



The Children's Institute

Verona School
One Sunset Avenue
Verona, NJ 07044

High School and
The Center for Independence
6 Regent Street
Livingston, NJ 07039

Development and Business Office
15 Bloomfield Avenue
Verona, NJ 07044

May 2, 2016

Dear Parent/Caregiver,

As we near the end of another successful school year, I'd like to share some exciting and transformative news with you.

The Children's Institute is evolving for a new era. This change is made possible by the generous support and efforts of you and others who care deeply about the services we provide to your children and adults and our community.

A New Era

Much has changed at TCI over the years! I'm proud to say that I've witnessed extraordinary growth over the more than three decades I've been privileged to serve TCI.

What began as an orphanage in Newark in 1883 has steadily evolved into a prominent organization serving children and adults with autism and related disabilities. Along with our hallmark care and concern for teaching "the whole individual", we have continuously added a wide array of evidence-based strategies and cutting edge technologies.

But we currently face a challenge with our identity—specifically, that our name no longer truly describes whom we serve and our dynamic expanding programs and services.

What's In A Name?

The Children's Institute is a name that has served our organization well for over 50 years. But with the addition of our young adult and adult programs, and the growth in our scope of services, that name no longer captures our mission, direction, and sense of purpose.

After a comprehensive process involving a wide range of stakeholders from across our community as well as outside consultants, we have decided to rebrand for the future under the name: **SPECTRUM 360**.

While any new name takes time to become comfortable and familiar, **SPECTRUM 360** speaks to our mission today --- to offer "a spectrum of options across a lifetime," our focus on "the whole individual," and our philosophy to not define children and adults by their disabilities.

At **SPECTRUM 360**, every one of us will continue to be dedicated to developing the full 360 degrees of each individual we serve. It's what sets us apart—and what motivates us to help our students and adults achieve their own optimal level of independence and self-determination.

Embedded in the name **SPECTRUM 360** and fundamental to who we are, is the notion that we develop the academic, social, behavioral, communication, and practical life and career skills of those entrusted to our care. And that we offer appropriate options for this continued development across an individual's lifetime.

What Does This Mean For You and Your Daughter or Son?

Let me assure you that none of the things that you love about TCI will change except our name and logo. Your child or adult will still receive the same quality education and training that drew you to TCI. Our staff and administration will continue to be available to support you as a parent/caregiver. We understand that this change may be challenging for some of our

students and adults and we will be working with them to ensure a smooth transition. You can help by reinforcing the notion that the change to the new name and logo is a positive one.

The New Structure

While **SPECTRUM 360** will be the legal and functional name of the governing organization, we have also created a simple and expandable brand structure around our schools and adult center:

- The Preschool, Elementary and Middle School/9th Grade Transition Program will be renamed **ACADEMY 360: Lower School**
- The High School, including the Young Adult Program, will be renamed **ACADEMY 360: Upper School**
- The Center for Independence will be renamed **INDEPENDENCE 360**
- And the film school will renamed **FILM ACADEMY 360**

This new structure allows each program to stand alone, while clearly belonging to and benefiting from the **SPECTRUM 360** family name while reflecting our mission and philosophy throughout our programs.

The Road Ahead

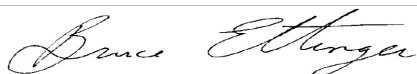
We know that adjusting to a new name can be challenging and takes time. What we are all certain of, however, is the importance of our clearly communicating our mission throughout our organization.

We hope we can continue to count on you as a source of inspiration and support and that you share the excitement and optimism of the Board, administration and the staff as we embark on this new journey with renewed passion and determination.

We will formally begin using the family of SPECTRUM 360 names as of July 1, 2016.

Thank you again for everything you have done for The Children's Institute in the past, and for your ongoing support of **SPECTRUM 360** now and in the future.

Sincerely,



Dr. Bruce Ettinger
Superintendent/Executive Director

