



Hastings-on-Hudson Public Schools

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Dear Hastings Families and Staff,

Following yesterday's "yes" vote on the 2022-23 Budget, we are able to finalize the appointment of our new Communications Associate, **Jackie Saviano**, who comes to us through our partnership with Putnam/Northern Westchester BOCES. After an early career in fashion as an Employee Engagement and Communications Associate, Jackie has worked the past year as the Communications Associate for the Eastchester School District, providing full-service communications, on site.

We are enthusiastic about Jackie's experience, ideas and interpersonal skills. Ellen Lane, the Director of the P/NW BOCES' Communications Program, attests to Jackie's writing skills, which compliment her experience with a range of communication strategies, tactics and tools (i.e., videos, blogs, social media, websites, story generation, interviewing, branding, email, emergency communications). Her direct work this past year in Eastchester will be a plus.

Jackie's transition plan includes planning on priority communication improvements. We want to maximize the full range of services the partnership with P/NW BOCES provides, including consultation for emergency and crisis communications. We also will tackle website improvements.

Jackie will be making her rounds this week to cover final district happenings for the school year, including the High School Graduation on Thursday. She has already met many of you, but will introduce herself where necessary. Jackie will work over the summer, leading to being on site five days a week for the 2022-2023 school year.

Lastly, Fiona Mitchell, who has been the interim Communications Associate, will remain as a resource from P/NW BOCES, where she assists Communications Associates in multiple districts. Fiona deserves a special thank you for gracefully guiding communications regarding the budget vote, revote and end-of-year celebrations.

Be well.

Bill

William S. McKersie, Ph.D.
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