

**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**

**Minutes**

**Committee Members:**

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

**Present:** Niki McGettigan, James Fredrickson, Stephan Morrissey, Janine Lesser, Kristen Reilly, Cari Christian-Coates, Myron Steere

**1. Call to order**

Niki McGettigan called the meeting to order at 7:04 p.m.

**2. Accept minutes of May 22, 2018**

Stephan Morrissey motioned to accept the minutes of May 22, 2018. Jim Fredrickson second.  
Unanimous.

**3. Review, discuss, and determine which mode fits best for which content based on earlier presentations. MLT, website/social media online/other.**

Niki McGettigan distributed a document titled "Working Draft/Work to do at meeting" as well as "CV School Board Communications Committee Assignment Calendar". Niki asked that the worksheet get populated tonight with assignments and due dates.

Niki said that she will be meeting on Tuesday with Monadnock Ledger-Transcript about reimagining the ConVal School District for the 21<sup>st</sup> Century. Communications would hit in August and beyond. Discussion took place about the timeline to place something on the warrant for vote related to consolidation or reconfiguration.

Do we want a weekly short piece in the local paper? It could be bragging, meeting reminders, informational; like price change for meals etc.

One person could share bragging items of what is taking place in schools, another could be budgetary, another could be class size etc. The advantage is that it can also be placed on the website.

A weekly spot will be asked.

Sharing information that is available through links to the Strategic Plan and other important documents was suggested.

Niki said that "Completed and Published" on the Team Drive for Communications contains information, including the Temple Newsletter.

Should this committee be doing a quarterly or twice-yearly mailing from the School Board?

Stephan Morrissey suggested enlisting students through a related course at the high school for this work. Niki will investigate.

Online presence – we need to sharpen up the board web pages.

Using a current server or the need for a separate server will be investigated.

Using current communications; Facebook, other publishing, webpages etc. should be utilized.

Looking at the Working Draft schedule by month, Budget might produce four key communications for the public: August, October, December, and February were confirmed.

Cari Christian-Coates suggested that goal setting be part of the Budget communication since goals drive the work and the budget. (Janine Lesser, Dick Dunning, and Bob Edwards will read for content on the CVHS project)

Negotiations – July (Jim Fredrickson, Myron Steere, Linda Quintanilha, and Kimberly Saunders will read)

Restructuring – August through February plus forums, websites, surveys etc.

**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.)**

July – Sports Fees (Niki will ask Gib, John Reitnauer, and Linda Quintanilha to read)

August – Budget (2017/2018 year end summary, trust funds, 18/19 reminder, 2019 start) (August 10<sup>th</sup>)

August – NCC (Stephan Morrissey writes; Janine Lesser, Kimberly Saunders, and ATC Director or Michelle Voto will read)

August – Meal prices and FRL (Kristen Reilly will write; Mindy Ryan, Linda Quintanilha will read)

August – ATC (Stephan Morrissey writes)

September – Science Lab Part 1 and Part 2; (Jim Fredrickson writes; same readers)

September – ATC; college credits, welcome new director

**5. Review immediate assignments. Share background work that is happening. Plan July meeting. (Online writing checks vs. mtg.)**

**6. Other**

Stephan Morrissey motioned to adjourn at 8:11 p.m. Jim Fredrickson second. Unanimous.

Respectfully submitted,

Brenda Marschok

# CVSB Communication's Guide

- Create positive, proactive communications that directly aids the district in achieving its strategic plan.
- Celebrate the successes of ConVal students, faculty, staff, and initiatives.
- Build and improve relationships with stakeholders to solicit support for programs and budget.
- Enhance the district's reputation/standing and promote our high quality district.
- Promote ongoing, timely communications and create a means for

Student Achievement  
School Budget  
Strategic Plan Goals  
Capital Improvement Projects  
Educational Initiatives  
Impact of Budget  
History of District/ prelude to restructure  
Updates on Policy  
Agendas, Minutes, Committee Work  
State / National Issues, Impact  
Declining Enrollments

CV Staff  
Parents  
Students  
Communities  
People w/o students  
Businesses/ Partners  
News, Media

Minutes, Notes/ on website  
Open meetings  
ConVal Website  
School Board Specific Website  
MLT, Keene S, Hillsboro  
District Mailings  
Annual Report  
Town Newsletters  
Possible School Board Newsletters  
Online Blog  
Community Mtgs. Forums

Content to be targeted throughout year...

July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Science Labs Strategic Plan Goal 4	Science Labs School Board Goals Restruct Schools Part 1	Science Labs Restruct Schools Part 2 & 3 Strategic Plan Goal 1	1:1 Initiative Restruct Schools Part 2 & 3 & more Budget Process Intro Strategic Plan	Restruct Schools Part 2 & 3 Concepts to Discuss Budget Process Intro How it works. Budget Impact 3	Consolidate/ Reconfigure Concepts Forums Budget Process to date Budget Impact Artl. 3 Strategic Plan	Consolidate/ Reconfigure Concepts Forums Budget Impact reminders Budget Impact from previous yr. / combined	Consolidate/ Reconfigure Concepts Forums Budget Impact reminders School Successes Annual Report	Consolidate/ Reconfigure Concepts Forums Budget Impact reminders Voter Prep info sheet Voting Thank u	Consolidate/ Reconfigure Concepts Forums Budget Impact reminders	Consolidate/ Reconfigure Concepts Forums Budget Impact reminders	School Board Brags pits of pride Voter Impacts to restructure, tax etc.

Budget

\*Intro to budget process  
\*Thanks for support but Impact of Article 3

Restructuring

Strategic Plan

District Initiatives

Capital Improvements



Working Draft / Work to do at Meeting

	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
Budget				Budget Process								
Negotiations												
Restructure For 21 <sup>st</sup> Century ConVal		History Past steps	Process Part 2	Concepts Forums more	Models/ Ideas In depth	Review of Process FAQ answered	Responses To Editor Forums Groups	Warrant Article explained				
Policy	Sports Fees  School Age change Sept 30		Hot Lunch Prices up									
Strategic Plan	Goal 4		Goal		Goal		Goal					
Capital Impr.	Science Lab	Science Lab										
Initiatives				1:1  Math								

# CV School Board Communications Committee Assignment Calendar

Month of: July 2018

Content To Communicate	Target Date	Assignment Who?	3 Readers <i>by Date</i>	Date Ready To Publish	How to Publish? (can be multiple venues) MLT, KS, Hillsboro Website, FB, Newsletter, other	Contacts For Publishing by Date and Details	Completed Saved to drive once published out
		Research Write Share	Collaborate Revise Edit				

# CV School Board Communications Committee Assignment Calendar

Month of : August 2018

Content To Communicate	Target Date	Assignment Who?	3 Readers by Date	Date Ready To Publish	How to Publish? (can be multiple venues)	Contacts For Publishing by Date and Details	Completed Saved to drive once published out
		Research Write Share	Collaborate Revise Edit		MLT, KS, Hillsboro Website, FB, Newsletter, other		

# CV School Board Communications Committee Assignment Calendar

Month of : September 2018

Content To Communicate	Target Date	Assignment Who?	3 Readers <i>by Date</i>  Collaborate Revise Edit	Date  Ready To Publish	How to Publish? ( can be multiple venues)  MLT, KS, Hillsboro Website, FB, Newsletter, other	Contacts For Publishing  by Date and Details	Completed  Saved to drive once published out