PR & District Communications

Cultivating an informed, engaged and collaborative school community through **cohesive, responsive, and inclusive strategic communications** that promotes the District vision for equity, innovation and optimism for the benefit of students, staff and stakeholders in the school community.

KEY FOCUS AREAS:

01 **The Big Picture:** Building Community

02 **A Brief History:** Branding our Story

03 **Uniquely Nyack Work:** Boosting a Culture of Love

PRESENTED BY: LISA MININGER RETALLACK, DISTRICT PRCO

TO: NEW EMPLOYEE ORIENTATION 8-19-25

The Big Picture

STRATEGIC COMMUNICATIONS IN NPS:

- **Turns communication barriers into opportunities & connections**
- **Powers an innovative, customized PR office for the district**
- **Integrates organizational, strategic communications**

COHESIVE → **RESPONSIVE** → **INCLUSIVE**

BUILDING NETWORK → **BUILDING TRUST** → **BUILDING COMMUNITY**

“A NET THAT WORKS”

Developing and strengthening connections

and expanding so that no one falls through

“Walls turned sideways are bridges” - Dr. Angela Davis

NPS Strategic Communications Standards

- Ingenuity
- Integrity
- Transparency
- Longevity
- Sustainability
- Accountability

Communication leads to community, that is, to understanding, intimacy and mutual valuing.

- Rollo May, American Psychologist

Our Vision & Values

WHO WE ARE AND WHAT WE DO

...defines & differentiates us

GROUP ACTIVITY:
GETTING TO KNOW EACH OTHER AND OUR SCHOOL COMMUNITY

- **What comes to mind when you think of Nyack Public Schools?**
- **What drew you to this place?**
- **Name a characteristic or skill you want to highlight in your new role.**

Our Mission Statement

WE, the students, parents, community and staff of the Nyack School District **VALUE**:

the pursuit of scholastic excellence; the richness of our diverse community; harmonious relationships among individuals and groups; partnerships among students, staff, parents, and community; respect for self, and others; responsible ethical behavior that engenders trust; individuals who think critically and creatively; ongoing involvement in local and global issues; development of essential skills and attitudes for a productive life; a safe and nurturing environment.

Our Vision

WE are building bridges for today's students to cross into tomorrow's world with equity, innovation and optimism.

Embedded into the Profile of a Graduate of Nyack Public Schools are seven core competencies: Critical Thinking, Creativity, Collaboration, Communication, Compassion, Content Mastery and Cultural Awareness.

Nurturing these competencies in each student begins at birth, extends into each classroom, and prepares students for success and wellness beyond graduation onto a global platform.



A Brief History

- **the land we are on**
- **the local geography**
- **the community development**
- **the changing demographics**
- **the school district milestones**
- **the trajectory of work**

