



Communications Update

Presentation to the Board of Education
November 12, 2024

Dr. Mark Secaur
Superintendent

Mr. Jamie Stuart
Communications Consultant

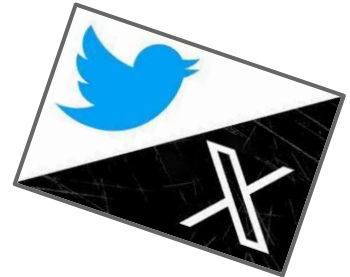
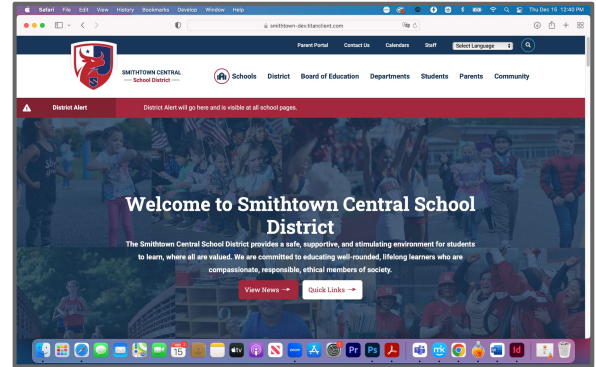
Smithtown Central School District

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



SYNTAX

- For 24 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.



JAMIE STUART



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



LAW ENFORCEMENT APPRECIATION DAY: DOGWOOD ELEMENTARY



COMMUNICATION TOOLS & HIGHLIGHTS

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SMITHTOWN CENTRAL
— School District —

[Schools](#)[District](#)[Board of Education](#)[Departments](#)[Students](#)[Parents](#)[Community](#)

08/02/2024

Robotics competition at SCOPE
camp →



08/02/2024

Getting To Know You: Principal
Rose →



07/29/2024

Schools of Excellence! →



07/26/2024

Getting To Know You: John



07/19/2024

Getting To Know You: Dr.



THE SMITHTOWN PROMISE

What is the Smithtown Promise?

The Smithtown Promise outlines four principles and 16 habits for adults and young people to establish and nurture.



THE SMITHTOWN PROMISE

YOUR DIGNITY IS A GIVEN.

- OWN YOUR WORTH
- VALUE EVERY HUMAN
- STOP AND THINK
- GIVE GRACE

YOU BELONG HERE.

- BE AUTHENTIC
- SEEK NEW EXPERIENCES
- INVEST IN RELATIONSHIPS
- OPEN YOUR MIND

YOU ARE A DIFFERENCE MAKER.

- HAVE EMPATHY
- NEVER GIVE UP
- ENCOURAGE OTHERS
- BE BOLD

YOU WERE MADE TO EXCEL.

- TAKE INITIATIVE
- BE ACCOUNTABLE
- SET AMBITIOUS GOALS
- PURSUE YOUR PASSION

YOUR DIGNITY IS A
GIVEN.

- own your worth
- value every human
- stop and think
- give grace

#DignityIsAGiven



YOU BELONG
HERE.

- be authentic
- seek new experiences
- invest in relationships
- open your mind

#YouBelongHere



YOUR DIGNITY IS A GIVEN.

YOU BELONG HERE.

YOU ARE A DIFFERENCE MAKER.

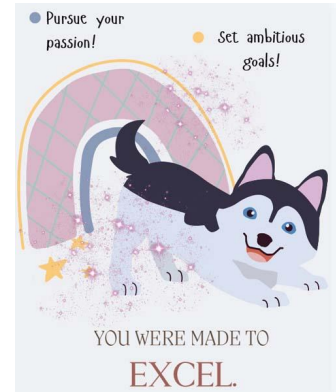
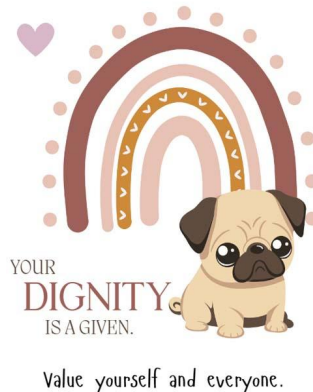
THE SMITHTOWN PROMISE

YOU WERE MADE TO EXCEL.

THE SMITHTOWN PROMISE



A large group of students and teachers in a classroom, smiling for a group photo. The students are seated at their desks, which are arranged in rows. The classroom is decorated with various educational posters and displays on the walls.

