the SAT and SBAC tests administered in the spring of 2016. Her report included background information on each test, the results of the tests, and plans for improvements. A copy of her presentation is attached to these minutes for informational purposes.

Questions and comments followed the presentation and were addressed by Dr. Borden, the Superintendent and other administrators. The following questions and comments were discussed and addressed on the testing report: effect on scores with the implementation of every student taking the SAT test; comparisons of scores with those districts who scored in the top ten percentile; historical testing data; nationwide comparisons of SAT scores; teaching to the test; encouraging students to take the SAT test more than once; SAT prep classes; and researching strategies used by top performing schools.

VI. Chairman & Board Report

Mrs. Roche reported on information she received from CABA on Board self-evaluation.

Mrs. Roche asked all Board members to make an effort to attend committee meetings; she also recommended that committee chairs consider scheduling committee meetings on a regular basis.

VII. New Business

1. District Goals for 2016-2017

Mr. Neviasser reviewed specific yearly goals for the district as follows:

Teaching and Learning

1. Analyze and identify areas of need based on multiple performance indicators including, but not limited to, SAT and SBAC results.
2. Infuse targeted differentiated practices into a growth mindset culture within each school and classroom.
3. Integrate the authentic use of technology in all content areas across all grade levels.

Human Resources

1. Refine teacher and administrator evaluation goals and plans.

2. Provide focused professional development based on district data, curriculum goals, and state mandates.
3. Maximize alignment of schedules and personnel to best utilize district resources PK-12.
4. Monitor, assess, and develop staff proficiency in technology.

Community

1. Further access community based resources to support mentoring, vocational, transitional, and educational opportunities.
2. Implement a comprehensive marketing strategy through the use of traditional/technological methods.

Facilities/ Technology

1. Establish and maintain a framework of support to train students and staff in the effective management and utilization of technology tools necessary to meet district expectations for skills and application in a digital learning environment.
2. Monitor facility needs to establish appropriate budget priorities.

The Board discussed the growth mindset educational initiative spearheaded by Carol Dweck and the related presentation that was given to all staff at Convocation.

MOTION: Mrs. Linderman made a motion, which was seconded by Mrs. Wilczynski, to approve the District Goals for 2016-2017 as presented.

VOTE: the Board voted unanimously in favor of the motion.

2. D2 Media Solutions Proposal

Mr. Neviasser explained that as a part of the district's marketing campaign, he and Olwen Logan, Marketing Consultant, have been meeting with representatives from D2 Media Solutions (a subsidiary of *The Day* newspaper) to contract them for a variety of services from September 2016 to February 2017. He reviewed the contract as well as the decision-making process. The cost is \$22,210. Board approval and a waiver of the bidding requirements is necessary. A copy of the contract is attached to these minutes for informational purposes.

The Board reviewed the proposal and asked pertinent questions with an emphasis on targeting and retaining the Lyme-Old Lyme student population.

MOTION: Mr. Cushman made a motion, which was seconded by Dr. Goulding, to waive the bidding requirements for contracting a company for the district's marketing campaign.

VOTE: the Board voted unanimously in favor of the motion.

MOTION: Mrs. Lucas Edson made a motion, which was seconded by Mrs. Linderman, to approve the contract with D2 Media Solutions for a total of \$22,210.

VOTE: the Board voted unanimously in favor of the motion.

3. Facilities Truck Lease Purchase

John Rhodes, Director of Facilities and Technology, provided the following background information on this agenda item: as part of the annual facilities equipment purchase program, the school district has publically advertised for a replacement truck. The current truck being replaced was purchased in 2003. The proposed replacement truck is a Ford F450 equipped with a snow plow, sander and stake body dump. The plan is to continue to operate the 2003 and 2013 trucks along with the new truck which will facilitate grounds work, summer projects, support use by both the crew team and technicians for remote events and reduce maintenance staff use of their personal vehicles for district business. During the period when the maintenance staff will operate three trucks, they will evaluate whether operating three trucks is a more effective facilities operational model.

This truck is within budget and is being financed using a municipal vehicle lease agreement. These agreements are based on an APR of 5.45% and a \$1.00 purchase price at the end of the three-year term.

<u>Bids Received</u>	<u>Annual/Lease Payment</u>
Crest Ford	\$24,057.39
Saybrook Ford	\$23,223.60
Shaker Family Ford	\$21,803.79

Questions were posed by the Board on interest rates and the uses for the truck.

MOTION: Dr. Goulding made a motion, which was seconded by Mrs. Linderman, to award Shaker Family Ford the lease/purchase agreement for the facilities truck including plow and sander for three annual payments of \$21,803.79.

VOTE: the Board voted unanimously in favor of the motion.

4. Regulations for Policy 2420 Enrollment of Nonresident Students

The Superintendent and Diane Linderman, Policy Chair, reviewed regulations which would become part of the tuition student Policy 2420 Enrollment of Nonresident Students. The regulations are detailed below:

The Lyme/Old Lyme Board of Education has established separate tuition fees for the following classifications of nonresident students who have been approved by the Lyme/Old Lyme Board of Education to attend Regional School District 18. This fee structure is applicable only when there are established and available in-house programs provided at the school which the student will attend that will meet the needs of the student, provided that additional costs do not incur to the district, and that Regional School District 18 shall not be required to add additional classes or new programs to accommodate the needs of a nonresident student or when the acceptance of the student will not place a hardship on the resources or finances of the school district. Should the fee structure not apply due to the aforementioned circumstances, the Lyme/Old

Lyme Board of Education reserves the right to adjust tuition fees for individual students to accommodate hardships created by the attendance of said student in Regional School District 18.

