

# MIDDLETOWN TOWNSHIP BOARD OF EDUCATION STRATEGIC PLANNING

## Community Partnership Action Plan Report November 2006



### **Chairpeople:**

Paul Hencoski  
Tom Olausen  
Debie Studd

### **Members:**

Karen Bilbao  
Marjorie Cavalier  
Laura Kirkwood  
Rae Koumoulis

Pam Brightbill  
Wendy Curtis  
Marianne Kligman  
Bookie McDonough

Written November 2006 / revised February 2007 / Updated May 2007, October 2007, January 2008, May 2008, August 2008,  
January 2009

*Updated: 1/16/2009*

<b>Key:</b>	
<u>S</u> : Study	<u>I/P</u> : In Process
<u>D</u> : Develop	<u>A</u> : Accomplished
<u>A/f</u> : Accomplished, but work is on-going	

**Mission Statement:** Middletown Township School District, in partnership with our historically and culturally rich community, provides students with a rigorous and relevant education that motivates them to recognize and develop their full potential as responsible citizens in a dynamic global environment.

**Community Partnership Goal:** Establish a mutually beneficial partnership **that supports the NJ Core Content Curriculum Standards** and enhances the relationship between our schools and community.

**Community Partnership Strategies:**

1. Develop a comprehensive public relations program that includes communicating with a) the general community (households with and without public school students) b) parental community c) township committee d) media and e) school alumni.
2. Define and promote adequate school funding.
3. Encourage alliances with a) business community b) higher educational institutions c) cultural arts programs.
4. Identify and expand opportunities to share services and facilities between the township and the district.

<b>Key:</b>	
<u>S:</u> Study	<u>I/P:</u> In Process
<u>D:</u> Develop	<u>A:</u> Accomplished
<u>A/f:</u> Accomplished, but work is on-going	

## MIDDLETOWN ACTION PLAN

**Goal Area:** Community Partnership

**Strategy One:** Develop a comprehensive public relations program that includes communicating with a) the general community (households with and without public school students) b) parental community c) township committee d) media and e) school alumni.

Major Activity	Staff, Resources, Timelines	Indicators of Success
<p>1. Produce and distribute a school district informational newsletter. <b>A/f</b></p> <p>2. Add an administrative position whose responsibility would be primarily for public relations, grant writing, corporate sponsorship development and recruitment. <b>A/f</b></p> <p>3. Collaborate with HS/MS TV Production and marketing classes to produce media ads using Brookdale classes and/or volunteers with marketing expertise. <b>I/P</b></p> <p>4. Continue to foster a strong relationship with the township committee by encouraging regular communication. <b>A/f</b></p>	<p><u>May 2007:</u> <i>Budget Newsletter</i> sent to all Middletown residents the week before the April 17, 2007 Budget Vote.</p> <p><u>October 2007:</u> <i>Superintendent's Update</i> continues to be published monthly and posted on the district website.</p> <p><u>Jan. 2009:</u> Include <i>Superintendent's Update</i> in Secondary Rpt. Cards &amp; Progress Reports</p> <p><u>October 2007:</u> Despite the lack of a public relations position, the administration has received grants. For example: AIHE grant for teaching American history (\$959,990 over 3 yrs.).</p> <p><u>Jan. 2009:</u> Increase relationship w/ Public Relations Consultant</p> <p><u>May 2007:</u> Meeting of Bd. Liaisons, Admin. Liaisons, and Township Liaisons on 2/6/07, and ongoing.</p> <p>Quarterly meetings with Parks &amp; Recreation (use of fields, etc.)</p> <p><u>October 2007:</u> Superintendent, Bus. Admin. &amp; Bd. reps. are members of Township Steering Committee beginning summer 2007. Supt. &amp; Asst. Supt. for Pupil Services are members of Municipal Alliance.</p> <p><u>Jan. 2009:</u> HS Marketing teachers to collaborate w/Brookdale teachers</p> <p><u>January 2008:</u> Established partnership with Middletown Public Library. Dedication of \$25,000 toward purchase of library books to support LEADS initiative.</p>	<p>A. A comprehensive public relations program is developed and being followed by the district.</p> <p>B. A marked increase in district grants and corporate sponsorships to help increase school funding independent of budget approvals.</p> <p>C. General public is more informed and knowledgeable about school news, events and happenings.</p> <p>D. A strong and active Alumni Association exists and works to help support the school system.</p>

<b>Key:</b>	
<u>S:</u> Study	<u>I/P:</u> In Process
<u>D:</u> Develop	<u>A:</u> Accomplished
<u>A/f:</u> Accomplished, but work is on-going	

## MIDDLETOWN ACTION PLAN

**Goal Area:** Community Partnership

**Strategy One:** Develop a comprehensive public relations program that includes communicating with a) the general community (households with and without public school students) b) parental community c) township committee d) media and e) school alumni.

