

**BOARD OF EDUCATION OF THE SPECIAL SERVICES SCHOOL DISTRICT AND  
THE INSTITUTE OF TECHNOLOGY OF THE COUNTY OF BURLINGTON**

**SPECIAL BOARD MEETING**

The Special Meeting of the Board of Education of the Special Services School District and The Institute of Technology of The County of Burlington was held at 8:30 am in virtual audio format via Zoom Conference Call on March 8, 2023.

Mr. Tyler J. Burrell called the meeting to order at 8:30 am and led the flag salute.

Mr. Burrell requested for Mr. Andrew Willmott to read the Sunshine Notice.

**Sunshine Notice**

Mr. Andrew Willmott, Board Secretary, stated that this meeting was in accordance with the Open Public Meeting Act and that this was a public meeting.

**Roll Call:** Andrew Willmott, Board Secretary, called the roll:

Odise Carr	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent
Leon E. Jones, Jr.	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent
Raymond Marini Exec. County Supt.	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent
Lorene Moore	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent
Michelle Parker	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent
Robert Brittain	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent
Tyler J. Burrell	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent

**Virtual public attendance by registering through Zoom:** A. Mazella, A. Ent, R. Loughlin, E. Joseph, A. Holley, R. Wright

**Public Comments on Special Agenda:** Mr. Burrell made a motion to open the public comments on the special agenda only. Mr. Leon Jones motioned and Ms. Lorene Moore seconded to open the public comments. Mr. Burrell asked if any attendees wished to comment on the special agenda only by raising their hand on Zoom.

There were no public comments and this closed the public comments portion of the meeting with a motion by Mr. Robert Brittain and seconded by Ms. Michelle Parker.

**Special Agenda:**

Mr. Burrell presented the agenda focusing on the audit and the approval of the budget for Burlington County Special Services School and Burlington Institute of Technology Districts.

Mr. Burrell requested a motion to accept the agenda, audit and budget submission for the respective districts.

On a motion by Ms. Lorene Moore and seconded by Mr. Leon Jones, the motion was passed.

**Roll Call:** Mr. Andrew Willmott, Board Secretary, called the roll:

Odise Carr	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Abstain
Leon E. Jones, Jr.	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Abstain
Lorene Moore	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Abstain
Michelle Parker	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Abstain
Robert Brittain	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Abstain
Tyler J. Burrell	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Abstain

**Public Comments:** Board President Mr. Tyler Burrell opened the public comment section of the meeting with a motion by Mr. Leon Jones and seconded by Ms. Lorene Moore. Mr. Burrell requested for anyone present wishing to make a comment to raise their hand. Mr. Andrew Willmott announced that no one had wished to speak and this closed the public comment section with a motion by Mr. Leon Jones and seconded by Ms. Lorene Moore.

Mr. Burrell invited the members of the Board of Education to comment:

**Board Comments:**

Mr. Odise Carr thanked Mr. Burrell, but did not have a comment at this time.

Mr. Leon Jones shared accolades for Mr. Andrew Willmott and his team on the audit and budget and thanked them for a great job.

Ms. Lorene Moore thanked the business administrator for a fantastic job and all she has received in preparation for this meeting.

Ms. Michelle Parker echoed the sentiments of the Board members on the budget and appreciated all of the great responsibility that went into the preparation.

Mr. Robert Brittain appreciates the great work completed by the administration, teachers and staff and business administrator and the windfall of receiving the grant for the schools.

Mr. Tyler Burrell thanked all for their hard work in preparing the budget. Mr. Burrell congratulated Mr. Andrew Willmott and his team. Mr. Burrell understands that the budget work is procedural, but it sets the tone for the next school year.

**Meeting Adjournment:**

Mr. Burrell called for a meeting adjournment. Mr. Leon Jones motioned to approve and Ms. Lorene Moore seconded the motion. Meeting adjourned at 8:37 am.

