

OFFICE OF THE SUPERINTENDENT OF SCHOOLS  
Peterborough, New Hampshire

CONTOOCCOOK VALLEY SCHOOL BOARD

Strategic Plan Committee  
SAU Office

Thursday, July 13, 2016  
6:30 p.m.

MINUTES

**School Board Committee Members:**

- Pierce Rigrod
- Rich Cahoon
- Richard Dunning
- Bernd Foecking
- Kristen Reilly

**Present:** Pierce Rigrod, Rich Cahoon, Richard Dunning, Bernd Foecking, Kristen Reilly, Ann Allwarden, Kimberly Saunders, Marian Alese, Tim Iwanowicz, John Jordan, Myron Steere, Ed Juengst, Riley Young

**1. Approval of Minutes – June 9, 2016 (Committee Vote)**

**Dick Dunning moved to accept the minutes of June 9, 2016. Kristen Reilly second.**

**Corrections to the spelling of names and other format issues were requested. Unanimous.**

**2. Review of May 19<sup>th</sup> Committee Report**

**3. Initial Proposal: Communications Consultant to develop District communications plan and operations – Kimberly Saunders**

Scott Spradling, Communications Consultant, spoke about communication avenues for consideration. Twitter, meeting with senior citizens, and health fairs were among considerations to reach out. Administrator buy-in is important. Better informing those already connected is critical.

Empowering teachers to Tweet i.e. monitoring student permissions, a “show and tell” of district highlights, creation of satellite teams empowered with answers when taking questions when handling issues. A majority of people get their information and news from social media.

Concern with advocacy using school resources was discussed.

Using the school board page updates on meeting, sharing praise etc.

ConVal could own their own School Board page and upload what we want to share.

A process of developing a communication plan with the board would work and unfold.

Press releases can be a component.

Explore list purchases to entice non-ConVal families to attend CV schools.

Telegraph to the community as a whole, info to the young, middle, and old on budget related info etc.

Reaching out to mid-twenty/thirty year olds to brag about the school is important.

The current website has to sell the district and not just post information.

Bring and brag...keep it simple.

#### **4. Configuration Discussion – Marian Alese**

Marian Alese will put feelers out to peers for a recommendation on a consultant.

Once what is on the table for consideration and off the table is determined it can tighten up.

What do we want the consultant to do and what do we want them to produce?

An open minded, subjective view is needed.

An analysis of the existence and extent of financial equity for each town is needed so that we know if it is true. This is a great place to start to share the reality.

Educational and financial equity is desired. What is the best structure?

Options for vendors should be brought to the August meeting. Samples from other districts might be brought as well to get a sense of what outputs might be expected. Two RFP's should be sought.

Bernd Foecking exited the meeting at 7:36 p.m.

#### **5. Facilitation Services – Kimberly Saunders/Marian Alese**

Last night's facilitation with Primex will be followed by two more. The intensity of the conversation is outside of Primex's scope, therefore, three meetings are scheduled, two remaining.

Next steps?

The board should agree on the vision of where they would like to go. Educational and financial equity are clearly important.

An RFP for facilitation and RFP for financial analysis are two needed. Should the SAU move on both RFP's? Configuration facilitation will follow.

Next date for Primex was proposed for August 9<sup>th</sup> or the following School Board meeting in August. In September, a follow-up report from Hutter Construction should be shared with regard to the high school science labs.

The work taking place with regard to the RFP should be shared so that communities will know and be aware of the research being conducted. The vote in Peterborough to study a ConVal withdrawal did not fall on deaf ears.

Communication of just how hard the work before this committee is should take place.

#### **6. Clarification of Timelines in Plan & SAU Staff Responsibilities**

##### **a. Summer Priorities to Complete Plan Items – Kimberly Saunders/Marian Alese**

Admin Council and LT are working on the timelines this week and next. Once complete, color copies will be distributed and a two-page fact sheet will be developed.

#### **7. School Board Priorities (2016-17)**

##### **a. Comments Received Since Last Meeting & Final Review – Kimberly Saunders**

**Motion to adjourn at 8:00 p.m. Second. Unanimous.**

Respectfully submitted,

Brenda Marschok