Major Activity	Staff, Resources, Timelines	Indicators of Success
<p>5. Establish a talent bank of people within the town who are willing to volunteer their marketing expertise. <b>Not Accomplished (Projected for 2009-10)</b></p> <p>6. Establish a partnership with Brookdale to pursue marketing assistance from Brookdale students where germane to their coursework. <b>I/P</b></p> <p>7. Establish an alumni data bank for the purpose of creating an active alumni association. <b>I/P</b></p> <p>8. Partner with local groups to survey the community to identify areas of interest and concern for the development of community programs. <b>A</b></p>	<p><u>Jan. 2009:</u> High School Marketing teachers are currently working on developing the partnership with Brookdale.</p> <p><u>January 2008:</u> Investigating establishment of an alumni database through district website where alumni can register.</p> <p><u>Jan. 2009:</u> Asst. Sup't for Operations and District Principal to develop.</p> <p><u>October 2007:</u> Township Steering Committee surveyed the community to identify recreational interests for the purpose of developing school and community programs.</p> <p><u>May 2008:</u> Met with Township Steering Committee to hear presentation of completed recreation plan, which was also presented to the Middletown Community on May 6, 2008.</p>	<p>E. Media ads and commercials are produced to tout the district's achievements.</p> <p>F. Regularly scheduled meetings are being held between the district and the township.</p>

## Community Partnership Cost/ Benefit Analysis

<b>Key:</b>	
<u>S</u> : Study	<u>I/P</u> : In Process
<u>D</u> : Develop	<u>A</u> : Accomplished
<u>A/f</u> : Accomplished, but work is on-going	

**Methodology:** We will portray the cost/benefit analysis from a very high level in 2 formats. The first will be a listing of perceived benefits versus what is anticipated as costs or requirements to implement a particular Action Item. The second will be presented in a graphical format looking to identify how quickly an Action Item can be implemented as well as portraying how tangible or intangible the anticipated benefits might be.

