

# From the **SUPERINTENDENT**

BOYERTOWN AREA SCHOOL DISTRICT


*To enable all students to succeed in a changing world!*

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

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

- 🐾 **Washington Elementary School Welcomes Certified Therapy Dog**
  - *Washington Elementary School introduced Ellie, the therapy dog, to their Autistic Support Program.*
  - Shared on District social media
    - Facebook organic reach: 10600
    - Facebook likes: 275
    - Facebook shares: 47
    - Total Reactions: 660
    - *Reached over 10,600 people organically for post 1. Post 2 saw similar results with a 2,800 organic reach and 85 likes.*
  - Reporter came from the Boyertown Times to cover story
  - Published in the Boyertown Times
  
- 🐾 **Jackie Laurence Do Ink Green Screen**
  - *Mrs. Jackie Laurence used the Do Ink Green Screen app to fully immerse her third grade students into their opinion writing project*
  - Shared on District social media
    - Facebook organic reach: 1489
    - Facebook likes: 22
    - Facebook shares: 13
    - Total Reactions: 58
  - Posted on District website
  - Sent out to local media

 Reading Eagle Gift of Christmas Contest

- *Three BASD students were chosen out of 75 entries to be featured in the Reading Eagle's Gift of Christmas contest. There were no prizes given, but the Reading Eagle made a \$100 donation in the name of each winning student to the Greater Berks Food Bank.*
- Featured in the Reading Eagle
- Shared on District social media
  - Facebook organic reach: 2800
  - Facebook likes: 81
  - Total Reactions: 99
- Posted on District website

 Two Junior High West Students Win Photography Competition

- *The Boyertown Area School District would like to congratulate Junior High West students Gabrielle Ziegler and Kelsey Pittius for their accomplishments at the 2016 Senior High School Print Competition hosted by the Berks Photographic Society!*
- Featured in the Reading Eagle
- Shared on District social media
  - Facebook organic reach: 1452
  - Facebook likes: 41
  - Total Reactions: 47
- Posted on District website