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DATE POSTED:	VI-1 KUse Only
2022 DEC 15	DLERK ₽M 3: 32

## AMENDED AGENDA

POSTED IN ACCORDANCE WITH THE PROVISIONS OF MGL 30A § 20 Act relative to extending certain COVID-19 measures

adopted during the state of emergency

### Marblehead School Committee

Name of Board or Committee

### Address: Marblehead High School- Library at 2 Humphrey St. Marblehead MA, 01945 OR Zoom Conference join via the web link or Dial in

Link: https://marbleheadschools-org.zoom.us/j/95300141749?pwd=dlZNbXE2NE10eTFsSHhBSE1HZEJXdz09 Meeting ID: 953 0014 1749 Password: 314765

Dial in Phone # +1 646 558 8656

Thursday	D I			
v v	December 15 <sup>th</sup>		2022	7:00pm
Day of Week	Month	Data		7.00pm
J == CON	WOIIII	Date	Year	Time

Agenda or Topics to be discussed listed below (That the chair reasonably anticipates will be discussed)

- I. Initial Business
- Call to Order a.
- Encore Student Choral Performance b.
- c. Commendations
- d. Student Representative-Yasen Colon
- e. Public Comment
  - II. Consent Action and Agenda Items
    - a. Appointment of School Nurse
  - III. Superintendent Report
    - a. Massachusetts Comprehensive Assessment System, MCAS Testing Update Village School MCAS Update-Principal Amanda Murphy
    - b. Addressing Hate in School Sports-Athletic Director, Greg Ceglarski
    - c. District Updates
  - IV. Finance Organizational Support
    - a. Schedule of Bills
  - V. School Committee Communication and Discussion Items
    - a. School Committee Budget Priorities and Budget Calendar Discussion
    - b. School Committee Member Vacancy Update
    - c. Subcommittee and Liaisons Updates
  - VI. Closing Business
    - a. New Business
    - b. Correspondence
    - c. Adjournment

Hybrid Meeting Notice: Members of the public are welcome to attend this in-person at 2 Humphrey St. Marblehead MA 01945 or by the remote zoom connection provided. Please note that the in-person meeting will not be suspended or terminated if technological problems interrupt the remote connection.

#### THIS AGENDA IS SUBJECT TO CHANGE

Chair Person: Sarah Fox Posted By: Lisa Dimier Date: 12/15/2022



DATE POSTED Town Clerk Use Only 2027 DEC 13 AM 9: 32

# MEETING NOTICE

POSTED IN ACCORDANCE WITH THE PROVISIONS OF MGL 30A § 20 Act relative to extending certain COVID-19 measures adopted during the state of emergency

### **Marblehead School Committee**

Name of Board or Committee

Address: Marblehead High School- Library at 2 Humphrey St. Marblehead MA, 01945 OR Zoom Conference join via the web link or Dial in

Link: <u>https://marbleheadschools-org.zoom.us/j/95300141749?pwd=dlZNbXE2NE10eTFsSHhBSE1HZEJXdz09</u> Meeting ID: 953 0014 1749 Password: 314765

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Day of Week	Month	Data	**	
	wonth	Date	Year	Time

Agenda or Topics to be discussed listed below (That the chair reasonably anticipates will be discussed)

- I. Initial Business
- a. Call to Order
- b. Encore Student Choral Performance
- c. Commendations
- d. Student Representative-Yasen Colon
- e. Public Comment
  - II. Consent Action and Agenda Items
    - a. Approval of 11/17/2022 and 12/1/2022
  - III. Superintendent Report
    - a. Massachusetts Comprehensive Assessment System, MCAS Testing Update Village School MCAS Update-Principal Amanda Murphy
    - b. Addressing Hate in School Sports-Athletic Director, Greg Ceglarski
    - c. District Updates
  - IV. Finance Organizational Support
    - a. Schedule of Bills
  - V. School Committee Communication and Discussion Items
    - a. School Committee Budget Priorities and Budget Calendar Discussion
    - b. School Committee Member Vacancy Update
    - c. Subcommittee and Liaisons Updates

(Vote)

(Vote)

#### VI. Closing Business

- a. New Business
- b. Correspondence
- c. Adjournment

Hybrid Meeting Notice: Members of the public are welcome to attend this in-person at 2 Humphrey St. Marblehead MA 01945 or by the remote zoom connection provided. Please note that the in-person meeting will not be suspended or terminated if technological problems interrupt the remote connection.