### Strategy 1 – Benefits and Costs

#### Benefits

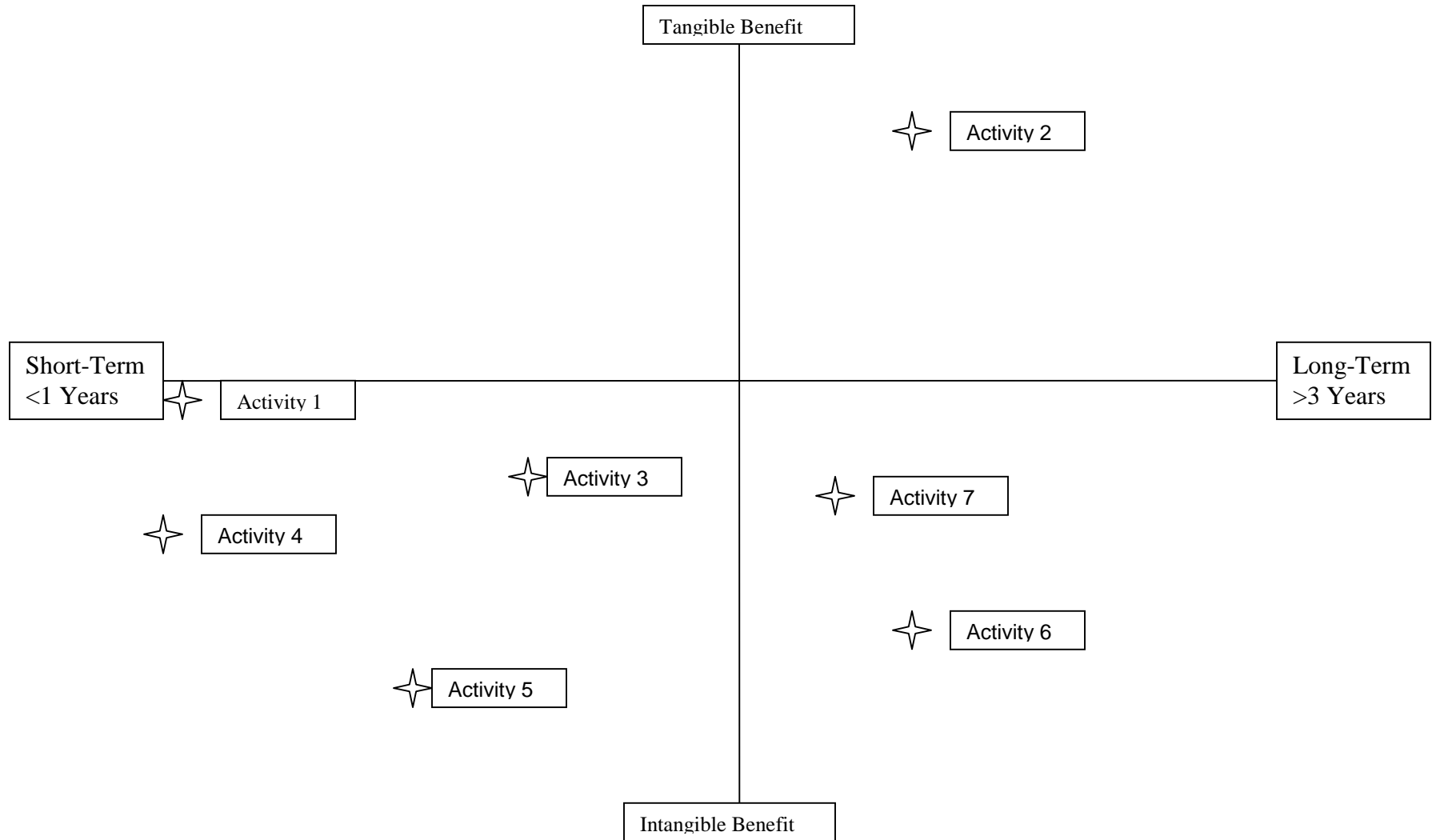
- Improve and highlight the image of the district
- Provides budget support
- Improve the desirability of the township which increases housing values
- Enhance the level of pride in student and district achievement
- Expands the skill-pool that the district can pull from
- Focuses attention on the districts image and funding
- Improves the regard of the faculty and administration
- Fosters cooperation between various schools and areas of the community
- Improve relationship with higher education within the township
- Fosters high levels of cooperation with various township entities leading to improved synergies in costs and services for students

#### Costs/Risks

- Direct labor cost increase
- Increase in communication expenses
- Increase in production expenses
- Resource requirements to accomplish some activities needs to be identified

# Strategy 1 – Cost/Benefit Timeline

**Key:**  
S: Study    I/P: In Process  
D: Develop    A: Accomplished  
A/f: Accomplished, but work is on-going



MIDDLETOWN ACTION PLAN

**Key:**  
**S:** Study    **I/P:** In Process  
**D:** Develop    **A:** Accomplished  
**A/f:** Accomplished, but work is on-going

