

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

CONTOOCCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

SAU #1 Board Room

Monday, April 15, 2019

7:00 p.m.

MINUTES

Committee Members:

- Niki McGettigan, Chair
- Bernd Foeking
- Janine Lesser
- Kristen Reilly

Present: Niki McGettigan, Bernd Foeking, Janine Lesser (7:15 pm), Myron Steere, Dr. Ann Forrest, Rich Cahoon (7:57 pm)

1. Call to order

Niki McGettigan called the meeting to order at 7:03 p.m.

2. Accept minutes of March 14, 2019

Niki McGettigan moved to accept the minutes of March 14, 2019. Bernd Foeking second. Bernd Foeking abstained. All others in favor. Motion carried.

3. Review Recent Communications

Niki McGettigan distributed a copy of "ConVal School Board's Communication Guide 2018-2019" (see attached). One of the goals of the School Board was to have a Communication Plan written. This work began in July. Areas that fell short were communication on the Strategic Plan. Asking each subcommittee chair to write a short paragraph as a report out of their meetings, when something substantial or reportable results, was suggested. Nashua Community College communication was also lacking. It is a partnership for communicating.

4. Review Social Media Posts/website/usage

Niki McGettigan reported out on the social media related to the lawsuit and the number of followers. It is minimal. She said that she posts to any local site that will have her. Overall, a lot of different information was covered. Linking people to the ConVal webpage is important. Viewer usage has gone up.

A whitepaper on the lawsuit was suggested so that people understand. Janine Lesser suggested a paper on how education is funded as well.

Discussion took place about how properties are taxed from one town to the next and the inequity in it.

Bernd Foecking said that Warrant Article #11 needs communication. Myron Steere said that work on determining cost per school is underway.

Taxpayers pay 75% of their property tax bill toward education.

Sites to receive and post information:

Facebook – *ConVal Takes Action*

Instagram – *ConVal Takes Action*

Twitter – *ConVal Takes Action*

5. Plan for a series of posts/articles/information Re: Lawsuit

Communication of the lawsuit is, and will be, a constant. Janine Lesser will be asked to read and edit.

Celebrating community connections should be a focus of communication as important educational successes and opportunities relate.

Committee members were asked to think about successes. Keeping people invested is important.

Niki McGettigan distributed a PowerPoint titled “CV School Board Improving Communications”.

The Communication Committee was asked to read through it and report back with suggestions. In addition, a draft assignment calendar plan was shared. It is more a protocol. The goal is to have communication; it has to be broken up in parts.

In addition, Niki thought a monthly newsletter from the Board might be informative.

6. Assign to committee members, reader reviewers

Celebrating the end of the year and the lawsuit are the only two assignments.

One or two good paragraphs of information is ideal; Niki would like it to be part of a School Board page and board members can grab it and not have to rewrite the same information.

Janine Lesser recapped the work of the committee ahead for communications; plan communications for the year ahead, work on the communication plan to make it a reality. Write and publish communications is one goal.

7. Other

None.

Bernd Foecking motioned to adjourn at 8:16 p.m. Niki McGettigan second. Unanimous.

Respectfully submitted,

Brenda Marschok



ConVal School Board's Communication Guide 2018-2019



- Create positive, proactive communications that directly supports 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 engagement by the communities.

CONTENT

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

Target Group

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


Mode

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	March	April	May	June
Science Labs	Science Labs	Science Labs	Science Labs	Budget Part 2 (impact reminders)	Reimagine/CV Restructure	Budget Part 3	Budget Impact report out	Budget Part 4	Voter Prep info sheet Mailing	Thanks to Voters Next Steps	Community Connections Celebrated	Great Year article
Negotiations underway	Hot Lunch Prices free/reduced lunches	Reimagine C Restructuring Models/ More	Reimagine Part 3 Restructuring Why the board keeps looking at restructuring.	Reimagine CV Review of where we are/ models, idea, etc.	SP Goal 1	Warrant Articles floated	ConVal Warrant Articles surcharge, closing schools, restructure etc. ***	Reimagine explained warrant Closing Mid Schools?	Social Media Presence	Budget Impact reminders	Cornucopia Harris Center Celebrations of Learning HS, GBS Literacy Nights Children and the Arts Community Blood Drives etc.	Look back at the year.
Policy Change Starting Age	Science Lab progress	Strategic Plan Goal 3	ATC News	Warrant Articles What does Default budget mean?	Math	Budget Info	Reimagine Conversations/ editor/ etc. Restructure	Budget Impact reminders School Successes Annual Report	Letters to Editors	ConVal Lawsuit PI Hearing/ plus	ConVal Celebrations of Learning HS, GBS Literacy Nights Children and the Arts Community Blood Drives etc.	Next steps in reimagine
Sports Fees		ATC News	ATC Goals	College/ more info	ATC	Community College/ more info	ConVal Lawsuit PI Hearing/ plus	School Successes Annual Report	Voting Results Thank you to Voters	ConVal Lawsuit PI Hearing/ plus	ConVal Celebrations of Learning HS, GBS Literacy Nights Children and the Arts Community Blood Drives etc.	Conversation starters Questions about ConVal in the future.
		Social Emotional Program for CVES	Follow Twitter article /info	Labs completed			Budget Info Primer Single Tier Bussing Negotiations Outcomes School Funding	Background Info on Budget and Process Primer	ConVal Lawsuit Beginning Steps	Lawsuit update		(build a primer that collects info from all that has been done to work towards restructuring and results) collate and presentation form

Budget
Restructuring CV
Initiatives
Strategic Plan
Capital Improvements
Policy


CV School Board
Improving Communications

**A Comprehensive Communications Plan
is intended to do the following:**

- Implement a communications program that directly helps the district achieve its strategic goals.
- Foster strong relationships with district stakeholders.
- Provide focus and direction for messages in support of the district's goals. Information shared regularly within process of challenges and change.
- Enable the district to present itself with unity and accurately to audiences.

