



**DOVER SCHOOL
DISTRICT**

DOVER SCHOOL BOARD – AGENDA

Meeting Type:	Regular Session #6
Meeting Location:	Media Center (Rm 306) McConnell Center
Meeting Date:	Monday, July 8, 2019
Meeting Time:	7:00 pm

- A. CALL TO ORDER**
- B. ROLL CALL**
- C. PLEDGE OF ALLEGIANCE**
- D. AGENDA APPROVAL**
- E. CITIZENS' FORUM**
- F. APPROVAL OF MINUTES**
 - 1. Non-Public Meeting #12, June 10, 2019
 - 2. Regular Session #5, June 10, 2019
- G. CONSENT AGENDA**
 - 1. **Correspondence:** None
 - 2. **Resignations/Retirements:**
 - a. Katherine Moaratty/Dean of Students/HSS
 - 3. **Leaves of Absence:** None
 - 4. **Job Shares:** None
 - 5. **Nominations:**
 - a. Teacher Nominations
 - b. Administrator Nomination
 - 6. **Extended Travel (Student Trips):** None
 - 7. **Donations:** None
- H. STUDENT REPORT:**
- I. POLICY – CHANGES – PROPOSALS:**
 - a. DAF – Time-Effort Reporting/Oversight
- J. POLICY ADOPTION:** None
- K. RESOLUTIONS:** None
- L. OLD BUSINESS:** None
- M. NEW BUSINESS:**
 - a. Superintendent Evaluation
 - b. Athletic Field Maintenance Discussion
 - c. Control System Upgrade at DMS
 - d. Bid Award – Locker Relocation Project at DMS



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- e. Bid Award – Snowplowing Services for 2019-2020
- f. Professional Development Framework

N. SUBMISSION AND PAYMENT OF BILLS

O. SUPERINTENDENT’S REPORT

P. COMMITTEE REPORTS

Q. SCHOOL BOARD MATTERS OF INTEREST

R. ADJOURNMENT

Citizens, residents of the City of Dover, property owners in the City of Dover, and/or designated representatives of recognized civic organizations or businesses located in the City of Dover and/or residents of sending school districts, are invited to all public meetings and shall be given an opportunity to speak. Time shall be set aside for citizen statements, Citizen’s Forum, at all public meetings, unless a vote to the contrary is taken by the School Board.

Citizens shall identify themselves by name and address for the record; address comments to the presiding officer and the Board as a body and not individual members. Citizen’s Forum will ensure citizens have the opportunity to speak to all other items on a meeting agenda and/or matters pertaining to the business of the School Board. At workshop meetings and special sessions, Citizens’ Forum will be restricted to items on the meeting agenda. Statements shall be limited to five (5) minutes unless otherwise extended by the chairperson, with the approval of the School Board.

All citizens are permitted to place items on the agenda through written application to the Superintendent at least one week prior to the meeting date. Citizen items will require a formal motion and a second by seated members to bring the item to the floor for debate.

June 14, 2019

Dear Mr. Harbron,

I am resigning my position as Dean of Students at Horne Street School, effective June 30, 2019. I have accepted the position of Principal for Fuller Elementary School in Keene, NH.

I have developed great fondness for my school and community. It has been a privilege to be part of helping students learn and grow. Also, I feel lucky to work with the many great staff members. I will miss all the fun times and the great people.

Thank you for the opportunities for professional and personal development that you have provided over the past four years.

I wish the students and staff of Dover School District great success.

Sincerely,


Katherine Moaratty

**OFFICE OF THE SUPERINTENDENT
DOVER PUBLIC SCHOOLS
DOVER, NEW HAMPSHIRE**

TO: DOVER SCHOOL BOARD

DATE: July 8, 2019

MEMORANDUM: Nomination and Election of Teachers

In accordance with Chapter 189, Section 39 of the New Hampshire School laws of 1963, I hereby nominate the following persons for the designated positions for the 2019-2020 school year.