**Goal Area:** Community Partnership

**Strategy Two:** Define and promote adequate school funding.

Major Activity	Staff, Resources, Timelines	Indicators of Success
<p>1. Expand Budget Awareness Campaign to more of a year-round activity, with annual review and update. <b>A</b></p> <p style="padding-left: 20px;">A. Promote schools via the Internet, for example, to create virtual tours of schools (science labs, TV production, etc.). <b>A/f</b></p> <p style="padding-left: 20px;">B. Get out the message – Connect good schools to good community, strength of school defines community. <b>A</b></p> <p style="padding-left: 20px;">C. Remind voters to vote at school events, staff and PFA meetings all year round. <b>A</b></p> <p>2. Pursue outside funding sources. <b>A</b></p> <p style="padding-left: 20px;">A. Grants <b>A</b></p> <p style="padding-left: 20px;">B. Corporate sponsorships <b>A</b></p> <p style="padding-left: 20px;">C. Additional government aid <b>A</b></p>	<p><u>May 2007:</u> Website link to “Your Town, Your Schools” archived videoclips of 06-07 shows that highlight instructional change in most buildings.</p> <p>“Back to School Night” presentations began the budget campaign in Sept. 06 and will begin the campaign in Sept. 07.</p> <p><u>October 2007:</u> Superintendent and Assistant Superintendents spoke at all “Back to School Nights” thanking community for continued support of budget.</p> <p><u>May 2007:</u> Autism Grant, 4/1/07 through 6/30/08. Special Ed. Enhancement Grant, submitted but not funded. ELLI Grant, submitted 5/23/07. MTEF Grant of \$87,000 for Carbo Recorded Books</p> <p><u>October 2007:</u> AIHE grant for teaching American history (\$959,990 over 3 yrs.). Received bids 9/27/07 for cell tower at HS South. Met with Toms River district as they have been at the forefront of corporate sponsorship initiatives.</p> <p><u>January 2008:</u> In December 2007, one of the elementary Principals attended a two day conference on funding through foundation grants. Information will be shared with the budget ad-hoc committee. A representative from CMA Assoc. will present to BOE on 2/20/08 regarding corporate sponsorships.</p> <p><u>May 2008.</u> Bid Specifications were developed for a Corporate Sponsorship proposal. Appointment will be made at the June 2008 BOE meeting.</p> <p><u>August 2008:</u> At the July 16, 2008 Board meeting, the BOE approved the appointment of CMA, a group that will solicit corporate sponsors. Guidelines were developed so that CMA does not interfere with existing relationships held by parent fund-raising groups and local businesses.</p>	<p>A. Greater percentage of annual budgets being passed.</p> <p>B. Ability to expand programs without having to seek additional budget monies.</p> <p>C. Higher voter turnout.</p>

<b>Key:</b>	
<u>S</u> : Study	<u>I/P</u> : In Process
<u>D</u> : Develop	<u>A</u> : Accomplished
<u>A/f</u> : Accomplished, but work is on-going	

## Community Partnership Cost/ Benefit Analysis

### Strategy 2 – Benefits and Costs

#### Benefits

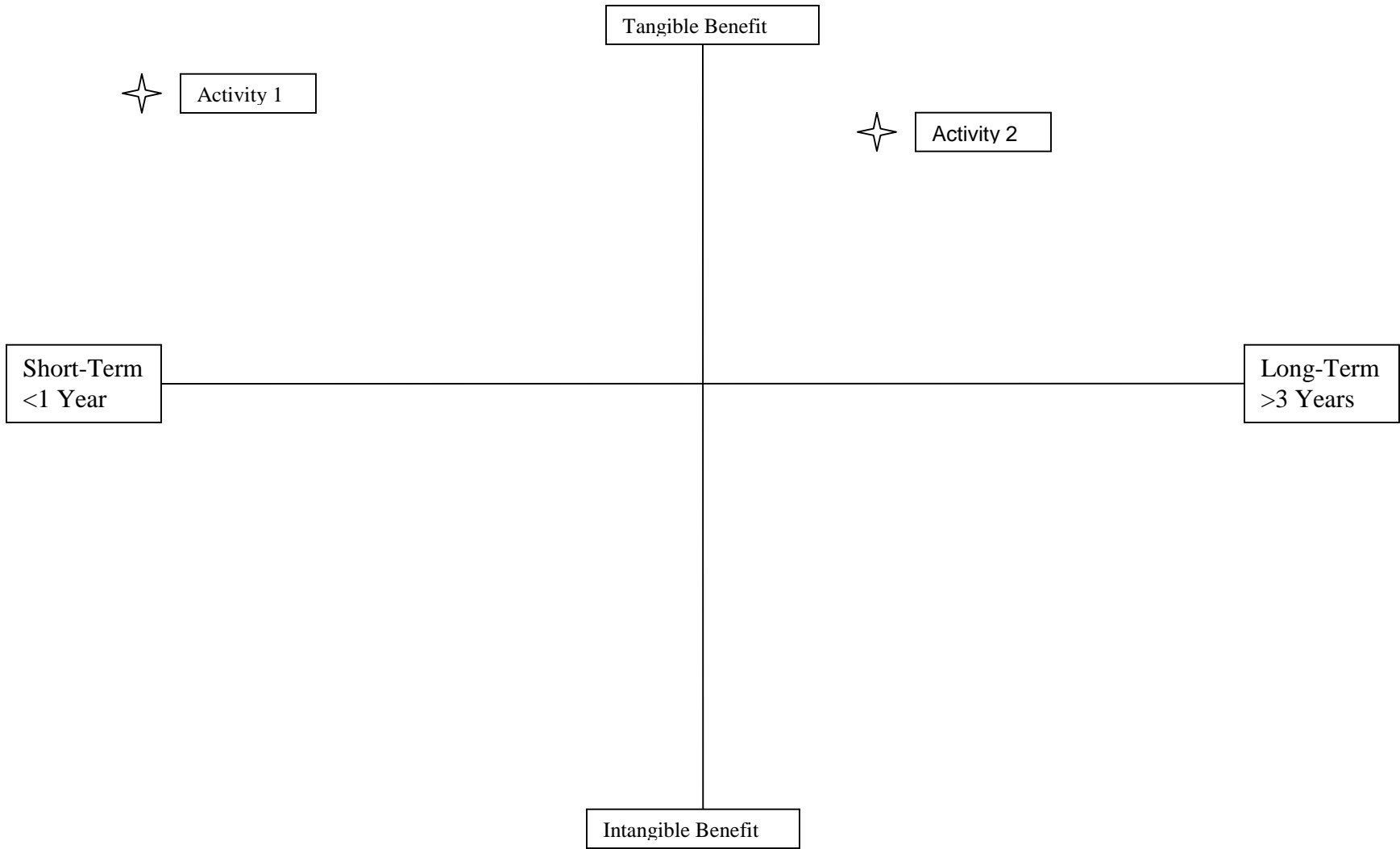
- Improves budget awareness and support throughout the various sectors of the community
- Provides for additional sources of funding
- Improves communication of district needs and accomplishments, thereby improving district image
- Improves relationships with businesses throughout the district
- Improves township and district image

