

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

CONTOOCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

Thursday, January 14, 2021

6:00 p.m.

Physical Location: None

Virtual Location:

<https://us02web.zoom.us/j/82428143719?pwd=NlIaYVRGUUFQycmxkWnpCM0hFelkzdz09>

Meeting ID: 824 2814 3719

Password: 1kx64m

+1 646 558 8656 US

Meeting ID: 824 2814 3719

Password: : 716052

**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, Dr. Kimberly Saunders

**1. Call to Order**

Niki McGettigan called the meeting to order at 6:18 p.m.

**2. Accept Minutes of November 12, 2020**

Jim Fredrickson moved to accept the minutes of November 12, 2021. Kevin Pobst second. Niki McGettigan abstained. All others in favor. Motion carried.

**3. Review Website Updates from School Board**

Niki McGettigan thanked Jim Fredrickson and Tim Theberge for getting information out and on the website.

Niki touched on posting budget information on the website and how things were done in the past. A review of last year's articles were reviewed that were previously posted. Compared to last year, we are a little behind because of the tightened timeline. Some of the articles might be refreshed relative to this year.

What is most important to get posted today?

#### **4. Assign any new posts to further update**

Jim Fredrickson said that after Tuesday's School Board meeting, the budget numbers will be voted and the warrant will be finalized. One article will be the budget and the default. Another article will be on the warrant articles themselves. The CVEA Contract is another communication. A news page has been built to include all of the press releases. It will be linked to the ConVal website.

Jim Fredrickson asked for a different format on the website where all of the Press Releases could be housed. Discussion took place about placing a link on the website.

Accessibility must be in place for all, which requires a whole other set of steps.

The Guilfoil Communications work that is underway will be what Jim is asking for, but in a different format. Niki thought that this would serve the purpose. Once we get used to it being available, we will know more.

Jim Fredrickson asked for information about the CVEA Contract so information could be written.

Jim asked that when Guilfoil sends out a Press Release that the Communication Committee could be copied. Kimberly Saunders confirmed.

Janine Lesser asked if Guilfoil could be asked to write another release promoting the contract. Confirmed.

Kimberly Saunders invited Communication Committee members to next Thursday's meeting with Guilfoil.

#### **5. Discuss future assignments regarding budget, District Meeting, Remote Learning etc.**

Jim Fredrickson spoke about the need to sell the budget between the proposed and the default. We get there with preschool and K-8 Remote.

Kevin Pobst asked why we need to spend on a remote school when we had one this year? Continue writing the preschool piece? We added one year staff; let's write about it?

Kevin Pobst said that it would be helpful if there were a quote from Jerry Wilson on the release for the CVEA Contract in order to promote it.

#### **6. Review communication firm/ their current role vs ours**

Recap: ask Guilfoil to write about K-8, CVEA Contract, Pre-K, and social-emotional/mental health resources added.

#### **7. Other**

Janine will search for letters to the Monadnock Ledger Transcript from students speaking about the social/emotional place.

**Niki adjourned the meeting at 7:16 p.m.**

Respectfully submitted,

Brenda Marschok