

Part I:
**SAVING TIME AND MONEY
BY ELIMINATING
PRINTED NEWSLETTERS**

And Part II:

How can the time be better utilized?

How can the information be better disseminated?

Presented at the March 7, 2019 Board of Education Workshop
by Linda Mittiga, Public Relations in Sayville School District

We Are in a Digital Age

- ❖ Information is at our fingertips and “push notifications” inform us about events as they happen.
- ❖ INFORMATION OVERLOAD is both prevalent and a problem because people are finding it harder to filter all this information. It’s a fiercely competitive field. Also, in today’s society, few people have the luxury to read. Most people scan headlines and choose what interests them.
- ❖ As individuals, we have to *decide* what we *want* to know...
 - ▶ As a school district, we need to reach our families and the community to share the good news they deserve to know ... about our fiscal transparency, about our programs, and about our successes. We need to gain their confidence in how we educate their children.
 - ▶ **So the real purpose of PR is POSTIVE REINFORCEMENT in getting the messages out and reaching the minds and hearts of our families and communities.**
 - ▶ DEADLINES and TIMELINESS are important factors in getting the news out in every medium. Is it **current?** Most importantly, is it **correct?**



Part I: Saving Time and Money...

- ▶ Whether is was monthly or quarterly, the *monthly Highlights* and *quarterly Tidings* newsletters NEVER MISSED A DEADLINE! Each printed newsletter has had a good reputation.
- ▶ While the contents in the quarterly *Tidings* is **correct**, is it always **current**? And is it the best use of time or money?
- ▶ Lets examine the costs...

Sayville Public Schools
"THE FOUNDATION FOR SUCCESS"
Winter 2019
District Newsletter
Volume 34.2
www.sayvilleschools.org

TIDINGS

FROM THE SAYVILLE SCHOOL DISTRICT

Sayville High School Earned NATIONAL BLUE RIBBON

Sayville High School has been designated an Exemplary High-Performing Schools National Blue Ribbon School for 2018 by U.S. Secretary of Education Betsy DeVos. This makes Sayville High School one of 349 schools in the nation, one of twenty schools from New York State and one of four on Long Island to be recognized in 2018.

"This very high honor," Sayville Superintendent Dr. John Stimmel remarked, "reflects the exemplary work of all our teachers, staff and students, not just in our High School, but in our Middle School and elementary schools as well."

Since 1982, the United States government's National Blue Ribbon Schools Program has been honoring public and private K-12 schools that are academically superior in their state due to high levels of student achievements or that demonstrate improvements in closing the achievement gap among student subgroups, this according to the National Blue Ribbon website.

For a school—such as Sayville High School—to be eligible for the high-performing designation, it must first rank in the top 15 percent of all schools on state assessments in both reading and mathematics and must have a graduation rate that ranks in the top 15 percent of all schools in their state.

However, it was not just high ranks that earned Sayville High School the coveted National Blue Ribbon of Distinction. It was in great part due to its dedicated administrators and teachers who ensured high standards of learning for all students along with its accountability in data collection and analysis to determine the efficacy of instruction and assessment. And while the Sayville students have demonstrated academic excellence, Sayville educators have also shown extraordinary commitment by undertaking professional development to stay at the forefront of best practices.

Sayville School district offers congratulations to Principal Ron Hoffer, the entire Sayville High School community of educators, staff and students for this fine achievement.

The 2019-2020 SAYVILLE SCHOOL BUDGET Discussions Have Begun.
Learn more. Sayville School District and the Board of Education encourage the community to attend the Board Meetings that are open to the public. (See the online Budget Calendar for dates.)
Anyone interested in running for the Board of Education should contact the District Clerk at (631) 244-6510 for details.
Three seats will be up for election. The **deadline** to submit petitions is Monday, April 22 at 6 p.m.

KINDERGARTEN REGISTRATION
All children born between Dec. 2, 2013 and Dec. 1, 2014 are eligible for kindergarten enrollment. Please call 631 244-6505 if you have a child who is eligible for Kindergarten and you have not yet received the Kindergarten Registration Packet.

IMPORTANT NOTICE FROM THE TRANSPORTATION OFFICE
THIS REQUEST MUST BE FILED FOR EACH SCHOOL YEAR BY APRIL 1ST
Requests for transportation to private and parochial schools and childcare locations (i.e., LEAPSCOPE, New Life, In-Home) must be filed by April 1st and forwarded to: SAYVILLE PUBLIC SCHOOLS, TRANSPORTATION OFFICE, 99 Greeley Avenue, Sayville, NY 11782.
Forms can be found on the Sayville Public School website www.sayvilleschools.org under "Transportation." Transportation is provided to in-district and out-of-district schools to a maximum of 15 miles. State statutes and a referendum of Sayville voters have set this limitation.