#### Costs/Risks

- Resource requirements as spelled in Strategy 1
- Increase in communication expenses

### Strategy 2 – Cost/Benefit Timeline

**Key:**  
S: Study    I/P: In Process  
D: Develop    A: Accomplished  
A/f: Accomplished, but work is on-going



## MIDDLETOWN ACTION PLAN

<b>Key:</b>	
<u>S</u> : Study	<u>I/P</u> : In Process
<u>D</u> : Develop	<u>A</u> : Accomplished
<u>A/f</u> : Accomplished, but work is on-going	

**Goal Area:** Community Partnership

**Strategy Three:** Encourage alliances with local businesses and community groups, higher educational institutions, and cultural arts programs.

Major Activity	Staff, Resources, Timelines	Indicators of Success
<p>1 Create a Strategic Plan Committee/Board of Directors consisting of all of the stakeholders (local businesses, administration, parents, community, students, etc.) to meet on a quarterly basis to monitor progress to review plan objectives. <b>A</b></p> <p>2. Establish a continuous relationship with all stakeholders who represent the entire community, including:</p> <ul style="list-style-type: none"> <li>A. Chamber of Commerce <b>Not Accomplished</b></li> <li>B. Volunteer organizations, whose function is to provide opportunities for community service <b>A</b></li> <li>C. Local businesses (compile a list of school friendly businesses). <b>A</b></li> <li>D. S.C.O.R.E. <b>I/P</b></li> <li>E. Senior Citizens (bring senior citizens into schools and students to the seniors, i.e. singing, reading, drama, judging art shows, etc.). <b>A</b></li> </ul>	<p><u>May 2007</u>: Strategic Plan Advisory Committee, to meet quarterly, first meeting, May 23, 2007.</p> <p><u>October 2007</u>: Second meeting of Strategic Plan Advisory Committee planned for early November 2007.</p> <p><u>May 2007</u>: Partial list of businesses include internship partners (See 2.3). Cyber Café (See 1.3 and 4.3 in Environment) Student performances at Senior Centers.</p> <p><u>October 2007</u>: Additional internship partners include Brookdale Community College and Middletown Arts Center. At Sept. 26 Board meeting, approval for seniors age 62 and over to be admitted free to all regular season HS football, basketball, and wrestling home events.</p>	<ul style="list-style-type: none"> <li>A. The Strategic Plan is being reviewed and updated on a regular basis.</li> <li>B. The Strategic Plan is being adhered to in a timely manner.</li> <li>C. Greater presence and participation in the schools on the part of all facets of the community.</li> <li>D. An increased knowledge level on the part of students in the townships history.</li> </ul>

