



# Raider Nation News

*A publication of the Canastota Central School District*

Late Fall 2023

## A MESSAGE FROM THE SUPERINTENDENT

As we head toward the holiday season, I'm incredibly excited to update you on some very important news impacting the school community. This time of year always brings a sense of excitement and anticipation of what is on the horizon – the dust has settled at the start of the new year, and we're fully focused on the important items that will define our 2023-24 school year.

Maintaining and enhancing our school facilities has been a major priority in recent years, with the completion of the nearly 26 million-dollar capital project in recent months. While we're pleased to have completed many safety, security, and efficiency upgrades to our schools, we're now fully focused on the proposed 30 million-dollar capital project that will go before Canastota voters on December 5th. The proposed project, in many respects, is an extension of the work that was started under the previous project, focusing heavily on safety upgrades while also maintaining the foundational infrastructure of our schools. Given the high aid rate that we qualify for through New York State and through the strategic use of our capital reserve funds, this project will not increase taxes to the Canastota community. I would encourage you to review our budget newsletter that was mailed several weeks ago and to review the information within this newsletter. As always, please contact the District Office with any questions

related to the project. Also, please join us for the Community Forum regarding the project on November 27th at 6:30 p.m.

Another initiative that will have a major impact on our school community is the impending "re-naming" of the school district that will unfold over the course of the next several months. Canastota, like many districts around the state, has been given the ultimatum from the State Education Department that we cannot continue to use the "Raiders" name. Given this reality, the District is committed to conducting a thorough and transparent process that will take into account the thoughts and ideas of our entire school community. In order to accomplish this task, the District has formed a Branding Advisory Committee comprised of students, alumni, employees, and community members that will facilitate the entire process from beginning to end. While the prospect of having to change our name has been upsetting to many people, I'm optimistic that we can use this process to unite for a common purpose, to use this as an opportunity to focus on what we are proud of and what unites us as a school community. Over the course of the next several months, the Branding Advisory Committee will be sending out updates as the process unfolds. Please help us in this process by participating in the multiple surveys that will be



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## 2023 CAPITAL IMPROVEMENT PROJECT UPDATE

### PROPOSED SCOPE OF WORK:

#### Roberts Street Complex

- Parking/Bus Loop/Student Drop-Off
- Cafeteria Renovations
- Kitchen/Serving Renovations
- New Lighting at Parking Lots and Sidewalks
- Gymnasium Renovations
- Auditorium Renovations
- Fitness Center Renovations
- Art Room Renovations
- Infrastructure Upgrades

#### Transportation

- Resurface Remaining Existing Parking Lot
- Infrastructure Upgrades

#### Peterboro Street Elementary

- Additional Parking
- Cafeteria Renovations
- Kitchen/Serving Renovations
- Gymnasium Renovations
- Infrastructure Upgrades

#### South Side Elementary

- Additional Parking & Student Drop-Off
- Cafeteria Renovations
- Kitchen/Serving Renovations
- Gymnasium Renovations
- Infrastructure Upgrades