The Gift of Song
Litica Hearts
Thank you to our gifted Sayville students and our Sayville Music Department for the many beautiful concerts during the holiday season.

AWARDEES
Sayville Superintendent Dr. John E. Stimmel along with Sayville High School English Department Chairperson Edward Schmieder and High School Principal Ronald Hoffer received a National Blue Ribbon School flag and plaque at the awards luncheon in Washington, D.C.

Tidings Newsletter

NL 4-color	4-Issues/Budget Year:	2016-2017	2017-2018
Winter NL (8-pages)			
• ESBOCES Projected Printing Cost		\$4,760.00	\$4,760.00
• District Mailing Cost		700.00	700.00
• Misc. (delivery of materials to Admin Office)		600.00	600.00
		\$5,460.00	\$5,460.00
Budget NL (8-pages) In-house Project			
• District Printing Time (seven work days)			
• District Mailing Cost		700.00	700.00
• Misc. materials Projected Cost		\$2,957.00	2,957.00
		\$3,757.00	\$3,757.00
Spring NL (12-pages)			
• ESBOCES Projected Printing Cost		\$7,140.00	\$7,140.00
• District Mailing Cost		700.00	700.00
• Misc. (delivery of materials to Admin Office)		600.00	600.00
		\$8,160.00	\$8,160.00
Graduation NL (8-pages)			
• ESBOCES Projected Printing Cost		\$4,760.00	\$4,760.00
• District Mailing Cost		700.00	700.00
• Misc. (delivery of materials to Admin Office)		600.00	600.00
		\$5,460.00	\$5,460.00
		\$22,737.00	\$22,737.00

WHAT IT TAKES TO PRODUCE A PRINTED NEWSLETTER

- ▶ Producing a printed newsletter requires teamwork from the writer, photographer, editor, designer, art department, proofreaders, production manager, and distribution center...and is time-consuming because it takes *weeks of preparation* to produce one newsletter.

- ▶ Each article starts with:

1. Gathering content within the district via emails, in-person visits, phone conversations,
1. Writing copy,
2. Verifying content by referencing the internet, interviewing the original sources, and receiving approval from these sources,
3. Editing photos,...



And there's more...

WHAT IT TAKES TO PRODUCE A PRINTED NEWSLETTER (Continued)



Each newsletter production continues with:

1. *Selecting and Editing* copy to **fit page dimensions**,
2. *Sizing* photos with specific **print resolution**,
3. *Laying out* for **clarity**,
4. *Proofreading* **2x/3x/4x/...**
5. *Sending out* for print production
ESBOCES,
6. *Traveling* to check print proof (**sample**) at ESBOCES printing center—turnaround time is a minimum of one week.



Once all the printed copies are returned to the Administration Building to be mailed, it requires:

1. *Sorting* for U.S. mail delivery routes, which takes **3–5 business days**, and
2. Postage—costs have **risen** this year.

One newsletter is delivered to every household (we hope).

VERY often, by the time the news is delivered,

it is either **STALE** or **OBSOLETE!**

WHAT IT TAKES TO PRODUCE A PRINTED NEWSLETTER (Continued)



- ▶ The bulk of the prep work is done by a “team of one.”
- ▶ But some proofreading assistance is provided by the original information sources (teachers/staff), clerical volunteers, and Administrators from whom approval must be obtained.
- ▶ When our in-house district printer is not printing it himself, he still has to sort the newsletters and send them to the Post office for distribution.

▶ **All this takes time!**

Despite being deadline-driven, printed newsletters cannot keep pace with digital dissemination.

STEPS TO PREPARE NEWSWORTHY CONTENT FOR DIGITAL DESSIMATION—Primarily through *TIDINGS ONLINE* and FACEBOOK

1. Gathering content within the district via emails, in-person visits, phone conversations,
2. Writing copy,
3. Verifying content by referencing the internet, interviewing the original sources, and receiving approval from these sources,
4. Editing photos.



SOUND FAMILIAR?

These four steps are the same for the printed newsletters, but instead of the **time-consuming layout process**, the approved articles are **POSTED IMMEDIATELY** on our Website along with our Facebook page that directly links to the Website. And the entire story plus **hundreds** of edited photos and **video** can all be included.

