

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

CONTOOCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

Thursday, April 15, 2021

7:00 p.m.

Physical Location: None

Virtual Location:

<https://us02web.zoom.us/j/87479286354?pwd=RmxMeWtva2pCMUNSOHVOR2ZqMHILUT09>

Meeting ID: 874 7928 6354

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+1 646 558 8656 US

Meeting ID: 874 7928 6354

Password: : 906653

Minutes

Committee Members:

- Keira Christian
- Alan Edelkind, Co-Chairperson
- Jim Fredrickson
- Janine Lesser, Co-Chairperson
- Liz Swan

Present: Keira Christian, Alan Edelkind, Jim Fredrickson, Janine Lesser, Liz Swan, Dr. Kimberly Saunders

1. Call to Order

Janine Lesser called the meeting to order at 7:00 p.m.

2. Communication Chair

Janine Lesser said that Alan Edelkind would like to volunteer as Chair of this committee. Jim Fredrickson second.

Janine Lesser said that she would like to be chair as well. Jim Fredrickson second as well.

Janine said that the way that this committee worked was that pieces would be decided to be written and then it would be decided where they would be shared or posted. Niki McGettigan would connect with Helfried Zrzavy as well as Alan Edelkind to post. Alan Edelkind said that it worked out well.

Kimberly Saunders said that from time to time the School Board posts on the website and from this committee would assure that Helfried had the information. The communication firm is Guilfoil Public Relations.

Kimberly Saunders said that she has been working with Guilfoil.

Janine Lesser said that once we had Guilfoil, this committee decided that they would be responsible for the longer pieces that went into detail. Guilfoil would handle the public relation piece on presentation and location. The back part, with the details, would be posted.

Alan Edelkind had also done a lot of work on earlier pieces.

Janine Lesser said that a survey was taken to determine the areas for the coming year that might deserve energy in communicating.

Alan Edelkind asked where the news blog fits. Kimberly Saunders said that it has been up since December and has been well communicated.

Alan Edelkind asked how information that is placed in the newsletter and what goes on the website gets defined.

Kimberly Saunders said that news worthy items are also website worthy. There are links to the school, district, blog, and media sights.

Janine Lesser said that there is a difference between the School Board Communication and the School District communication. The district decides and designs what gets communicated. The School Board is more oriented toward what needs to be shared with the public i.e. direction of the district, policy etc.

Forum information with the public is decided by the board and shared.

Janine Lesser asked if the Strategic Plan process should be communicated.

Jim Fredrickson asked if there is any reason we can't have co-chairs. Keira Christian agreed. It was confirmed that Alan and Janine are co-chairs of the Communication Committee.

Kimberly Saunders said that anytime this committee wants to use Guilfoil they are available. Kimberly shared how the process to select a firm rolled out. Previous discussion took place about adding a communications person position in the district. So much more can be done with a consulting firm because they have a deep bench. ConVal gets 12 press releases per month, weekly meetings with the project manager, and videos. So far, Kimberly Saunders said that it has been a success.

Liz Swan shared her background having worked in marketing, communications, and publication for a long time. She had a free-lance marketing company as well.

3. Approve Minutes – February 11, 2021

Jim moved to approve the minutes of February 11, 2021. Alan Edelkind second. Liz Swan and Keira Christian abstained. All else in favor. Motion carried.

4. Identify general goals

Janine Lesser asked how best to promulgate public participation at board meetings policy.

Alan Edelkind said that it could go on all three webpages; schools, district, school board.

Kimberly Saunders said that it may be worth having a tab on the school board site about "Participating in your local school board meeting".

Kimberly suggested that the committee think about how we put out the complaint piece. Once a complaint comes in, she is responsible to investigate or delegate someone to be responsible to investigate.

Keira Christian said that Newport implemented the "hot button". When it came out, they were receiving upwards of 100 complaints per day about late buses and lunches etc.

Policy KE is the policy on complaints. It is the protocol that you first go to the teacher, then the principal, and then the Superintendent who may send it to the school board. When people want to know why lunch was late they should go to the Principal and not directly to the Superintendent.

5. Develop proposal for Board, Administration, Public Forums

Kimberly shared the flowchart for communication. She said that it is hard to know where to put this on a website for people to access easily.

Janine Lesser said that she liked the idea of the “tab” on the website.

Liz Swan suggested linking the landing page for this document to the town pages and resources to provide information for those people that live in those specific towns.

The public comment period is an opportunity for the public to comment. The board does not respond to the comments or questions because it is a business meeting. The potential for back and forth dialogue would extend the meeting.

Forums were suggested to allow meaningful engagement of the public so they can get the information and answers that they need.

Jim Fredrickson said that current policy and why it is in place can be shared. It can be shared that development of a piece is underway to meet the needs of the public.

It could be the introduction to the flow chart and be on the board website. There are Board appropriate complaints and administration appropriate complaints.

Liz Swan said that creating a way for people to connect with the board is the aim.

Do people use handbooks? Would this be appropriate for placement in handbooks?

Keira Christian thought it would be one of the best places for a communication flow chart.

Liz Swan said that something like a forum would need a moderator who would be impartial. If people wanted to speak to their local reps, breakout rooms during quarterly forums could be used. People need this because they want to be heard.

Kimberly Saunders said that Joe Miller might be the perfect person for this. He moderated a Frankestown forum and might be a good fit.

Janine Lesser said that providing the public areas of things to talk about might be provided in advance.

Keira Christian said that if we know that there is a hot button topic, it might be brought up first before decisions are made on it.

Liz Swan said that collecting information about what people want to talk about might be surveyed. From there, we can disseminate what is appropriate to discuss with the public.

Boundaries with time limits would be set in place.

Keira Christian suggested a hard stop time as well.

Kimberly Saunders asked the committee if they would like Joe Miller to be invited to the next meeting. Confirmed.

Alan Edelkind exited the meeting at 8:00 p.m.

Kimberly Saunders asked the committee to send their thoughts on what makes ConVal and the nine towns special. Work on a branding video will soon begin. Monday was the deadline set.

Jim Fredrickson motioned to adjourn at 8:03 p.m. Keira Christian second. Unanimous.

Respectfully submitted,

Brenda Marschok