- A) Regular education students - \$19,400*
- B) Special education students - \$19,400*
- C) Students attending under Attendance Agreements (unless a multiple-year agreement to provide education facilities is entered into with another Board of Education) - \$19,400*
- D) ~~Biological or adopted~~ children of current staff members - (50%)- \$9,700*
- E) ~~Biological or adopted~~ children of active military parents - (80%)- \$15,520*
- F) Foreign students attending under an F-1 visa as required by SEVIS (150%) - \$29,100*
- G) Multiple students from the same family attending together will be required to pay the following amounts:*
 - 1st child– 100% of tuition fee*
 - 2nd child– 75% of tuition fee*
 - 3rd child– 50% of tuition fee*

The Board wordsmithed the regulations and asked that the wording “biological or adopted” be removed from inclusion in the regulations. They also asked that the Unions have a buy-in on the regulations.

It was confirmed that these regulations, if approved, would be retroactive to the beginning of the 2016-2017 school year.

MOTION: Mr. Cushman made a motion, which was seconded by Dr. Goulding, to approve the regulations for Policy 2420 Enrollment of Nonresident Students with inclusion of editorial comments as well as running it by the unions for concurrence.

VOTE: the Board voted unanimously in favor of the motion.

VIII. Old Business

1. Student Discipline Policy Update

This is a second reading of this policy update. The Board wordsmithed the policy and made several minor adjustments.

MOTION: Mrs. Lucas Edson made a motion, which was seconded by Dr. Goulding, to approve Policy 2200 Suspension/Expulsion/Exclusion/Removal as amended.

VOTE: the Board voted unanimously in favor of the motion.

2. Closing of LOLHS Project

The district is still waiting for the final change order from the State so there is no action required on this agenda item.

3. Reports of Committees

- a. *Facilities*. No report.
- b. *Building*. No report.
- c. *Technology*. No report.
- d. *Policy*. Mrs. Linderman reported that this group would meet again on September 14 and would be reviewing the acceptable use policy.
- e. *Communications*. No report.
- f. *Finance*. No report.
- g. *Human Resources*. No report.
- h. *Enrollment & Equity*. No report.
- i. *LEARN*. Mrs. Roche reported that she would be attending the LEARN Board meeting the following morning.

IX. Correspondence

Mrs. Roche reported on some thank you notes received.

The Board also discussed an email received from a parent regarding the food charging policy. The Superintendent will respond to the parent regarding the district's policy on this issue.

The Board also discussed a complaint from the local emergency responders who could not get in touch with district personnel when alarms were going off in one of the buildings. Mr. Neviasser reported that updated contact information has been shared with the responders.

X. Executive Session

There was no need for an executive session.

XI. Adjournment

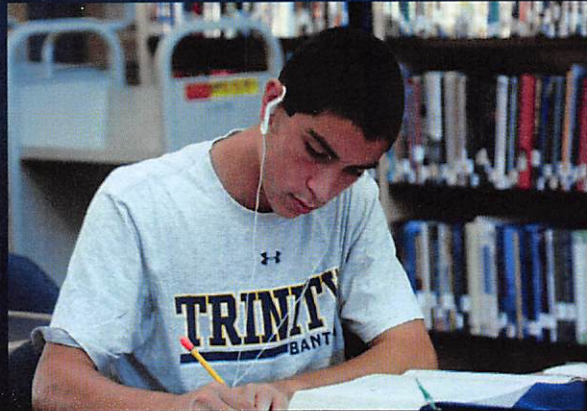
The meeting adjourned at 9:47 p.m. upon a motion by Dr. Powell St. Louis and a second by Mrs. Linderman.