STEPS TO PREPARE NEWSWORTHY CONTENT FOR DIGITAL DESSIMATION—Primarily through *TIDINGS ONLINE* and FACEBOOK



IN ADDITION, THESE SAME STORIES ARE:

- ▶ Sent out to local PRINT media including: *Newsday, Sayville Gazette, Suffolk County News, Neighborhood News, Pennysaver, This Week, Scope.*
- ▶ These publications print at their own discretion—except for *The Sayville Gazette*. *The Sayville Gazette* PRINTS EVERYTHING I send them in its MONTHLY publication.

▶ **BEST OF ALL, THESE PRINT MEDIA OUTLETS ARE *FREEEEEEEEEEEEEEEEEE!* THERE IS NO COST TO THE DISTRICT FOR THESE PRINTINGS!**



Part I: Saving Time and Money...

No Brainer!



Summation:

Producing a printed *Tidings* is **REDUNDANT**, content is **STALE**, even **OBSOLETE**, and **NOT** the most efficient use of TIME OR EXPENSE, especially since the content is **ALWAYS** available at *Tidings Online* and these same articles are reprinted each month—free of charge—in the *Sayville Gazette*.

Now for Part II...

Part II:

How can the time be better utilized?

How can the information be better disseminated?



▶ **FACEBOOK**

1. Launched in 2010, it is best for its “push notifications” which has a great impact on a sizable population of followers. It provides stats of how many have viewed the content/shared the information.
2. Daily postings on FACEBOOK are linked directly to the school WEBPAGE.
3. FACEBOOK requires around-the-clock monitoring (which I do weekends, during vacations, and holidays) to remove inappropriate comments.



- ▶ **TWITTER**—available but not in use, *yet*—is a constant “push notification.” But it is endless and requires 24-7 monitoring. This will dominate the Twitter Account owner’s time.



- ▶ **SAYVILLE-BAYPORT PATCH** with “push notifications” for public announcements (not meant for more internal school news).



- ▶ **VIDEOS/PHOTOS** are posted on the digital platforms mentioned above including **YouTube** which are linked to our Website and **attract viewership to our Webpages.**

ABOUT OUR WEBSITE

- ▶ To keep expenses low, Sayville School District has not designated a Webmaster, but the point of our new Website was to give autonomy/control to individual departments over their Webpages,
- ▶ On a regular or as-need basis, I serve and help manage key SECTIONS that include:

DISTRICT

Superintendent
Holiday Calendar
District Information booklet
Phone Directory
Closings and Delays
Non-imminent Threats

CENTRAL ADMINISTRATION

Buildings and Grounds
Business Office
Transportation

NEWS & VIDEO

Tidings Online
District Printed Newsletters
Photo Albums and Videos (a linked GOOGLE platform)
Announcements

Also, I manage GOOGLE PLATFORMS:

1. Digital Backpack... a bulletin board linked to the website. (Unfortunately the Backpack does NOT have “push notification” which makes this a less-effective form of communication.)

2. PHOTO/VIDEO ALBUMS.

About our HOMEPAGE



Sayville Public Schools
The Foundation for Success

+ Important Links



I regularly update:

- ▶ Notices, News, and BOE meetings information,
- ▶ Create new links, when required, such as the Tips Hotline and Directory,
- ▶ Still trying to resolve the PROBLEMS WITH DEFAULT SETTING FOR CAROUSEL PHOTOS ON THE HOME PAGE (and other pages with Carousels).
 - Photo ASPECT RATIO is very limiting. STRETCHED PHOTOS LOOK HORRIBLE...not many photos work in this default setting and the setting cannot be changed according to Blackboard web designers. Accruing photos for updated information that fit the ratio properly is a challenge.

Finding a photo that fits or “the fix” takes time!

Other PR Duties...

CREATE DESIGN MATERIALS:

Districtwide publication: Emergency Response Guidelines, School events' posters, District Information Booklet, High School Scholastic Awards Program, plaque designs...

RENDER VIDEO SERVICES: There is no state-of-the-art equipment in creating these videos. All video editing uses either free or very low-cost programs to create these videos. By "stitching together" free programs with low-cost ones, a more sophisticated effect is achieved. For twenty years, I've been smashing differed forms of technology to create: Milestone Years of Service, Opening Day, Graduation, and special events as they arise.

ON-CALL SUPPORT AND ASSISTANCE IN EDITING/WRITING/TECHNOLOGY-PROGRAMS APPLICATIONS : In-person or in a "help-desk" capacity and on an as-need basis) for Events Planning, Website Alerts, PTA letters from the Superintendent, posting and disseminating of required/updated District notifications such as pesticide notification, before- and afterschool- programs information, Transportation notices...

