



Communications Update

Presentation to the Board of Education
November 14, 2023

Dr. Mark Secaur
Superintendent

Mr. Jamie Stuart
Communications Consultant

Smithtown Central School District

JAMIE STUART



- Native Long Islander
- 7x Emmy Winner
- Passion: Storytelling



SYNTAX

- For 23 years, Syntax has provided a wide range of marketing and communication consulting services to public agencies – especially school districts – across NYS and beyond.
- SCSD upgraded service on July 1, 2021, to include a full-time person embedded in district.

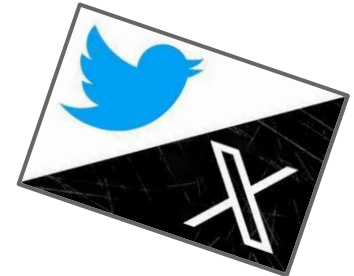
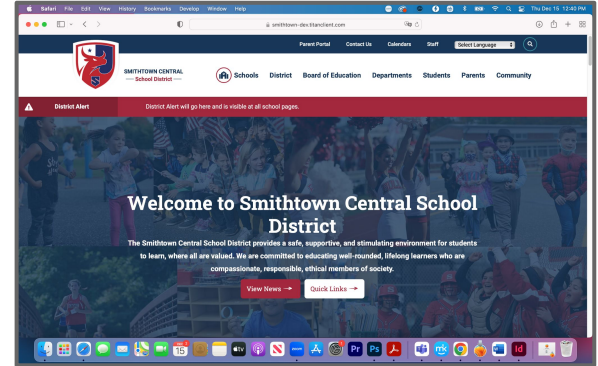
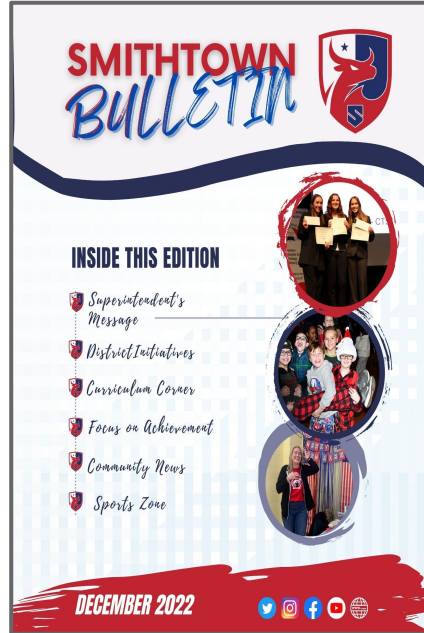


COMMUNICATIONS COMMITTEE



Charge: The SCSD Communications Committee will help evaluate District communications to ensure effective and consistent channels of information regarding School District activities. Through communications, our goal is to keep strengthening connections with all members of the Smithtown Central School District community.

SCSD Communication Tools & Highlights



COMMUNICATION TOOLS & HIGHLIGHTS



The screenshot shows a web browser window displaying the homepage of the Smithtown Central School District. The browser's address bar shows the URL `smithtown-dev.titanclient.com`. The website features a dark blue header with navigation links: Parent Portal, Contact Us, Calendars, Staff, and a language selection dropdown. Below the header is a main navigation menu with icons and labels for Schools, District, Board of Education, Departments, Students, Parents, and Community. A red banner at the top of the main content area contains a "District Alert" icon and the text "District Alert will go here and is visible at all school pages." The main content area has a large background image of students at a school event. The text "Welcome to Smithtown Central School District" is prominently displayed in white. Below this, a paragraph states: "The Smithtown Central School District provides a safe, supportive, and stimulating environment for students to learn, where all are valued. We are committed to educating well-rounded, lifelong learners who are compassionate, responsible, ethical members of society." At the bottom of the main content area, there are two buttons: "View News" and "Quick Links". The browser's macOS dock is visible at the bottom of the screen, showing various application icons.

