

LYME-OLD LYME PUBLIC SCHOOLS

Small Schools, Big Ideas



Challenging * Achieving * Excelling

REGION #18

Regular Board of Education Meeting

Center School

May 4, 2016

Board Present: Michelle Roche, Chairwoman; Beth Jones, Vice Chair; Jean Wilczynski, Treasurer; Erick Cushman; Diane Linderman; Stacy Winchell

Absent by Previous Arrangement: Rick Goulding; Nancy Lucas Edson; Mary Powell St. Louis

Administration Present: Ian Neviaser, Superintendent of Schools; Elizabeth Borden, Director of Curriculum; James Cavalieri, Principal of Lyme School; Michelle Dean, Principal of Lyme-Old Lyme Middle School; Heather Fitzgibbons, Interim Assistant Principal of Lyme-Old Lyme High School; Nancy Johnston, Director of Special Services; Holly McCalla, Business Manager; John Rhodes, Director of Facilities & Technology

Others Present: Aron D'Aquila, Social Studies Teacher; Silja Forstein and Gabe Barclay, High School Student Representatives; Olwen Logan, District Marketing Consultant

I. Call to Order

The meeting was called to order at 6:35 p.m. by Chairwoman Roche. The Pledge of Allegiance was recited.

II. Approval of Minutes

MOTION: Mr. Cushman made a motion, which was seconded by Mrs. Winchell, to approve the minutes of the District Budget Hearing of April 4, 2016; Special Meeting of April 4, 2016; and Regular Meeting of April 6, 2016.

VOTE: the motion passed unanimously.

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III. Visitors

Silja Forstein and Gabe Barclay reported on the following activities taking place at the schools:

At LOLHS: Three high school students placed in the top 15 out of over 90,000 students in the country in the 2016 National French Contest, “Le Grand Concours,” organized by the American Association of Teachers of French Freshmen. These students are: Jess Kegley who won gold medal (French 2), rank 6th; Fernanda Ovalle won silver medal (French 3), rank 15th; and Natalie Rugg won silver medal (French 4), rank 15th. On May 5, the high school will hold the 2016 National Honor Society inductions. AP testing is in full swing and will continue through the third week of May. To help raise money for the Music Department's trip to Hawaii, the Friends of Music will be hosting the Big Kahuna tag sale at the high school on Saturday, May 14.

At LOLMS: The middle school is finishing standardized testing this week. Eighth grader Nick Fava was chosen to go to the National Invention Convention based on his entry of the Fire Retire – the stove that can shut itself off. He was picked from almost 1,000 students competing at the state level and is invited to travel to Virginia as a national qualifier. In addition, 8th grader Daisy Colvin will be honored on May 20 at LOLMS by CSPAN and will receive a monetary award for her honorable mention video entry to the CSPAN debate competition. Ryan McTigue and Kathleen Zelmanow are being celebrated on May 22 at the Aqua Turf at the Connecticut Scholar-Leader banquet. The end of the year band and chorus concerts with special guest, the Jazz Cats Club, will take place on May 5. Student led conferences are scheduled for May 17 and 18. The school is wrapping up teacher/staff appreciation week with the annual PTO luncheon and a new tradition of a student spirit day with the theme “dress like your teacher.”

At Lyme Consolidated School: On April 29, the PTO held their Arts Night. Many of the artists that helped are current students at Lyme Art Academy. All of the students that attended had a very rich experience. Grades 3, 4 and 5 are finishing up their SBAC testing. Many of the grade levels have their curriculum related field trips scheduled in May. The PTO is holding a book fair the week of May 9. The PTO is holding a golf tournament at Fox Hopyard on May 14 followed by a dinner and silent auction at 6:00 p.m. Parent orientation for incoming kindergarten students will be held on the evening of May 17 from 7:00 to 8:00 p.m. The fifth graders will join Mile Creek's 5th graders for a band and chorus concert at the middle school on May 18 at 7:00 p.m. The staff appreciation luncheon, provided by the PTO, will be held on May 19. On May 25, the 5th graders will be performing their musical "It's Saturday" at 2:00 and at 7:00 p.m.

At Mile Creek School: SBAC testing is taking place in grades 3-5 in both ELA and Math. Additionally, students in all grades will be taking curriculum based assessments and end of the year benchmark assessments. Mile Creek has many field trips, special activities, and student performances scheduled for May including: Scholastic Book Fair; kindergarten trip to Roger Williams Zoo; 1st grade trip to Denison Pequot Museum; 2nd grade performance of their medieval “Musikfest”; 5th grade band and choral concert at LOLMS; 5th grade play called “It’s Saturday!”; 4th grade trip to the State Capitol and Old State House; 1st grade Authors Tea; and 2nd grade Memorial Day celebration.

In the Preschool Program: For May, the Lyme-Old Lyme Preschool's themes are insects and insect life cycles. The students will be learning about the life cycle of a butterfly. Literature selections this month will include: *The Very Hungry Caterpillar* and *Bugs A to Z*. Special days in the preschool this month are May 5, which is Cinco de Mayo, and May 9, which is Pirate Day. On May 26, the students who participate in the High Hopes Therapeutic Riding program as part of their school program, will be attending the annual High Hopes Horse Show where they will receive ribbons for their successes this year.

IV. Administrative Reports

1. Superintendent's Report

Mr. Neviasser reported on the outcome of the budget referendum which took place the previous day. The budget passed with the following results: Old Lyme – 267 (yes) 150 (no); Lyme – 101 (yes) 34 (no).

Mr. Neviasser stated that he received an update from State Representative Carney who reported that the legislature will go into special session to vote on the Governor's budget as no vote had taken place that day. Mr. Neviasser reported that the cuts to the towns might not be as severe as originally reported.

Mr. Neviasser reported on several resignations and the retirements of Catherine Walters and Maureen Fudge, elementary teachers at Mile Creek School.

Mr. Neviasser reviewed the May enrollment report which reflected a total of 1,321 students enrolled.

Mr. Neviasser reported that in response to an RFP from Frontier Communications, the district has submitted a grant proposal for \$12,287 for video equipment to establish two recording stations, one stationary studio to be located in the Board of Ed meeting room and a mobile station complete with extending camera which can be operated remotely from the ground. If funded, this grant would enable the district to produce quality videos of musical, athletic, school, and community events to be broadcast via local TV stations. Mr. Neviasser noted that this is a competitive grant so it is a bit of a long shot, but they are hoping the district will be selected for funding.

Mr. Neviasser extended congratulations to Connie Pan (LOLMS 7th grader) who was one of only 14 students statewide chosen to have their artwork displayed at the Legislative Office Building.

Mr. Neviasser reported that Karen Pasiuk, the district's Math Implementation Coach, recently presented to a group of over 200 math teachers from all over the country at the National Math Conference (NCTM) in San Francisco. Earlier this year, she presented at a New England math conference as well. He noted what a tremendous honor this was for both Karen and the district.

Mr. Neviasser reminded the Board members of the upcoming Staff Recognition Dinner scheduled for May 26 at the Gelston House in East Haddam.

2. Business Manager's Report

Mrs. McCalla reviewed the Executive Budget Summary as of April 30, 2016 with comparison to spending at last year this time. Expenditures of note:

Special Education: continues due to increased, unexpected outplacements.

Administrative Services: Center School reconfiguration, tech purchasing, and attorney fees.

Pupil Transportation: contract price increase year over year.

Mrs. McCalla reviewed the Contingency Maintenance Report noting that there have been some additional projects this past month which have reduced the remaining contingency balance to \$125,115. These projects include shallow well drilling on the main campus as well as some repairs to cracks on the track.

V. Educational Presentation

The Superintendent and Olwen Logan, Marketing Consultant, gave a PowerPoint Presentation on the district's marketing initiative and future plans to recruit more students. A copy of their presentation is attached to these minutes for informational purposes and includes information on the goal of the project, targeted markets, actions to date, and planned actions.

Follow-up conversation included discussion on the use of QR codes; placing videos on the website; communication of programs that make Lyme-Old Lyme unique and a draw for families; fee-based preschool possibility; Chinese student attendance at LOLHS; and social media and publicity suggestions.

VI. Chairman & Board Report

Mrs. Roche reminded the Board members about the staff recognition dinner reported earlier by the Superintendent. She also noted that the June Board meeting is longer than usual because of the various recognitions that take place at that meeting.

VII. New Business

1. LOLHS Field Trip Request

The Board was presented with a field trip proposal to Washington, D.C., from the high school social studies department for March 16-18, 2017. The Board reviewed the backup material which included information on special events planned, ratio of students to chaperones, program costs, scholarships and fundraising, itinerary, etc.

Follow-up conversation included discussion on the importance of selecting a transportation company that has a good safety record; parents dealing directly with the travel company; and number of students attending.