NAME	POSITION	SCHOOL	REPLACING	SALARY	TRACK
Arguin, Krysta	Teacher	Garrison	Jen Krans	\$40,609.00	BA, Step 4
Bolash, Tony	Math Teacher	Dover High School	Michael Gile	\$36,650.00	BA, Step 1
Carmody, Christian	Math Teacher	Dover High School	Emily Carroll	\$39,244.00	BA, Step 3
Dinwoodie, Chelsey	Guidance Counselor	Horne Street School	New Position	\$40,841.00	MA, Step 2
Heath, Bonnie	Teacher	Dover Middle School	Gloria Snowman	\$50,139.00	MA, Step 8
Hughes, Kerri	SpEd Teacher	Garrison	New Position	\$50,139.00	MA, Step 8
Kennedy, Shawn	9-12 Counselor	Dover High School	Jeffrey Moretti	\$45,252.00	MA, Step 5
Langer, Elaine	Reading Specialist	Garrison	Joan Melvin	\$42,261.00	MA, Step 3
Maillette, Mikayla	Science Teacher	Bellamy Academy	Jamie Walker	\$36,650.00	BA, Step 1
McKenney, Taylor	Teacher	Garrison	Rima Sawyer	\$40,841.00	MA, Step 2
Morneault, Kasey	Teacher	Dover Middle School	Larissa Ragazzo	\$43,731.00	MA, Step 4
Paige, Ashley	English Teacher	Dover Middle School	Hillary Andross	\$39,468.00	MA, Step 1
Peterson, Christian	SpEd Teacher	Dover Middle School	New Position	\$47,996.00	MA+15, Step 6
Thomas, Devonn	Teacher	Garrison	Jeremy Cook	\$40,609.00	BA, Step 4

**OFFICE OF THE SUPERINTENDENT
DOVER PUBLIC SCHOOLS
DOVER, NEW HAMPSHIRE**

TO: DOVER SCHOOL BOARD

DATE: July 8, 2019

MEMORANDUM: Nomination of Administrators

It is with pleasure that I nominate Brittany Granfield as the Horne Street School Dean of Students.

Brittany was originally hired by the Dover School District as a Dover Middle School Social Studies Teacher in 2007. After 10 years in this position, she made a change and worked as the DMS Literacy Facilitator and Interim Dean of Students in the 2017-2018 school year. Most recently she has served as the DMS Instructional Coach. In addition to these positions, she has served as Social Studies Team Leader and participated on committees including Curriculum Planning, Technology and Instruction Task Force. Brittany was the exemplar for professional development in 2016, DMS New Teacher Induction Coordinator and was a NELMS presenter and host for EDCamp Granite State. In the past she has also coached Cheerleading and Track and Field at the middle and high school level.

I am confident that Ms. Granfield will be a great addition to the Dover School District Leadership Team, and I would like to extend her an annual contract with a salary of \$82,216.47 with no additional stipends and/or contractual obligations. This is in keeping with policy GCBD.

DOVER SCHOOL DISTRICT	POLICY CODE: DAF
DATE OF ADOPTION:	PAGE 1 OF 2

First Reading

Time-Effort Reporting / Oversight

The Superintendent will establish sufficient oversight of the operations of federally supported activities to assure compliance with applicable federal requirements and to ensure that program objectives established by the awarding agency are being achieved. The District will submit all reports as required by federal or state authorities.

As a recipient of Federal funds, the District shall comply with the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards. Section 200.430 of the Code of Federal Regulations requires certification of effort to document salary expenses charged directly or indirectly against Federally sponsored projects. This process is intended to verify the compensation for employment services, including salaries and wages, is allocable and properly expended, and that any variances from the budget are reconciled.