COMMUNICATION TOOLS & HIGHLIGHTS



MOOV

LONG ISLAND / SUFFOLK

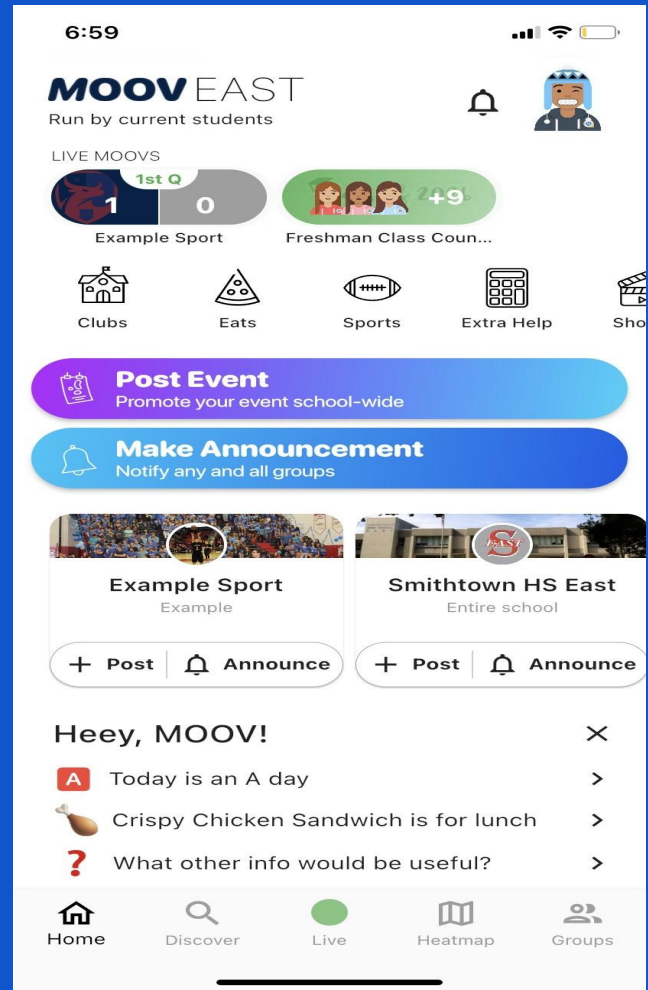
High school alum creates app to help students become more engaged with school



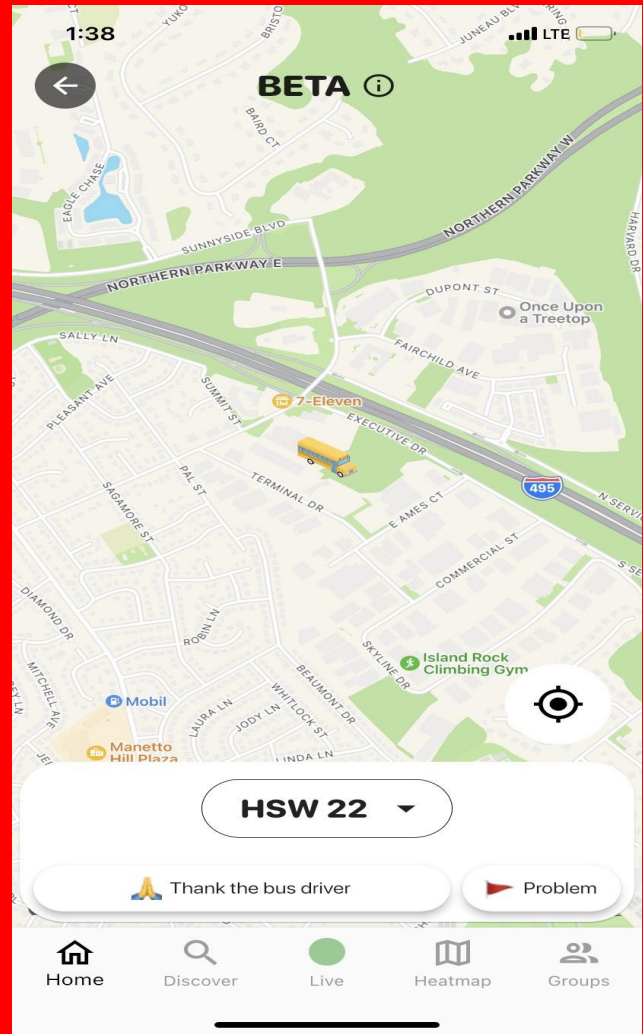
An app that Smithtown West High grad Kevin Camson built to help students become more engaged in school activities could have helped him too, he says.

In high school, Camson wrote computer code but he skipped clubs like Robotics and Maker Space that might have appealed to his technical interests, and sometimes just went straight home to his room after classes.

"I didn't always discover the groups I wish I had... I had good friends but at times I was lonely and a bit lost," Camson, 23 and a graduate of the University of Notre Dame in Indiana, told Smithtown Central School District leaders in a February presentation that mixed reflection on his school days with tech-bro braggadocio about "the future of ed-tech."



MOOV



COMMUNICATIONS COMMITTEE



HOT OFF THE PRESS!

SMITHTOWN BULLETIN

INSIDE THIS EDITION

- Superintendent's Message
- District Update
- Curriculum Corner
- Focus on Achievement
- Community News
- Sports Zone

SEPT 2023



PICS..PICS..AND MORE PICS!!!



Pictures & Video



**HUMAN INTEREST STORIES ARE
THE BEST!**



MOVING UP!