## FINANCIAL INFORMATION

### Proposed Project Cost

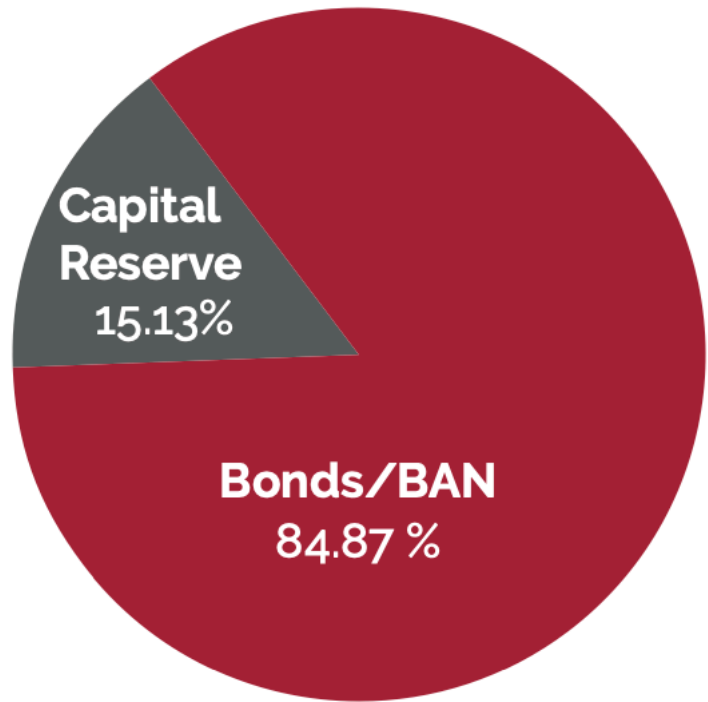
\$30,000,000

### Capital Reserve

\$4,538,087

### Bonds/BAN

\$25,461,913



**THE PROPOSED PROJECT IS TAX NEUTRAL AND WILL HAVE  
NO ADDITIONAL TAX IMPACT**

### PLEASE VOTE!

Tuesday, December 5th,  
2023

1:00 p.m. - 9:00 p.m.

Roberts Street Complex  
Cafeteria B

### COMMUNITY FORUM

11/27/23

6:30 p.m.

Roberts Street Elementary  
School



## SPORTS MARKETING CLASS LEARNS ABOUT MARKET SEGMENTS

The Sports Marketing class is part of a two-year MOBOCES program, housed at CCSD. Students have recently been learning about marketing segmentation. A market segment is a subset of a large market based on demographics, needs, behavior, and location. This helps promoters plan how to advertise a specific sport or entertainment to fit the mold of the market segment.

A beginner activity that students worked on was "Market Man" where students used visuals to target people of a very specific market of their choosing.

On October 25th, representatives of the International Boxing Hall of Fame visited to show their marketing strategy. Prior to this visit, students brainstormed using the market segmentation strategies they learned, on how they believe the International Boxing Hall of Fame markets their venue (product). They were expected to share their brainstorms to the visitors and seek feedback.

During the two-year program, students will create, execute, and revise personalized workout plans tailored to individual client goals. Additionally, students will explore diverse career opportunities within the health industry.



## AN UPDATE ON E-SPORTS

The initiative to introduce E-Sports in our school has been an ongoing process since the announcement in the Fall Newsletter. We are thrilled to announce that we have made significant progress, and a demonstration event is scheduled tentatively for November 30th. This event aims to showcase the potential of E-Sports to our students and their families and provide them with a better understanding of what E-Sports is all about.

The introduction of E-Sports to CCSD is a crucial step for several reasons. Research has shown that 80% of students who engage in school E-Sports have never taken part in any school-sanctioned activity before. E-Sports provides an opportunity to include these students who are not typically interested in regular school sports and offer them something they can connect with, enjoy, and experience the same sense of team spirit. E-Sports is an all-inclusive activity that welcomes anyone to participate, regardless of their physical abilities.

In addition, E-Sports can help students acquire valuable soft skills that will help them in their future endeavors. Soft skills such as communication, teamwork, decision-making, and time management are essential skills that are highly valued by employers. E-Sports can help students develop these skills in a fun and engaging way. Moreover, E-Sports can help students explore various careers in the gaming industry, which is a 200-billion-dollar-a-year industry. Students can gain experience and develop skills that are highly valued in the gaming industry.

The pilot program that we plan to roll out during the second semester of this year at CCSD will provide students with a safe and monitored environment to explore their interests in the gaming industry. Research has shown that students who participate in E-Sports perform better in higher education. Many SUNY schools have already implemented E-Sports teams, and many schools now offer E-Sport scholarships to graduating seniors. By introducing E-Sports to CCSD, we hope to provide our students with another opportunity to excel academically and personally. Overall, we anticipate a high level of student interest in this program, and we look forward to seeing the positive impact that E-Sports will have on our students.



## CONNECTED COMMUNITY SCHOOLS HOSTS A SUCCESSFUL FALL FEST EVENT



The Fall Fest turned out to be a huge success involving several community partners that contributed to the "Trunk or Treat" event. Partners set up their stations outside for members of the community and students to walk through. Those who attended the event went home with information from interactive displays, coloring books, candy, and more! Thanks to our fantastic Transportation Department, people could choose to walk through the "Ghoul" bus and choose either a scary or not-scary experience.

The event was attended by more than 850 students and parents! It was wonderful to see how many families were enjoying this after-school event!