A. Compensation: Compensation for employment services includes all remuneration, paid currently or accrued, for services of employees rendered during the period of performance under the Federal award, including but not necessarily limited to wages and salaries. Compensation for personal services may also include fringe benefits, which are addressed in 2 CFR 200.431 Compensation – fringe benefits. Costs of compensation are allowable to the extent that they satisfy the specific requirements of these regulations, and that the total compensation for individual employees:

1. is reasonable for the services rendered, conforms to the District's established written policy, and is consistently applied to both Federal and non-Federal activities; and
2. follows an appointment made in accordance with the District's written policies and meets the requirements of Federal statute, where applicable.

B. Time and Effort Reports: Time and effort reports shall:

1. be supported by a system of internal controls which provide reasonable assurance that the charges are accurate, allowable, and properly allocated;
2. be incorporated into the official records of the District;
3. reasonably reflect the total activity for which the employee is compensated by the District, not exceeding 100% of the compensated activities;
4. encompass both Federally assisted and other activities compensated by the District on an integrated basis;
5. comply with the District's established accounting policies and practices;
6. support the distribution of the employee's salary or wages among specific activities or cost objectives if the employee works on more than one (1) Federal award, a Federal award and non-Federal award, an indirect cost activity and a direct cost activity, two (2) or more indirect activities which are allocated using different allocations bases, or an unallowable activity and a direct or indirect cost activity.

The District will also follow any time and effort requirements imposed by NHDOE or other pass-through entity as appropriate to the extent that they are more restrictive than the Federal requirements. The Superintendent or designee is responsible for the

DOVER SCHOOL DISTRICT	POLICY CODE: DAF
DATE OF ADOPTION:	PAGE 2 OF 2

collection and retention of employee time and effort reports. Individually reported data will be made available only to authorized auditors or as required by law.



DOVER SCHOOL DISTRICT

SAU 11

McConnell Center | 61 Locust Street, Suite 409 | Dover, NH 03820-4132
Phone: 603-516-6800 | Fax: 603-516-6809

Empowering all Learners

TO: Members Dover School Board
William R. Harbron, Superintendent of Schools
FROM: Libby M. Simmons, Business Administrator
DATE: July 8, 2019
RE: Control System Upgrade at Dover Middle School

On or about May 21, 2019, the server that supported the existing control system for HVAC at Garrison Elementary School and Dover Middle School failed. On June 10th, the District received a quote and scope of work to bring the existing control systems to the new Desigo Control Center platform. The Garrison Joint Building Committee approved the scope of work for the upgrade at Garrison through the renovation project budget on June 18th. I am requesting that the School Board approve the upgrade at Dover Middle School in the amount of **\$34,333.35 to Siemens** which will be funded by the general fund operating budget under facilities repair and maintenance. The scope of work is noted below.

Middle School

Desigo	\$19,725.36
AEM Setup	\$1,411.40
Panel Fast Forward	\$13,196.59
Total	\$34,333.35

- **Desigo** – this figure represents the cost of the point license fees and specialist labor to load the control programming and create and connect the Desigo graphics to the equipment at DMS.
- **AEM Setup** – this is for the labor required to work with IT to make the necessary network address changes that will allow the reconfigured system for each school to communicate with Desigo Control Center.
- **Panel Fast Forward** – DMS needs one existing older controller upgraded to new in order to communicate. The DMS upgrade includes a higher point count (this MBC controls the heating plant) and extra I/O modules.



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Empowering all Learners

TO: Members Dover School Board
Dr. William R. Harbron, Superintendent of Schools
FROM: Libby M. Simmons, Business Administrator
DATE: July 8, 2019
RE: Approval of Bid Award – Locker Relocation Project at DMS

On June 7, 2019, the District solicited a public bid requesting pricing information from qualified vendors to provide all labor, materials, and equipment to complete a locker relocation project in the eighth-grade wing at Dover Middle School. The project includes the removal and relocation of existing lockers to the new area in hallway which will provide an open concept student workspace where the lockers are currently located. Two vendors submitted proposals on June 28th and the results are as follows:

Broadview Construction Corp. 350 Cherry Valle Road Gilford, NH 03249	\$25,919
Smart ATI Construction 16 Whitehall Road, Suite 2 Rochester, NH 03867	\$ 28,940*

*Includes reduction for flooring option and proposed door.