Respectfully submitted,

Rick Goulding, Secretary

**2015-16
SAT & SBAC RESULTS
LYME-OLD LYME PUBLIC SCHOOLS**

September 7, 2016



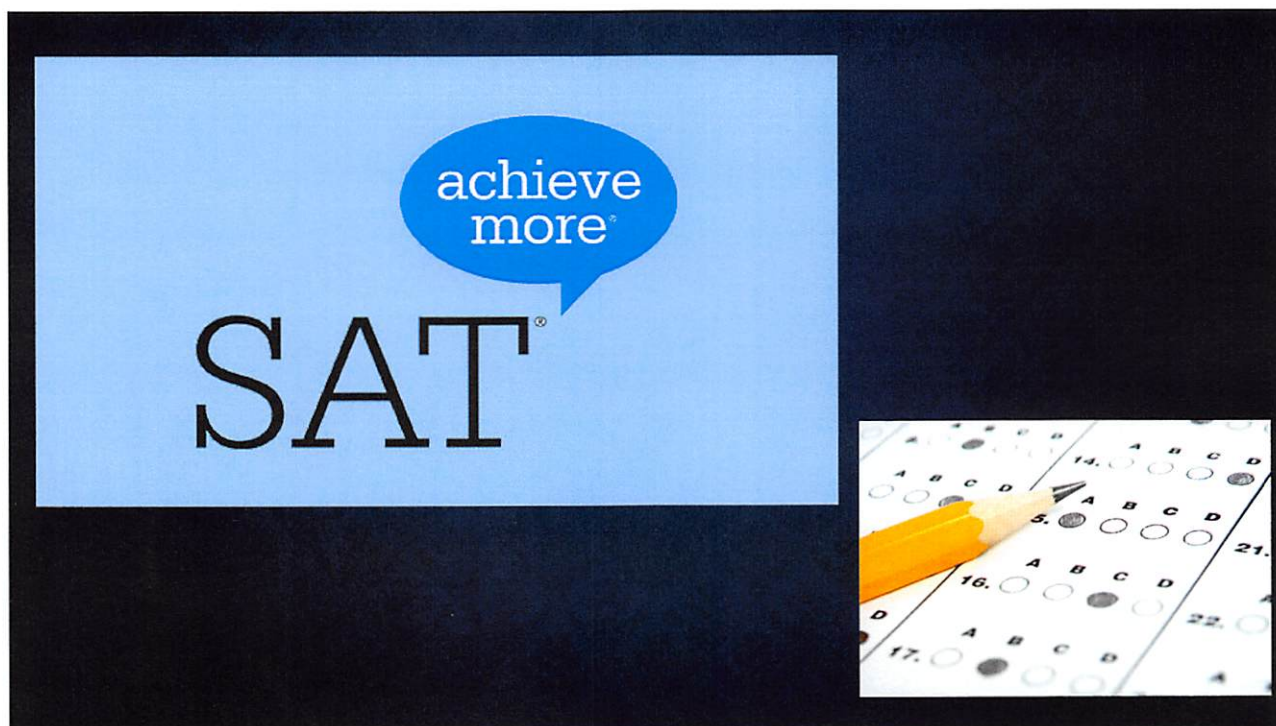
AGENDA

SAT

- Background
- Results
- Plan

SBAC

- Background
- Results
- Plan



HOW IS NEW SAT DIFFERENT?

Feature	Old	New
Timing	3 hours 45 minutes	3 hours + optional 50 min essay
Components	Critical Reading Writing Math Required Essay	Evidence Based R & W Reading Writing & Language Math Optional essay
Guessing	Penalty for Guessing	No Penalty for Guessing
Scores	Total 600 – 2400 3 sub-scores 200 – 800 for Reading, Writing and Math	Total 400 – 1600 2 sub-scores 200-800 Evidence Based R & W & Math
Sub-score Reports	None	Many layered sub-scores

AND THE CONTENT OF NEW SAT?

Content Based Vocabulary

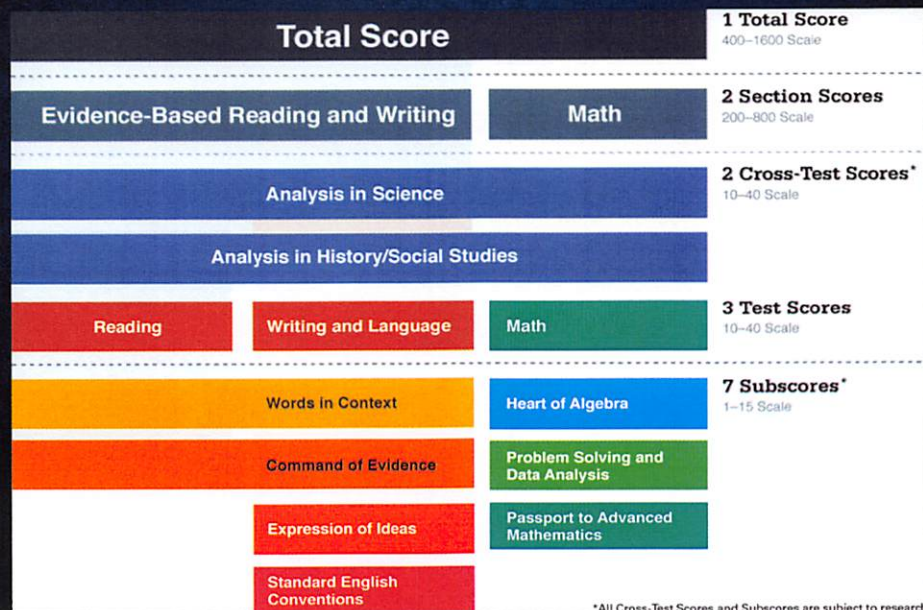
Evidence Based Reading & Writing

Math That Matters Most

Real World Context

US Founding Documents

OVERVIEW OF TEST SUB-SCORES



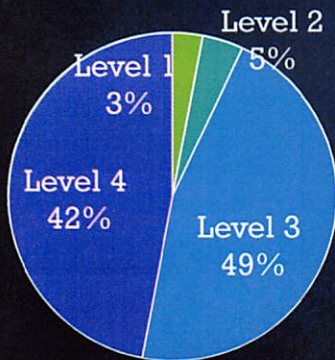
SAT 2016 RESULTS

Math	Scale Score	% at 3 or 4	Ranking
Lyme-Old Lyme	543	60%	32 nd
Top 10 Districts	596	76%	Top 10

