

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

CONTOOCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

Tuesday, May 22, 2018

7:00 p.m.

SAU #1

MINUTES

Committee Members:

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

Committee Members Present: Niki McGettigan, Rich Cahoon, Stephan Morrissey, Janine Lesser, Kristen Reilly

Others Present: Myron Steere, Brian Grattan, Helfried Zrzavy

1. Call to order

Niki McGettigan called the meeting to order at 7:18 p.m.

2. Accept minutes of April 24, 2018

Stephan Morrissey moved to accept the minutes of April 24, 2018. Janine Lesser second. Unanimous.

3. Guest Presenter

- Helfried Zrzavy – Using online communications, website info. and more (30 min.)

Niki McGettigan said that improving communication is a major goal of this committee. Helfried Zrzavy is present to talk about the potential to increase communication.

The goal at the end of these meetings is to decide how best to communicate on specific topics. Parent support of learning goals was identified as the priority. Creating a community that is supportive of the learning. The more we can support our parents support our students the more successful we will be. (See attached handouts titled "CVSB Communication Committee To Do:" and " CV School Board Communications)

Our websites are filled with jargon.

Helfried asked those present to come up with a noun, adjective, and quality of communication desired. The ConVal website was pulled up and looked at from a specific perception.

The Articles of Agreement need discussion so that community members know what is, and what is not, allowed under them.

A "Here is why this is so difficult..." article would be helpful. It would explain why specific models might work.

6. Questions re: Google Drive Commitment (5 min.)

None.

7. Plan for next meeting/Assignments

Motion to adjourn at 8:58 p.m. Second. Unanimous.

Respectfully submitted,

Brenda Marschok

CVSB Communication Committee To Do:

1. Learn about possible modes of communication / MLT and website/ online

2. Decide what is best to communicate where and when after presentations

3. Assign specific topics to the committee individuals so research and collection of info can begin. Strengths, committee involvement, etc. (Example, if we want a running progress blog or pic slide show of progress of science labs... begin it now, no publish but begin)

At the same time but for long range use: (at mtg, or online)

1. Review the year long planning chart/ sketching out the year for publishing info
2. Review / revise the assignment document that will become a running document in Drive
- 3.

Niki to do to tie long range, short range, and communication goal for district plan...

1. Develop an easy system for emailing out regular reminders to committee about assignments and check ins. Google Forms?
2. Develop a year long planning worksheet to file in Google Docs that keeps us on track for regular publishing and communicating, linking to the online, newsletters, etc.
3. Create final revision of assignment sheet to be placed in Google Drive.

Also ... behind the scenes to have ready as we need to get these on board...

1. Create a website to link to ConVal site for easier access and uploads
2. Create a PPT document, explaining our Communications Plan that can be embedded into website as part of learning tool. Could be used by ind. Board members at community meetings.
3. Create a PPT or slide show that could be used to explain any new topic for discussion. It can be posted in TWITTER, online, at meetings if needed, and more.
4. Meet with MLT to get ready to begin a connection/ timings, end decision. Prep
5. Meet with Helfried to finish up link to SB website to ConVal website. Be sure links are clear in order to post in paper, on town websites, etc.

**Possible topics (not to lose sight of). Notes and thoughts to get onto the agenda for July?
August? Or online Meet?**

How does the budget process work

How and when and who votes ??? The process of ConVal District

History of ConVal

Regular Progress Reports/ Review of Goals

Strategic Plan / also restructuring/ what goes to voters

Impact of the budget on upcoming year

Running informative columns or info on class sizes around the country

What is working and why? Conversations and thoughts to help with declining enrollments

CV School Board Communications

Adopt and publish a comprehensive communications plan for the school district and resource the same

Content to Communicate

Budget
Negotiations
Building Projects
Capital Needs
Initiatives
Strategic Plan
Student Populations

Targeted Group Receiving Content

ConVal Communities
ConVal Parents
ConVal Seniors
ConVal Businesses

Modes of Communications

ConVal Website
ConVal Newsletters
ConVal Mailings
District Annual Report
Newspapers
Town Newsletters
Social Media
Community Events

Content	Audience	Means to Communicate	Subtopic / Date(s) / Who	Published / Date
School Budget	CV communities Parents Nonparents Seniors Businesses	*ConVal web / link to community connections Letters to Editor Newspaper / Release Social Media District Mailing Annual Report Supt / Admin to Staff Will there be different content / formats for different audience?	Thank you for voting for budget (impact) April, July, Nov, Jan, Feb September Oct Nov / Jan / Prior to Mtg Ongoing Prior to District mtg.	
CVEA Negotiations	CV Communities	I thought we couldn't say much beyond the negotiations are beginning--is there something else that we can communicate about what we hope for from negotiations?	Review post ff report / impact / RIF April Start up of new Negotiations (poll ?) May Progress of negotiations July	
Building Project (Science Lab)	CV Communities Businesses Parents		During the start, midway, completion.	
Strategic Plan (bytes)		Website SB Blog? quarterly news? I volunteer to do this (Janine) --it may intersect with restructuring.	Review Goal 1 April Review Goal 2 June Review Goal 3 September	

Commented [1]: I think basic content the same but size of piece or format might differ, for sure

Commented [2]: negotiations is definitely dependent on what can be shared... but what ff reports means to voters is one thing and if we get back to the table??? So maybe it isn't that important to put it onto this chart.

			or ongoing news about curriculum.	Review Goal 4 Nov/Dec	
Restructuring of District (Reconfiguration, Consolidation)	ConVal communities	*ConVal web/ link to Connections/Conversations * Newspaper weekly article June, July *Social Media (start in May) * forums, discussion groups, intake * survey polls and more	March April May June		
Fact Finders' Fallout	CV Communities	*ConVal web/ link to Connections/Conversations * Newspapers MLT, KS, MUL *SB Blog Newsletters by town	April/ May		
School Board Goals/ Progress Reports	CV Communities ConVal Staff ConVal Parents	<ul style="list-style-type: none"> Annual Report Quarterly mailing? SB Blog? Newspaper 	March		
National/State Issues Affecting ConVal	CV Communities	Social Media Newspapers School News?	SB193 vouchers Kindergarten Play		
Substance Abuse Task Force	CV Communities CV Staff CV Parents	Social Media School Newsletters Newspaper	April, Sept, Nov, March Ongoing		

Program Initiatives 1:1 Technology	Cv Communities HS Parents Middles School Parents Parents Nonparents Businesses	Newspaper Social Media School Newsletters Website CVSB Connects	Quarterly updates	

Some other Suggestions

MAY 2018, Weekly Letter from the school board to "catch up/clarify a few items in The Ledger:

Week 1-Budget Thank-you and what it means to the taxpayer

Week 2-Budget Thank-you and negotiations update

Week 3-Reconfiguration/consolidation/one room school room update-Janines letter-I am more than happy to continue editing, proofreading this with

Janine

Week 4-Science Labs, intro to the monthly "board bytes" section coming to the Ledger in June.

c

Commented [3]: So now we attach a name a date to these items we have identified as "to-do's"?

Starting now for June 2018 start up:

Assign committee members on a monthly rotating basis to the following:

1)Read/respond to letters/articles in local paper (response needs to be approved by Nikki, Myron and Kimberly)

2)Monitor state education news

3)Monitor national education news

4)2 committee members collect "bytes" from other committees (including SATF) to create a "board report"

c

Commented [4]: If we could assign on a monthly basis I would find it helpful.