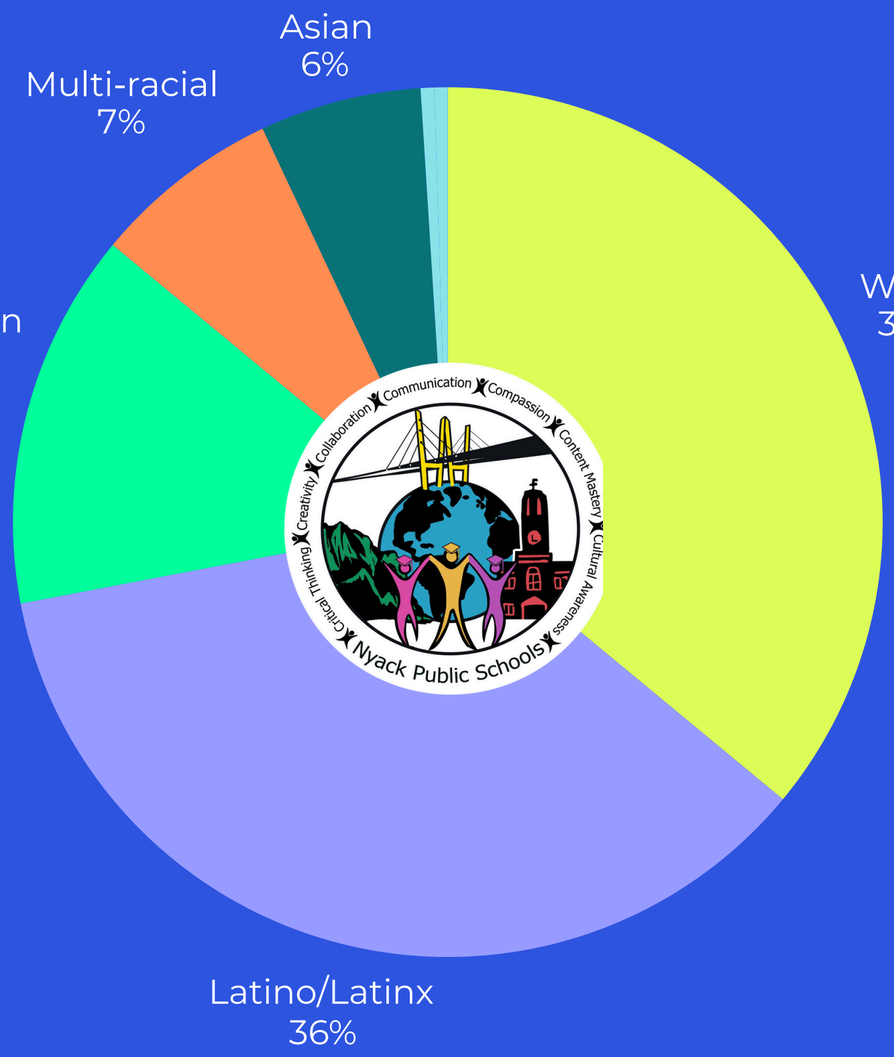
#uniquelynyack

A Super Brief History of Nyack



- **Indigenous Peoples** - We are on land of Lenape & Munsee tribes/Algonquin who migrated from Coney Island (1500s).
  -Fishing/Oyster collecting - artefacts
  -Named "Nay-ack" - Point of Land
  -Unique dialect traced to Caribbean roots
- **1609** - Henry Hudson landed by accident
- **1675** - 1st European /Dutch Settlers
  -Tallman- Traders & Farmers for 125 years
- **Mid-1800's** - Industrial Development
  -Quarry, Shipbuilding, Shoe Manufacturing
- **Civil War Era** - Underground Railroad
- **1851** - Public Schools Founded
  -Liberty Street School
- **1885** - Nyack was split into "The Nyacks"
- **1920's** - Dr. Bernard Pierre - "The Omnipotent Oom"
  - elephants, yoga and communal living
- **1952-1955** - Original Tappan Zee Bridge built
- **1975** - longest teachers strike in US history
- **1970's** - Urban Renewal Era & Change
  - Jackson Avenue, Liberty Street, Nyack Housing
- **2000** - Nyack Public Schools hits NYTimes Front Page
  "Racial Gap in Schools Splits a Town Proud of Diversity"

Demographics & Data: a snapshot



Who We Are Now

- **approximately 22% students considered economically disadvantaged**
- **median household income:$66K/District; $118K/Village, $181K/Upper Nyack, $133K Valley Cottage**
- **CEP 40% Free/Reduced lunch-eligible students**
- **More than 17 languages spoken among our families**
- **90% Graduation Rate**

WE CELEBRATE our vibrant diversity of beliefs, experiences, ethnicities, challenges, talents, skills, aspirations, ideas

- historically large population of Haitian American living in Rockland County
- a growing population of Latinx Immigrants from Mexico, South & Central America and the Caribbean including unaccompanied youth
- Village Housing Authority - over 500 units
- Montefiore Nyack Hospital
- a year-round Farmers Market, Arts Council, Soup Angels Kitchen, Nyack Famous Street Fairs
- 12 Volunteer Fire Departments
- over 20 places of worship: churches, synagogues, a mosque and a yeshiva
- Community Centers: Nyack Center, Rockland County Pride Center, YMCA of Rockland County, Central Nyack Community Center, The Angel Nyack
- Edward Hopper House Museum and Elmwood Playhouse Community Theatre
- State Park - Hook Mountain State Park and Beach
- 3 villages, 1 hamlet, 2 townships, 2 police departments,“Art & Soul on the Hudson” within 8 square miles/about 25k population

DID YOU KNOW?

Our Community is home to many innovators, artists and independent thinkers in history.

Notable History Makers:

- Cynthia Hesdra
- Caroline Lexow Babcock
- Edward Hopper
- Carson McCullers
- Betty Friedan
- Helen Hayes
- Toni Morrison
- Rosie O'Donnell
- Welles Crowther
- Jonathan Demme
- Leonard Cooke
- Hezekiah Easter, Jr.
- Arlene Clinkscale

Communicate to each of our students that their hopes, dreams and aspirations are valued.

Our students are the innovators, artists, critical thinkers on the global platform of tomorrow.

