

March 2017

Dear WCSD Community,

Each month, one of the Board of Education meetings is reserved to spotlight our students and their achievements. At the February 28, 2017, Board of Education meeting, two of our Roy C. Ketcham students, River Johnson and Shahid Lloyd, provided us with an exceptional rendition of the *Star Spangled Banner*. We also highlighted our recipient of the Catherine Street Community Center Martin Luther King Jr. Scholarship, Naraya Price. The energy and enthusiasm from these two performances set the stage for a very productive Board of Education meeting.

During the meeting, we continued our work as we prepare for the 2017-2018 Superintendent's Budget to be adopted by the Board of Education. The WCSD Board of Education demonstrates great interest in all of our students and ensures they remain a priority in all of their decisions. If you look at the [budget web page](#), you will also see the prioritization of the suggestions made by the Board for the Superintendent's Budget. The District would like to thank our parents and community members who have shared, via e-mail and publicly, suggestions for the upcoming budget.

You will also notice from this letterhead, that the Wappingers Central School District has a new logo. WCSD did a great deal of research and collaborated with various stakeholders to create the new WCSD brand/logo. This work began nearly five years ago with the inception of the Strategic Plan. Three years ago, former Assistant Superintendent Warden, Assistant Superintendent Lolkema and I met with consultants and companies who work with organizations on brand development. Early in the process, we were advised that a school district should utilize professionals to take on this type of endeavor. At the time, we felt differently. We began by including our students' input and shared these ideas with other staff and community members. Ms. Warden even purchased a book on branding for the entire administrative and central office staff teams. As we proceeded with the work, we kept the former and present Board members up-to-date on the progress of our work. In the past year and a half, Ms. Watkins joined our

team and played a pivotal role in the process of developing a brand for WCSD. It was then that we came to a point where we realized that the recommendation to seek the input from a consultant was valid. Since the District had done so much of the preliminary work, the consultant fee was minimal. Their professional involvement in the final process brought together all of the input and ideas collected from stakeholders to develop a brand that is professional and can be utilized by our entire district. We are grateful to all who participated and contributed in this endeavor.

The work from the Capital Improvement Project for our athletic fields at Roy C. Ketcham High School and John Jay High School will begin in mid-April. WCSD is unique not only in Dutchess County but across the majority of the seven hundred school districts in New York State because we have two high schools, plus an alternative high school. It is our firm belief that creating Capital Projects that include *all* of our high schools provides a benefit for every student regardless of which high school they attend. The uniqueness of the WCSD having three high schools does come with challenges. In order to ensure that we can begin the 2017-18 school year with what we promised our community, construction must start very soon. In the coming weeks, the District will highlight a schedule of tentative beginning and ending dates of our projects.

We are always grateful for the wonderful work that our principals and teachers do on a daily basis with our students. It is also important to acknowledge our staff members who are “behind the scenes” working diligently to ensure our school district runs efficiently and successfully.

With only four months remaining in the school year, you will notice an increase in the level of activities, events, ceremonies and celebrations happening in our schools. To avoid missing any of the events happening in and around the District, remember to visit the District Facebook and Twitter, as well as the weekly [REWIND](#), to provide you with all of our students’ successes and achievements.

Sincerely,

José L. Carrión