

School & Community Relations Committee

May 9, 2020

May 15, 2020

Tracy Baron	BOE Member
Matt Rosenberg	BOE Member
Doug Berry	Asst. Superintendent
Lisa Brady	Superintendent
Liz Hausman	Public Information Officer
Diane Newell	Chief Information Officer

The Committee met twice this month to focus on budget communications once the dates for the Budget and Trustee Election were finally announced by the Governor. A communications strategy was developed.

The Committee immediately began to work on the narrative for the Budget Newsletter and reviewed and revised multiple versions and edits.

Diane Newell graciously offered to do the design and layout for the newsletter since Loretta was swamped with preparations for the mail-in absentee ballot election.

Lisa has reached out to both the Dobbs Ferry Schools Foundation and the PTSA to discuss the budget challenges. Both groups have pledged support and assistance. The Foundation is writing a Letter to the Editor of the Enterprise and so will the PTSA. Lisa and Ron are doing a Zoom Budget Presentation for the PTSA General Membership on June 2 at 7 p.m. so that the PTSA can endorse the budget and have an ad in the Enterprise endorsing the budget as they do each year. Both groups plan to “work” a grassroots effort to contact membership and extended friends and family about the critical importance of retrieving the absentee ballot when it arrives in the mail, completing it and immediately sending it back in the mail.

The will be a locked ballot box at the MS/HS at Door #1 from 9 to 5 on June 9th for anyone who does not get their ballot back in the mail and wants to drop it off.

Lisa is contacting all of the Booster organizations to set up a Google Meet to discuss the importance of the budget and the ramifications of a Contingency Budget.

Liz is working on the advertorials for the upcoming week. We are reserved all of the advertorials space in the Enterprise from now until the budget vote.

Diane and Liz have posted the Budget and Trustee Timeline and Information to the Spotlight section of the website.

Lisa sent a K-12 to the community on Friday, May 15th with the information about the Budget and Trustee Election. The Village is including this information in the Mayor's Newsletter on Thursday, May 22.

Lisa is doing a video about the budget which we will send out as a K-12 closer to the vote.

The PTSA is doing videos with the kids encouraging parents and community members to vote and remember to return their ballots.

The senior class is "taking on" the budget vote as one of their end of the year senior projects. This is being coordinated by Maria Adonna, Connor Cohn, Scott Patrillo, and Candace Reim. The students will be using their Virtual Commons Instagram Page to post photos and signs encouraging their peers and alumni to remember to vote. They have close to 700 followers on the Instagram page.