Facilities Director, Michael Brooks, has assisted in the review of the bid results. I request that the School Board proceed with an award to **Broadview Construction Corporation** in the amount of **\$25,919**. Broadview Construction Corporation recently completed the security vestibule project at Bellamy Academy and did an outstanding job. Funding for this project has been encumbered in the FY2019 budget.



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Empowering all Learners

TO: Members Dover School Board
Dr. William R. Harbron, Superintendent of Schools
FROM: Libby M. Simmons, Business Administrator
DATE: July 8, 2019
RE: Approval of Bid Award – Snow Plowing Services

On June 13, 2019, the District solicited a public bid requesting pricing information from qualified vendors to provide snow plowing services for the District with services primarily at Dover High School, Bellamy Academy and Dover Middle School. Two vendors submitted a proposal on June 28, 2019. One vendor submitted a proposal for hauling services only, while the second vendor submitted a seasonal fixed cost, as well as hourly rates for as needed services at the three elementary schools.

Facilities Director, Michael Brooks, has assisted in the review of the bid results. I request that the School Board proceed with an award to **Rye Beach Landscaping** for the upcoming 2019-2020 winter season in the amount of **\$60,600** with an option to renew in the second and third year upon District satisfaction and funding availability. The actual annual cost to the District is only **\$22,600** as C&W Services is responsible for the first \$38,000 in snow removal services provided by an outside contractor.



