



Evesham Township School District

Meland Administration Building, 25 South Maple Avenue, Marlton, NJ 08053

www.evesham.k12.nj.us · (856) 983-1800 · Fax # (856) 983-2939

Dr. Justin Smith, Superintendent
Mr. John Recchinti, School Business Administrator

Ms. Danielle T. Magulick, Director of Curriculum & Instruction
Mr. Richard G. Dantine, Jr., Director of Personnel

October 1, 2021

Dear ETSD Families,

Highlights: Conversation about TikTok Challenges; Travel; Community Activities; Friendly reminders of Vaccination Walk-In Opportunities.

Conversation about TikTok Challenges

Highlighting something to stop it can risk increasing it, but with October's challenge being "slap a teacher" or "slap a staff member" (even as educators are working hard for students) I feel compelled to communicate with our families about the nationwide trend, especially through TikTok, of students committing inappropriate, often criminal actions, and posting videos of themselves doing so on social media. The list of monthly challenges can be found online and in news articles like the one below:

<https://www.wusa9.com/article/news/local/virginia/loudoun-county-public-schools-warns-parents-about-viral-tiktok-challenges/65-a6c89eee-6c92-4b9a-b612-e542251962ff>.

I would encourage you to read the list. The challenges are offensive and wrong on many levels. Our middle schools saw a bit of September's challenge ("Vandalize school bathrooms"), and addressed it. Future months' challenges get worse.

Hallmarks of our district and school communities are character, respect, and integrity, emphasized including through Responsive Classroom and C.A.R.E.S. in elementary school and our house structure, team meetings, and Advisory in middle school, which enable discussion of topics including social media. The first week of October in our state is the Week of Respect, which our schools will mark next week in various ways, including with the message that respect is important every week and every day.

Please consider, especially for our middle school parents, talking with your children about these challenges. Any students involved could face school disciplinary actions and criminal consequences, as the challenges include vandalism, violence, and sexual harassment. Related topics for conversation would be appropriate uses of technology, social media, and our digital footprints. We appreciate this teamwork as children benefit from the partnership of schools and families.



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Travel

As families may be making travel plans for holidays in November and December, I'd like to share that our district continues to follow the NJ state travel guidance. Currently, there is no travel advisory in effect in NJ. We would encourage following the CDC recommendations in the state webpage below, but they are not requirements for our district.

<https://covid19.nj.gov/faqs/nj-information/travel-and-transportation/are-there-travel-restrictions-to-or-from-new-jersey>

Community Activities

Amazing community events and opportunities afoot ...

https://www.evesham.k12.nj.us/community/community_activities

- New: [Little Chiefs Lacrosse Clinic](#) Oct. 16 & 17
- Ongoing:
 - [Grades K-3 Poster Contest Honoring First Responders](#) till Oct. 15
 - [Gnoming Around Town](#) till Oct.31
- Upcoming:
 - Oct. 9: [Marlton Day on Main Street](#)
 - Oct. 10: [Halloween Pet Parade](#)
 - Oct. 17: [Evesham Cultural Day](#)
 - Oct. 29: [Evesham Police Trunk or Treat](#)

Friendly reminders of Vaccination Walk-In Opportunities

- Mondays, from 2 PM to 6 PM, at the Burlington County Emergency Services Training Center, 53 Academy Drive, Westampton (drive-thru clinic);
- Tuesdays, from 9 AM to 1 PM at the Palmyra Community Center, 30 West Broad, Palmyra;
- Wednesdays from noon to 4 PM at the Weimann Building, 400 Delanco Road, Edgewater Park;
- Thursdays from 3 PM to 7 PM at the Bordentown Township Senior Center, 3 Municipal Drive, Bordentown.



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Sincerely,

A handwritten signature in black ink that reads "Justin Smith". The signature is written in a cursive style.

Dr. Justin Smith
Superintendent of Schools