



21st Century Outreach

Presentation to the Board of Education

November 10, 2016



Goal

- o Develop a comprehensive series of activities that actively engage parents in the District Mission



Strategy

- o Provide parents with relevant, engaging, and timely updates on activities and programs that exemplify the District Mission
- o Planned vs. unanticipated...



Methods for Spreading the Mission!

In Person Events

Notification Systems

Video Content

Websites

Mineola Outreach/District Calendar



2016-2017 School Year 216 Events*

Month	Number of Events
Sept	27
Oct	29
Nov	20
Dec	17
Jan	19
Feb	16
March	25
April	16
May	26
June	23

*not including the over 700 athletic events held each year....over 5 per school day...



SCHOOLMESSENGER®

Email Total Messages

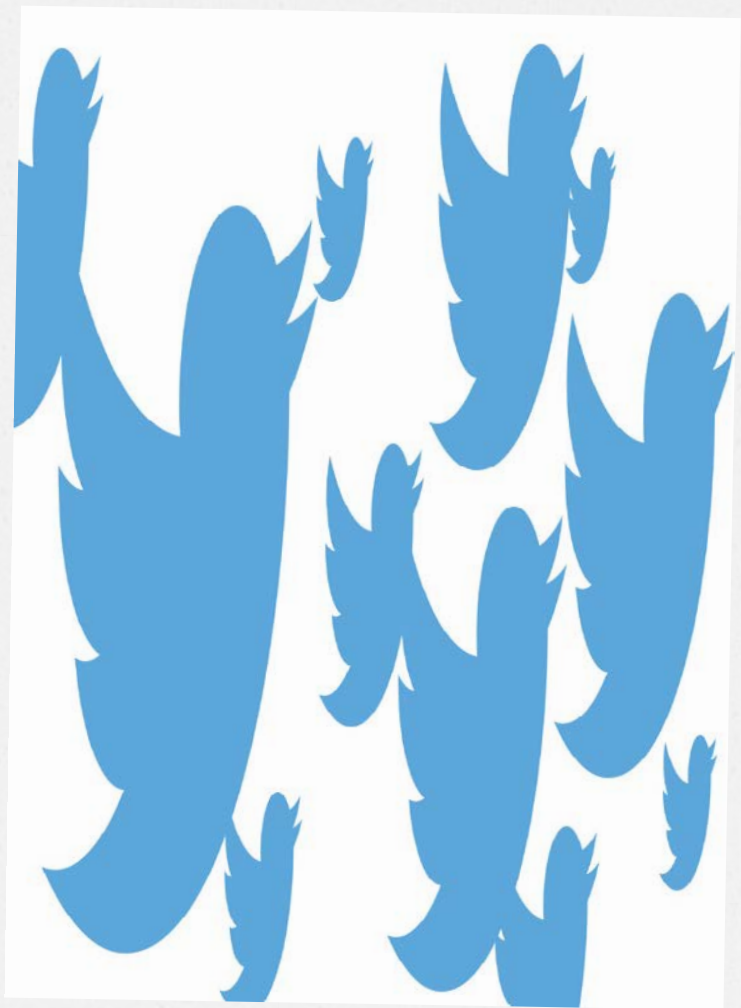
81,114* since
9-1-16

	Emergency	General	Non-school Hours Emergency	Total	Group %
Undefined	0	42	0	42	0.05%
Mineola Middle School	0	26,506	0	26,506	32.68%
Mineola High School	0	25,341	0	25,341	31.24%
Hampton Street School	646	7,555	320	8,521	10.50%
Meadow Drive School	0	8,142	0	8,142	10.04%
Jackson Avenue School	0	12,562	0	12,562	15.49%



School based accounts
Faculty or admin accounts
BOE accounts
@MineolaUFSD

For school or admin accounts only
4748 followers
10,4011 tweets



Roble Media

Classroom based content 170+
Programmatic summary videos
15+

Highlights

AP Psychology

Interactive video experiences

Dr. Nagler's Laboratory: Longitude and Latitude

Roble Education

75,405 views

378 likes 26 dislikes

Add to Share More



- Grade 3 Module 3 Lesson 8: "Chocolate Cake" (15 plays)
- Grade 3 Module 1 Lesson 6: "Gym Class" (14 plays)
- Grade 4 Module 1 Lesson 2: "Hiking the Pla..." (72 plays)
- Grade 4 Module 3 Lesson 27: "Division in T..." (6 plays)
- Grade 4 Module 1 Lesson 5: "Tina and Timm..." (11 plays)
- Grade 3 Module 1 Lesson 1: "Otto's Gloves" (11 plays)
- Grade 3 Module 3 Lesson 15: "The Unknow..." (2 plays)
- Grade 4 Module 1 Lesson 8: "Setting the Sc..." (16 plays)
- Grade 4 Module 3 Lesson 16: "Trick or Treat" (4 plays)



