

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

CONTOOCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

Tuesday, October 24, 2017

6:30 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 – September 26, 2017**
- 3. Communications Plan Review**
- 4. New Business**

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

CONTOOCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

Tuesday, September 26, 2017

7:00 p.m.

SAU #1

MINUTES

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)

Committee Members Present: Stephan Morrissey, Jim Fredrickson, Kristen Reilly, Bernd Foecking

Others Present: Kimberly Saunders, Rich Cahoon, Myron Steere, Janine Lesser, Ed Juengst

1. Call to order

Stephan Morrissey called the meeting to order at 7:05 p.m.

2. Accept Minutes – May 25, 2017

Kristen Reilly moved to accept the minutes of May 25, 2017. Jim Fredrickson second. Jim Fredrickson abstained. All else in favor. Motion carried.

Bernd Foecking was voted in as Vice Chair of the Communications committee.

3. Board Goals 2017-2018

Stephan Morrissey asked the priorities of the board.

ATC, Communication Plan, and Configuration Models was the response.

Kimberly thought that high school renovation was one of the priorities.

At the Strategic Plan Committee Meeting, the following DRAFT goals were discussed:

- Enhance existing business and community partnerships and foster new partnerships that result in higher value career opportunity paths.
- Complete (or review) organizational structures that are educational sound, equitable, and financially efficient.

- Adopt a comprehensive Communication Plan for the school board and resource the same.

4. Board Communication Goals Plan

Janine Lesser shared a preliminary Communication Plan (see attached).

A goal was established to increase the engagement and connection between ConVal communities and the School Board while gaining public support for the district, its budget, and school board decisions.

Focus will be on the budget. Supporting and developing the relationship between the district and the communities is a focus.

Stakeholder groups were shared. Thoughts on what needs to be communicated was shared. "Budget" and "Capital Improvements" were suggestions for additions to the list. The best modes to communicate with particular stakeholders can be decided once the item for communication is determined. "The Villager" and "The Keene Sentinel" were added.

Discussion took place about avenues for communication which included the use of school newsletters and other tools. Caution was stated with persuasion and keeping the message generic.

Curriculum innovations should come from the SAU.

In terms of execution, Janine Lesser spoke about developing a timeline for communications, who would be responsible for the communication, and the tool for communication.

Reports of subcommittee meetings were discussed for communication items.

Kimberly Saunders distributed a draft communication plan for "Toward Excellence" and asked for feedback.

Kristen Reilly motioned to adjourn at 8:06 p.m. Jim Fredrickson second. Unanimous.

Respectfully submitted,

Brenda Marschok

ConVal School Board Communication Plan

Goal: The ConVal School Board's communication plan is directed towards increasing the engagement and connection between ConVal communities and the School Board and gaining public support for the district, its budget and school board decisions.

Stakeholder groups that are the target of the communications strategies:

School parents/enrolled students

School staff

Residents of nine communities who do not have children in the schools

Businesses/ Chamber of Commerce

Select Board/Recreation Dept/Town Administration

Non-profit agencies

Policy-Makers, legislators at the local, state and federal level

Media outlets, including local newspapers, websites, social media and broadcast

Senior housing residents

What needs to be communicated:

Strategic plan, in chapters or sound bytes

Conval culture, and evidence of that culture: school events, student and teacher accomplishments, interactions with the community

Conval accomplishments, "points of pride"

Agendas, minutes, meetings, discussion points from different committees

National and statewide issues and decisions that affect the Conval school district, positive and negative

Building upkeep, renovations, Fill the Void

Curriculum innovations and reasons *(should come from SAU)*

Modes of communication that may be utilized:

~~Ledger~~, local town newsletters, group newsletters—monthly column in Ledger with rotating authors

Attendance at meetings of other ~~standing committees~~ *Community org* via liaisons, emissaries (school board members who may be members of other groups)

Mailings: last resort for warrants, bonds, and other issues that require recorded notification

Websites: Conval, Town, Chamber, libraries, collaborating organizations

Social media, Twitter

Press releases

Faculty meetings

~~Morning announcements, middle and high school~~

Local school newsletters via email (PES has a weekly edition that supplies info from school as well as links to things outside of the school district or within the nurses' letter)

Community conversations, tables at other public events: Broke Art Fair, Wellness Festival, Peak Into Peterborough, Children's Art Walk—school board members can be visible at these events, to make a stronger connection to the public

Execution:

1. Develop a Board "database" of all the contacts listed above, and with a connection to the appropriate communication strategy, the person responsible, the dates/events/times when the communication should be issued.
2. The Board communicates our intentions to the contact person about forwarding the planned information to the stakeholders. (Is this the Communication Committee reporting out to the Board?)
3. Develop a template to fill in each month and send to these places who will then forward to the identified stakeholders. This occurs on a rotating basis with Communications Committee members. All other committees and Board members get specific "bytes" to Communication Committee by the end of each month for the following month so the template can be completed and sent the first week of each month.