

**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.

MINUTES

Committee Members:

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

Present: Niki McGettigan, Alan Edelkind, Jim Fredrickson, Katherine Heck, Janine Lesser, Dick Dunning, Dr. Kimberly Saunders

1. Call to order

Niki McGettigan called the meeting to order at 5:19 p.m.

2. Accept minutes of November 12, 2019

Janine Lesser moved to accept the minutes of November 12, 2019. Alan Edelkind second. Unanimous.

3. Review Assignments/Process/Publishing

Alan Edelkind said that he has worked on "ConVal School District –The Budget – an overview".

Alan reported that recommended changes have been incorporated.

This is an overview of the general idea of what is going on with the budget. It follows the budget outline. It provides a basis.

Discussion took place about the differences in various reports with respect to the intended audience.

Further discussion took place about merging Jim Fredrickson's budget primer with Alan's budget overview.

Landing somewhere in terms of the document is important to make information available.

A document titled "What is the impact of Unfunded Mandates on the School Budget?" created by Katherine Heck was shared and reviewed. Final edits will be incorporated to ready it for the ConVal website.

Alan Edelkind spoke about linking this information to town websites.

4. Continue Discussion:

a. Expectations for communication's professional/next steps

Kimberly Saunders said that a benefit of being in the National Certification Program is that she is a member of an association that might assist. If you are thinking about a communication person, there are beginning steps. First, assessing present levels of communication is initiated. A plan would be created to move forward.

What information needs to be fed to people on a regular basis rather than just information related to reacting to a crisis is the focus. Educating the community is a goal.

News releases, newsletters, publications such as "We Are ConVal", and the district annual report were cited as just a few communications.

Image marketing (branding) are related. What is it? How does it happen? How is it promoted?

Starting with a subcontract provider might be a good place to start to help identify where we are and what is needed. It has to be taken off through a building process.

Dick Dunning said that he thought that they would be responsible for communicating for the School Board.

Transparency to the tax payers so that they can make decisions is important. The information cannot be biased.

5. Research, Assign Next Topics for Communication

Jim Fredrickson will continue down the road with his communication. Successes for communication of the Strategic Plan is in line.

6. Other

Janine Lesser motioned to adjourn at 6:03 p.m. Katherine Heck second. Unanimous.

Respectfully submitted,

Brenda Marschok