## RSES STUDENTS ENJOY A STEM-FILLED HALF-DAY



The students at RSES had a fun-filled half-day participating in STEM activities. One of the activities required building a candy tower using candy pumpkins and toothpicks. The goal was to construct the tallest tower, which required students to first create a design. This activity taught the students the importance of perseverance and trying repeatedly until the desired outcome is achieved. They learned that things may not work out the first time, but with effort and persistence, success can be achieved.

The Great Swamp Conservancy was also present and brought along some

mystery boxes for the students to investigate. The activity involved students partnering up and rotating through stations where each box contained a mystery item. The students were challenged to use their senses to guess what was inside the box without looking and had to write their guesses down on a list of 1-20. The goal was to work together as a team to guess correctly and have fun while doing it!

Several other STEM activities were happening around RSES, including building pumpkin catapults, identifying insects, and more! At the end of the day, students were treated to donuts and cider. Dunkin' and Tops generously donated donut holes and half gallons of cider for the event.

### WE'RE HIRING!

**The Canastota Central School District has both permanent and substitute openings for classroom and support positions.**

**Interested?**

**Call our District Office at 315-697-2025**





## SUPERINTENDENT'S MESSAGE

available to solicit ideas. I anticipate that the committee will be able to announce the new name sometime during the second semester of the school year.

As we continue to build our core academic program and initiate new innovative opportunities for our students, we realize that more than ever, we need to focus on the support systems that allow students to thrive amidst all of the challenges. Not only do we continue to expand our work with Connected Community Schools (still one of only 15 school districts around the state with this designation), but we also continue to expand our array of interventions available for students and their families. One example is the introduction of a satellite mental health office in our school in partnership with the Madison County Office of Mental Health. Look for more specific details as this new program is introduced into our school.

Being the best school in our region is our goal here at Canastota. As we continue to update our facilities, solidify our core academic programs, and expand our community partnerships, we are reminded of the fact that we have a tremendous responsibility to provide our students with opportunities that are second to none. With your help and support, we will work hard to live up to this lofty standard. I look forward to updating you on the exciting progress we are making in each of these areas as we move further into the school year. While Canastota has always been an awesome place (with our well-earned reputation as the hometown of champions), we're just scratching the surface of our potential as a school community. The best is yet to come.

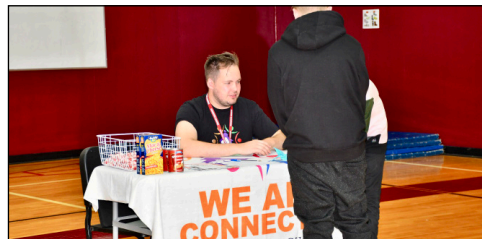
*Sincerely,*

*Shawn Bissetta, Superintendent*



## MAKING CONNECTIONS

We have had a wonderful start to the year! It's been amazing to see you all enjoy our fun activities and we can't wait to continue with them. Our Jr/Sr HS students were able to showcase their hobbies at our Club Fair, which encouraged students to find a club to join! Our PSES and SSES students made cards to send to local veterans and were able to listen to a member of our local VFW read a book to them. We also welcomed two new site coordinators to our team! Jennifer Dolan will be working in RSES and can't wait to meet our HUB club members. Jessica Hoffman will be working part-time in our PSES and SSES schools and she is very excited to see you all at lunch and on the playground. If you have any unique ideas that you want to be a part of, please let your CCS team know so we can help bring it to life. We'll see you at our next event!



## MONTHLY PARENT ADVISORY COMMITTEE MEETINGS

**All PAC meetings are at 5:30 p.m. in the JSHS Media Center, all are welcome to attend!**

- Dec. 7    - Jan. 4    - Feb. 1    - Mar. 7
- Apr. 4    - May 2    - Jun 6



## STAFF PARTICIPATE IN GOAL SETTING WORKSHOPS

While students enjoyed time off from school, teachers, and staff at CCSD participated in workshops focused on setting goals for students. Some attended a CPI training (non-violent Crisis Prevention & Intervention), that focuses on teaching individuals proven strategies for safely defusing anxious, hostile, or violent behavior. This training was presented by MOBOCES.

The teachers and staff worked together to collaborate, exchange ideas, and set goals for themselves and their students. Reinforcement of consistent research based instructional practices was also expressed during these workshops. Their primary focus was to enhance the learning experience of students while striving to understand the students better as well.

