

**OFFICE OF THE SUPERINTENDENT OF SCHOOLS
106 Hancock Road
Peterborough, New Hampshire**

CONTOOCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

Tuesday, June 26, 2018

7:00 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 May 22, 2018**
- 3. Review, discuss, and determine which mode fits best for which content based on earlier presentations. MLT, website/social media online/other.**
- 4. Finalize the list of what content needs to be communicated. Sketch out a year-long planning chart. Pencil in possible writers. Assign those needing deadlines for Aug, Sept, Oct. (cross check strategic plan schedule, science lab schedule, budget etc.)**
- 5. Review immediate assignments. Share background work that is happening. Plan July meeting. (Online writing checks vs. mtg.)**
- 6. Other**

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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.

What would we like to communicate and how would we like to communicate it? Presenting information in a way that a reader will take it in is important.

The website was perused for observation.

The front page of the webpage is generic in the sense that it addresses multiple schools for varied readers. If someone visits the school board webpage, they are likely looking for something specific or for contact information.

Websites should be changing; otherwise the perception is that it is stale. Responsibility for visual and written content is important to keep people engaged. Static and dynamic components should be a part of every website.

Opportunities exist for shaping the message when others take your information and share it back out. An example would be when the local newspaper uses information, including pictures, to report out. We can drive the message we want communicated.

Do we direct people to the website? The Superintendent blogs, which include links to revert back to.

Using one medium is important when communicating i.e. websites, twitter, Facebook etc.

The district has analytical data on the number of visitors to our websites. This information would be valuable when considering the resources that should be applied.

Blog entries should not be more than 400 to 500 words or less to build an audience. It can grow to 500 to 800 words once you have attracted a healthy base of regular readers.

Considerations – continue with current WordPress site, link to Google Sites, or Blogger?

A function email, not a “name” email is needed so that the history remains intact when people turn over.

An alumni page or access was discussed. Value in speaking to recent ConVal graduates is real.

What is needed of Helfried? This committee will discuss the content needed and decisions on how the Monadnock Ledger Transcript might be used. Further discussion and planning will take place to form a direction.

One goal would be to have the School Board website up and rolling by August.

Knowing what people are looking at through Google analytics would drive direction.

Helfried reported that one consideration is that there are some pieces of the website that are not accessible to people who have limited ability. One example is the color that identifies a link; they should also be underlined. A .pdf upload becomes a picture and is not readable to some. There should not be photographs of the text, but should be actual text.

4. Review our assignments/progress/revise assignment form

- Three topics and revision of worksheet (5 min.)

Google Drive (Trello is out) to manage communication. The CV School Board set the goal “Adopt and publish a comprehensive communications plan for the school district and resource the same”.

One thought was to have a “School Board Corner” in school newsletters. A plan, by date, using multiple layers of communication is possible. The layout should be completed by July 1st.

Niki asked committee members to go into the Drive and make updates and corrections.

5. Discussion / Decisions re: MLT- What should we pursue as our approach? (10 min.)

Reconfiguration/Consolidation needs communication. The conversation needs to begin sooner than just before the vote.

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