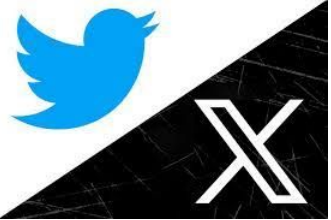


SOCIAL MEDIA GROWTH



MORE THAN 5,600 FOLLOWERS

- A 79% increase since 2021



MORE THAN 2,680 FOLLOWERS

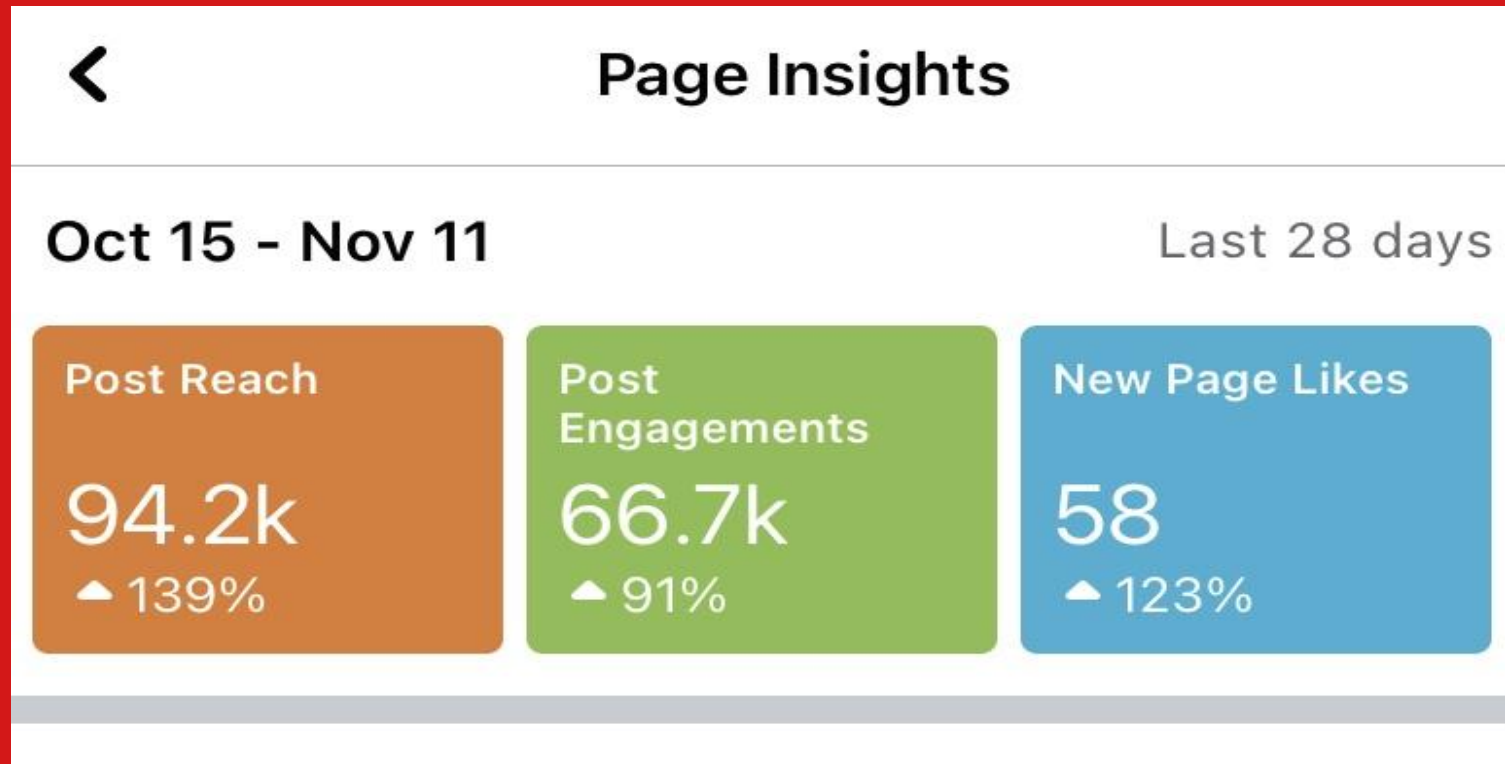
- A 21% increase since 2021



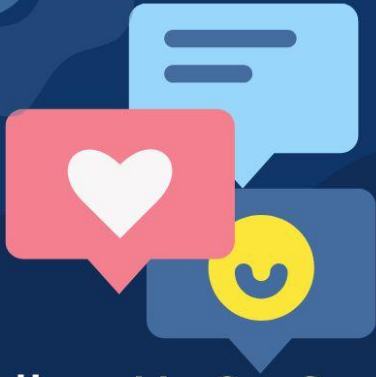
MORE THAN 7,500 FOLLOWERS

- A 70% increase since 2021

SOCIAL MEDIA GROWTH



FOLLOW US! LIKE US!



Like & Follow Us On Social Media

“X” and Instagram: @smithtowncsd

Facebook: Smithtown Central
School District



Smithtown Central School District

May 15 · 🌐

"This morning we are here to show gratitude for people that we think are heroes. These heroes don't... See more



See insights and ads

Boost post



1K

55 comments 80 shares 29.1K views

Parade Of CHAMPIONS!

Swimming Stars

The 200-yard medley relay team of Sofia Burns, Julia Lucca, Sarah Lucca and anchor Mary Grace Waring earned first place at the state championships with a time of 1:44.71.



Qualifiers

Congratulations to High School East's Anya Konopka and High School West's Isabella Spilotros who both qualified for the state tennis championships. Congratulations also to Smithtown High School East's Bayla Goldberg who qualified for the NYS gymnastics championships in the All-Around.