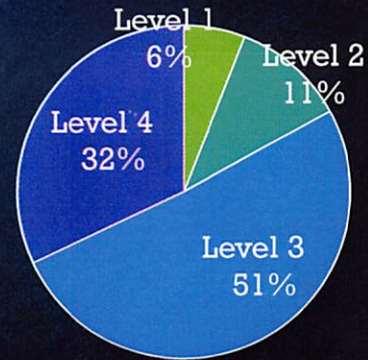
ELA	Scale Score	% at 3 or 4	Ranking
Lyme-Old Lyme	567	83%	23 rd
Top 10 Districts	599	92%	Top 10

ELA BREAKOUT BY LEVEL

ELA Top 10 CT Districts

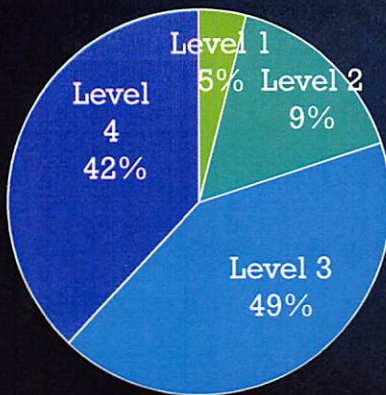


ELA - Lyme-Old Lyme

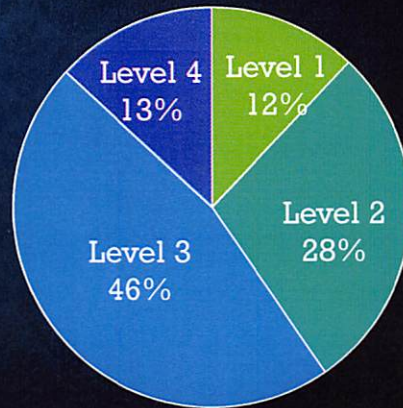


MATH BREAKOUT BY LEVEL

Math Top 10 Districts



Math Lyme-Old Lyme



NEIGHBORING DISTRICTS

	Math
Madison	578
Guilford	561
East Lyme	552
Lyme-Old Lyme	543
Old Saybrook	533
Region 4	525
Westbrook	489
Clinton	475

	ELA
Madison	597
Guilford	587
East Lyme	575
Region 4	568
Lyme-Old Lyme	567
Old Saybrook	550
Clinton	535
Westbrook	516

WE HAVE WORK TO DO

- SAT is high stakes for district.
- It is equally high stakes for students.
- We can do better and we have a plan.



LAST YEAR

Teachers
attended state
workshops

Consultants
provided school
wide PD

Administered new PSAT
75% of grade 10
All grade 11

THIS YEAR

Master SAT

- Analyze district results to determine specific deficit areas
- Experience sample test items on Khan Academy

Provide Test Strategies

- Provide 6 Math & ELA sessions for students and teachers
- Review general strategies and introduce conceptual approach

Embed Curricular Activities

- ELA & Math worked this summer
- Departments use common planning to embed SAT into curriculum

Address special population

- Provide additional coaching & practice via Special Education
- Offer interventions via SRBI during Directed Study

Expand PSAT

- Administer PSAT to all gr 9, 10 and 11



SBAC AREAS OF KNOWLEDGE & SKILLS TESTED

English Language Arts	
Areas of Knowledge and Skills Measured:	Statement About Student Learning from which the Assessment was Built
READING Literary (fiction) & informational (nonfiction) texts	The student can read closely and analytically to comprehend a range of increasingly complex literary and informational texts
WRITING - Organization & Purpose - Evidence & Elaboration - Conventions	The students can produce effective and well-grounded writing for a range of purposes and audiences
LISTENING	The students can employ effective listening skills for a range of purposes and audiences
RESEARCH	The student can engage in research and inquiry to investigate topics

SBAC AREAS OF KNOWLEDGE & SKILLS TESTED

Mathematics	
Areas of Knowledge and Skills Measured:	Statement about Student Learning from which the Assessment was Built:
Concepts & Procedures	Students can explain and apply mathematical concepts and interpret and carry out mathematical procedures with precision and fluency
Problem Solving	Students can solve a range of complex well-posed problems in pure and applied mathematics, making productive use of knowledge and problem solving strategies
Modeling & Data Analysis	Students can analyze complex, real-world scenarios and can construct and use mathematical models to interpret and solve problems
Communicating Reasoning	Students can clearly and precisely construct viable arguments to support their own reasoning and to critique the reasoning of others

TYPES OF ITEMS ON THE TEST

Computer Adaptive Test

- Computer program adjusts the difficulty of questions based on responses
- Includes multiple choice, write-in responses, and technology enhanced

Performance Tasks

- Activities that measure ability to apply knowledge and skills to a complex task
- Better measures of depth of understanding & ability to analyze information

SCORING

- Students receive an overall vertical scale score in each subject
- Scores range from ~ 2100 to 2800 spanning grades 3 to 11
- Math vertical scores can not be compared to ELA scores
- Scores are divided into 4 levels (4 is highest)