Sayville School District
LOCAL LEGISLATORS CONTACT

MONICA R. MARTINEZ SENATOR	PHILIP BOYLE SENATOR
ALBANY OFFICE 814 Legislative Office Building Albany, NY 12247 Phone: (518) 455-2950	ALBANY OFFICE 814 Legislative Office Building Albany, NY 12247 Phone: (518) 455-3411
DISTRICT OFFICE 250 Veterans Memorial Highway, Suite B-41, Hauppauge, NY 11788 Phone: (631) 360-3356	DISTRICT OFFICE 69 W Main Street Suite B Bay Shore, NY 11706 Phone: (631) 665-2311

email: martinez@nysenate.gov email: pboyle@nysenate.gov

U.S. HOUSE OF REPRESENTATIVE PETER KING •
WASHINGTON D.C.
339 Cannon House Office Building
Washington, DC 20515
Phone: (202) 225-7896

Sayville High School

SCHOLASTIC AWARDS PROGRAM

MONDAY
JUNE 4
2018

Also Program 6-10 p.m.

SAYVILLE HIGH WINTER PRESENTS
Thursday, January 19 - matinee 2 p.m.
Friday, January 20 - evening performance - 7 p.m.

PETER AND THE STAR CATCHER

IS LITTLE THEATRE

Admission: \$9 for students & senior citizens; \$7 for adults

Sayville Middle School presents
the Musical...

Disney BEAUTY AND THE BEAST

7:30 p.m.
Sayville Middle School Auditorium

These performances:
• THURSDAY, NOVEMBER 15
• FRIDAY, NOVEMBER 16
• SATURDAY, NOVEMBER 17

Admission: \$12

Also in attendance:
JAMES HUGHES, PRESIDENT OF SUPERIOR OFFICERS ASSOCIATION
NOEL DIGEROLANO, PRESIDENT OF PBA

SAYVILLE ATHLETIC TURF FIELD

DEDICATION CEREMONY
IN MEMORY OF
SUFFOLK COUNTY POLICE SERGEANT
TIMOTHY J. HENCK

**SATURDAY
SEPTEMBER 9, 2017
1 P.M.**

30 GREENE AVENUE
SAYVILLE, NY

SUFFOLK COUNTY EMERALD SOCIETY

REMARKS

From Sayville School District

- SAYVILLE SUPERINTENDENT DR. JOHN E. STIMMEL
- SAYVILLE BOARD OF EDUCATION: PRESIDENT KEITH KOLAR, VICE PRESIDENT JOHN VERDONE, BOE TRUSTEE THOMAS COOLEY
- SAYVILLE ATHLETIC DIRECTOR DENNIS MALONEY

From the Suffolk County Police Department

- POLICE COMMISSIONER TIMOTHY D. SINI
- CHIEF OF DEPARTMENT STUART GAMERON
- FIFTH PRECINCT COMMANDING OFFICER INSPECTOR WILLIAM SILVA

Also in attendance:
JAMES HUGHES, PRESIDENT OF SUPERIOR OFFICERS ASSOCIATION
NOEL DIGEROLANO, PRESIDENT OF PBA

DETECTIVE BRIAN CURRY, PRESIDENT OF THE FIFTH PRECINCT ALLIANCE, PRESENTS THE GENEROUS DONATION TO FUND THE FIELD SCOREBOARD

The Sayville Football game will follow at 2 P.M.

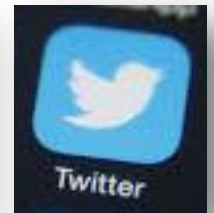
OTHER PR DUTIES

- ▶ Contact MEDIA OUTLETS and news organizations to feature Sayville in their mediums in addition to producing content. **This takes time** and is done at all hours....(Discovery Channel, a recent example...)
- ▶ As a virtually one-person PR “Team,” I must rely on “information ambassadors” within the school district to share information about upcoming or completed activities, events, they deem newsworthy. **This takes time...**
- ▶ This information must be “correct/true” before it can be released. I must fact-check and verify content not originally supplied by my source. **This takes time....**
- ▶ **Time is of the essence!**
- ▶ It’s **time** to *make time* for new forms of dissemination. Printing newsletters at the District’s expense is not the “biggest bang for the buck.”

Administrative Recommendations?

- ▶ Save money and time. Eliminate at least three of the outmoded printed publications (Keep the in-house produced Budget Newsletter.)
- ▶ This will save time and give PR more time **communicating** and **connecting** with the community via our Website and Social Media.

LIKE!



End of story!