



Office of District Advancement

Mission: The Office of District Advancement provides a framework for building resource capacity by cultivating strong community support, private and public partnerships and viable individual giving and grants programs.

Purpose: The office is responsible for all areas pertaining to the advancement of the school district, and communicating the district's mission to our supporters. This includes public relations, communications, marketing, developing alternative resource engines, community and alumni relations and cultivating partnerships.

Coordinator of Community Relations: Stuart Williams (x1305)

- Public Information- press contacts, inquiries, releases and electronic notifications
- Publications- newsletters, district calendar, website content, social networks, related brochures, and district flyers
- Community Events- coordination with the district, alumni, community education & fitness programs and support for school events
- Partnership Coordination- liaison to PTA Council, BSEF, BSNB, and State Farm Ins Co.
- Community Outreach- business and civic organizations (Ballston Area Recreation Commission, Ballston Area Community Center, BSBPA)
- Board of Education/Superintendent Support- communication and logistics
- Fundraiser Coordination- district initiatives and school organizations

Coordinator of District Advancement: Madeleine Petraglia (x1369)

- Fund Development Management- Ballston Spa Partnership for Innovation in Education Fund, a component fund of the Community Foundation for the Greater Capital Region
- Funding Prospect Research- to support Sponsor-A-Scholar, Robotics, Fine & Performing Arts, STEM enrichment initiatives, and the Clean Technologies & Sustainable Industries Early College High School (Clean Tech ECHS)
- Grant Funding- coordinates alternative revenue streams to support district programs and initiatives, and manages grant implementation
- Partnership Coordination- develops and cultivates potential corporate, educational and non-profit partners for district programs and initiatives
- Community Outreach- business, civic and non-profit organizations (Center for Economic Growth (CEG), Malta Business & Professional Association (MBPA), Saratoga County Chamber of Commerce, Saratoga Economic Development Corporation)

Support Staff:

Receptionist – Susan Bissell – (x1329)

70 Malta Avenue, Ballston Spa, NY 12020

8.17.16