## MIDDLETOWN ACTION PLAN

<b>Key:</b>	
<u>S</u> : Study	<u>I/P</u> : In Process
<u>D</u> : Develop	<u>A</u> : Accomplished
<u>A/f</u> : Accomplished, but work is on-going	

**Goal Area:** Community Partnership

**Strategy Three:** Encourage alliances with local businesses and community groups, higher educational institutions, and cultural arts programs

Major Activity	Staff, Resources, Timelines	Indicators of Success
<p>F. Community Based Counseling Agencies <b>A</b></p> <p>3. Establish internship opportunities for students in local business. <b>A/f</b></p> <p>4. Create a township “Cultural Night” highlighting the cultural accomplishments of the various fine, visual and performing Arts programs within the schools (bands, drama groups, art groups, etc.). Use a theme of “The Schools Thank the Community.” <b>I/P</b></p> <p>5. Reintroduce township history into the K-12 curriculum as a means of building community awareness throughout the schools. Invite various community groups to the schools to talk about Middletown history. <b>A</b></p>	<p><u>May 2007</u>: CPC Behav. Health 2/15/07; YMCA, Meetings with Administrators, May ‘07.</p> <p><u>October 2007</u>: CPC services began for 2007-8 on October 8, 2007. As of Fall 2007, in cooperation with the YMCA, New Monmouth and Nut Swamp elementary schools are offering programs after school and Thorne and Bayshore middle schools have begun “Leaders Club” programs during the school day.</p> <p><u>May 2007</u>: Bayshore &amp; Riverview Hospitals; AVAYA internships.</p> <p>October 2007: New internships begun at Brookdale Community College and Middletown Arts Center, Fall 2007.</p> <p><u>January 2008</u>: New internships established at Sunnyside Equestrian Center and Middletown Town Hall.</p> <p><u>October 2007</u>: Teaching American History grant will incorporate local history into professional development for teachers. HS honors history classes touring local historical sites as part of curriculum, Fall 2007.</p> <p><u>May 2008</u>: On June 26, the teachers involved in the TAH Grant will tour Monmouth County Historical sites in order to incorporate them into the curriculum for Fall 2008.</p>	

## Community Partnership Cost/ Benefit Analysis

<b>Key:</b>	
<u>S</u> : Study	<u>I/P</u> : In Process
<u>D</u> : Develop	<u>A</u> : Accomplished
<u>A/f</u> : Accomplished, but work is on-going	

