

TRENTON BOARD OF EDUCATION
108 North Clinton Avenue Trenton, New Jersey 08609
BOARD REGULAR MEETING
Tuesday – May 26, 2020 – 5:30 P.M.
ADDENDUM

FINANCE & FACILITIES

RESOLUTION AND PROPOSAL FOR THE TCHS SCHOOL BASED YOUTH SERVICES PROGRAM TO OBTAIN PROFESSIONAL SERVICES FROM HEAL THE CITY TRENTON TO PLAN A CITY-WIDE POSITIVE YOUTH DEVELOPMENT BILLBOARD CAMPAIGN FOR TCHS STUDENTS AND THEIR FAMILIES

Whereas, the TCHS School Based Youth Services Program seeks permission to obtain Professional Services from Heal the City Trenton to plan a city-wide positive youth development billboard campaign for TCHS students and their families to promote high school achievement and success, school pride, and pro-social and emotional health, and;

Whereas, the overall function of the Trenton SBYSP is to minimize the barriers associated with student educational success by offering free and confidential, on-site, supportive services, including Mental Health Services, Expectant and Parenting Teen Education and Support, and Positive Youth Development Activities which include the integration of health promotion, competence building, positive youth development, preventive and supportive strategies to reduce risks, and enhancement of protective factors for participating students, and;

Whereas, the sole purpose of the Heal the City Trenton Positive Image Campaign is to replace negative billboard advertisements with more positive stimuli in the community that can inspire a prosocial and positive mindset amongst Trenton children, families, and schools, and;

Whereas, the Heal the City Trenton will include and involve students and TCHS and SBYSP staff in the design, development, production, and presentation of the campaign, specific to TCHS.

Therefore, be it resolved that the Trenton Board of Education gives permission for the TCHS School Based Youth Services Program to obtain Professional Services from Heal the City Trenton to plan a city-wide positive youth development billboard campaign for TCHS students and their families, at a cost not to exceed \$4,400.00.

Account: 20-470-200-330-0001-20-05 and 20-470-200-890-0000-20-05)