## THIS AGENDA IS SUBJECT TO CHANGE

Chairperson:	Sarah Fox	
Posted by:	Lisa Dimier	
Date:	12/13/2022	
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# Lauren A. Kinder

#### Registered Nurse

- ▼ Exceptional leadership skills
- ▼ Efficient in Organization & Multitasking
- ▼ Detail-Oriented/ Creative Problem Solver
- ▼ Exceptional Time Management Abilities
- Superior team building abilities
- Excellent Interpersonal Skills

## Education & Technical Skills

Western Governors University, Salt Lake City, UT

Master of Science in Nursing (MSN)

2019-2021

#### Salem State University School of Nursing, Salem, MA

Bachelor of Science in Nursing (BSN) 2006-2010

- ▼ Massachusetts Registered Nurse License #RN2277995
  - ▼ American Heart Association CPR BLS Certification
- ▼ Massachusetts Department of Elementary and Secondary Certification License #509628

#### Professional Experience

#### Malden Public Schools, Malden MA

#### School Nurse

- ▼ Provide healthcare to students and staff
- ▼ Perform health screenings
- Developing plans for student care based on assessment, interventions, and identification of outcomes, and the evaluation of care
- Serving as consultants with other school professionals, such as food service personnel, physical education teachers, coaches, and counselors
- Providing health-related education to students and staff in both individual and group settings
- Monitoring immunizations, managing communicable diseases, and assessing the school environment as to prevent injury and ensure safety
- Overseeing infection control measures
- ★ Actively participating in school safety plans that address school violence, bullying, and emergencies that may occur at school

Lynn Public Schools, Lynn MA

Feb 2018-Nov 2018

2018-Present

#### School Nurse

- ▼ Provide healthcare to students and staff
- ▼ Perform health screenings
- Developing plans for student care based on assessment, interventions, and identification of outcomes, and the evaluation of care
- Serving as consultants with other school professionals, such as food service personnel, physical education teachers, coaches, and counselors
- Providing health-related education to students and staff in both individual and group settings
- Monitoring immunizations, managing communicable diseases, and assessing the school environment as to prevent injury and ensure safety
- Overseeing infection control measures
- Actively participating in school safety plans that address school violence, bullying, and emergencies that may occur at school

#### Lahey Health at Home formally VNA of Middlesex East, Woburn MA 2013-2018

#### Registered Nurse/Hospice RN/Admission Nurse/RN Case Manager

- ▼ Promote and maintain health of individuals, families, and the community through teaching, counseling and appropriate preventative measures.
- ▼ Carryout prescribed treatments to patients in their homes.
- Provide care and support to terminally ill patients, help patients reach acceptance and peace of mind during the last stages of life.
- Provide development of care plan, coordinate needed services, observe and monitor patient's response to care and treatment.
- × Demonstrate, teach and supervise care to patients and families
- Consult about individuals or family health problems with other professionals, such as physicians, dietitians, social workers and therapists.
- ▼ Supervise home health aides.

#### **RN Clinical Manager**

- ▼ Support person to all staff in home health care setting
- Evaluating the performance of staff nurses, Physical Therapist, Occupational Therapist, Nutritionist, Speech Therapist, Schedulers, Home Health Aides. Providing feedback and mentoring, developing education programs, contributing to staff professional development, interviewing and hiring nurses and medical staff.
- Overseeing day-to-day management; developing and implementing policies and directives; attending meetings; Running weekly POD meetings and weekly one on one meetings with staff.
- ▼ Handles complaints or other issues that arise.