MOTION: Mrs. Linderman made a motion, which was seconded by Mrs. Winchell, to approve the high school field trip request to Washington, D.C., for March 16-18, 2017 as presented.

VOTE: the Board voted unanimously in favor of the motion.

2. Food Service Management Contract

Mrs. McCalla reported that the State Department of Education required 49 school districts to go out to bid for a new Food Service Management Contract, mid-cycle, due to a glitch in the previous RFP process. Region 18 was one of the districts. Following all established guidelines by the state, the district has completed the process and one response was received. Chartwells has met all the criteria of the bid. Mrs. McCalla requested approval by the Board of Education for Chartwells to again be named as the district's Food Service Management Company.

The Board and Administration discussed the lack of bidders and the challenges of food service companies serving a small district.

MOTION: Dr. Jones made a motion, which was seconded by Mrs. Wilczynski, to approve Chartwells as the Food Service Management Company for fiscal year 2016-2017 with four one-year additional renewals.

VOTE: the Board voted unanimously in favor of the motion.

3. Rescinding of Nonrenewals

Due to the passage of the district budget at referendum the previous day, Mr. Neviasser asked that the Board rescind the nonrenewals of staff members that took place at the April Board meeting. This will allow the administration to move forward on appointments for next year and finalize scheduling and placements.

MOTION: Mrs. Winchell made motion, which was seconded by Mrs. Wilczynski, that pursuant to Connecticut General Statutes Section 10-151, the Region 18 Board of Education rescind the nonrenewal of the teacher contracts of the non-tenured teachers as noted on the document provided by the Superintendent and that the Superintendent of Schools is directed to advise such person(s) in writing of this action.

VOTE: the Board voted unanimously in favor of the motion.

4. High School Student Laptop Lease

Mr. Rhodes explained that this purchase is part of the high school initiative for the 2016-2017 school year to expand the digital learning environment for students. This initiative includes deployment of a learning management system and issuing laptops to all high school students. The computer lease is based on Connecticut State Contract pricing for the laptops. The base equipment cost is \$128,250. The total expenditure following four annual lease payments is \$130,957. This is a \$2,707 finance charge or 2.1% over the four-year lease.

Follow-up discussion included the decision of taking “bringing your own device” off the table next year and that all students will be supplied with a laptop so that all students are on an equal playing field with software, operating systems, etc. Mr. Rhodes also reported that insurance is not included and that lost or damaged laptops would be handled the same as a lost textbook. Mr. Rhodes stressed the need to keep it simple the first year of this implementation.

MOTION: Mr. Cushman made a motion, which was seconded by Mrs. Linderman, to award HP Financial Services, using Connecticut Computer Services as the agent, a four-year lease for 500 student laptops for \$32,739.17 annual payments.

VOTE: the Board voted unanimously in favor of the motion.

5. Remote Desktop Server Installation

Mr. Rhodes explained that starting with the 2016-2017 fiscal year, in lieu of replacing the desktop computers, the district will be installing two remote desktop servers. These servers will provide the computing resources requiring the oldest desktops to function only as terminals. This plan extends the life of the oldest desktops reducing the long term desktop replacement plan costs. These servers’ chassis are expandable to accommodate additional aging desktops in future budget years.

This project does not require bidding. Pricing is based on previous bidding on HP Connecticut State Contract pricing and on the district’s long term agreement with Connecticut Computer Services.

MOTION: Mrs. Wilczynski made a motion, which was seconded by Mr. Cushman, to award Connecticut Computer Services the contract to install two remote desktop servers for \$32,550.

VOTE: the Board voted unanimously in favor of the motion.

VIII. Old Business

1. Policy 5450 Tutoring

Mrs. Linderman gave some background on the need to update this policy (to allow teachers to tutor students for a fee with some limitation), and she asked for approval of this policy which was now receiving its second reading.

MOTION: Mr. Cushman made a motion, which was seconded by Mrs. Wilczynski, to approve Policy 5450 Tutoring as presented.

VOTE: the Board voted unanimously in favor of the motion.

2. Lyme Street Campus Fuel Oil Tank Replacement

There was no need to act on this agenda item as information that was needed was received from the company.

3. Closing of LOLHS Project

The district is still waiting for the final change order from the State so there is no action required on this agenda item.

