



# School Committee Meeting Materials

**Salem Public Schools  
Special School  
Committee Meeting**

**December 14, 2015**

**7:30 pm**

*Ms. Deborah Amaral  
Mr. Nate Bryant  
Ms. Rachel Hunt*



*Mr. James M. Fleming  
Mr. Patrick Schultz  
Dr. Brendan Walsh*

*Mayor Kimberley Driscoll, Chair*

**"Know Your Rights Under the Open Meeting Law, M.G.L. c.30A § 18-25 and City Ordinance Sections 2-2028 through 2-2033."**

**December 10, 2015**

Notice is hereby given that the **Salem School Committee** will hold a **Special School Committee meeting on Monday, December 14, 2015 at 6:30 p.m. for the purpose of conducting the following business on this agenda.**

## **SPECIAL SCHOOL COMMITTEE MEETING AGENDA December 14, 2015**

- I. Superintendent's Forum on Next Generation of Assessments in Salem – to be held in the Auditorium at Collins Middle School at 6:30 p.m.  
  
Presentation on Next Generation of Assessments
  - What are the options for Salem in the Spring of 2016
  - Feedback from the audience
- II. Special School Committee Meeting will convene in the School Committee Chambers at the conclusion of the Superintendent's Forum.
- III. Approval of the Agenda
- IV. Questions and Comments from the Audience
- V. Action Items
  - a. Deliberation on the Superintendent's Recommendation to administer the PARCC Assessment in the spring of 2016 in the elementary and middle schools
  - b. Deliberation on the approval of the position of Communications, Engagement & Marketing Strategist
  - c. Deliberation on the approval of the Memorandum of Agreement by and between the Salem School Committee and the AFSCME Council 93, Local 294 regarding "Carryover Vacation"
- VI. Questions and Comments from the Audience regarding the December 14, 2015 meeting
- IV. Adjournment

**Respectfully submitted by:**

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Eileen M. Sacco, Secretary to the  
Salem School Committee

## **Communications, Engagement & Marketing Strategist**

Salem Public Schools seeks a highly skilled, organized, motivated, and dynamic communications professional to join the leadership team of a small urban school district on the North Shore of Boston. Reporting to the Superintendent, the Communications, Engagement & Marketing Strategist will set and lead a district-wide communications strategy that informs, engages, unites, and celebrates the Salem Public Schools community in meeting district goals. Key responsibilities include strategic communications design and execution, core message development, digital and traditional media relations, marketing and public relations, and community engagement.

Working closely with the Superintendent and other members of the Salem leadership team, the Communications, Engagement & Marketing Strategist will lead the development and implementation of a multi-year plan that is focused on informing, engaging, and promoting the district and its schools to a diverse set of stakeholders. Target audiences include parents/families, members of the public, current staff, and potential teachers and other educators being recruited to work in the district.

### **Responsibilities include:**

- Organize the core messages related to the work of the district and craft a unified, strategic communications plan across the district's diverse audiences in collaboration with the Salem Public Schools Leadership Team and constituents
- Target messages with key audiences using a variety of communications channels, ensuring appropriate timing and alignment with district-wide plans and initiatives
- Ensure that accurate and timely news about schools, programs, achievements of students and staff, opportunities for input, decisions and district policies, programs, procedures, and emergencies are communicated to target audiences.
- Develop and maintain a parent and community newsletter and other outreach vehicles and/or communications strategies to inform and engage families and community partners
- Develop and strengthen the district's internal communications strategy to ensure that all district staff are informed and engaged
- Manage the development, distribution, and maintenance of all external and internal print and web-based materials including but not limited to newsletters, brochures, promotional materials, reports, presentations.
- Manage content for the Salem Public Schools website and coordinate website maintenance—ensure that new and consistent information (links to resources, announcements, and events) is posted regularly and that the content aligns with the district's core messages.
- Develop and manage a robust social media strategy, including the SPS Facebook account and other social media outlets

- Prepare and review PowerPoint presentations to School Committee and other target audiences
- Manage media relations including development of contacts, press and media inquiries, press releases and public information.
- Collaborate with the Chief of Systems Strategy and others to develop a district-wide community engagement strategy that creates and improves efforts to listen and learn from diverse stakeholders in the Salem community.
- Provide leadership in the development of a district-wide and school-level marketing strategy that supports both student and educator recruitment and retention. Responsible for market research, branding, development of collateral/print materials and marketing channels.
- Support the district's efforts to strengthen translation services to expand ability to reach all of Salem's diverse stakeholders.