#### Intake RN Coordinator

- ▼ Process new referrals from hospitals, doctors offices or any outpatient facility.
- ▼ Verify insurances, enter referral data into health care system.
- Complete initial staff assignments and assigns new cases based on each staff member's caseload.

#### **RN Weekend Supervisor**

- ➤ Administrator and clinical resource for all nursing and medical staff, ensuring appropriate clinical decisions and protocols.
- ▼ Triage calls from patients, communicating with doctors as needed.
- ▼ Dispatching calls to appropriate staff for patients in need of services.

#### Oasis Review and Analysis

▼ Review of oasis discharges and transfers to maintain proficiency and quality.

#### **RN** Scheduler

- Coordinate and provide nursing staff coverage to ensure that all shifts are staffed adequately, maintain staff productivity.
- ▼ Create master schedule.

#### Twin Oaks Care and Rehabilitation, Danvers MA

2012-2013

#### **Registered Nurse**

- Conduct resident rounds.
- Administers and documents medications and treatments per physician order, also administers PRN medications and treatments as necessary
- ▼ Performs and documents comprehensive assessments of each resident
- ▼ Observes, evaluates and documents all changes in resident's condition.
- Maintains and monitors medication room, med cart, utility room and treatment room in clean, safe and secure manner.
- Supervises and evaluates all direct resident care and initiates corrective action as necessary.
- ▼ Care for patients with IV therapy, dementia, post-op rehab, mental health.

References Gladly Provided Upon Request

#### Massachusetts Department of Elementary & Secondary Education

# **UNOFFICIAL LICENSE INFORMATION**

#### Lauren Kinder



This license information was generated by the educator from the Department's electronic licensure file, ELAR. It should not be taken as proof of current licensure or as an official record. The Department advises that verification of this information via ELAR is always necessary.

Educator: Lauren Kinder

License #: \*\*\*\*509628

Original Certification Date: 04/01/2019

FIELD(LEVEL)	CATEGORY	APPLICATION TYPE	ISSUE DATE	EXPIRATION DATE	
School Nurse (All Levels)	ACADEMIC	Initial	04/01/19	**	
** Valid for five (5) years of employment.					

Please contact the Department of Elementary and Secondary Education customer service at 781-338-6600, if your license information above is incorrect or incomplete.







1

Details

#### Licensee Information

Close Window

The Massachusetts Department of Public Health has implemented a deferral of expiration on all licenses, certifications, permits, and certificates of registration in good standing issued by the Board of Registration of Physicians Assistants, the Board of Registration of Perfusionists and the Board of Respiratory Care in adherence to <u>Order of the Commissioner of Public Health Emergency Order No. 2022-15</u> (issued June 14, 2022) and <u>Order of the Commissioner of Public Health (COVID-19 Public Health (COVID-19 Public Health Emergency Order No. 2022-15</u> (issued June 14, 2022) and <u>Order of the Commissioner of Public Health (COVID-19 Public Health Emergency Order No. 2022-18</u> (issued September 30, 2022).

#### PLEASE NOTE WHEN REVIEWING EXPIRATION DATE:

- If the license expiration date is prior to March 10, 2020, the license is expired.
- Licenses in the professions of Nursing, Physician Assistants, and Respiratory Care with an expiration date between March 10, 2020, and December 31, 2022, are current under the Commissioner's order, but will expire on December 31, 2022. If the expiration date is on or after December 31, 2022, for a license in one of these professions, the license is current and will expire on the stated date.
- MCSRs in these professions with a status of "Current COVID-19" will expire on December 31, 2022.

Please note, Emergency Medical Services certifications are not affected by the above guidance - their marked expiration date and status are accurate. See <u>Emergency Medical Technicians (EMTs) and Paramedics</u> for more information.