### Strategy 3 – Benefits and Costs

#### Benefits

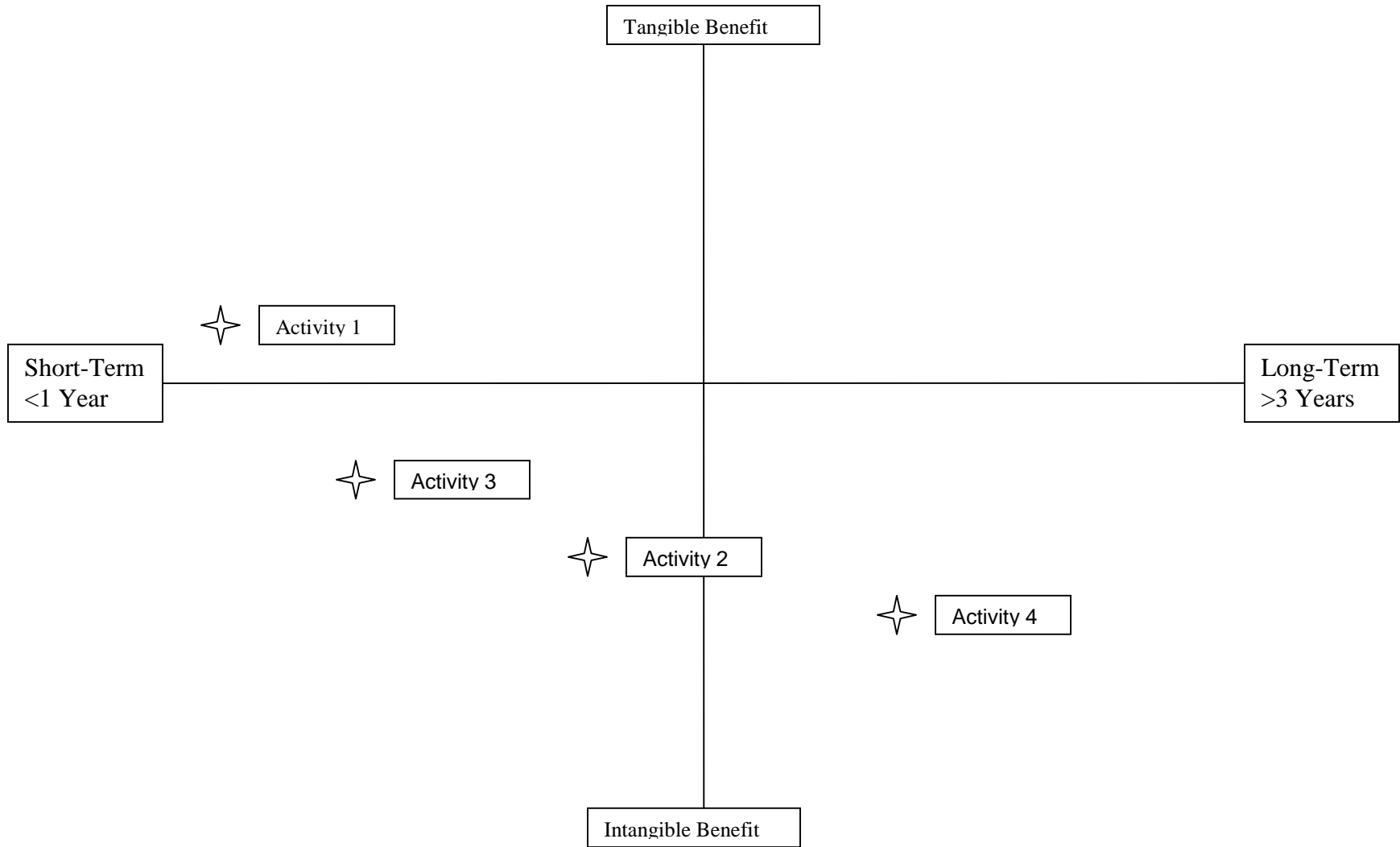
- Establishes on-going accountability for commitment to Strategic Plan
- Improves relationships and cooperation between the district and the various stakeholders throughout the township
- Enhance pride in student achievement
- Fosters cooperation between various schools and areas of the community
- Increase pride in the township and its cultural history on the part of students
- Improves communication throughout the township on student and district achievements and activities
- Fosters direct involvement in the schools of all stakeholders within the township
- Allows for recognition of local businesses and groups leading to improved district regard

#### Costs/Risks

- Requirements to administer strategies needs to be identified
- Requires support from the community groups and businesses
- Increased communication costs

### Strategy 3 – Cost/Benefit Timeline

**Key:**  
S: Study    I/P: In Process  
D: Develop    A: Accomplished  
A/f: Accomplished, but work is on-going



## MIDDLETOWN ACTION PLAN

<b>Key:</b>	
<u>S</u> : Study	<u>I/P</u> : In Process
<u>D</u> : Develop	<u>A</u> : Accomplished
<u>A/f</u> : Accomplished, but work is on-going	