DOVER SCHOOL DISTRICT

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DOVER SCHOOL DISTRICT PROFESSIONAL LEARNING JUNE 12, 2019

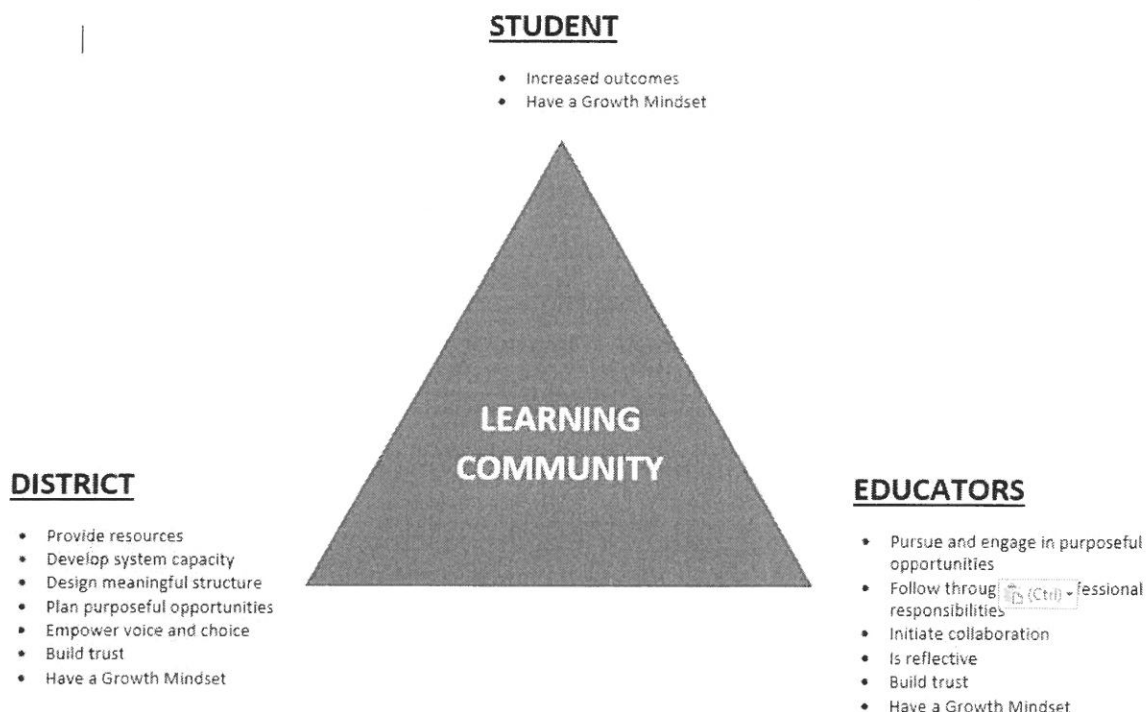
DEFINITION OF PROFESSIONAL DEVELOPMENT

Professional development is purposeful, engaging, and enriching professional learning. It is characterized by sustainability, best practice, and self-reflection resulting in continuous educator growth, district cohesion, and improved student learning.

BELIEFS ABOUT PROFESSIONAL DEVELOPMENT

The Dover School District believes in dynamic, prioritized opportunities for learning. The District values learning opportunities that are collaborative, sustainable, and progressive resulting in growth for all.

PROFESSIONAL LEARNING RESPONSIBILITY CYCLE





DOVER SCHOOL DISTRICT

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DOVER SCHOOL DISTRICT PROFESSIONAL LEARNING
JUNE 12, 2019

EFFECTIVE PROFESSIONAL DEVELOPMENT CRITERIA

EFFECTIVE PROFESSIONAL DEVELOPMENT	INEFFECTIVE PROFESSIONAL DEVELOPMENT
Purposeful Objective for learning opportunity is clearly communicated. Addresses district goals. It is relevant to student and teacher needs.	▪ Not purposeful ▪ Repetitive ▪ Too large capacity ▪ Poor timing ▪ Not applicable ▪ Poor delivery ▪ Fixed mind set
Engaging Diverse experiences allowing educator to learn through applicable, hands on, empowering, and/or evidence-based opportunities.	
Collaborative Productive dialogue within an ongoing response structure inclusive of trust, acceptance, and engagement.	
Sustainable Opportunity fits within our system capacity to provide relevant resources and time.	
Reflective Provides opportunity to be reflective alone, with other people and/or with experts to construct personal meaning and apply to practice.	

DESIGN ELEMENTS OF PROFESSIONAL DEVELOPMENT

- **Content Focused:** Addresses skills or competencies relevant to the professional or instructional responsibilities of the educator.
- **Active Learning:** Engages educators directly in designing, learning, and applying relevant methods and practices.
- **Collaboration and Job Embedded:** Engages educators in trusting, accepting, and productive dialogue within a job embedded context to foster growth.



DOVER SCHOOL DISTRICT

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DOVER SCHOOL DISTRICT PROFESSIONAL LEARNING JUNE 12, 2019

- **Models and Modeling:** Out of class presenter and in class colleague/coach demonstrates with authenticity, identifies and supplies resources; conversations provide learning targets and reflection, and identify educator's next steps.
- **Feedback and Reflection:** Educators engage in professional learning, reflect meaningfully on their practices, and share and receive feedback in various modalities.

CONCEPTUAL MODEL

Educator expertise exists on a continuum of knowledge and skills. The District will provide differentiated learning opportunities for growth to empower educators in their development along this continuum.

STRUCTURE

With the current structure of the academic calendar, professional development days will be structured as follows until another calendar format for professional learning is developed and adopted:

The day will be structured to allow for learning, application, and reflection.

Morning Period: District Workshops and Training

Afternoon Period: School based for Application and Reflection

PROFESSIONAL DEVELOPMENT COMMITTEE

The Professional Learning Task Force will transition to a District Professional Development Committee for the following purposes:

1. Continue to examine and refine the District's Professional Development Model.
2. Assist in providing direction to the planning and implementation of professional learning opportunities.
3. Assess feedback from professional learning opportunities to continually improve the quality and effectiveness of District professional development.
4. Assist in the revision and refinement of the District's inquiry process.