Content Area	Grade 3	Grade 4	Grade 5	Grade 6	Grade 7	Grade 8
Mathematics						
Level 4	2501-2621	2549-2659	2579-2700	2610-2748	2635-2778	2653-2802
Level 3	2436-2500	2485-2548	2528-2578	2552-2609	2567-2634	2586-2652
Level 2	2381-2435	2411-2484	2455-2527	2473-2551	2484-2566	2504-2585
Level 1	2189-2380	2204-2410	2219-2454	2235-2472	2250-2483	2265-2503
ELA/Literacy						
Level 4	2490-2623	2533-2663	2582-2701	2618-2724	2649-2745	2668-2769
Level 3	2432-2489	2473-2532	2502-2581	2531-2617	2552-2648	2567-2667
Level 2	2367-2431	2416-2472	2442-2501	2457-2530	2479-2551	2487-2566
Level 1	2114-2366	2131-2415	2201-2441	2210-2456	2258-2478	2288-2486

PERFORMANCE RESULTS - ELA

Grade	Scale Score 2014-15	Scale Score 2015-16	% at 3 or 4 2014-15	% at 3 or 4 2015-16	Ranking 2014-15	Ranking 2015- 16
3	2500	2476	83%	75%	9 th	44 th
4	2558	2571	87%	92%	5 th	1 st
5	2571	2590	86%	91%	13 th	3 rd
6	2577	2580	73%	75%	53 rd	34 th
7	2607	2595	77%	71%	32 nd	53 rd
8	2621	2632	75%	81%	46 th	8 th

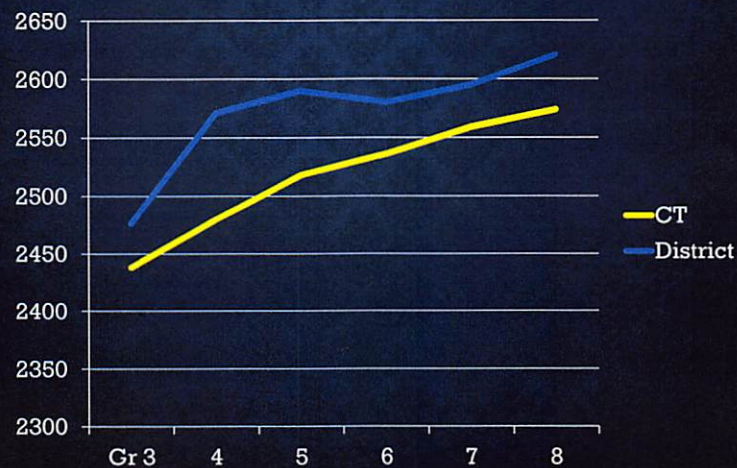
ELA : GROWTH BY COHORT



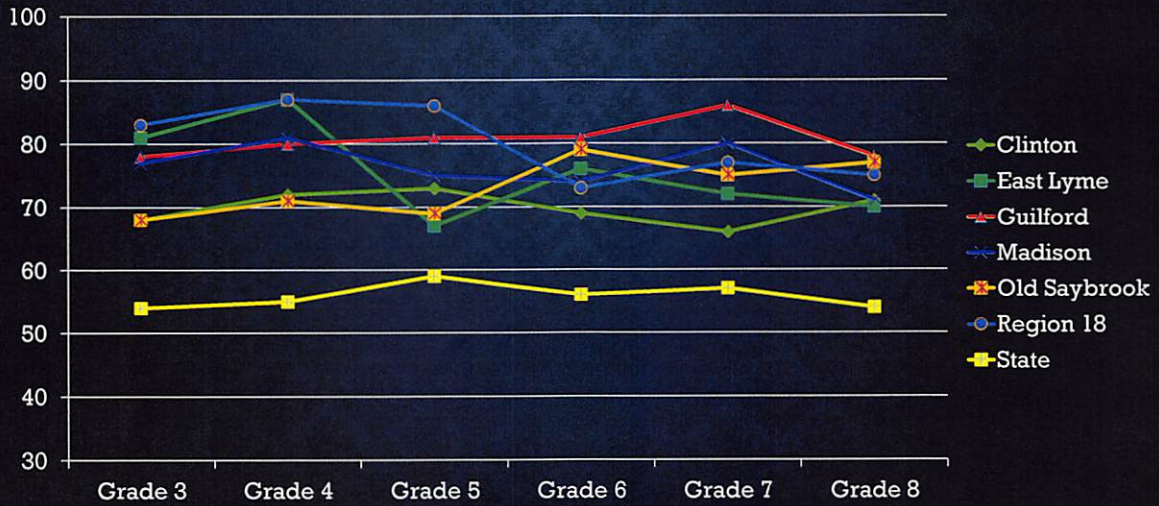
AVERAGE ELA SCALE SCORES BY LEVEL

Level	Grade 3	Grade 4	Grade 5	Grade 6	Grade 7	Grade 8
Level 4	2490-2623	2533-2663 2571	2582-2701 2590	2618-2724	2649-2745	2668-2769
Level 3	2432-2489 2476	2473-2532	2502-2581	2531-2617 2580	2552-2648 2595	2567-2667 2632
Level 2	2367-2431	2416-2472	2442-2501	2457-2530	2479-2551	2487-2566
Level 1	2114-2366	2131-2415	2201-2441	2210-2456	2258-2478	2288-2486