# Name

Full Name:	Lauren Ann Kinder

#### **License Information**

License Number:	RN2277995			
Profession:	NURSING	License Type:	Registered Nurse	
Issue Date:	3/24/2012	Date of Last Renewal:	12/9/2021	
License Status:	Current	Expiration Date:	2/19/2024	
Reciprocity State:		Today's Date:	12/14/2022	

#### **Address Information**

City:	
State: Zipcode:	
Zipcode:	
Country:	

#### **Education Information**

No Education Information

#### **Prerequisite Information**

No Prerequisite Information

#### **Disciplinary Information**

**Important:** Disciplinary actions taken against a license will NOT display on any other license or associated permit or authorization. You must look up every license, permit, or authorization held by a licensee to see all disciplinary actions.

Case #	Date Closed	Discipline	Discipline Start	Discipline End	
	Currently there is	no disciplinary inforr	nation regarding this licens	e.	

**Disclaimer:** The information contained in this website ("website content") is made available as a public service by the Massachusetts Department of Public Health (the Department). The Department considers this information to constitute primary source verification. Click <u>here for full disclaimer</u>.

# MCAS Test Administration 2019–2022

# 2022 school year was the first full MCAS administration for grades 3-8 since 2019. Grade 10 students in 2022 had not taken an MCAS test since 2019 (grade 7).



Year	Grades 3-8	Grade 10	
2019	Full test administration	Full test administration	
2020	No tests administered	No tests administered	
2021	Half-test administered	Full test administered	
2022	Full test administered	Full test administered	



# 2022 MCAS Results

# Village School



2

# Village School Overall Statement

As we look at the data for Village we consider

- What does the data tell us longitudinally?- How can we use I-ready and other data points to help us with the MCAS data?
- What are we going to do with the data to move forward?





# 2019–2022 English Language Arts MCAS Results by Grade

# **Village School**



# <mark>Grade 4</mark> Summary:

Grade	2019 % M/E	2021 % M/E	2022 % M/E	Change M/E 19-21	Change M/E 21-22	Change M/E 19-22
4	57%	60%	48%	3	-12	-9



# 2019–2022 English Language Arts MCAS Results by Grade

# **Village School**



# <mark>Grade 5</mark> Summary:

Grade	2019 % M/E	2021 % M/E	2022 % M/E	Change M/E 19-21	Change M/E 21-22	Change M/E 19-22
5	66	65	47	-1	-18	-19



# 2019–2022 English Language Arts MCAS Results by Grade

# **Village School**



<mark>Grade 6</mark> Summary:

Grade	2019 % M/E	2021 % M/E	2022 % M/E	Change M/E 19-21	Change M/E 21-22	Change M/E 19-22
6	69	57	56	-12	-1	-13



# 2019–2022 Mathematics MCAS Results by Grade

# Village School



# <mark>Grade 4</mark> Summary Statement:

Grade	2019 % M/E	2021 % M/E	2022 % M/E	Change M/E 19-21	Change M/E 21-22	Change M/E 19-22
4	61	47	50	-14	3	-11



# 2019–2022 Mathematics MCAS Results by Grade

# Village School



# <mark>Grade 5</mark> Summary Statement:

Grade	2019 % M/E	2021 % M/E	2022 % M/E	Change M/E 19-21	Change M/E 21-22	Change M/E 19-22
5	66	58	28	-8	-30	-38



# 2019–2022 Science MCAS Results by Grade

# Village School



# <mark>Grade 5</mark> Summary Statement:

Grade	2019 % M/E	2021 % M/E	2022 % M/E	Change M/E 19-21	Change M/E 21-22	Change M/E 19-22
5	64	64	51	0	-13	-13



# 2019–2022 Mathematics MCAS Results by Grade

# Village School



# <mark>Grade 6</mark> Summary Statement:

Grade	2019 % M/E	2021 % M/E	2022 % M/E	Change M/E 19-21	Change M/E 21-22	Change M/E 19-22
6	62	62	57	0	-5	-5



# 2019-2022 MCAS Results by Grade

# Village School



**Celebration:** For most areas Village continues to score above the state percentage for meeting and exceeding expectations. Grade 6 Math most consistently meets or exceeds expectations.