4. Reports of Committees

- a. *Facilities*. No report.
- b. *Building*. No report.
- c. *Technology*. No report.
- d. *Policy*. Mrs. Linderman reported that this committee would meet next week.
- e. *Communications*. No report.
- f. *Finance*. No report.
- g. *Human Resources*. Dr. Jones reported that the Board needed to complete the Superintendent's final evaluation.
- h. *Enrollment & Equity*. No report.
- i. *LEARN*. Mrs. Roche reported that she attended a meeting at LEARN which was right after the state budget cuts were publicized. She also reported on a presentation by an East Lyme representative regarding their facilities.

IX. Correspondence

There was discussion on a letter from a community member who had several suggestions for this district. Mr. Neviasser reported that he responded to this letter, and he may follow up with a face to face meeting.

X. Executive Session


There was no need for an executive session.

XI. Adjournment

The meeting adjourned at 8:49 p.m. upon motion by Mrs. Linderman and a second by Mrs. Winchell.

Respectfully submitted,

Beth Jones, Secretary Pro Tem




Lyme-Old Lyme Schools Marketing Project

Ian Neviaser
Olwen Logan
May 4, 2016

5/3/2016 1 opl_v1.0

The background of the slide is a photograph of a modern, two-story school building with orange brick walls and large windows. The building is set against a sky with soft, white clouds. In the foreground, there is a paved area with a low concrete wall and some young trees.



Goal of the Project

- To increase student enrollment throughout the Lyme-Old Lyme Schools
- *Secondary outcome includes the recruitment of high quality staff members*

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The background of the slide is the same photograph of the school building as the first slide.



Markets we are Targeting in Order to Achieve This Goal

- Students enrolled in Lyme-Old Lyme Schools who might leave to attend either private, parochial, or magnet schools
- Students who live in Lyme and Old Lyme who already attend either private, parochial, or magnet schools
- Families of students who are moving into the area
- Students who continue to reside outside Lyme and Old Lyme but might attend our schools as a tuition student

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Actions to Date (1)

- Hosted Prospective Student Day (PSD) on March 4
- Publicized PSD in local media (The Day, The Lyme Times, 'Events' magazine)
- Advertised PSD in local media
- Created online sign-up for PSD on website
- Created new marketing materials for LOLHS
- Purchased/acquired promotional items (pens, cups, bags, pins, etc.) to hand out to prospective students
- Working with LOLHS senior to produce short promotional video for Lyme-Old Lyme Schools for use on Region 18 website and as handout in DVD form in welcome package

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Actions to Date (2)

- Added link on D18 website to sign up for more info about Lyme-Old Lyme Schools
- Created package of information with welcoming cover letter to send out to sign-ups
- Generated stories in The Day, Lyme Times and 'Events' magazine regarding enrollment situation in region and response in Lyme-Old Lyme Schools– broadening awareness of project
- Participated at Secondary School Fair at The Country School (Madison, CT) with 30+ private day/boarding schools from Northeast U.S.
- Researched with Pine Point and Independent Day School how they assist students with high school selection*.

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Actions to date (3)

- Generated survey sent to Lyme-Old Lyme Schools parents to determine characteristics perceived as best “selling points” for Lyme-Old Lyme Schools
- Met with advertising/creative agencies (A Corporate Image & Tag Team Business Partners) & radio stations (Q105 & Hall Radio) to research paid advertising possibilities
- Met with branding agency (Julia Balfour) to explore options for branding/social media for 2016-17
- Researched how Pfizer/EB advise employees relocating to area

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Planned Actions (1)

- Continue to refine:
 - message by target market
 - plan of action for each market
 - sequence of entry into target markets

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Planned Actions (2)

- Create social media campaign
 - Set up Lyme-Old Lyme Schools Facebook, Instagram, and/or Twitter pages
 - Unpaid posts (text and photos) to increase awareness of schools, increase "Likes", "Followers", etc.
 - Paid, geo-targeted advertising with Google AdWords, Facebook, etc.
- Publicity campaign – release of press releases to:
 - Local/state/national media
 - Educational media
 - Rowing media
 - Robotics media
 - Other unique program area media outlets

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Planned Actions (4)

- Host more Prospective Student Days
- Host Community Information Sessions to generate community 'buy-in' to project (LOL residents are best ambassadors for project)
 - Present at Community Connections 9/21
 - Present at PTOs/PAB
 - Present at Chamber of Commerce
 - Present at other local organizations such as LOL Lions, LOLJWC, etc.

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Planned Actions (5)

- Meet with realtors – supply them with Lyme-Old Lyme Schools marketing information
- Meet with USCG, U.S. Navy, and other major companies to research information given to employees moving to area

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