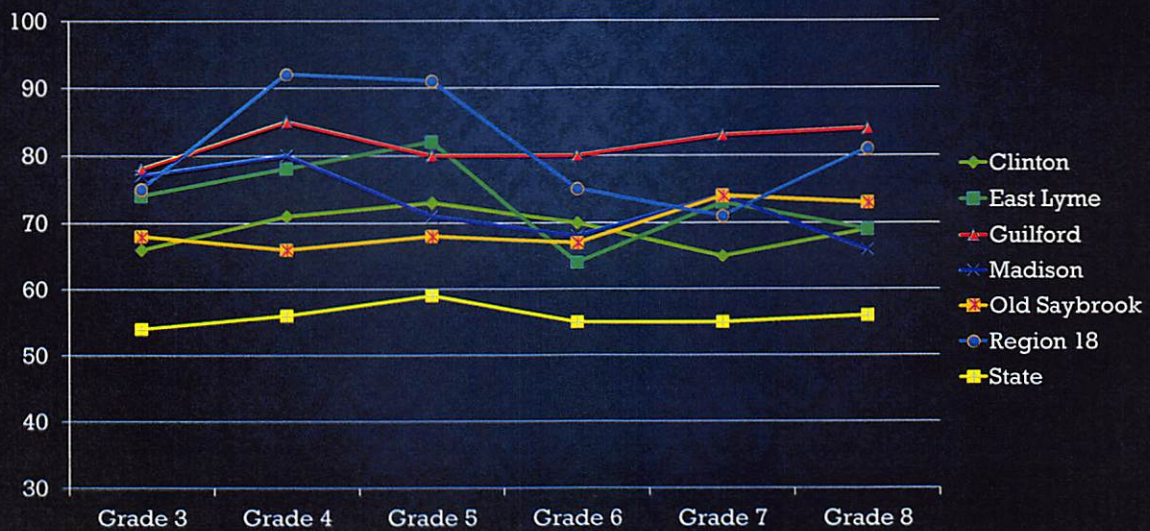
ELA SCALE SCORES STATE, DISTRICT AND SCHOOL TRENDS



LAST YEAR'S ELA COMPARISONS % OF STUDENTS AT 3 OR 4



THIS YEAR'S ELA COMPARISONS % OF STUDENTS AT 3 OR 4



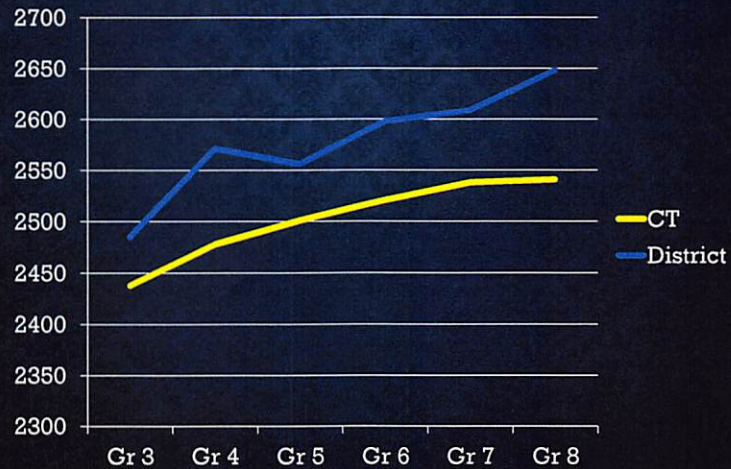
ELA BREAKOUT BY LEVEL

GRADE	SCALE SCORE	% at 3 or 4	% by Level
3	2476	75%	11 15 35 40
4	2571	92%	6 2 18 73
5	2590	91%	4 5 34 57
6	2580	75%	6 19 45 30
7	2595	71%	9 20 41 30
8	2632	81%	2 16 48 34

PERFORMANCE RESULTS - MATH

Grade	Scale Score 2014-15	Scale Score 2015-16	% at 3 or 4 2014-15	% at 3 or 4 2015-16	Ranking 2014-15	Ranking 2015-16
3	2507	2485	90%	80%	2 nd	25 th
4	2552	2571	86%	90%	3 rd	4 th
5	2566	2556	75%	65%	2 nd	27 th
6	2581	2598	63%	80%	17 th	3 rd
7	2594	2609	65%	67%	17 th	21 st
8	2598	2648	50%	73%	51 st	9 th