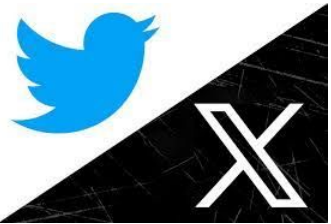


SOCIAL MEDIA GROWTH



MORE THAN 4,800 FOLLOWERS

- A 53% increase since 2022



MORE THAN 2,600 FOLLOWERS

- A 17% increase since 2022



MORE THAN 6,700 FOLLOWERS

- A 54% increase since 2022

SOCIAL MEDIA GROWTH



Page Insights

Oct 15 - Nov 11

Last 28 days

Post Reach

94.2k

▲ 139%

Post Engagements

66.7k

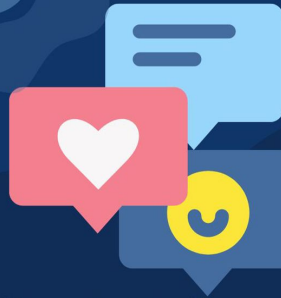
▲ 91%

New Page Likes

58

▲ 123%

FOLLOW US! LIKE US!



Like & Follow Us
On Social Media

Instagram: @smithtowncsd

Twitter: @smithtowncsd

Facebook: Smithtown Central School District

IN THE NEWS!

Around our Schools



STUDENT PRODUCTION MAKING HEADLINES: After three months of preparation and rehearsal, the Astorport Middle School Drama Club recently produced and performed three shows of Disney's "Newsies 2." The show is inspired by the real life events of the 1899 newspaper strike and tells the story of New York "Newsies the Way" and changed the course of history. Produced and directed by Drama Club director and advisor Shaquell Brantley, sixth, seventh and eighth grade students had worked tirelessly since February to put on the finished product.



East, West Classes of 2023 celebrate graduation

Smithtown high schools East and West held their annual graduation ceremonies, Thursday, June 22. Despite rain in the forecast, the excitement outweighed students to graduate outdoors. East and West classes of 2023 celebrated their graduation at the school's outdoor venue, and the graduates were celebrated by their families and friends.

Superintendent Kevin Simmons, who before moving to the district office, was the keynote speaker. Simmons, Smithtown High School, spoke about overcoming the pandemic, sticking together and "renewing the spirit of learning" with other with kindness. Simmons, Central School District Superintendent Dr. Mark DeCaro addressed the Class of 2023 at Smithtown West. "You have left a legacy for future Smithtown High School West Principal John Coady told the class. "The best days are ahead of you, not behind you," and encouraged the students to be a positive influence and "always respect the values of others."

Stephen Jung, Smithtown High School West History Speaker spoke to the class about overcoming the pandemic, while saying, "Each of you earned a right to be here and that deserves to meet greatness." School Class President Stephen Hunt IV reminded the class to find their passion and "always remember you are your own person."



COMMUNICATION TOOLS & HIGHLIGHTS



Important Issues in Education

- **Goal:** To improve the communities understanding of the district's philosophical and practical approaches to addressing important issues
- **Methods**
 - Position papers
 - Infographics
 - Videos
- **Topics**
 - Diversity, Equity and Inclusion
 - Curriculum
 - Social and Emotional Learning
 - Mental Health
 - Professional Development
 - Partnerships



INTERPERSONAL COMMUNICATIONS



Consistent Themes

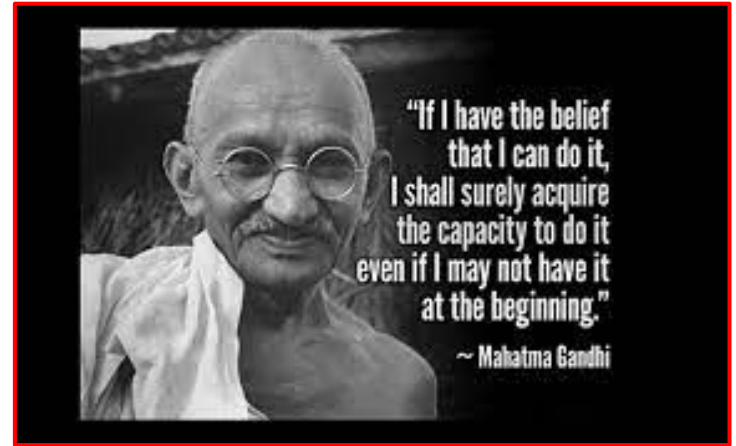
- **Belief**
- **Engagement**
- **Relationships**



Next Steps

- **Empowerment**
- **Innovation**

INTERPERSONAL COMMUNICATIONS



INTERPERSONAL COMMUNICATIONS



Positive Engagement & Relationship Building

- **Assist academically, emotionally & socially**
- **Find & cultivate their interests**
- **Create “Inviting Spaces”**
- **Forge trusting relationships**
- **Be the reason they show up!**

INTERPERSONAL COMMUNICATIONS



Relationships

- Interactions build relationships
- Active, authentic listening
 - Builds authentic listening
 - Empathy
 - Reflection
 - Damages listening
 - Judgment
 - Interrogation
 - Problem Solving
 - Storytelling
- Listening vs. Fixing

INTERPERSONAL COMMUNICATIONS



THE INNOVATOR'S MINDSET

WITH **GEORGE COUROS**

LEARNING
LEADING
LIVING



Thank You!