OpenMic@Mineola

New partner

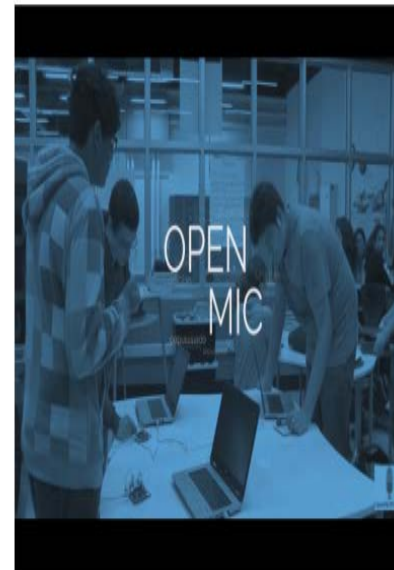
Creates custom video “shows”
Monthly episodes featuring “our
content” and “created content”

Ratings...

315 views of our “Pilot”
Our content vs created content

SEASON 1, EPISODE 2

TECHNOLOGY @ MINEOLA



Home More Fab Lab

- Introduction
- OpenMx@Mineola
- A Tour of Fab Lab with the Superintendent
- Technology for Anytime Learning
- Educators @ the Mic
- Dashboard Defol

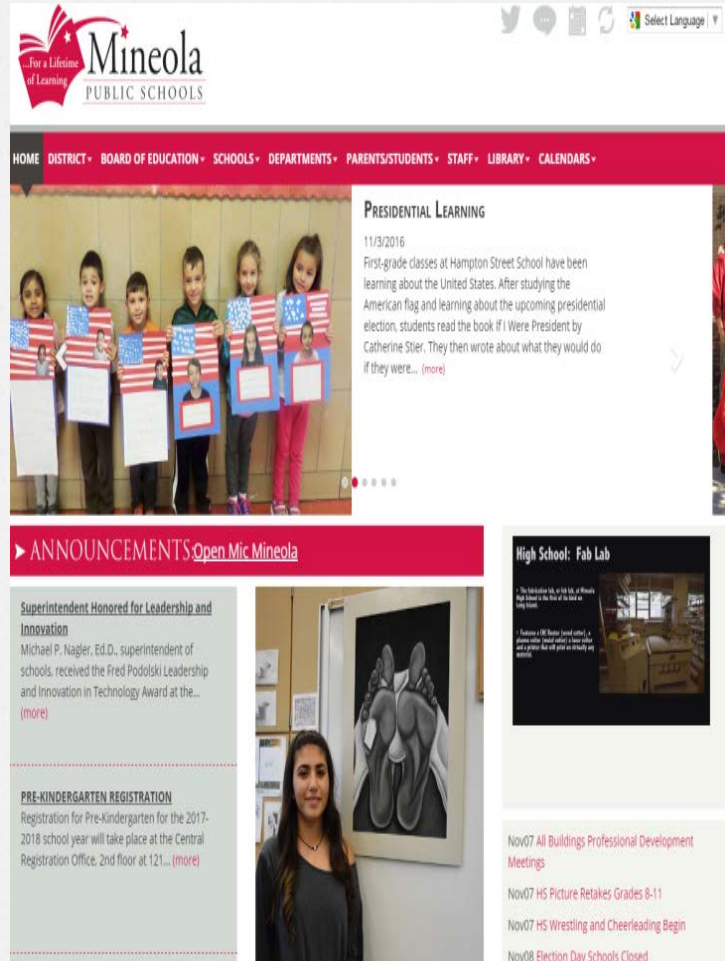
Websites

District website

www.mineola.k12.ny.us

Provides parents with a massive amount of information...

Calendar, school supplies, BOE policies, upcoming events, summer assignments, school handbooks, announcements, and the list goes on...



The screenshot shows the Mineola Public Schools website. At the top left is the logo with the tagline "For a Lifetime of Learning". To the right are social media icons and a "Select Language" dropdown. A navigation bar below the logo lists: HOME, DISTRICT, BOARD OF EDUCATION, SCHOOLS, DEPARTMENTS, PARENTS/STUDENTS, STAFF, LIBRARY, CALENDARS. The main content area features a large photo of first-grade students holding American flags and signs. To the right of the photo is a news article titled "PRESIDENTIAL LEARNING" dated 11/3/2016, with a "more" link. Below this is an "ANNOUNCEMENTS" section with a sub-header "Open Mic Mineola". The first announcement is "Superintendent Honored for Leadership and Innovation" about Michael P. Nagler, with a "more" link. Below that is a "PRE-KINDERGARTEN REGISTRATION" announcement. On the right side of the page, there is a "High School: Fab Lab" section with a photo of a classroom and a list of upcoming events: "Nov07 All Buildings Professional Development Meetings", "Nov07 HS Picture Retakes Grades 8-11", "Nov07 HS Wrestling and Cheerleading Begin", and "Nov08 Election Day Schools Closed". A photo of a woman is also visible in the bottom right area of the screenshot.

Under Construction...

Web-based digital portfolio

YouTube Channel MC²

Devise and maintain a website that showcases unique district programs and provides samples of student work

Website includes

Social media feed

Blog posts

Program overviews

Student work



[21st. Century Outreach](#) [Creating a Digital Portfolio](#) [Twitter Feeds](#) [District Programs](#) [More...](#)

Twenty First Century Outreach

The Mineola UFSD is committed to providing our community with a window to experience the programs and projects our students experience everyday.

The Board of Education, as representatives of our community, recognize the importance of parents and residents being fully informed about how our students learn.

We hope that visitors to this site enjoy seeing a quick peek into our Twenty First Century Classrooms and seeing our amazing students in action.



Kindergarten students at Hampton hosting visitors from Franklin Square School District



Student Projects

Twenty First Century Blog

"Internationally Known"



The Mineola UFSD is internationally known for its innovative programs and

@MineolaUFSD Twitter Feed

<p>MineolaMS</p> <p>RT @NaglersNotions: We NEED to embrace Computer Science for all. let's prepare for the future- which is already here- jobs unfilled b/c we...</p> <p>14 hours ago</p>	<p>Mineola High School</p> <p>Reminder: Picture retakes are tomorrow for grades 8-11 ☐ ☐</p> <p>16 hours ago</p>	<p>Mineola High School</p> <p>RT @MsDFede: Check out this great video about @LITechDay - including an interview with me and our @mineolabs students.</p> <p>https://t.co/XV1UKw...</p> <p>a day ago</p>	<p>Mineola High School</p> <p>RT @NaglersNotions: The fab lab mezzanine is taking shape #almostdone</p> <p>https://t.co/Txf0IX0o6</p> <p>2 days ago</p>
<p>Mineola High School</p> <p>** Daylight Saving Time Ends ** Remember to set your clocks back one hour before you go to bed tonight ☺☺</p> <p>2 days ago</p>	<p>Mineola High School</p> <p>RT @MsDFede: A</p>	<p>Mineola High School</p> <p>RT @TMMcD09: Almost time for</p>	

Bienvenido a Dual Language/Lengua Dual

Welcome to Dual Language! The Mineola UFSD is proud to offer students in grades K thru 5 the opportunity to participate in our Dual Language Program.

Program Description

The Board of Education recognizes and celebrates our diverse community. Along those lines, the Board set an ambitious goal that we would offer our students the opportunity to pursue and ultimately graduate high school with a Seal of Bi-Literacy.



Under Construction...

YouTube Channel MC²

Devise and maintain a district YouTube channel that highlights our free educational videos and resources.

Mineola's Creative Content



MineolaMC2



Home Videos Playlists Channels About



3rd Grade Math

3rd Grade math lessons for a flipped classroom! All lessons are aligned to NY State Common Core.



Grade 3 Module 1 Lesson 1: "Otto's Gloves"	Grade 3 Module 1 Lesson 6: "Byn Class"	Grade 3 Module 1 Lesson 9: "Mrs. Mercaldi's Magical Mathetorium!"	Grade 3 Module 1 Lesson 11: "Unknown Factors and Tape"	Commutative and Distributive Properties: Grade 3 Module 1	Grade 3 Module 3 Lesson 8: "Chocolate Cake"
Robie Education 452 views • 1 year ago	Robie Education 446 views • 1 year ago	Robie Education 1,216 views • 1 year ago	Robie Education 4,602 views • 1 year ago	Robie Education 546 views • 1 year ago	Robie Education 144 views • 11 months ago



BOARD OF EDUCATION

Christine Napolitano, *President*
Margaret Ballantyne-Mannion, Ph.D., *Vice President*
Nicole Matzer, Brian Widman, Cheryl Lampasona *Trustees*

Michael P. Nagler, Ed.D., *Superintendent of Schools*

Print newsletter sent to all community stakeholders four times each year.

District print calendar

Next Steps



- Survey stakeholders about the types of outreach that are most effective...how do they want to hear from us? How often? What do they want to know?
- Complete digital portfolio website...late January 2017
- Design architecture for a Youtube channel to host ALL Mineola Content-Parent subscribers!
- Design systems for keeping all content up to date and relevant
- Reinforce to all Mineola UFSD twitter users to tweet to @MineolaUFSD
- Leverage student and parent social media presence to increase Twitter reach @MineolaUFSD
- Initiate a Realtors breakfast to showcase our digital resources to share with potential homebuyers

The most important
ambassadors...