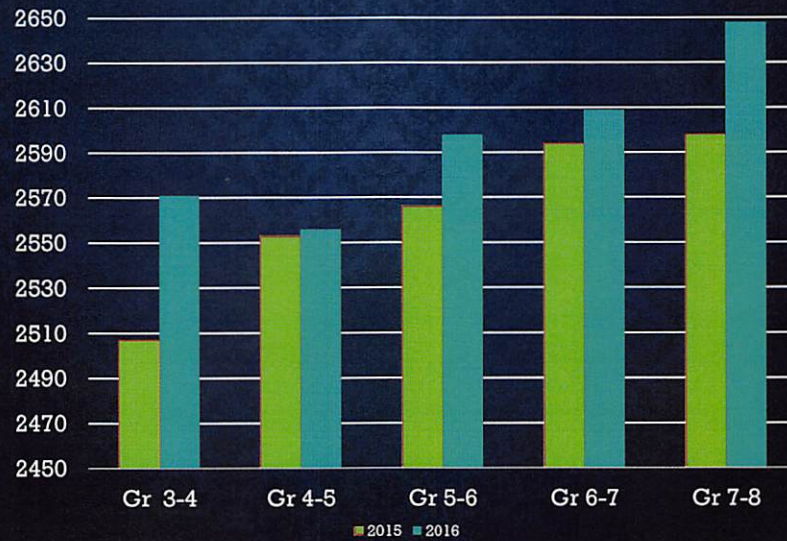
MATH SCALE SCORES STATE, DISTRICT AND SCHOOL TRENDS



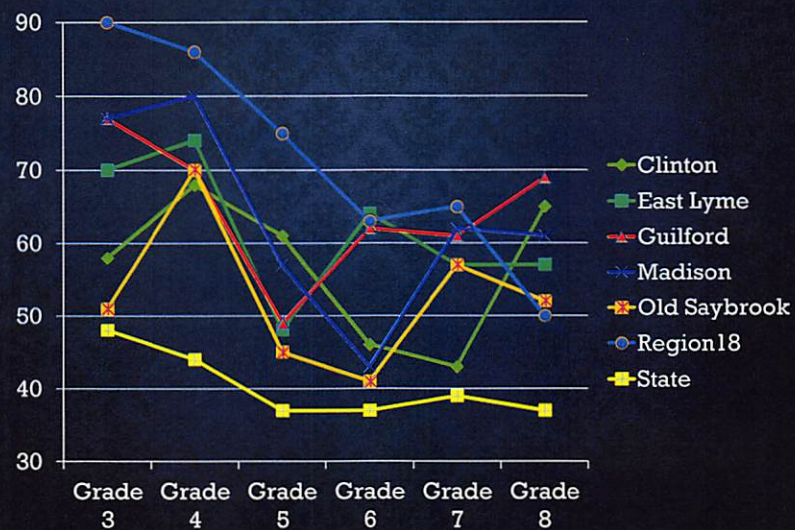
AVERAGE MATH SCALE SCORES BY LEVEL

Level	Grade 3	Grade 4	Grade 5	Grade 6	Grade 7	Grade 8
Level 4	2501-2621	2549-2659 2571	2579-2700	2610-2748	2635-2778	2653-2802
Level 3	2436-2500 2485	2485-2548	2528-2578 2556	2552-2609 2598	2567-2634 2609	2586-2652 2648
Level 2	2381-2435	2411-2484	2455-2527	2473-2551	2484-2566	2504-2585
Level 1	2189-2380	2204-2410	2219-2454	2235-2472	2250-2483	2265-2503

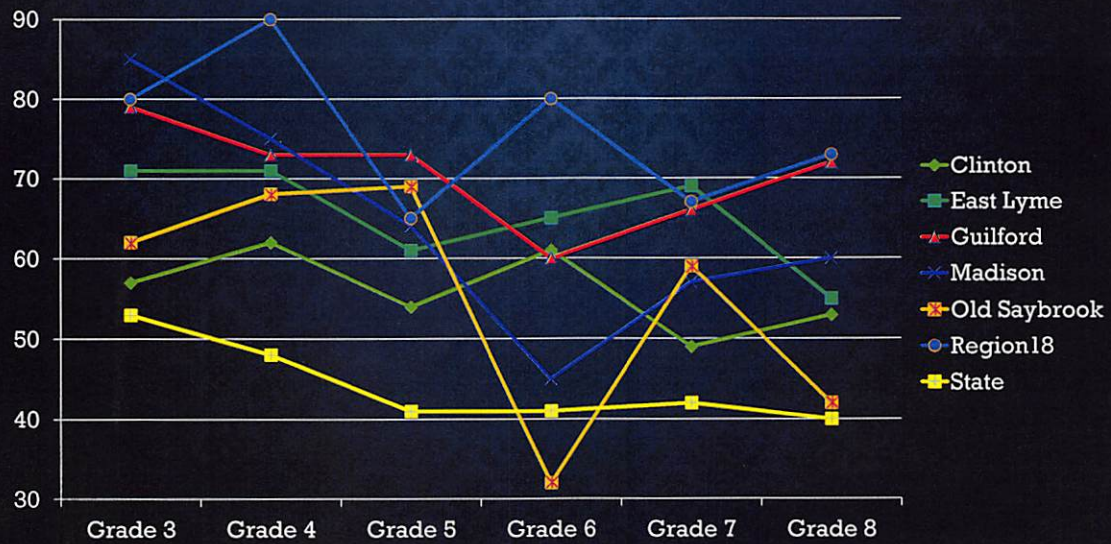
MATH: GROWTH BY COHORT



LAST YEAR'S MATH % OF STUDENTS AT 3 OR 4



A LOOK AT THE SHORELINE MATH RESULTS % OF STUDENTS AT 3 OR 4



MATH BREAKOUT BY LEVEL

GRADE	SCALE SCORE	% at 3 or 4	% by Level
3	2485	80%	3 17 45 35
4	2571	90%	2 7 22 68
5	2556	65%	8 27 28 38
6	2598	80%	9 11 36 45
7	2609	67%	5 28 29 38
8	2649	73%	3 23 28 45