We believe that in order for students to improve, we must comprehend all factors that impact their ability to learn. The ultimate goal is to encourage students to take charge of their education and rise to the occasion, and we are committed to helping them achieve that goal.



## MACNY COMES TO CCSD

MACNY, The Manufacturers Association of CNY is a not-for-profit 501(c)(6) association representing over 300 businesses and organizations across Central and Upstate New York. MACNY members supply the region, nation, and world with a variety of products and services.

For members and the community, MACNY's staff provides a wide range of services, including training and leadership development, networking events, human resource services, advocacy, energy and purchasing solutions, and workforce development.

This programming with MACNY will bring 11th and 12th-grade students from local high schools including Canastota, to learn more about career opportunities within advanced manufacturing.

Students will participate in career exploration activities, as well as tour local manufacturing companies throughout the year. Students will develop and polish resumes, practice personal introductions, and participate in mock interviews with HR professionals from local companies. In addition, students will learn about and participate in job shadowing and internship opportunities when they are on break from school.

The MACNY Partners in Education and Business engage local employers across industry sectors in work-based learning programs for schools through facility tours, job shadows, internships, professionalism workshops, and guest speakers.

Students involved in this program will gain valuable employability skills along with hands-on experience in various STEM fields as well as business and management career areas.

Students completing the program will receive a MACNY Internship Program Digital Badge to recognize their accomplishments.







DEBORAH NEW, Board President  
LORAN CROSBY, Board Vice President  
SCOTT BLANCHARD, Board Member  
MARC CIANCIOLO, Board Member  
JENNIFER KITCHEN, Board Member  
KATHLEEN NILES, Board Member  
MAUREEN WOOD, Board Member

120 Roberts Street  
Canastota, NY 13032

Non-Profit Organization  
U.S. Postage  
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Canastota, NY 13032

SHAWN BISSETTA, Superintendent  
TRACY LEONE, Business Manager

POSTAL RESIDENT  
Canastota, NY 13032

## AN UPDATE FROM INNOVATIVE LEARNING AT CCSD



Seventeen Canastota High School students and Student Government officers attended the 2023 Leadership Workshop held in the High School Media Center on Thursday, October 26th. The Workshop events were coordinated and led by Elizabeth Garofalo, the CCSD Coordinator of Innovative Learning.

Jackie Starks and Deb Ford talked to the group about the various school community groups available in Canastota including the Engage Canastota Education Foundation, the CCSD Wall of Distinction, and the Canastota Alumni Association. Principal Peter Schultz and Superintendent Shawn Bissetta also spoke to the group about their role as leaders within the student community.

Liz Garofalo facilitated workshops on leadership and micro-credentialing, explaining to the students the many opportunities that are available to them in the area of work-based learning. Current partnerships include: International Boxing Hall of Fame, Syracuse Crunch, Greater Lenox Ambulance Service, Manufacturers Association of CNY (MACNY), Canastota Municipal Offices, as well as CCSD and community internship opportunities.

Students were given the opportunity to discuss concerns and issues within the school and to brainstorm leadership and legacy project ideas for further development. A classroom in the high school has been created to house the Canastota Center for Innovative Learning. This room has created a working space that will allow all students to participate in leadership workshops and activities throughout the school year. Workshop activity ideas include: Resume Preparation, Job Interview Skills, Public Speaking, and Career Awareness.

## EXERCISE SCIENCE AND SPORTS MANAGEMENT PRACTICE YOGA



The exercise science program has kicked off the new school year diving into learning the different types of equipment in the weight room. They have pushed themselves out of their comfort zones by doing new workouts that they are not used to. Pictured are the Exercise Science and Sports Management classes collectively doing yoga as a wind down activity on a Friday. Throughout the year they will continue to learn about the muscular system, skeletal system, kinesiology, and biomechanics.

### Holiday Planner

Nov. 22-24 - Thanksgiving Recess

No School

Nov. 29-30 - K-6 Parent Teacher Conferences

K-6 Early Dismissal

Dec. 22-Jan. 1 - Winter Recess

No School

Jan. 15 - Dr. Martin Luther King Jr. Day

No School

Jan. 23-26 - Regents Exams

Jan. 23 - No School (9-12)