

OFFICE OF THE SUPERINTENDENT OF SCHOOLS  
Peterborough, New Hampshire

CONTOOCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

Thursday, May 25, 2017

6:00 p.m.

SAU #1

AGENDA

**Committee Members:**

- Stephan Morrissey, Chair (ATC Committee Rep)
- Jim Fredrickson (B&P Committee Rep)
- Kristen Reilly (Strategic Plan Committee Rep)
- Bernd Foecking (Education Committee Rep)

1. Call to order
2. Accept Minutes – January 12, 2017
3. Discussion of Committee Member News Releases
4. Strategic Plan News Releases
5. Enhanced Public Communication
6. School Board Broadcast
7. Other
8. Non-Public Session: RSA 91-A:3,II (If Required)

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**Communication Committee Meeting**

**Thursday, January 12, 2017**

**5:30 p.m.**

**SAU #1**

**MINUTES**

**Committee Members:**

Stephan Morrissey, Chair  
Thomas Kelly  
David Martz  
Pierce Rigrod  
Kristen Reilly  
Crista Salamy

**Present:** Stephan Morrissey, Kristen Reilly, Tom Kelly, David Martz (5:44 pm) Kimberly Saunders, Marian Alese, Rich Cahoon, Myron Steere (5:49 pm), Pierce Rigrod (6:04 pm),

**1. Call to order**

Stephan Morrissey called the meeting to order at 5:30 p.m.

**2. Accept Minutes – November 9, 2016**

Tom Kelly moved to accept the minutes of November 9, 2016. Kristen Reilly second. Unanimous.

**3. Proposed Budget Communications**

The first budget communications was released today.

Kimberly Saunders shared the opinion that communications should be released in conjunction with specific events or dates rather than every other week, as an example. People will stop reading and listening.

Stephan Morrissey shared that he wants this Communication Committee to be effective. Should this committee be generating communications?

Kimberly suggested meeting every other month. Priorities have been developed and the communications for press releases could follow that schedule.

Stephan Morrissey asked if it was more useful for this committee to receive advanced copies of press releases for review.

Is it about approving press releases? Or is there something more?

Is it the job of this committee to direct/address the weekly communications that come out twice weekly?

In addition, there are often topics that the board knows will be of great community interest. This committee might submit a piece for the newspaper that talks about that item so the public will understand and be aware.

Kristen Reilly understood this committee's responsibility to put information out; people are asking questions.

Tom Kelly said that routine communications should come out of the SAU Office. This committee should reserve itself for larger communications.

There is an assumption that because the board has talked for a lengthy period of time that the public is aware; they are not.

Marian Alese said that the Communication Committee should share that the board is looking at configuration, education equity, and financial equity. Goals could be communicated.

As an example, CTE communications are important to communities that need communication.

Tell the public what the goals are and how far the board is into them.

A list of important items to communicate could be developed and the communication committee members could select which they would like to write and communicate about.

Subcommittees could be asked which two topics they want communicated on. That would develop the list. Having an outside voice communicate to avoid the jargon and provide a different perspective was suggested.

What do we need from the public in the next 4 Months? We need them to think about passing the budget; we need to think about a bond etc.

Critical items include the completion of the financial equity audit and the educational equity audit.

This committee might concentrate on communication of the configuration work being done in the district.

Joint meetings of the communication committee with other subcommittees was suggested to assist with communicating.

**Stephan Morrissey moved to consider joint meetings.**

Strategic Plan in February, Budget & Property in March, and Education in April. Communications could meet with Negotiations in May.

Negotiations could ramp up in early summer in terms of meetings and communications.

A video on the science labs could be developed.

The outline on the communication for configuration should be shared with Kimberly and Marian before release.

**Consensus for the Communication Committee to meet jointly. Confirmed.**

#### **4. Strategic Plan Communications**

The Communications Committee will meet jointly with the Strategic Plan Committee in February.

#### **5. Other**

None.

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

None.

**Pierce Rigrod motioned to adjourn at 6:25 p.m. Second. Unanimous.**

Respectfully submitted,

Brenda Marschok