

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

CONTOOCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

Thursday, October 8, 2020

6:00 p.m.

Physical Location: None

Virtual Location:

<https://us02web.zoom.us/j/83093992953?pwd=aTkwZlpwZ3duVWU5dWVHOTFhZkZlZjZkdz09>

Meeting ID: 830 9399 2953

Password: 724Ss5

+1 646 558 8656 US

Meeting ID: 830 9399 2953

Password: : 895262

Minutes

Committee Members:

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

Present: Alan Edelkind, Jim Fredrickson, Janine Lesser, Kevin Pobst, Dr. Kimberly Saunders

1. Call to Order

Janine Lesser called the meeting to order at 6:07 p.m.

2. Accept Minutes of September 10, 2020

Jim Fredrickson moved to accept the minutes of September 10, 2020. Alan Edelkind second.
Unanimous.

3. Roles and Responsibilities of Communication Committee and Communication Firm

How should the roles and responsibilities be divided?

Kimberly Saunders said that the firm is really about coordinating the communication and helping us write it in a way that it will reach the best audience. This committee will need to decide what types of communication we want to put forward. The firm's role is to bring it all together to make what we provide more easily digested. They will also help the Superintendent with crisis management. In the past, board members wrote pieces i.e. the white paper. How would they interact with this type of activity? Kimberly Saunders said that we would send them the white paper and they would condense it into an article that was easy to digest. They also might suggest a different way to communicate what we want.

Just recently, a parent complained to a principal that there was just too much communication and too much to read. She wanted everything on one page. We always need to make the 75-page document available because that is transparency. We need the condensed version as well. We have twelve pieces of writing per month available from the communication firm.

During the budget process, we would put out periodic pieces sharing the point that we were at with budget development.

Kevin Pobst suggested that we communicate, and ask the firm to help us communicate, and get information out.

Kimberly said that with eleven buildings and the SAU, there is plenty to communicate. The firm is in place for district communications as well as board communications. They also do social media.

Once the audit is complete, we will understand how this committee and the firm fits together. The amount of time that we have with the firm can be better used by the district than by the board.

4. Public Communication: Misinformation on Reopening Expenditures

Jim Fredrickson suggested that rather than correct the misinformation reported, that correct information should be submitted. Jim said that the document that he wrote, with modifications, could be submitted. The FEMA column should be removed from the reopening expenditure document since those funds are no longer anticipated.

Jim agreed to fine tune his communication. He said that someone can write a letter to the editor or put it on our Face Book page that shares the summary of COVID costs.

5. Upcoming Budget Activity Communications

Jim Fredrickson added that two points; the condensed budgeting schedule, and that voting on the budget and the teacher's contract and warrant articles are up for a vote. Another thought was "five things you can anticipate seeing on the warrant" as a communication. Jim said that highlighting why the trust funds are needed might be communicated.

6. Public Communication: Monadnock Tent & Event

Is anything else needed on this point for communications on Monadnock Tent & Event? Kimberly Saunders said that we should not share more until our attorney lets us know it is okay.

Posting the recent press release on this topic on our website was discussed. Kimberly suggested that all press releases be placed in one location on the website.

7. Public Communication: Extensive Adaptations to HVAC Systems

Jim Fredrickson said that this topic is right up his alley as a result of past experience he has in this area. Kimberly said that Guilfoil will be helpful as well. This is a good example where the board writes and Guilfoil provides a 100K ft view. Jim said that the message is that because of the changing guidance on separation and the need for cleaner air in classrooms, we would like to communicate that we are ahead of the game.

Alan Edelkind said that this information could come right from Tim Grossi to Guilfoil.

Jim Fredrickson said that he wanted to edit the information to translate the technical information for the public.

Jim Fredrickson motioned to adjourn at 7:04 p.m. Alan Edelkind second. Unanimous.

Respectfully submitted,

Brenda Marschok