Wonder: Whenever you start to utilize a new curriculum, you expect test scores to dip. We wonder how much this relates to our math scores? In the second year of using the program, we are looking at how and when the program addresses the areas of concern. Did we get to some of areas in the curriculum that were weak points? For example, geometry was low for 2 years in a row in grade 5. Is this because the domain was not taught until after MCAS? What needs to be looked at and revised? What areas can we target?

Next Steps: Analyze the data in PLC groups. Teachers are already looking at the item analysis and targeting areas that are weaker points. Staff coordinating interventions.



What we are doing with the data:

- Comparing domains with iready data and student growth.
- Pulling data to inform WIN interventions.
- Assessing areas of the curriculum that need to be retaught
- Set up meetings with Veterans and lower elementary in order to look at vertical alignment.

# Questions?



# Marblehead Athletics

Winter Pre-Season Meeting & Conference Notes 2022



- Expectations Student Athletes
- Student-Athlete Handbook

# Expectations - Code of Conduct MHS Handbook

Expectations for student athlete behavior are based on the philosophy that participating in interscholastic athletics is a privilege for some rather than a right for all. Abuse of any privilege may result in its removal.

Student athletes are representatives of themselves, their teammates and coaches, their families and hometown. It is important to realize that in order to continue representing their team and/or the town, athletes must exhibit a high standard for personal conduct. Student athletes are always expected to exhibit: sportsmanship, honesty, integrity, and respect for themselves and others.

# Expectations - Student Athletes at MHS

- Represent team, school, community
- Privilege to play sports at MHS
- Higher Standard for Student-Athletes
- Academics
- Sportsmanship

# Expectations - Student Athletes at MHS

# Attending MHS Events

- Positive sportsmanship
- Attendance
  - Tardies Be on Time! (Game day)
    - Detention before allowed to practice
  - Absent Documented
    - Must be in school to play/practice

# MIAA Statement - Student Athletes

I agree to abide by all guidelines regarding the use or exhibition of discriminatory practices. I PLEDGE TO:

1. Help create and foster a safe environment within the school community, which includes the responsible use of social media.

2. Consistently model respect and tolerance by setting an example of good sportsmanship and positive behavior, including language (body and spoken), gestures, signs, and overtures.

3. Not enable my fellow student-athletes who use abusive language, signs, gestures, or overtures. I will not cover up for them or lie for them if any rules are broken.

4. Hold myself, my fellow student-athletes, and our community responsible and accountable for their actions.

5. Seek information and assistance in dealing with my own or my fellow student athlete's negative behaviors, problems, or concerns.

6. Be open and honest with my coach and other school personnel when the best interest of myself, my fellow student-athletes, and my school are being jeopardized.

7. Thrive to create a school without hate.

# Hazing & Harassment

- Safety is utmost concern
- Hazing, harassment
- Mandated reporters Law
- Areas to be concerned
  - Locker rooms, Bus, Team Dinners, Fitness Center, off campus

# Hazing Law - MGL Chapter 269 Section 17

Section 17. Whoever is a principal organizer or participant in the crime of hazing, as defined herein, shall be punished by a fine of not more than three thousand dollars or by imprisonment in a house of correction for not more than one year, or both such fine and imprisonment.

The term "hazing" as used in this section and in sections eighteen and nineteen, shall mean any conduct or method of initiation into any student organization, whether on public or private property, which wilfully or recklessly endangers the physical or mental health of any student or other person. Such conduct shall include whipping, beating, branding, forced calisthenics, exposure to the weather, forced consumption of any food, liquor, beverage, drug or other substance, or any other brutal treatment or forced physical activity which is likely to adversely affect the physical health or safety of any such student or other person, or which subjects such student or other person to extreme mental stress, including extended deprivation of sleep or rest or extended isolation.