DOVER SCHOOL DISTRICT

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DOVER SCHOOL DISTRICT PROFESSIONAL LEARNING JUNE 12, 2019

OTHER CONSIDERATIONS

The following are other considerations for the Professional Development Committee:

Inquiry

1. Inquiry Model: Develop smaller units of study to allow for application and reflection
2. Allow for the ability to apply and assess what has been presented in professional development

Links

1. Develop links between grades 4 and 5 and grades 8 and 9
2. Link between special education and general education

Professional Learning Areas for Consideration

1. District wide meetings of encore group – Art, music, physical education, STEM, and library
2. Writing across the content areas
3. Competency-based learning – Focus on instruction and assessment
4. Professional Learning Communities as the vehicle for what needs to be accomplished in the District
5. Equity
6. Depth of Knowledge
7. Social Emotional Learning
8. Student engagement and effective instruction
9. Transition between high school to post-secondary



DOVER SCHOOL DISTRICT

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Superintendent's Board Report Monday, July 8, 2019

SUPERINTENDENT REPORT

The Superintendent's Board Report purpose is to: (1) inform the Board on my position and recommendations pertaining to Board meeting agenda items; (2) inform the Board of significant issues as they relate to the Board; and (3) inform the Board of informational items pertaining to the Dover School District.

BOARD AGENDA ITEMS

Resignations/Retirements – I recommend the Board approve the resignations and retirement as listed. I also want to take this opportunity to express the District's appreciation for Katherine Moaratty for her service to the Dover Schools and congratulate her on securing her first principal position.

Leaves of Absence – None

Job Shares - None

Nominations – I recommend that the Board approve the nominations as listed.

Extended Trips - None

Donations - None

POLICY – CHANGES – PROPOSALS - ADOPTIONS

- **DAF– Time-Effort Reporting/Oversight** – First Reading – The policy establishes the reporting and oversight of the operations of federally supported activities. The District being a recipient of Federal funds must comply with the Uniform Administrative Requirements, Cost Principles, and Audit Requirements of Federal Awards. This process is intended to verify the compensation for employment services, including salaries and wages, is allocable and properly expended, and that any variances from the budget are reconciled.

RESOLUTIONS

- None

OLD BUSINESS

- None

NEW BUSINESS

- **Athletic Field Maintenance** – Mike Brooks, Facilities Maintenance Director, will provide the Board additional information on the maintenance of the athletic fields before further revisions are made in the current policy.



DOVER SCHOOL DISTRICT

EMPOWERING ALL LEARNERS!

Superintendent's Board Report Monday, July 8, 2019

- **Dover Middle School Control System Upgrade** – I recommend the approval of the service agreement with Siemens for upgrade control system at Dover Middle School. The agreement includes equipment and installation. The cost is \$34,333.35.
- **Bid Award – Dover Middle School Locker Relocation Project** – Two years ago, a team of sixth grade students developed a plan to transform a Dover Middle School locker bay in a flexible learning space by relocating the lockers. Dr. Frank Locker was consulted in 2017-2018 to determine if this was feasible and provide recommendations. The sixth grade designed team acted on those recommendation to design the learning space. Fran Meffen has worked with the students during the duration of the project. With the start of the 2019-2020 school year, the sixth grade design team is now entering the eighth grade. The first locker bay to be converted will be the eighth grade locker bay.

The Dover Middle School Parent Organization is donating \$12,000 towards the project that will be used for furnishings and technology.

Broadview Construction is recommended as the contractor for the project at a cost of \$25,919. The funds to support the project are from FY19 General Fund Operating Budget.

I believe this will create a learning space that will provide a physical space that can be used for a variety of learning opportunities by the eighth grade teams. If successful, the project can be expended as funds become available.