Respectfully Submitted,

Andrew C. Willmott  
Board Secretary/Business Administrator

**I. PERSONNEL**

**Burlington County Special Services School District/Burlington County Institute of Technology**

- 1. **Job Description** (Exhibit #1)  
Strategic Marketing, Communications, Enrollment Coordinator (Shared) - Revised

**II. PROGRAMS**

**B. Burlington County Institute of Technology**

- 1. **Guest Speakers (Place in chronological order by date)** \*\*Title Grant ESSA II Funds

Speaker(s)	Audience	Cost	Date
Book Club: Dr. Nicole Scott - Virtual	Parents/Students/Staff	\$5000**	03/14, 03/28, 04/18 & 05/02

**IV. BUSINESS/FINANCIAL**

**Burlington County Special Services School District/Burlington County Institute of Technology**

- 1. **Comprehensive Annual Financial Report**  
**BE IT RESOLVED** Recommended a resolution to be adopted approving the District's Comprehensive Annual Financial Report for the fiscal year ending June 30, 2022, conducted by Brent W. Lee & Co., LLC, Cinnaminson, NJ; a copy of the audit is available to the public.
- 2. **Resolution, 2023-2024 Budget Submission to the County Superintendent**  
**BE IT RESOLVED** by the Board of Education that the final budget be approved for the 2023-2024 School Year with County Appropriation of \$5,000,000 for the Burlington County Special Services School District and \$15,894,974 for the Burlington County Institute of Technology and the Secretary to the Board of Education be authorized to submit the following final budget to the Executive County Superintendent of Schools for approval in accordance with the statutory deadline:

	<u>General Fund</u>	<u>Special Revenue</u>	<u>Total</u>
BCSSSD	\$42,444,199	\$0	\$42,444,199
BCIT	\$40,792,618	\$766,730	\$41,559,348

**A. Burlington County Special Services School District**

- 1. **Appointment of Engineering and Construction Services**  
**BE IT RESOLVED** by the Board of Education that Grant Engineering and Construction Group, LLC, 211 Warren Street, Newark NJ be hereby appointed through the Burlington County Shared Service Agreement the Engineering and Construction Services for the Burlington County Special Services School District Playground project in the amount of \$28,090.

**BURLINGTON COUNTY SPECIAL SERVICES SCHOOL DISTRICT  
JOB DESCRIPTION**

**TITLE:**

**STRATEGIC MARKETING, COMMUNICATIONS & ENROLLMENT COORDINATOR**

**QUALIFICATIONS:**

1. Minimum of Bachelor's degree in marketing, communications, journalism, counseling, psychology or related field (**preferred** but not necessary)
2. Experience with support of administrative operations
3. Experience with developing content and copy for website, social media and communications.
4. Minimum of five (5) or more years of experience preferably in Communications, Counseling, Marketing and/or Recruitment
5. Experience with strategic management of a brand and its voice through diverse media to generate results
6. Demonstrated knowledge and expertise in marketing and communications strategies
7. Demonstrate an ability to work with District and building level administration
8. Outstanding project management and organizational skills
9. Excellent writing and editing skills; innovative approach and creative execution
10. Demonstrated success in managing, supporting and motivating staff
11. Creative and strategic application of digital and social media technologies including but not limited to website content management and social media channels
12. Experience and expertise in marketing, media relations, public affairs, , issues management, social media and public relations
13. An equivalent combination of education and experience from which comparable knowledge is acquired may be considered.
14. Strong cross-cultural interpersonal and writing skills are necessary, including public speaking skills and the ability to present BCSSSD in a positive, proactive and motivational manner throughout Burlington County and beyond
15. A valid driver's license and ability to work nights and weekends as needed
16. This position requires reimbursable travel to Burlington County Schools/Special Events, loading and transporting recruitment materials, displays, and other equipment. Some evening and weekend hours required
17. Performs all other duties as assigned by the Superintendent of Schools

**REPORTS TO:**

Superintendent and Assistant Superintendent of Schools

**BURLINGTON COUNTY SPECIAL SERVICES SCHOOL DISTRICT  
JOB DESCRIPTION**

**POSITION DESCRIPTION:**

The Burlington County Special Services School District is a county-based educational provider for individuals with special needs from Pre-K to age 21. BCSSSD is currently seeking a full-time Strategic Marketing, Communications and Enrollment Coordinator.

As an integral member of the district team, the Coordinator is responsible for developing a strategic marketing, communications and enrollment plan for the Schools that supports the organizational strategic action plan and the vision of the district.

The Coordinator is responsible for developing, managing and executing BCSSSD's marketing and communications initiatives. The Coordinator supports and collaborates with administrative and district staff in the protection, promotion, and enhancement of the BCSSSD brand's reputation.

The Coordinator will develop and integrate a broad range of public relations, marketing, and communications activities related to the strategic direction and positioning of the District. As an ambassador for the school, the Coordinator will interact significantly with all constituents including the students, parents, faculty, staff, and other stakeholders in the Burlington county community.

