

From the **SUPERINTENDENT**

BOYERTOWN AREA SCHOOL DISTRICT

To enable all students to succeed in a changing world!

Date: February 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 is doing extremely well.*
- The PA Department of Education regularly retweets and favorites our content.



-Continued-

 Daniel Trout Music


- *Boyertown Area School District is proud to announce that junior Daniel Trout has been selected to perform in the National Association for Music Educators (NAfME) All-Eastern Honors Band.*
- Shared on District social media
 - Facebook organic reach: 3,289
 - Facebook likes: 90 on BASD FB, 216 total
 - Facebook shares: 6
 - Total Reactions: 260
- Posted on District website
- Sent out to local media; published in Berks-Mont News

 Boyertown Area School District TSA Results

- *On February 4th, 131 Boyertown Area School District students traveled to Stroudsburg High School to compete in the Pennsylvania TSA Region 9 Conference. Students from Boyertown Area Senior High School, Junior High East, and Junior High West joined 200 high school and junior high students for a thrilling day of competition.*
- Shared on District social media
 - Facebook organic reach: 2,976
 - Facebook likes: 68 on BASD FB, 119 total
 - Facebook shares: 6
 - Total Reactions: 259
 - Link Clicks: 129
- Posted on District website
- Sent out to local media

 Reading Eagle in Our Schools

- *We are proud to share The Reading Eagle's In Our Schools feature from Sunday, February 5, which spotlighted Boyertown Area School High math teacher Mr. Garrett Crouse.*
- Shared on District social media
 - Facebook organic reach: 1,426
 - Facebook likes: 22
 - Facebook shares: 1
 - Total Reactions: 24
- Published in Reading Eagle

 Boyertown Planetarium celebrates visitor milestone

- *On Thursday, Jan. 26, the 500,000th visitor walked through the door: 3-year-old Aidan Babcock.*
- Shared on District social media
 - Facebook organic reach: 1,434
 - Facebook likes: 47 on BASD FB, 51 total
 - Facebook shares: 4
 - Total Reactions: 60
- Published in the Mercury

- 🐾 Boyertown Area Senior High School Girls Basketball Team Wins PAC Championship
 - *The Boyertown Area Senior High School girls basketball team won the PAC Championship last night in a thrilling 47-44 defeat over Methacton High School!*
 - Shared on District social media
 - Facebook organic reach: 4,180
 - Facebook likes: 171 on BASD FB, 231 total
 - Facebook shares: 14
 - Total Reactions: 271
 - Featured in multiple local newspapers

- 🐾 Earl Elementary School Recognized Earns Title I Distinguished Schools Designation
 - *We are pleased to announce that Earl Elementary School has been as recognized by the Division of Federal Programs as a Title I Distinguished Schools for the 2015-16 school year!*
 - Shared on District social media
 - Facebook organic reach: 9,106
 - Facebook likes: 204 on BASD FB, 326 total
 - Facebook shares: 22
 - Total Reactions: 405
 - Link Clicks: 1109
 - Sent out to local media; published in Berks-Mont News

- 🐾 Senior Abby Kapp Breaks School Record
 - *Boyertown Area Senior High School senior Abby Kapp made a 3-point shot with 1:44 seconds left in a game against Perkiomen Valley High School to break the girls basketball all-time scoring record! With that basket, Abby now has 1,421 career points surpassing Kaitlyn Eisenhard's school record.*
 - Shared on District social media
 - Facebook organic reach: 2167
 - Facebook likes: 53 on BASD FB, 73 total
 - Facebook shares: 3
 - Total Reactions: 82
 - Featured in multiple local newspapers

- 🐾 Boyertown Area Senior High School Names TJ Miller New Football Coach
 - *The Boyertown Area School District has announced that Mr. TJ Miller has been named as the 13th head football coach in school history.*
 - Shared on District social media
 - Facebook organic reach: 1337
 - Facebook likes: 16 on BASD FB, 18 total
 - Facebook shares: 1
 - Total Reactions: 21
 - Link Clicks: 71
 - Published in the Reading Eagle