Telling Our Story

REDHAWK SUN

monthly eNewsletter for Superintendent's Uplifting News

DISTRICT WEBSITE

Houses District and school-based info and resources

SOCIAL MEDIA PLATFORMS

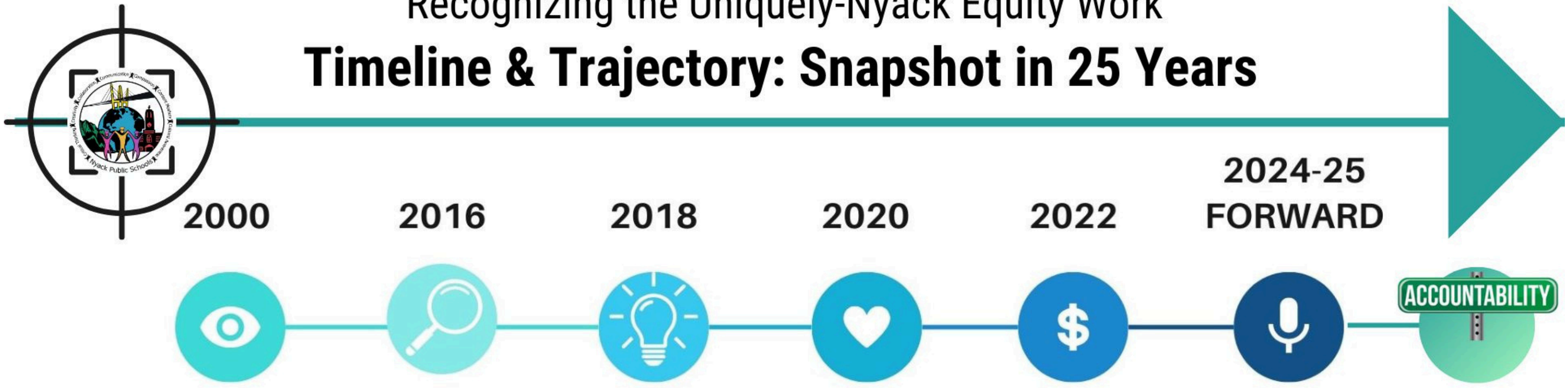
Sharing District vision via image, story-telling, data and voice

LINK-IT TO MTSS

Visualizing outcomes and growth with authenticity and tech/comm

Recognizing the Uniquely-Nyack Equity Work

Timeline & Trajectory: Snapshot in 25 Years



2000 — NYTimes front page story on NPS racial division resulting in Tulin Report community investigation

2016 — Moral Imperative introduction to antiracist principles - top-down and grass roots beginnings

2018 — Racial Equity Consultant for Groundwater Analysis and Milestone Measurments laying a foundation

2020 — District-wide consortium envistioning equity and systemic change. First GTTR workshops

2022 — Leadership changes and challenges from COVID. Equity Teams, Certification, Plan & Policy.

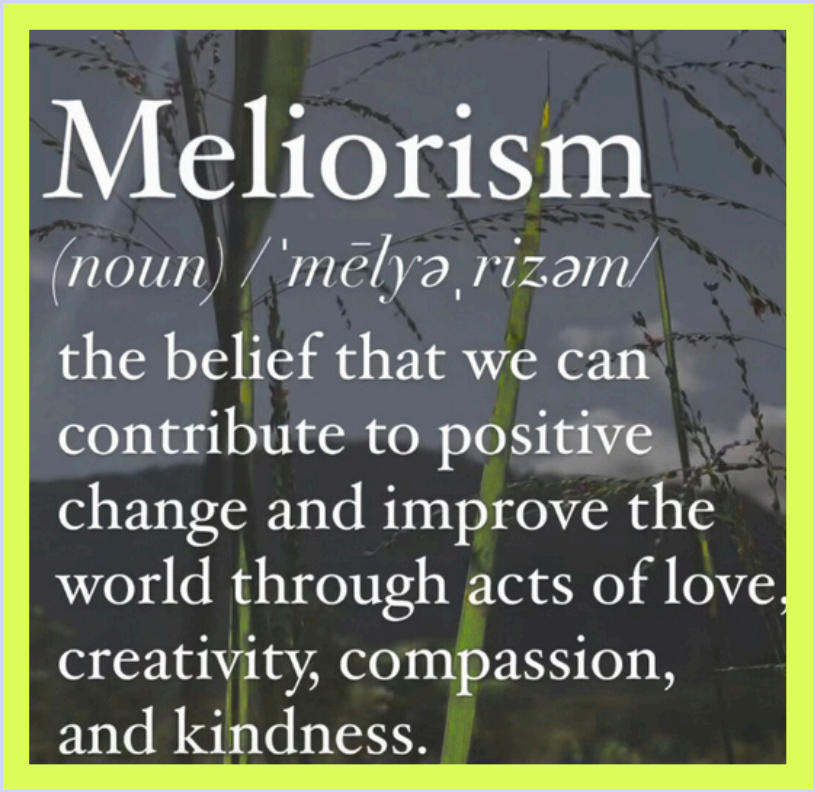
2024-25 FORWARD — Remembering where we've come from - what defines & differentiates us for a unified antiracist vision

ACCOUNTABILITY — **Building on the district's vision and Racial Equity Plan with actionable, cohesive organization, towards a culture of love**

Uniquely Nyack Work... **YOU ARE HERE** NOW

GROUP ACTIVITY: BECOMING A PART OF THE NARRATIVE, BUILDING RELATIONSHIPS, AND BOOSTING STUDENT VOICE

- Create a #hashtag or mantra for your first month at NPS
- Reflect: How will you communicate what you value to students? colleagues? community?
- Affirmation card: choose a daily reminder to bui with students



Thank You...
Communicate
& Affirmate