### **Qualifications, Skills, and Experience**

1. Bachelor's degree in Communications, Journalism, Marketing, Public Administration, related fields or relevant experience; Master's degree preferred
2. Minimum of five (5) years experience in communications with experience in working within local or state agencies, preferably educational organizations.
3. Excellent problem solver, independent and entrepreneurial.
4. Bilingual capacity in Spanish. (Highly desired)
5. Highly collaborative, flexible and adaptive work style, with the ability to work very irregular hours and prioritize among competing demands.
6. Outstanding written and verbal communication skills required.
7. A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.
8. Strong knowledge of social media and digital communications.
9. Relationship builder with the flexibility and finesse to "manage by influence."
10. High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
11. Sincere commitment to work collaboratively with all constituent groups including staff, board members, volunteers, donors, program participants, and other supporters.
12. Self-starter, able to work independently and entrepreneurially; enjoys creating and implementing new initiatives
13. Must be computer proficient with word processing and desktop publishing skills.
14. Ability to deal effectively fairly and courteously with people in a variety of environments.
15. Natural ability to collaborate and build relationships with multiple stakeholders, both internally and externally.
16. Demonstrated commitment to urban public education and the district's strategic direction.

### **Salary and Terms of Employment**

1.0 FTE, Full-time, year-round position (non-union). Compensation is commensurate with experience.

MEMORANDUM OF AGREEMENT

BY AND BETWEEN

SALEM SCHOOL COMMITTEE

AND

AMERICAN FEDERATION OF STATE,  
COUNTY, AND MUNICIPAL EMPLOYEES,  
AFL-CIO, COUNCIL 93, LOCAL 294

“VACATION CARRYOVER”

**WHEREAS**, the Salem School Committee, hereinafter the “Committee” or “District” and the American Federation of State, County, and Municipal Employees, AFL-CIO, Council 93, Local 294, hereinafter the “Union” are parties to a Collective Bargaining Agreement for a bargaining unit, commonly known as the AFSCME Unit, and

**WHEREAS**, in the Collective Bargaining Agreement for the period July 1, 2014 to and through June 30, 2015, the vacation carryover benefit for all employees was amended to allow a carryover of vacation of up to ten (10) vacation days from one year to the next and

**WHEREAS**, most recently, employees have expressed concern that they were unaware of the change in said vacation benefit, and

**WHEREAS**, as the close of the calendar year approached, they were made aware of the change of benefit, causing the employees to realize they had to use “excess” vacation credits or lose them, and

**WHEREAS**, to now allow those employees to take such “excess” vacation days, it would cause a disruption of the work schedule, and

**WHEREAS**, in order to avoid such disruption and also to prevent employees from losing said days, the Committee and the Union have met to resolve this issue, and

**WHEREAS**, as a result thereof, the Committee and the Union have reached agreement to so resolve the issue, it is

**THEREFORE AGREED** as follows:

1. Employees who, as of the execution date of this agreement have “excess”

vacation days, may convert said days to sick leave days.

2. This agreement is for Calendar Year 2015 only and is entered into on a “without prejudice” basis as to the Committee and the Union and shall not be used as a form of precedent in any future claims asserting the existence of a past practice concerning “excess” vacation days carry over.

This Agreement entered into on this 9 day of December, 2015.

FOR THE COMMITTEE

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FOR THE UNION

*Angela M. [Signature]*  
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*Beth [Signature]*  
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