

**OFFICE OF THE SUPERINTENDENT OF SCHOOLS
106 Hancock Road
Peterborough, New Hampshire
CONTOOCOOK VALLEY SCHOOL BOARD**

Communication Committee Meeting

Tuesday, July 27, 2020

2:30 p.m.

Physical Location: None

Virtual Location:

<https://us02web.zoom.us/j/88138434906?pwd=a1MxM0R4aWpiNHQ5MWNhNVFYL1VEdz09>

Meeting ID: 881 3843 4906

Password: 6pJNPL

+1 646 558 8656 US

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Password: 867350

Minutes

Committee Members:

- Niki McGettigan, Chair
- Alan Edelkind
- Jim Fredrickson
- Janine Lesser
- Kevin Pobst

Present: Niki McGettigan, Alan Edelkind, Jim Fredrickson, Janine Lesser, Kevin Pobst, Kimberly Saunders, Christine Mann

1. Call to Order

The meeting was called to order at 2:30 p.m.

2. Communications firm search

Kimberly Saunders introduced Christine Mann who will be aiding the district in finding a communication person. It has been clear that someone is needed to help keep us in the public eye. Sharing what is important for our community is necessary.

Christine Mann shared that she is a Peterborough resident. She shared the history of her work in her career. She said that she is unique in helping to find contacts for communication services.

Kimberly Saunders said that she shared a scope of the work needed with Ms. Mann but we really don't know what we don't know. Christine does. This would be a contracted service.

Ms. Mann said that if an agency or firm was hired, a point person would be assigned. Behind that point person would be a team. People with expertise in various areas would be assigned as needed. Public Relations people might have isolated themselves to specific industry. We would look for someone who has clients in the field of education.

The trade off between hiring an agency and hiring an employee was noted.

Ms. Mann said that very often these people work with a retainer.

Communications would be put in place for the entire organization, of which the School Board is a part. Some of the need for communications is from a scope of priorities identified. It includes the need to write, develop, and support the execution of a strategic communications plan for the District, provide public relations counsel in real time, taking a proactive stance in times of crisis management, serving as the media liaison with the school district for media relations, and imaging and marketing for the school district. ConVal School District should be marketed as a result of the competitive marketplace for education. We should be pumping information about all of the strengths in programming and the positives that ConVal offers.

In terms of a social media presence i.e. Facebook, Twitter, would this individual communicate there as well? The “publics” and outlets would be looked at for efficiencies and consistency across the board.

When hiring a firm, one has access to a high-level strategist when needed. Ms. Mann said that you get more for your money when you hire a firm rather than one person. You get a range of skills. The advantage is that multiple people may be conducting work for the district is possible. How attractive are we to a firm? Ms. Mann said that she will let the district know.

In terms of timeline, Ms. Mann will contact various firms and request proposals. Three proposals will be brought to the Communication Committee for input on what would be the best fit. The committee confirmed their agreement in favor of pursuing a firm.

Ms. Mann said that the public and community expect to hear from the school district regularly with a certain level of energy. They don't want to hear only in times of crisis.

3. Adjournment

Meeting adjourned at 3:12 p.m.

Respectfully submitted,

Brenda Marschok