SBAC NEXT STEPS

All Grades

Analyze and disseminate data by grade and class; respond as needed

Math

Implement and monitor grade 5 Math Plan
Continue to monitor and support MS instruction

MS ELA

Increase alignment and collaboration
Incorporate additional modules

Grade 2 & 3 Tech Skills

Provide additional computer based reading and writing opportunities for grades 2 & 3

AND, OF COURSE, KEEPING A BALANCE





Proposal

9/1/16

Created for

Ian Neviasher
Superintendent of Schools
Lyme Old Lyme Public Schools

&

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Overview

Lyme Old Lyme Public Schools faces a challenge of many school systems in CT – Retaining and Recruiting students to the school system.

Factors exacerbating this challenge include:

- Families moving out of the area to more business friendly states
- An abundance of options for primary education (magnet schools, private schools)

While these challenges are real and immediate, Lyme Old Lyme has advantages that no other schools in the region can claim:

- Ranked #5 in News Week
- Ranked #8 in US News and World Report
- Rowing Program
- Nationally Recognized Robotics Program
- Band and Choir

Tuition to out of system students is \$19,000 which makes it competitive with private schools in the region.

The purpose of the campaign proposed below is to accomplish the following:

- Put the school system on the top of minds of residents of the town and region
- Retain students already in the school system
- Recruit students from other systems at full tuition
- Recruit students who have left the school system for magnet or private school options
- Help lure new residents to the town who are looking for excellence in schools

Proposed Campaign Period

September 2016 – February 2017 (6 months)



Times Community Newspaper Display Ads (3column X 6")

The Day proposes leveraging the following publications:

- Lyme Times 14,561 circ.
- The Source 9,772 circ.
- The Mystic Times 7,211 circ.
- The Stonington Times 8,844 circ.
- Total Circulation 40,388

September	2 insertions/paper	8 total insertions
October	2 insertions/paper	8 total insertions
November	2 insertions /paper	8 total insertions
December	2 insertions/paper	8 total insertions
January	2 insertions/paper	8 total insertions
February	2 insertions/paper	8 total insertions

Investment - \$960/month

Insert Times – Full Color, Glossy, 11x17 Folded – 1/Quarter (2 Total)

This insert will be designed and printed through The Day and will be zoned and inserted in the Lyme Times in Old Lyme.

An overrun will be provided to the School System to send home with current students of all grades.

Further, an I-Magazine version of the insert will be provided and can be hosted on the School System's websites and emailed to alumni or other email lists.

Investment - \$1,000/insert

Search Retargeting

While there are multiple searches the school system can use including: Rowing, Robotics, academia etc. we propose focusing on searches based around private schools. Working with the school system, D2 will identify the keywords most often used when searching for this information. The online banners served to the user will be geographically targeted.

The number of served impressions will vary based on keywords but we anticipate capping the served impressions at 50,000 per month for the duration of the campaign.

Investment - \$750/month



Geographically Targeted Network

D2 will serve 50,000 monthly Top of Mind Awareness digital ads in front of users within its network of thousands of popular websites. These ads will be geographically targeted mimicking the zip codes used in the Times and Shore papers.

Investment - \$500/month

Magazines

Education Guide (Includes article)

Quarter Page and article – January 2017

Investment - \$750/ad

Connecticut Family Magazine (Includes 1 article)

Half Page – October 2016 (Article)

Half Page – January 2017

Investment - \$800/ad



Website Design

D2 will create a recruitment site based website to act as a splash page for the full site which currently resides at region18.org. All ads will reference this new site once it is approved and made live. This site will be built responsive utilizing WordPress for ease of upgrades by admin approved persons at the School District.

Investment - \$2,500 (September Only)

SEO (for Recruitment Site Only)

- 5 Hours/Month
- Initial keyword focus on overall recruitment and retention objectives listed above
- Enhanced content to make the site relevant and easily found by all search engines

Investment - \$300/month

Monthly Hosting and Maintenance (for Recruitment Site Only)

- Comprehensive analytics and traffic reports
- Dedicated account coordinator
- Hosting the site on D2 servers
- Domain name email
- Site security and monitoring

Investment - \$50/month



Overall Investment

Based on the 6 month schedule above, Lyme Old Lyme Public Schools and D2 Media Solutions agree that Lyme Old Lyme Public Schools will invest a total of \$22,210 during the proposed months beginning September 2016. The following bill schedule will be applied to Lyme Old Lyme Public School's account.

NOTE: The rates above are based on the entirety of the proposed schedule. Modification of the schedule could affect individual rates.

September	\$5,060
October	\$4,360
November	\$2,560
December	\$2,560
January	\$5,110
February	\$2,560

For D2 Media Solutions:

For Lyme Old Lyme Public Schools:

Signed: _____

Signed: _____

Date

Date