

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

CONTOOCCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

SAU #1 Board Room

Thursday, October 17, 2019

5:30 p.m.

Minutes

Committee Members:

- Niki McGettigan, Chair
- Alan Edelkind
- Katherine Heck
- Janine Lesser
- Kristen Reilly

Present: Niki McGettigan, Alan Edelkind, Katherine Heck, Kristen Reilly, Jim Fredrickson,
Dr. Kimberly Saunders

1. Call to order

Niki McGettigan called the meeting to order at 5:32 p.m.

2. Accept minutes of September 19, 2019

Niki McGettigan moved to accept the minutes of September 19, 2019. Katherine Heck second. It was a working meeting. Unanimous.

3. Review Assignments

- Update on White Paper (Jim F.)

Niki McGettigan referenced the white paper that explains the school budget. It goes through the steps in budget prep for transparency; it explains how things are assessed. It also details what comes from the State.

Alan Edelkind asked who the target audience is for the document. The response was that it is designed for anyone with an interest in learning more about the process. Niki McGettigan said that she uses it as a tool when community members have questions. Alan suggested isolating to the general populous. Not everyone will wade through the information; it's lengthy. He

suggested breaking it into multiple levels. Niki said that the simple version is on the website with a reference for where to go for further information.

Kristen Reilly agreed, and said that board members are taking information from the document for town newspapers and other audiences. It is used as a resource. Smaller articles are placed in various places.

Jim Fredrickson said that this is an attempt to put the key information in one location so it is readily available. He suggested leaving the document as is but providing an update on key changes; i.e. the increase in appropriations needed.

How many people do we think wants to see a synopsis of the budget? Do we have something in place that breaks out information? Yes, the calendar breakout of communication distribution is a guiding resource.

What about other mediums of communication aside from our website? Alan Edelkind said that the town websites might be able to direct community members to the school district website. Information available online was posted on Facebook and Twitter as well.

- School Funding (Janine L.)
- Website (Niki M.)

Niki McGettigan reported that she is working on the website. She is ready to post School Board goals. Janine Lesser is working on school funding; it is a complex issue.

4. Update Plan Sheet

- Sketch out Next Few Months and Assign

Alan Edelkind asked for information on the process, not the numbers, but the process for developing the budget.

Katherine Heck asked what the up and down organizational structure for communication is. An organization chart for communication was shared with her.

Kimberly said that depending on the issue, if it is school based, principals will communicate about it. Kimberly shared other types of communication and who would communicate.

5. Review Survey Findings Regarding Communications in Other Districts

- Decide how to proceed to improve ConVal communications
- Budget Impact/Proposal

Kimberly Saunders said that communication is a topic that everyone is discussing all over the place. School Districts don't communicate, in large part, because they don't have time and they don't have personnel for this purpose.

Kimberly shared a survey on Communication Personnel that she sent out. She received a response from 30% of the districts. Most schools don't have dedicated personnel for this purpose. Many have contracted staff to perform this work. Forty-seven responded to the survey.

Niki distributed some information from the National School Public Relations Association relative to "Why School Public Relations?"

Discussion took place about who, in the schools, updates the website and communicates. The difficulty is trying to keep up with everything that is going on.

Kimberly Saunders asked if the Communication Committee was going to talk about the need for a Communication person or is the expectation that she will. Niki said that we might talk about a part-time position for consistency. Jim Fredrickson spoke about first developing the scope of the position. Alan Edelkind said that considering an outside resource to come in might be considered. Developing a bulleted list of what we need to allow for an equitable distribution of communication was stated.

A placeholder for professional services was suggested for budgetary purposes.

Jim Fredrickson said that we talk a lot about State and Federal Requirements for things that we have to do, for example, unfunded mandates. He asked if making a list of these items for communication would be valuable. Sharing this around budget season is important.

Katherine Heck referenced information she has and agreed to share the links with Niki related to new legislature that has been added over time (mandates).

Medicaid – clarity is needed before communication is decided.

Jim Fredrickson agreed to work on the solar response.

6. Set meeting times for further meetings

Niki McGettigan suggested that future meetings should be consistent. Prior to another meeting would be ideal. Tuesday's at 5:15 before Budget & Property Committee was decided.

7. Other

None.

Kristen Reilly motioned to adjourn at 7:12 p.m. Katherine Heck second. Unanimous.

Respectfully submitted,

Brenda Marschok