Soccer Stars

For the first time in school history, the High School West girls and boys teams won Long Island championships in the same year! The girls won the Long Island Class AA Championship, defeating South Side 1-0. A week later they defeated Columbia 4-1 to win their first state semifinal game and reach the state championship. The boys team defeated Manhasset 1-0 to win the Long Island Class AA Championship.



Running For Glory

Smithtown High School West senior Douglas Antaky finished as the state runner-up in the boys Class A finished as the state runner-up in the boys Class A cross-country state championship. Douglas, running for the Smithtown High School East/West team, is just the second Smithtown High School athlete ever to place runner-up in the event.



Her-Story Makers

Monday, March 11, was a historic day for Smithtown Central School District athletics. More than 30 girls from High School East and West joined together for the first tryout of the inaugural high school flag football team.



Strike!

The district's unified bowling team features students who are a part of our FAST program at High School West and general education students from both high schools. This team promotes positive peer relationships and builds their love for bowling. Congratulations to head coach Emily Fey and the entire team!



SMITHTOWN CENTRAL SCHOOL DISTRICT

DIGEST

SCHOOL & COMMUNITY

Blossoming Success IN SMITHTOWN

Welcome to our Spring Digest, where the growth and achievements of our students and staff are in full bloom. From outstanding academic performances to scholastic triumphs and captivating theater productions, our students continue to shine bright in all areas.

The High School Virtual Enterprise teams are among the highest ranked on Long Island and our DECA members excelled at the state competition. Middle

School fundraisers and elementary clubs also continue to do great work.

We are proud of our students' dedication, hard work and passion for excellence, which is setting a high standard for success in our community.

Join us in celebrating the many achievements of our school district, and make sure to follow the Smithtown Central School District on our website and social media!



@smithtowncsd
on X, Insta and FB

Superintendent of Schools Dr. Mark Secaur

"In the Smithtown Central School District, we continue our commitment to providing our students with the knowledge, skill set and range of experiences which will prepare them well for the future of their choosing. This is made possible due to the continued support of the Smithtown community, and for that, we are most grateful. Within this edition of the digest, you will see a manifestation of this support via the many proud achievements we highlight."

Scholastic Stars

Smithtown High School East seniors Dylan Shen and Rishabh Dholakia, along with Smithtown High School West senior Daniel Davidsen, were named 2024 National Merit finalists. Daniel, Dylan and Rishabh are among a group of academically talented students who represent less than 1% of United States high school seniors.



Regeneron Honors

In addition to being named a National Merit Finalist, High School East senior Dylan Shen was also recognized as a top 300 scholar in the 83rd Regeneron Science Talent Search. The demonstration recognizes the best and brightest young scientists for project, "A Novel Algorithm for Measuring Forest Incursions Using Pixelated Remote Sensing Data," involved creating an original computer program which exploits a collection of satellite imagery to identify forest incursions.

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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" at The show is inspired by the real life events of the 1930 newspaper strike and how the children of New York "beat the day" and changed the course of history. Produced and directed by Drama Club director and advisor Sherrell Brannen, sixth, seventh and eighth grade students had worked intensely since February to put on the featured product.



East, West Classes of 2023 celebrate graduation



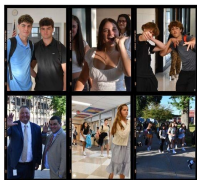
The Smithtown BULLetin



CURRICULUM CORNER

WELCOME BACK

Students, teachers, and SCSD administrators enjoyed a perfect first day of school!



SCSD ACHIEVEMENTS

NATIONAL MERIT SEMIFINALISTS!

Smithtown High School West students Sierra Needham, Catalina Kreitzman, Natalie Marshall, Heng Ye and Joseph Davide, and Smithtown High School East students, Daanish Bassi, Jolene Cao, Neal Cusumano and Anagh Gupta have been named National Merit Scholarship Semifinalists!

These students are among a group of academically talented students who represent less than 1% of United States high school seniors.

"The entire high school west community is beyond proud of this incredible accomplishment," Principal Holl exclaimed. "Congratulations to this amazing group of students."

"This is just another example of how talented our students are here at East," Smithtown High School East Principal Robert Rose added. "I couldn't be more excited for them."

The National Merit Scholarship Program is a not-for-profit organization that awards scholarship to high school seniors annually. Semifinalists are chosen based on preliminary SAT scores.



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



SENIOR SPOTLIGHT!



GETTING TO KNOW YOU!



AND THE AWARD GOES TO...

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The Leader in School Communication™

Providing school communication training and services to school leaders worldwide



HONOR SPEAKER: BEHIND THE SCENES!



A LETTER OF APPRECIATION

Hi Jamie,

I wanted to write to thank you for publishing so many amazing pictures of our incredible students and teachers. Just a few minutes ago, I ran into one of my students and asked him if he had seen his picture on the website. His reply? "Yes! I was so proud of myself!" The smile on his face and self-confidence was heartwarming, to say the least.

This kind of moment is golden for every adolescent in our community, especially those who struggle to fit in socially. Thank you SO much for highlighting and celebrating these moments and our students. Your work is most appreciated!

Thank You!

