

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

CONTOOCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

SAU #1 Board Room

Tuesday, December 10, 2019

5:15 p.m.

AGENDA

Committee Members:

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

1. Call to order

2. Accept minutes of November 12, 2019

3. Review Assignments/Process/Publishing

4. Continue Discussion:

- a. Expectations for communication's professional/next steps

5. Research, Assign Next Topics for Communication

6. Other

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5:15 p.m.

Minutes

Committee Members:

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

Present: Niki McGettigan, Alan Edelkind, Katherine Heck, Janine Lesser, Kristen Reilly, Kimberly Saunders

1. Call to order

Niki McGettigan called the meeting to order at 5:22 p.m.

2. Accept minutes of October 17, 2019

Kristen Reilly moved to accept the minutes of October 17, 2019. Niki McGettigan second. Janine Lesser abstained. Unanimous.

3. Review Assignments and Process Regarding Assignments

Niki McGettigan said that everything should be archived on the website so it can be retrieved for distribution upon request.

- Update on White Paper (Jim F.)

Jim Fredrickson reported that he is waiting for additional information.

- School Funding (Janine L.)

- State/Federal Mandates/Budget Impacts (Katherine H.)

Katherine Heck shared a document titled "How State and Federal Policy affect our local education budget". It will be uploaded as a Google Doc.

How should sources be cited? MLA? Kimberly said that she typically uses APA but sees no problem with MLA.

Niki McGettigan referenced a form titled "Budget Update" with reminders to go to the website. It identifies the writer and the pre-readers.

If sending submissions to the newspaper on behalf of the “board”, it should be shared with them in advance to see if there are any objections.

- Overview in brief/budget (Alan E.)

Alan Edelkind said that he felt that the primer included a lot of information and that a streamlined version might be better with the option to direct people to the full primer.

Kimberly Saunders said that SWEPT raises money for adequacy grants; it is a locally raised, locally kept tax. Alan said that he understood that piece but was taking into consideration who the audience is. It gives people a flavor without the deep dive. Placing it under a category other than “State Education...” was suggested since it is locally raised.

Alan said that a lot of the categories come directly from the budget. He is looking for the correlation with the budget. As an example, Adequacy is placed under revenues under the State.

Kimberly asked Alan to submit this as a word document in Google so it can be further worked on. Confirmed. Discussion continued.

Creating a document that included links to more detailed information was discussed.

Jim Fredrickson will be a reader for this document and Kristen Reilly will proof. A December publish date is the goal.

Four good articles, with the intent to release one weekly is the aim. They will be staggered on the website as well.

- Website (Niki M.)

Niki McGettigan said that she would like to write an article for town websites to link to. It would be a reminder.

Kristen Reilly said that she has been looking to include a small paragraph in the school newsletters directing people to information on the district website.

4. Update Plan Sheet

Sketch out next several months and assign communications was noted.

Decision making on how to improve ConVal Communications is needed.

5. Set meeting times for further meetings

6. Other

How does the committee want to proceed with looking at a possible part-time communication person?

Kimberly has reached out to several locations about cost. It all depends what you want. It is all about a financial range. Kimberly can put a bid together from there. Alan asked why put the financial piece out first; why not define what you want first and find out the cost. Kimberly said that what might be possible is not known. In other words, what are the possibilities?

Looking at what we are doing well and what we need help with needs consideration.

Alan said that we should go out to the companies to learn what their services are and then develop a list of what we want from that information.

Kimberly asked for clarification of her charge – get a list of available services that we are looking for.

Niki McGettigan motioned to adjourn at 6:02 p.m. Janine Lesser second. Unanimous.

Respectfully submitted,

Brenda Marschok