

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

CONTOOCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

SAU #1 Board Room

Monday, May 20, 2019

7:00 p.m.

AGENDA

Committee Members:

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

1. Call to order

2. Accept minutes of April 15, 2019

3. Report out on School Board Coverage/Communications of Past Month

4. Review Assignments (Goals, Handouts, Etc.)

- Suggestions by Communications Committee to improve

5. Assign New Work/Pieces to be Completed Prior to June Meeting

- White Paper on School Funding or Other
- Celebrations of ConVal's successes over past year
- Lawsuit Ongoing Communications
- Write-Ups From Committee Work for Website
- Brainstorm Pieces Needed to Work on During Summer
- Plan for Next Year

6. Other

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MINUTES

Committee Members:

- Niki McGettigan, Chair
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Present: Niki McGettigan, Bernd Foecking, 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 Foecking second. Bernd Foecking 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