OFFICE OF THE SUPERINTENDENT OF SCHOOLS
Peterborough, New Hampshire

CONTOOCOOK VALLEY SCHOOL BOARD

<u>Communication Committee Meeting</u>

Tuesday, November 28, 2017
6:30 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)
- Niki McGettigan

1. Call to order
Stephan Morrissey called the meeting to order at 6:32 p.m.

2. Accept minutes of October 24, 2017
Jim Fredrickson moved to accept the minutes of October 24, 2017. Bernd Foecking second. Unanimous.

3. Accept minutes of October 30, 2017
Jim Fredrickson moved to accept the minutes of October 30, 2017. Bernd Foecking second. Unanimous.

4. Trello
Niki McGettigan asked committee members if they have logged on in Trello and looked at the two boards. Confirmed. One board is called "Creating the Framework", the second is "the work". An outline for the framework of communication is being worked. Focusing on what the board needs to communicate is the intent. Committee meetings, State level doings that impact our students might be shared. The Superintendent Blog could be directed to parents. Press Releases should be posted on the School Board pages. School consolidation needs to be talked about. More information is needed. Niki suggested that information be shared with staff about what is going on at Board and subcommittee meetings.
As an example, teachers had heard little to nothing about the consolidation or reconfiguration models until they read about it in meeting minutes.
Better communication is needed.
Bernd's opinion was that having the board communicate directly with staff is stepping outside the line. The position of the board is to supervise the superintendent. The Superintendent and administrators should be the communicators.
Niki proposed continuing by using two boards – one that detailed the work that was needed and the first that would create the framework.

Where are we with this tool? Tonight we are at the point of determining whether it should be used or not. It might not necessarily go to the board for approval as a tool, but communications might go before the board for approval. Administration owns the responsibility to keep the information.

Trello is a project collaboration tool.

Conversation took place about communicating out to the public and the need for expanding.

If everyone uses the tool, everyone will become proficient at Trello.

How do we get an article to go to Kimberly automatically? The final copy should be designated to go to Kimberly for review in Trello.

Three things:

1. What tool are we going to use
2. What is the process that will be used?
3. What is the priority to communicate? What are the key points? Topics is the focus. (Topics: budget (negotiations), Strategic Plan (reconfiguration/consolidation), Education/ATC (1:1 initiative, ATC))

Four boards – one with overall framework; three large topic boards.

Continuity is critical. There are items that don't fall under a calendar that should be released. The 1:1 initiative was cited as such an example.

Rich Cahoon suggested that the committee learn to use the tool by working on a small project; the budget was suggested.

One communication that needs eventual release is from our lawyer, related to negotiations, but in the board's voice.

Adding the dates of deliberative session and voting day is important.

5. Communication schedule-budget

Press releases could be modified to reflect current information. Default budget conversation should be communicated. A proposed list of press releases will be uploaded in TRELLO before the upcoming School Board meeting. Communications members will add and edit.

6. Other

None.

Two things; Janine Lesser will edit her release prior to Tuesday's board meeting. Jim Fredrickson will update his prior release. Everyone will work on communication topics.

Jim Fredrickson motioned to adjourn at 7:47 p.m. Bernd Foecking second. Unanimous.

Respectfully submitted,

Brenda Marschok