When communication works, what do we see?

- Development of trust among all
- Open conversations with communities/staff/ etc.
- People are willing to compromise if there is give and take
- Purpose driven – not just talk, seeking understanding, information, results, resolution
- People are satisfied they are being heard
- Unity of message that is visible within the schools/district
- No hidden agendas by the ones communicating – transparency

What could a communication plan do for the school board and district?

The Communications Plan would be designed to engage the entire community in the educational agenda. This process will include identifying opportunities to deliver messages through an approach that is proactive, timely, positive, consistent, multi-faceted, coherent and allows opportunities for the community to respond.

Our Goal Is To...

- Improve internal and external communication systems
- Promote open, two-way communication between the school board administration, staff, parents, students, and entire ConVal community
- Communicate a unified message at all times
- Communicate our strategic plan overall and in bytes as needed.
- Communicate district goals and objectives, long range and in short term
- Generate engagement with the ConVal Communities
- Increase awareness about the impact of a ConVal education
- Ensure clear and succinct messaging directed at specific audiences

What Guided This Plan?

The need for our communications to be informed by the District Mission, Vision, Core Beliefs and Values as well as our District Strategic Plan.

The need to utilize insights from superintendent surveys and inputs from target audiences that are collected, evaluated, and incorporated where appropriate when communicating about the district.

The need to help people make our district content/info from the School Board committee work and regular meetings come to life for them and be understood within the district's work.

Draft of ideas... **CV School Board Communication Goals**

- 1. Develop and maintain positive, collaborative relationships with all stakeholders to strengthen support for the ConVal School District.
- 2. Utilize a variety of media to maximize awareness and support of the district's goals, objectives and programs.
- 3. Establish an effective employee communication plan to improve internal communication and employee engagement. ????? Link to district com plan?
- 4. Achieve coordinated communications, both internally and externally, regarding safety issues and crisis management.
- 5. Maintain a proactive media relations program to enhance the district's image on local, state and national levels.

External Audiences

- Student
- Parents
- Taxpayers of the District
- Educational Foundation
- Senior citizens
- Business leaders
- Media
- Parent-Teacher Organizations
- Civic leaders/organizations
- Legislators
- Social workers/fire/police/first responders
- New residents of the District
- Neighboring School Districts
- Residents without children in District schools
- Prospective residents of the District

Internal Audiences

- ❖ Students
- ❖ Staff
- ❖ Support Staff Employees
- ❖ Principals
- ❖ Administrators
- ❖ School Board Members ????? Among ourselves as a team

Desired Responses, Attitudes, and Outcomes for Internal Audiences

Through the implementation of this plan, internal audiences would:

- ❖ Take pride and ownership in the district.
- ❖ Feel mutually valued (school board, staff, admins, communities)
- ❖ Keep informed of key issues.
- ❖ Work as a high-performing organization whose employees respect customer/ stakeholder feedback.
- ❖ Exhibit district values of "Together, We Are ConVal."

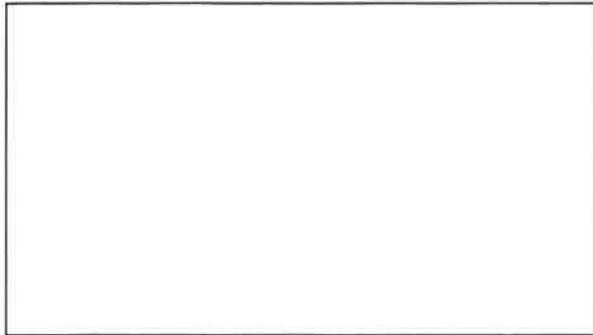
Desired Responses, Attitudes, and Outcomes for External Audiences

Through the implementation of this plan, external audiences would :

- ❖ Feel involved and engaged in their public schools.
- ❖ Exhibit community pride and trust in schools and the district.
- ❖ Support the ConVal School District through active participation.
- ❖ Support ConVal School District through their voting of financial support.
- ❖ *Feel informed and educated about what is happening in the district*
- ❖ *Feel pride for their district*

The following resources will be used to evaluate and measure the effectiveness of this communications plan:

- Staff survey
- Community survey
- Website hits and traffic reports
- Media coverage
- Community feedback
- Followers
- Usage



Communication Avenues

The district can more effectively provide consistent and unified messages by identifying and managing all communication avenues. A multifaceted approach to overall communications helps ensure greater impact of messages. The following list details the internal and external communication channels ConVal School Board/ District utilizes:

Electronic Communications

- District Web page
- ConVal District E-mail
- School Web pages
- School Newsletters
- PowerSchool
- Video media
- School Messenger/Alert Now?
- Social Media: School App, Facebook & Twitter
- Town Websites

Print Communications

- Ledger Transcript
- Keene Sentinel
- Targeted mailing lists
- School Newsletters (inform)
- Town Newsletter
- School Board Newsletter, Flyer (quarterly?)
- Brochures
- Annual District Report / We Are ConVal

Interpersonal Communications