# Hazing - MHS Handbook

- Reporting Any student who observes what appears to them to be hazing
   Any student present at a hazing has obligations to report the incident
- Report to Principal/Assistant Principal
  - Obligated by law to report hazing to MPS
- Failure to report Disciplinary action
- Participation Suspension and possible expulsion

# Academic Eligibility Any failing grades = Ineligible Ineligible through full marking term November/February/ April/ June Carries over to following season if necessary

# Extra Help - After School

- Academics First Priority, STUDENT ATHLETE
- Extra Help if needed priority over practice
- Let Coach know if late to practice, will be excused
- Do not let a small academic problem become a big problem by waiting until the last minute.

# Eligibility Regarding Chemical Health

During the school year a student-athlete shall not (regardless of the quantity) use, be in the presence of, or consume, possess, buy/sell or give away any beverage containing alcohol, any tobacco product, electronic vaping device marijuana, steroids, or any controlled substance. It is not a violation for a student to be in possession of a legally defined drug specifically prescribed for the student's own use by his/her doctor. Athletes found in the presence of a controlled substance will be subject to a hearing with the principal. At that time punishment will be determined by the principal. Athletes who consume, possess, buy/sell or give away any beverage containing alcohol, any tobacco product, marijuana, steroids, or any controlled substance during the school year are subject to the following punishments:

# Chemical Health (Rule 62)

1 <sup>st</sup> Offense - 25%		
Number of events per season	Number of events per penalty	
1-7	1	
8-11	2	
12-15	3	
16-19	4	
20 or more	5	

$2^{nd}$ Offense - $60^{\circ}/_{\circ}$				
Number of events per season	Number of events per penalty			
1-3	1			
4	2			
5-6	3			
7-8	4			
9	5			
10-11	6			
12-13	7			
14	8			
15-16	9			
17-18	10			
19	11			
20 or more	12			

2 <sup>nd</sup> Offense – 40% w/dependency program				
Number of events per season	Number of events per penalty			
1-4	1			
5-7	2			
8-9	3			
10-12	4			
13-14	5			
15-17	6			
18-19	7			
20 or more	8			

# Conflict Resolution

- Trying to build responsible and self-advocating adults
  - 4 step process
    - 1. Student-athlete coach contact
    - 2. Parent of student-athlete coach contact
    - 3. Student-athlete/Parent Athletic Director contact
    - 4. Student-athlete principal contact

# Addressing Hate in Schools Conference

- Great conference with many guest speakers
- "Examples from the field"
  - Situations and how to deal with it
  - Hingham High School captain's meetings

# Addressing Hate in Schools Conference

Recognizing bias and best practices to address hate

- "- isms" discussed with ADL and Children's Justice Unit
- Building inclusive sports culture



# MARBLEHEAD PUBLIC SCHOOLS

**Business Office** 9 Widger Road, Marblehead, MA 01945 phone: 781.639.3140 fax: 781.639.3149

#### **MEMORANDUM**

TO: Marblehead School Committee

- FROM: Michelle Cresta
- DATE: December 13, 2022
- RE: Schedule of Bills for Approval

Included in this packet are the following Schedules of Bills for your consideration. The schedules and invoices have been uploaded to the shared drive.

Schedule	Amount
22920	\$ 9,844.04
22937	\$ 2,459.50
22939	\$ 18,628.25
22940	\$ 18,543.13
22941	\$ 56,965.15
22942	\$ 16,978.30
22943	\$ 8,836.39
22944	\$ 2,510.76
22958	\$ 6,588.23
22968	\$ 27,579.18
22969	\$ 47,521.93
22972	\$ 260,380.94
22974	\$ 51,041.51
22978	\$ 114,911.30
22979	\$ 9,515.91
22981	\$ 2,045.00
TOTAL	\$ 654,349.52

#### Suggested Motion:

Motion to approve the identified schedules totaling \$654,349.52.

