

**OFFICE OF THE SUPERINTENDENT OF SCHOOLS  
Peterborough, New Hampshire**

**CONTOOCOOK VALLEY SCHOOL BOARD**

**Communication Committee Meeting**

**Wednesday, November 9, 2016**

**6:00 p.m.**

**SAU #1**

**AGENDA**

**Committee Members:**

Stephan Morrissey, Chair

Thomas Kelly

David Martz

Pierce Rigrod

Kristen Reilly

Crista Salamy

- 1. Call to order**
- 2. Accept Minutes – October 12, 2016**
- 3. Discussion of Communication Priorities**
- 4. Other**
- 5. Non-Public Session: RSA 91-A:3,II (If Required)**

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**Communication Committee Meeting**

**Wednesday, October 12, 2016**

**SAU #1**

**MINUTES**

**Committee Members:**

Stephan Morrissey, Chairman  
Thomas Kelly  
David Martz  
Pierce Rigrod  
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**Present:** Stephan Morrissey, Thomas Kelly, David Martz, Kristen Reilly, Kimberly Saunders, Myron Steere (6:24)

**1. Call to order**

Stephan Morrissey called the meeting to order at 6:02 p.m.

**2. Accept Minutes – August 31, 2016**

Tom Kelly motioned to accept the minutes of August 31, 2016. Kristen Reilly second. Unanimous.

**3. Spradling Group**

Scott Spradling was present to share information on improving outreach to the community. He reported that he will work to help teachers, staff, and administrators bolster the opinion of the district in the communities in a three-point plan.

- Rally around using social media
- Outreach, through teachers to parents, to better connect them to what is going on in the schools using day to day communications which are informal and will build support. Outreach to business and community members who have a vested interest in the district.
- Develop outreach to the senior population who may or may not have a direct connection with the school district.
  - What could the district offer to seniors; free sports or performance tickets etc. Open the high school hallways for seniors to walk on weekends. Create programs i.e. seniors to seniors (senior students go to senior citizens) for tech help etc.

Discussion took place about tweeting and the web that is created when re-tweeting that will help get the word out that is trying to be communicated.

Board communication might include accreditation, strategic plan, budget, and configuration.

Decisions need to be made about written (press release) information, social media, and what information will be released. More than one channel for communication will be developed.

Is the committee comfortable with the creation of a hard copy plan developed by Scott Spradling and Kimberly? Confirmed.

Spend time on the social media piece? Confirmed.

The board needs to develop priorities to be communicated.

Why are we doing this? Because of social media, people can trade information freely.

Why twitter and online? The majority of younger people receive info from the internet and social media. Television is used widely among 65+ of age. 59% of younger population get their news from twitter. YouTube video collections could be developed. Content could be controlled.

We are doing this to communicate information, increase media relations, attract residents, and be competitive. School advocacy = jobs.

Social Media Identity- What do you want to say

Frame your message – by class or department; ask community to sign up; no rules on frequency, share important announcements, accomplishments, points of pride, and set expectations for how often; don't overload.

Teachers are not required to participate. They sign on recognizing that it is an official Twitter page representing the CV district. Social media policy will dictate that it is voluntary, and that accounts can be shut down.

Tech team is on board, young teachers are on board. This will reach an audience that we want to put our best material in front of.

Kimberly Saunders asked for confirmation that she can move forward on the phased approach with Mr. Spradling.

What is the time frame? The sooner the better. Kimberly would like staff met with to return on November 16<sup>th</sup> to set up handles and start the soft launch.

What does the timeline look like? The timeline is under development....more to come.

#### **4. Non-Public Session: RSA 91-A:3,II (If Required)**

None.

**Motion to adjourn at 7:23 p.m. Second. Unanimous.**

Respectfully submitted,

Brenda Marschok