**Goal Area:** Community Partnership

**Strategy Four:** Identify and expand opportunities to share services and facilities.

Major Activity	Staff, Resources, Timelines	Indicators of Success
<p>1. Compile a list of items we purchase in conjunction with the township (fuel, sand, salt, etc.) <b>A/f</b></p> <p>2. Publicize the existing arrangements between the district and the township. <b>A</b></p> <p>3. Establish links to each others' websites. <b>A</b></p>	<p><u>May 2007</u>: District purchases fuel, salt/sand. District and Township utilize each other's bids, e.g. for paving.</p> <p><u>May 2007</u>: Township Parks and Recreation Dept. uses many district fields, gym structures (bubble). District utilizes Township parks for tennis and Project Adventure, (lower elements). District and Township share equipment and tools. District picks up mail for Township at and between some locations. Other shares: MOESC for natural gas, non-public services, calculators &amp; transportation; ACES for electricity, Ed Data for school, curriculum, athletic and facilities supplies; Jointures for transportation; Sending/receiving students for special education services (tuition) with other public districts in county. Municipal Alliance provides CADC services to District's Austin Academy, as of 3/07. Annual "Reaching Out" Conference in May. 5/24, Municipal Alliance (Mayor, Police Chief, etc.)</p> <p>May 2007: Accomplished, November 2006.</p> <p>Superintendent's article in May 07, <u>Middletown Matters</u>.</p>	<p>A. Increase in shared services between the township and the district:</p> <ul style="list-style-type: none"> <li>i. Use of the HS North bubble for 'open teen night' for basketball on Monday nights.</li> <li>ii. Township completed leveling and grading work for District at Nut Swamp School's fields, although the work is still ongoing</li> <li>iii. District provided with use the tennis courts for matches at the Middletown Swim Club in lieu of the tennis courts at Normandy Park (which need some refurbishing)</li> <li>iv. The district participated on the Middletown Parks, Recreation and Cultural Affairs- Master Plan Steering Committee (the administration, Facilities Supervisors and Board representatives) from mid 2007 though mid 2008. This plans addresses the use, and shared use, of district and Township fields and facilities.</li> </ul> <p>B. Increased "hits" on the district website.</p>

## MIDDLETOWN ACTION PLAN

<b>Key:</b>	
<b>S:</b> Study	<b>I/P:</b> In Process
<b>D:</b> Develop	<b>A:</b> Accomplished
<b>A/f:</b> Accomplished, but work is on-going	

**Goal Area:** Community Partnership

**Strategy Four:** Identify and expand opportunities to share services and facilities.

Major Activity	Staff, Resources, Timelines	Indicators of Success
<p>4. Share information in each others' newspapers through a column in <i>Superintendent Update</i> and <i>Middletown Matters</i>. <b>A</b></p> <p>5. Distribute school district publication to different associations, community centers, etc. <b>A</b></p> <p>6. Continue to explore new ways to share facilities and services through monthly meetings. <b>A</b></p> <p>7. Promote awareness of district website and make it more user friendly and eventually interactive. <b>A</b></p>	<p><u>Jan. 2009:</u> <i>Middletown Matters</i></p> <p><u>May 2007:</u> Meeting with Director of Arts Center on May 16, 2007, to plan ways the district can use the new Arts Center facilities.</p> <p>Opening of the HS tracks to the public, April 07.</p> <p><u>October 2007:</u> District in-service for Visual and Performing Arts teachers will take place at Middletown Arts Center with courses being taught by teachers from Monmouth County Arts High School.</p> <p>Refurbished cinder track at Thompson and are evaluating cinder track locations for Bayshore and Thorne.</p> <p><u>May 2007:</u> Promotion of district website since Sept. 06 at "Back to School Nights" and to the public at all subsequent meetings. The website address is now on all district letterheads.</p> <p><u>October 2007:</u> Promotion of district website continued at Sept./Oct. '07 "Back to School Nights".</p> <p><u>May 2008:</u> Creation of an intranet for LEADS resources will soon be available to other school districts and the whole community.</p> <p><u>August 2008:</u> District website utilized to provide weekly community updates on hot-button issues, like the HSN Turf Field and the Verizon Cell Tower.</p>	<p>C. Greater understanding on the part of the community and the media of the district and township being united and cooperative.</p>

## Community Partnership Cost/ Benefit Analysis

<b>Key:</b>	
<u>S</u> : Study	<u>I/P</u> : In Process
<u>D</u> : Develop	<u>A</u> : Accomplished
<u>A/f</u> : Accomplished, but work is on-going	

### Strategy 4 – Benefits and Costs

#### **Benefits**

- Fosters high levels of cooperation with various township entities leading to improved synergies in costs and services for students
- Supplement district funding
- Improve overall image of the district and township
- Improve communication on student and district achievements and activities

#### **Costs/Risks**

- Requirements to administer activities needs to be identified
- Increased communication costs

### Strategy 4 – Cost/Benefit Timeline

**Key:**  
S: Study    I/P: In Process  
D: Develop    A: Accomplished  
A/f: Accomplished, but work is on-going