- **Bid Award – Snowplowing Services for 2019-2020** – I recommend the Board approve the Rye Beach Landscaping to provide snowplowing services for the 2019-2020 academic year. The cost is \$60,600 (C&W responsible for first \$38,000).
- **Professional Development Framework** – The Professional Learning Task Force has developed a Professional Learning Framework to guide the future development and implementation of professional learning. The framework includes the following:
 - ✓ Definition of professional development
 - ✓ Beliefs about professional development
 - ✓ Professional learning responsibility cycle
 - ✓ Effective professional development criteria
 - ✓ Design elements of professional development
 - ✓ Conceptual model
 - ✓ Structure
 - ✓ Professional Development Committee
 - ✓ Other considerations for future work

The Task Force held a series of four three-hour sessions to complete the work. Members of the Task Force were Anna Sinclair, Scott Evans, Brittany Granfield, Paula Glynn, Lisa Dillingham, Sarah Tourigny, Meghan Mayhew, Christy Prosser, Kiley Hemphill, Jillian Brickley, Lesley Hocking, and Lisa Simko.



DOVER SCHOOL DISTRICT

EMPOWERING ALL LEARNERS!

Superintendent's Board Report Monday, July 8, 2019

BOARD UPDATE

- **July Leadership Retreat** – July 16 through July 18 will be the Leadership Team Retreat to be held at Wentworth Douglass Hospital. The agenda includes the following topics:
 - ✓ Evolution of Supervision and Evaluation
 - ✓ Professional Development 2019-2020
 - ✓ First Two Days of School
 - ✓ Performance Goal
 - ✓ District Equity Work
 - ✓ School Based Equity Work
 - ✓ Safety Plan
 - ✓ Infinite Campus
 - ✓ Competency-Based Education
 - ✓ Student Investigations
 - ✓ Investigations Related to Sexual Harassment and Other
- **Racism and Equity** – Mo Nunez through Greater School Partnership will serve as the District's coach, facilitator, and coordinator for the continuation of the work with racism and equity. The service agreement is being funded through grant sources. The service agreement is for 80 days and has been divided into two separate agreements. One agreement covering the period of July 1, 2019 through December 31, 2019 and the second agreement for the period of January 1, 2020 through June 30, 2020. This was done to guarantee all grant funding was secured.

The goals established are:

1. Create a district level sustainability plan for Educational and Racial Equity;
 - a. Partner with outside organizations consulting with district on best practices; examining models of existing equity plans; visit high performing school districts; organize learning sessions with other superintendents;
 - b. Establish a Steering Committee comprised of district and community stakeholders that will:
 - i. offer workshops and facilitate gatherings;
 - ii. craft an engagement plan for the year;
 - iii. develop a district-wide sustainability plan with 1, 2, and 3 year goals and specific action steps for 2019-2020.
2. Build teacher capacity in classroom practices/pedagogy in educational and racial equity;
 - a. Determine teacher readiness and entry points for educational and racial equity work;
 - b. Provide teacher coaching and professional development to improve classroom pedagogy and increase rigor for all student;
 - c. Engage teachers in the following activities:
 - i. Equity audits on curricular materials;
 - ii. Revising/refining syllabi, unit plans, and lesson plans to focus on essential skills and plan for differentiation to meet the needs of all learners;



DOVER SCHOOL DISTRICT

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Superintendent's Board Report Monday, July 8, 2019

d. Support the development of administrator knowledge and skills in coaching teachers in their buildings around educational and racial equity. Activities might include:

- i. Self-reflection and goal setting using Global Best Practices;
- ii. Workshops on coaching strategies that administrators can use with staff;
- iii. Professional Learning Group for administrators that meets regularly to support their growth and development, with specific emphasis on building skills to address racial inequities in their buildings.

- **Mental Health Community Summit** – On June 28, Community Partners and Dover School District collaborative to hold a half-day summit titled Mental Health, Suicide Prevention, and Our Community at the Wentworth Hospital. Over forty community members participated in the session. The session was facilitated by Michele Molt-Shannon and Mo Nunez. The agenda included:

- ✓ Welcome and Introductions
- ✓ What are we seeing?
- ✓ Short takes in what we are experiencing
- ✓ What can we do together?
- ✓ Next steps

At the conclusion of the summit, participants were requested to indicate their degree of involvement moving forward. Notes from the meeting are being transcribed. When completed, the Board will be provided a copy.