The Coordinator will support the Districts by generating broad and comprehensive awareness of the qualities and character of the school community in order to achieve determined goals in enrollment and District advancement while ensuring sustainable growth. Key will be to support the strategic action plan for enrollment.

The Coordinator is responsible for developing all integrated communications including but not limited to marketing products and services in all internal and external media in direct collaboration with the Superintendent of Schools, inclusive of newsletters and other print publications, Web, e-news, social media and other digital communications.

**PERFORMANCE RESPONSIBILITIES:**

1. Plan and execute programs that enhance the visibility and public perception of BCSSSD
2. Serves as the lead marketing and communications coordinator, articulating the two districts' vision and image across all media to ensure a consistent positive brand and message of excellence
3. Plans, designs, and executes production of all print and web-based publications and communications for the Districts in collaboration with the Superintendent of Schools, to

**BURLINGTON COUNTY SPECIAL SERVICES SCHOOL DISTRICT  
JOB DESCRIPTION**

- include though not limited to social media, online tools, admissions, ESY (Extended School Year) materials, websites and other brochures, articles for local press, photos and videos of events
4. Works with Superintendent of Schools to manage communications pursuant to school closures, emergency notifications and associated press, website and social media management and related supports
  5. Manage districts' relationships with outside website vendors, photographers, press, graphic designers and printing firms
  6. In collaboration with District and Building Administration, develops and implements a practical and strategic marketing/communications plan to identify strengths, weaknesses and opportunities; and to more clearly articulate and promote the BCSSSD brand identity, broaden awareness of its academic and other programs while supporting departmental growth objectives
  7. Anticipates and identifies new opportunities, challenges and emerging issues to be imminently faced by the district, and makes proactive recommendations for solutions
  8. In direct collaboration with the Superintendent of Schools proactively manages media relations and photography, inclusive of writing and distributing press releases and cultivating relations with local media
  9. Coordinates all staff engaged in marketing/communications/enrollment activities to ensure a coherent internal and external set of messages and communications platform to support developed action plan.
  10. Works with the Superintendent of Schools to develop, propose and gain approval for a practical departmental budget, and maintains routine budget checks and balances with the Superintendent or his/her designee to ensure compliance
  11. Oversees and implements intake procedures to meet enrollment goals including but not limited to the following strategies: middle school presentations, tours, parent information sessions, Discovery Week/Nights, Counselor/CST Informational Sessions, community days/events and Back to School Nights.
  12. Responsible to support the creation and maintenance of an online application and registration process
  13. Digital Marketing & Social Media Management
  14. Complete special projects as assigned such as marketing brochure, Annual State of the District Report, etc.
  15. Provide analytic reports pertaining to strategic marketing, communications, enrollment and social media participation, as requested.

**BURLINGTON COUNTY SPECIAL SERVICES SCHOOL DISTRICT  
JOB DESCRIPTION**

**PROFESSIONAL AND PERSONAL SKILLS:**

1. Collaborative professional approach: the ability to develop action plans inclusive of using data-driven information to achieve effective consensus-driven strategies and tactics
2. Marketing and Communications acumen: the ability to lead the discussion of best practices in all forms of the discipline including branding, advertising, public relations, publications, digital media and events
3. Accountable approach to initiatives: can make recommendations with measured strategies and contingency plans based on performance.
4. Proactive strategic thinking: seeks out timely opportunities with key staff members to anticipate marketing and communications needs and preparation of recommendations
5. A commitment to the mission: doing what needs to be done regardless of office hours or other commitments.
6. Leadership experience: proven ability to lead, manage and be managed
7. Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interact with all diverse constituent bodies of the District as an ambassador
8. Excellent interpersonal skills; ability to collaborate widely with various constituencies throughout the school districts and associated communities
9. Excellent writing and editorial skills as well as penchant for publication design for e-commerce
10. Ability to create high quality content as well as identify and generate creative and timely story ideas
11. Coach colleagues in marketing, writing and publication skills

**TERMS OF EMPLOYMENT:**

Non-aligned, twelve (12) month year. Salary and benefits to be established by the Superintendent of Schools and approved by the Board of Education.

**EVALUATION:**

Performance of this position will be evaluated annually in accordance with state law and the provisions of the board's policy on evaluation.

Created October 28, 2019 (AW)

**Board Approved:** October 30, 2019

Revised: March 1, 2023 (AH)

Board Approved: