



# SMFCSD Communications



Amber Farinha  
Communications Coordinator

**March 22, 2018**



# SMFCSD Communication

## Community



## Staff



## Families



# Community

Inform, Engage & Partner



District & School Websites

Community Report

SMFCSD Newsletter

Social Media - Twitter & Facebook

Superintendent Coffee Chats

Community Forums & Input  
Meetings

Community Partnerships

Media/Press Relations

**SAN MATEO-FOSTER CITY SCHOOL DISTRICT**

The San Mateo-Foster City School District educates, nurtures, and leads with integrity and joy.

- Home
- About SMFCS
- Academic Services & Student Learning
- Arts, Athletics & Campus
- Board of Trustees
- Calendar
- Communications
- Enrollment
- Employment & Human Resources
- Facilities
- Finance & School Meals
- Health Services
- Registration & Enrollment
- Schools & Programs
- Services

06 07 2

SEARCH FILTERS ADVANCED SEARCH

**OUR VISION**

The San Mateo-Foster City School District educates and nurtures children to the best and learn with integrity and joy.

ABOUT

NEWS SUPERINTENDENT PARENTS EMPLOYMENT

**SCHOOL BOARD CANDIDATE APPLICATIONS DUE MARCH 9**

**MEASURE 5 UPDATE - MARCH 2018**

**DISTRICT OFFERING TEEN TALK INTERACTIVE FAMILY**



Quicklinks

- Home
- About Meadow Heights
- Academic Services
- Calendar & Menu
- Classroom Pages
- Community
- Enrollment
- Health & Safety
- PTSA
- Student Activities
- Support Meadow Heights
- Contact

A California Distinguished School

## MEADOW HEIGHTS SUPER STAFF



## SMFCS NEWS

**School Board Candidate Applications Due March 9**

SMFCS is seeking candidates for an opening on the School Board. For more information and to download an application go to: [on.hawaii.com/2y](http://on.hawaii.com/2y). Applications are due on Friday, March 9. Read more on the SMFCS website.

**2017-2018 Registration for the Current School Year**

Please visit the SMFCS How to Register page for more information. Read more on the SMFCS website.

**Emergency Preparedness**

In the event of an emergency disaster, our Emergency Operations Center will be activated. We will be linked to local fire, police and medical personnel. Read more on the SMFCS website.

## NEWS & EVENTS

**TK/Kindergarten Registration at Meadow Heights:**

Please come to the Meadow Heights office with your child's registration documents. Registration is on Tuesdays and Thursdays 1:30-3:00 in the school office.

**TK/K Orientation at Meadow Heights**

March 21 1:30-2:30

Incoming TK & Kindergarten students attend with parents. TK & K Orientation Flyer



## BOWDITCH MIDDLE SCHOOL

Providing a Tradition of Excellence

School Login

## LATEST NEWS

Including 4th-grade Parent Presentation



## SMFCS NEWS

**School Board Candidate Interviews**

The San Mateo-Foster City School District Board of Trustees will be conducting candidate interviews on Wednesday, March 21, 2018. Due to the number of applicants, the first round of interviews will begin at 4:00 pm. These interviews are open to the public and we encourage our community to attend. Read more on the SMFCS website.

**Bowditch MIDDLE SCHOOL**

Options

- Home
- About Bowditch
- Academic Services
- Calendar & Menu
- Community
- Departments
- Enrollment
- Health & Safety
- News & Announcements
- PTSA
- Student Activities

**SAN MATEO-FOSTER CITY SCHOOL DISTRICT**

LIVE LEAD LEARN

**COMMUNITY REPORT**

**MESSAGE FROM THE SUPERINTENDENT**

Dear San Mateo and Foster City Community,

We have enjoyed a positive opening for the 2017-2018 school year and it will be an exciting year filled with new connections with our students, families, colleagues and community members. Initiatives happening in our District include new language arts materials, continued building plans at our middle schools, a new elementary school in Foster City, the opening of a K-8 STEAM-STEM program at Bayside Academy, the development of two Montessori programs at North Shoreview and Palisade and many innovative ideas coming from our newly energized SMFCS Education Foundation and parent groups throughout the District.

We emphasize continues to focus on the improvement of the academic achievement of all students and the development of social and emotional safety nets. Academically, we

process. At the same time, we continue to believe that this process will result in a mutually acceptable agreement.

**BUDGET**

As you may know, the District is experiencing a structural deficit resulting from the loss of parent tax funding combined with escalating costs of the STOS and PERB retirement systems and other necessary services. In order to make this information more accessible, the District has joined with other districts in the County in providing financial information on a user friendly platform called OpenGov. The platform is live and I encourage you to take a few minutes to visit the online site (please see article on page 3 for more information).

**SUPERINTENDENT'S FISCAL ADVISORY COMMITTEE (FAC)**

I am forming a Superintendent's Fiscal Advisory Committee (FAC) which will meet three times during the next couple of months to review the District budget, reductions that will be necessary to balance the budget and to discuss revenue potentially in the form of a new tax. We will be completing the FAC by June 30, 2017.

**CALENDAR**

Wed, Nov 1  
Community Info Meeting  
(see link for more)

Thu, Nov 2  
Board Meeting 7:00 pm

Fri, Nov 10  
Veteran's Day Holiday  
No School

Thu, Nov 16  
Board Meeting 7:00 pm

Wed, Nov 22 - Fri, Nov 24  
Thanksgiving Break  
No School

Thu, Dec 7  
Board Meeting 7:00 pm

Fri, Dec 22 - Mon, Jan 8  
Winter Break  
No School

Thu, Jan 11  
Board Meeting 7:00 pm

Mon, Jan 15  
MLK Jr. Holiday  
No School

**Superintendent's Letter - February**

Dear San Mateo-Foster City Community,

I wanted to take the time to update you on recent changes to the San Mateo-Foster City Board of Trustees.

**Election of Officers**

At the February 8, 2018 SMFCS Board Meeting, the Board held an election to elect officers for the 2018-2019 school year. The Board is pleased to announce that Audrey Ng will serve as President, Sharon President and Nelsa Corrao as Clerk for the upcoming year.

**School Board Candidate Application Now Available**

Home Moments Institutions Messages

San Mateo-Foster City School District  
@SanMateoFosterCitySD

**Home**

Posts

Photos

Videos

About

Community

Groups

Create a Page

**SMFCS**

SMFCS is seeking candidates for an opening on the School Board. For more information and to download an application go to: [on.hawaii.com/2y](http://on.hawaii.com/2y). Applications are due on Friday, March 9. Read more on the SMFCS website.

**SMFCS School Board Candidate Applications Due March 9th**

(a) Any person, regardless of sex, who is 18 years of age or older, a citizen of the state, a resident of the school district, a registered voter, and who is not disqualified by the Constitution or laws of the state from holding a civil office, is eligible to be elected or appointed a member.

San Mateo-Foster City School District

# Staff

Inform, Engage & Partner



Superintendent Updates

SMFCSD Newsletter

Community Report

Superintendent Site Visits & Staff Meetings

Superintendent Coffee Chats

Social Media - Twitter & Facebook



# Families

Inform, Engage & Partner



School Messenger Email, Phone & Text

School Loop for Middle Schools

School Newsletters

SMFCSD Newsletter

Community Report

District & School Websites

Social Media - Twitter & Facebook

Coffee Chats & Community Forums

# Implementing New Strategies

## Twitter for Schools

- More exposure of teacher and student work
- Expand audience
- Promote awesome happenings in our schools everyday!

## Mobile App

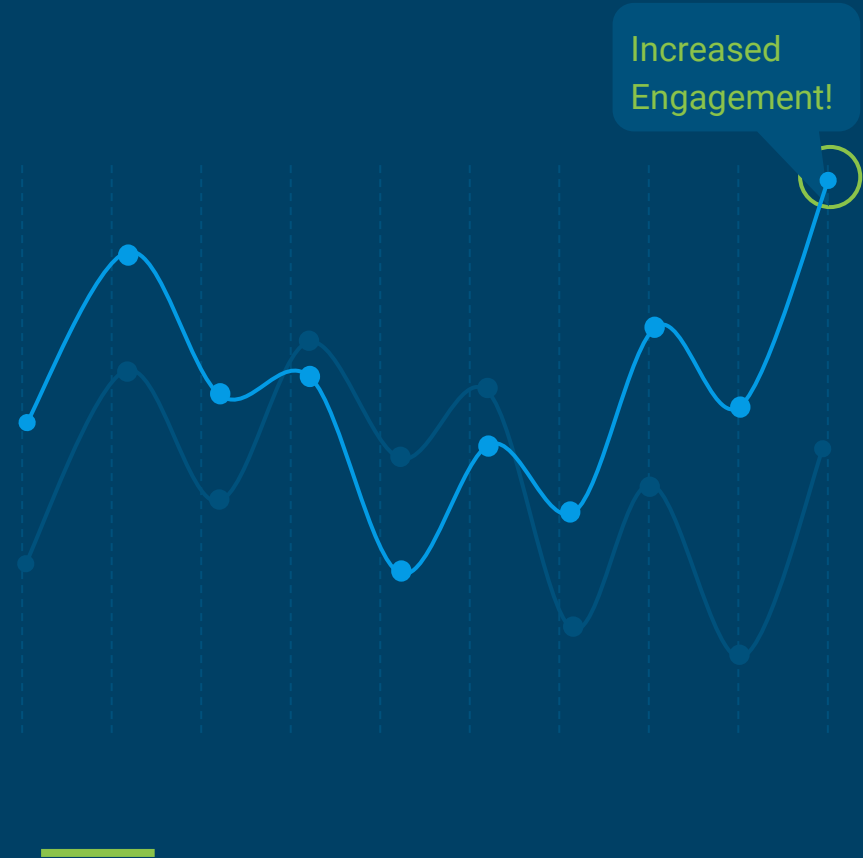
- Easy access for parents to receive information
- Increase teacher and school-to-parent communication

## Continued Support

- Train and provide support for new initiatives
- Onboard new employees for websites, social media & School Messenger

# Impact

Increased Engagement





# Discussion

- What practices seem to be the most effective?



- What are some areas you want to focus on?