- **School Closing** – I believe the school year ended in a positive note. I express my appreciation to the principals, deans, and directors on their efforts to conclude a challenging year.
- **Interviewing and Hiring Cycle** – The month has initiated the interviewing and hiring phase of the school year. As in the past the cycle will continue throughout the remainder of the summer.
- **District Communication** – The District will continue our relationship with the J Brand Media. The initial conversation has been held and the objectives for the 2019-2020 are being established. To date the following objectives have been established:

To increase and maintain a strong digital media presence through the consistent updating of the website, Facebook Page, Facebook Advertising, Press Releases and Videos. Videos will be utilized across all platforms. The primary target audience will be prospective students and parents; current students and parents; Dover general community and businesses; and Dover School District alumni. A focus to increase certain target age demographics on the Facebook Page will also be implemented.

- ✓ **Website Management** - Post or remove content - Optimize website for organic growth - Update website layout when requested - Monitor website to keep fresh and up to date - Add Google Analytics to Website and provide reports upon request - Receive training from District's website designer and provider - Assist with training of District personnel as requested and needed.
- ✓ **Facebook Page Management (Monitor and Content Development)** - Update and enhance Facebook Page (Layout, information, etc.) - 5-7 posts created a week - Posting of content - Monitoring of the Page for



DOVER SCHOOL DISTRICT

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Superintendent's Board Report Monday, July 8, 2019

activity - Responding to comments and posts of Fans - Daily Page optimization for maximum success - Monthly reporting upon request.

- ✓ **Facebook Advertising Management and Reporting (Set up, monitoring and optimization)** - Development of campaign strategy - Ad creation - Campaign set up - Daily campaign optimization for duration of campaign - A detailed report on the results of advertising campaigns.
 - ✓ **Media Releases** - Provide 1 to 3 media releases per week to local newspaper and other media outlets - Update and maintain media outlet contacts.
 - ✓ **Dover Public Access Channel & Video Production** - Develop a District presences on the Dover Public Access Channel - Work with a student intern with the development of program - District news related - Education about competency based-education - Consult and provide help in producing a consistent video schedule for all platforms (Facebook Page, Website and Other Available Platforms).
- **NHSAA Conference** – I had the opportunity to attend the NHSAA Conference June 24 through June 26. Program included the following:
- Monday, June 24**
- ✓ Jamie Vollmer – *Schools Cannot Do It Alone: Student Success in an Age of Intense Scrutiny and Rising Expectation.*
 - ✓ Frank Edelblut, Christine Brennan, Heather Gage, and Caitlin Davis - *New Hampshire Department of Education Aspirations*
 - ✓ Regional Meetings
- Tuesday, June 25**
- ✓ Dr. Korraine Tacconi-Moore, 2019 Superintendent of the Year – *Distinguished Lecturer*
 - ✓ Jon Wortmann, Author of Hijacked Brain - *5 Ultimate Skills to Feel Better, Refocus, and Change Your Brain*
 - ✓ Regional Meetings
- Wednesday, June 26**
- ✓ NHSAA Annual Membership Breakfast
 - ✓ Noelle Ellerson Ng, Associate Executive Director of Policy and Advocacy, ASSA – *Federal Legislative Discussion*
 - ✓ Colonel Art Athens, USMCR (Ret.) - *What's Love Got to Do With It?*
- **Matt Cahoon** – Kathy Morrison, Jane Haymor, and I had the opportunity to meet with Matt Cahoon. Mr. Cahoon will do a study of the DHS Theatre, auditorium operations, and related policies. Following his study, a committee will be developed to review and address Mr. Cahoon's recommendations.