

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

**CONTOOCOOK VALLEY SCHOOL BOARD**

**Communication Committee Meeting**

**Tuesday, April 24, 2018**

**6:30 p.m.**

**SAU #1**

**AGENDA**

**Committee Members:**

- Niki McGettigan, Chair
- Rich Cahoon
- James Fredrickson
- Stephan Morrissey
- Janine Lesser
- Kristen Reilly

- 1. Call to order**
- 2. Accept minutes of March 27, 2018**
- 3. Monadnock Ledger-Transcript (MLT) Publisher, Heather McKernan Presents (30-40 min.)**
  - a. Set up a regular spot in the Monadnock Ledger for School Board Communications' publishing.
  - b. Heather will share possibilities, times, structure, etc.
  - c. Bring your completed assignment of three possible article topics, titles, to share with Heather (not completed or even drafted necessarily but topic and title etc.)
- 4. How can we use MLT and how can they benefit from us?**
- 5. Review/discuss/create assignments from above ideas. (10 min)**
- 6. Commit to online meetings/writing reviews/set dates.**
  - a. Decide on readers for the first assignments/at least 3 readers before publishing. (10 min)
- 7. Plan for next meeting (Helfried to come present to teach us about online publishing and moving it forward as soon as possible) (5 min)**

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**6:30 p.m.**

**SAU #1**

**MINUTES**

**Committee Members:**

- Niki McGettigan, Chair
- Rich Cahoon
- Jim Fredrickson
- Janine Lesser
- Stephan Morrissey
- Kristen Reilly

**Present:** Niki McGettigan, Stephan Morrissey, Rich Cahoon, Jim Fredrickson, Kristen Reilly, Myron Steere, Kimberly Saunders

**1. Call to order**

Stephan Morrissey called the meeting to order at 6:48 p.m.

**2. Accept minutes of January 23, 2018**

Niki McGettigan moved to accept the minutes of January 23, 2018. Jim Fredrickson second. Niki McGettigan and Stephan Morrissey abstained. All else in favor. Motion carried.

Stephan Morrissey moved to nominate Niki McGettigan as Chairman of the Communications Committee. Kristen Reilly second. Unanimous.

**3. Communication Releases – Future Plans**

Niki proposed that she return with a plan for future communication. She would like to sketch out the whole year to have regular monthly releases. We had a framework for communications. A map of the year and those responsible for communication is important. We need to trust that administrators are going to communicate about their schools.

Stephan Morrissey said that he felt like the committee was trying to react to situations to communicate. Niki agreed, deadlines will structure the communication. Trello was on the right track but she would like to bring a plan to the committee next time.

Niki will meet with the Superintendent as well.

An efficient way for the communication "approval" to get to distribution is vital. Google Docs might be a great tool for sharing releases and work underway. Part of the plan should include what the scope of the Communication Committee is. The board needs to have a mechanism to react to situations that arise. Kristen Reilly suggested that committee members be responsible for perusing the local newspaper and identifying areas that need response.

Jim Fredrickson agreed to write a letter summarizing the budget and the result of the vote.

Sharing information while avoiding electioneering was discussed.

#### **4. Other**

Describing the models that have been developed from the Strategic Plan is under discussion as if they are the models that will be brought forward. We need to turn this ship around. People believe these models to be true. We are behind in communications. We need to communicate that these are not the models proposed. This is a priority.

The 1-1 initiative could be communicated as well. Misconceptions exist. We are not putting Chromebooks in the hands of five year olds.

**Jim Fredrickson moved to adjourn at 7:26 p.m. Stephan Morrissey second. Unanimous.**

Respectfully submitted,

Brenda Marschok