

From the SUPERINTENDENT

BOYERTOWN AREA SCHOOL DISTRICT

To enable all students to succeed in a changing world!

Date: March 2017
To: Board of School Directors
From: Dr. Richard Faidley, Boyertown Area School District Superintendent
Re: Good News

I wanted to share the good news that is happening the Boyertown Area School District.

 **BASD Twitter**


- *Boyertown Area School District's Twitter continues to do well.*
- Followers include Penn State Berks Homework Hotline and PAC 10 Sports, as well as various BASH groups such as BASH Sound of Music, BASH Post Prom 2017, and BASH WLAX. @BASDNEWS also follows and is followed by schools and teachers in the district.
- @BASDNEWS is follows and is followed by local media outlets.

 **Boyertown Area High School' Mini-THON**

- *The District is proud to share that Boyertown Area Senior High School's Seventh Annual Mini THON was once again a huge success. Thanks to the commitment of our students, staff, and community, Boyertown Area Senior High School raised more than \$40,000 for the Four Diamonds Fund, which supports cancer research and families of children with cancer. Congratulations! [#BASDPride](#)*
- Shared on District social media
 - Facebook organic reach: 5,172
 - Facebook likes: 131 on BASD FB, 196 total
 - Facebook shares: 27
 - Total Reactions: 248

 **Youth Art Month**

- *March is not only Music in Our Schools Month, but it's also Youth Art Month! Join us in a month-long celebration of the arts!*
- Shared on District social media
 - Facebook organic reach: 1,382
 - Facebook likes: 16 on BASD FB, 30 total
 - Facebook shares: 3
 - Total Reactions: 37

 Boyertown Area High School Wrestling

- *We are excited to share that the Boyertown Area Senior High School wrestling team has won their fourth straight District 1-AAA West tournament title! Director of Athletics Mr. Dominic Palladino, as well as the entire Boyertown Area School District, would like to congratulate the team for their amazing accomplishments.*

“Congratulations to the wrestling squad and coaches on winning their fourth District 1 AAA – West tournament title. I am very proud of our program and how they represent the Boyertown community both on and off the mat.” #BASDPride

- Shared on District social media
 - Facebook organic reach: 4,324
 - Facebook likes: 105 on BASD FB, 231 total
 - Facebook shares: 16
 - Total Reactions: 265
- Featured in local newspapers

 Spelling Bee

- *The District would like to congratulate Junior High West eighth grade student Isabelle Stetka for winning the Berks County Spelling Bee Championship Finals! #BASDPride*
- Shared on District social media
 - Facebook organic reach: 4,635
 - Facebook likes: 98 on BASD FB, 203 total
 - Facebook shares: 10
 - Total Reactions: 234
- Published in the Reading Eagle


 What’s Cool About Manufacturing Contest

- *The Boyertown Area School District would like to congratulate the five Junior High East students who competed in Berks County’s first annual What’s So Cool About Manufacturing Contest!*

The MRC (Manufacturers Resource Center) in Allentown and PBS39 teamed up and organized the contest. The MRC choose several manufacturing plants for students to visit and assigned one manufacturer to each school. Junior High East was assigned the Bally Ribbon Mills in Bally, Pennsylvania.

A few months ago the group five students and their advisors, STEM Lead Teacher Mr. Daniel Bliss and Technology Coach Mrs. Michelle Hanna, visited the factory and interview three members of the Bally Ribbon Mills staff. After they finished shooting, the students spent over three months putting together an incredible video about the manufacturing process and Bally Ribbon Mills. Then the videos were uploaded for voting, and each team attended an awards ceremony in celebration of their hard work. Congratulations to all who participated!!

- Shared on District social media
 - Facebook organic reach: 3,515
 - Facebook likes: 102 on BASD FB, 152 total
 - Facebook shares: 1
 - Total Reactions: 169
- Featured in local newspapers

 *The District is proud to announce that the Boyertown Oley Valley Retired School Employees' Association (BORSEA) has selected Mr. Jeff Lucarelli as their support person deserving of the 2016-2017 Loretta Woodson Recognition Honor. Each year this honor recognizes one educator and one support professional in Berks County for doing an outstanding job within a school district or school.*

Mr. Lucarelli has been a custodian in the Boyertown Area School District for 35 years. He has worked at several schools in the District, but currently serves as the Head Custodian at Pine Forge Elementary School where he has been for the last 25 years.

Read more by following the link below. Congratulations Mr. Lucarelli! Thank you for your continued dedication to our students and staff! [#BASDPride](#)

- Shared on District social media
 - Facebook organic reach: 2,648
 - Facebook likes: 81 on BASD FB, 97 total
 - Facebook shares: 1
 - Total Reactions: 121
- Published on District website