#### MARBLEHEAD PUBLIC SCHOOLS

#### **BUDGET DIRECTIVES - FISCAL YEAR 2024**

- Recommend 2023-24 budget needs that are linked to Planning for Success (PfS) and that have an eye toward the future.
- Justification of the building budgets for FY24 must be based upon projected enrollments and curricular needs.
- Provide what teachers and programs need to get through the next several years. The FY24 budget should have "look aheads" for future costs.
- Data and background information should be provided for all requests.
- Special Education and Technology needs should be clearly identified in FY24 budget requests and beyond.
- Implement a recurring curriculum budget that will vary from year to year based on the curriculum needs.
- Create and implement a technology curriculum that aligns with the curriculum frameworks.
- Ask building principals and directors to identify essential services for all students. Identify ways to increase inclusion for students. Consider conducting pilot programs.
- Continue to support programs that sustain the physical, social and emotional development of our children.
- Provide useful budgetary information from each school and department, highlighting deletions or enhancements to the operating budget, towards the goal of providing all Marblehead educational stakeholders with a clear understanding of instructional needs and what it costs to educate a student.
- Tap revenue streams other than the operating budget, i.e. federal and state grant opportunities.
- Develop all budgets to more closely reflect actual expenditures in the last four years.
- Continue budget development discussions with Town officials, the Finance Committee, and the Select Board through the Town/School Budget Subcommittee.
- The district will be proactive in promoting support for its FY24 budget through the media, public forums, ThoughtExchanges and district coffees.



# **Consulting Agreement**

TO:	Dr. John J. Buckey Superintendent, Marblehead Public Schools
FROM:	Christopher M. Horan Managing Partner, Horan Communications
SUBJECT:	Agreement for consulting services in strategic communication
DATE:	October 20, 2022

Thank you for the opportunity to provide consulting services in strategic communication to the Marblehead Public Schools. I look forward to continuing our work together.

#### SCOPE OF WORK

On behalf of Horan Communications LLC, Christopher Horan will provide consulting support in strategic communications to Superintendent John Buckey and the Marblehead Public Schools.

The consulting engagement will focus on helping the school district communicate regularly and effectively with families, staff, and the community about district priorities in teaching and learning, as well as unexpected situations that arise.

Specifically, Horan Communications will:

- Be available to the Superintendent for consultation, feedback, strategizing, and other oncall support as needed;
- Assist with writing and editing of messages from the district to families, staff, and community, on routine matters and more urgent situations;
- Recommend the best use of various communications tools and platforms including email, robocall, websites, social media, local press, and other channels – to disseminate key messages;

- Advise the Superintendent on media relations, both to be proactive in pitching stories and submitting placed media and to respond effectively to reporter inquiries;
- Share effective practices and sample communications from other school districts, which may serve as models for outreach in Marblehead, as well as relevant news articles about key issues in K-12 education;
- Suggest strategies for measuring over time the reach and engagement levels of district communications across various platforms, particularly through the use of analytics tools; and
- Provide other coaching, consulting, and strategy support as needed on issues related to public relations, internal communication, and family and community engagement.

#### TIMELINE AND FEES

The consulting engagement will span nine months: October 1, 2022 through June 30, 2023.

The fee for services is a monthly retainer of **\$2,000** for up to 12 hours of consulting support per month. Any work performed in a given month beyond 12 hours will be compensated at an hourly rate of \$175. The base rate of compensation for the nine-month period of the engagement is \$18,000. Total compensation for the project shall not exceed \$19,900.

If selected for the contract, Horan Communications will invoice the Marblehead Public Schools for \$4,000 every two months, beginning on December 1, 2022, through June 1, 2023; plus a final invoice for \$2,000 on July 1, 2023. Payments are due within 30 days of receipt of invoice.

#### APPROVAL

Both parties hereby agree to the terms outlined in this proposal:

John J. Buckey, Ed.D. Superintendent, Marblehead Public Schools

Christopher Horan Managing Partner, Horan Communications LLC

20/22

Date

October 20, 2022

Date