



Mountain Lakes School District

SUPERINTENDENT/ASSISTANT SUPERINTENDENT UPDATE

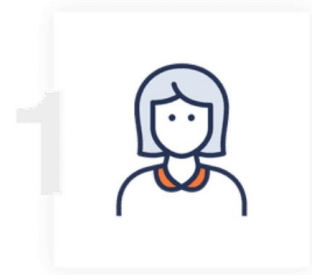
Monday, April 4, 2022

Marketing Campaign



Enrollhand

- The Mountain Lakes School District has partnered with [Enrollhand](#) to help attract, engage & enroll families in our district through a social media campaign.



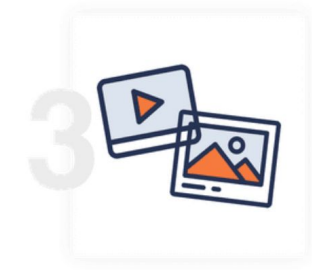
Define the ideal match for our district (COMPLETED) ✓

- This will ensure the most relevant parents in our area will see our ads.



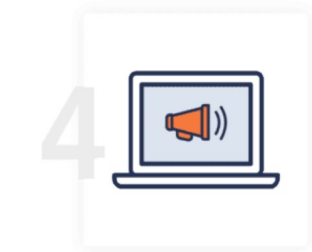
Reveal What We Want (COMPLETED) ✓

- Developing a detailed marketing campaign.



Craft Our Fresh Message (IN PROCESS)

- Enroll translates our mission, vision, and values into a digital story



Get the Word Out

- Our district will show up in front of over 30,000 best-fit families in our area.

Legislative Updates



NJ Education Legislation Proposals

- **A-3196 Field Testing Exit Exam** - requires NJGPA serve as a field test for 11th graders in the Class of 2023
- **A-1181 Mandatory Filing of Financial Aid Forms (FAFSA)** - effective with the 2022-23 grade 11 class (and for two years thereafter)
- **S-464 Expanding Remote Instruction** - revises conditions for use of remote instruction when districts are closed for one or more days (inclement weather, etc.)

General Updates and Reminders





Mountain Lakes High School College & Career Fair

Thursday, April 7
7:00-8:30 PM
Gym & Aux Gym

We are excited to welcome 70+ colleges and organizations to MLHS. Should your schedule allow, please join us for the fair!

You will find a list of colleges/organizations attending attached [here](#).

Please contact Mrs. Nicholson with any questions.

Summer Academy 2022

- [Website](#) & [registration](#) open!
- Welcome [email](#) provides all applicable information.
- All courses will be held on campus.
- Monday, June 27th - Friday, July 29th
- Close to 40 offerings
 - Across all grade levels & disciplines



Superintendent Coffee Talks for 2021-22

Thursday, October 21 - 9:00 AM, MLHS

Tuesday, December 14th - 12:00 PM (VIRTUAL)

Wednesday, February 9th - 7:00 PM, MLHS

Wednesday, April 27th - 9:00 AM (VIRTUAL)