

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

**CONTOOCOOK VALLEY SCHOOL BOARD**

**Communication Committee Meeting**

**Thursday, May 13, 2021**

**7:00 p.m.**

**Physical Location: None**

**Virtual Location:**

**<https://us02web.zoom.us/j/86907590573?pwd=b0FESnFzZjErUzd3MS9lWjNEbnFGZz09>**

**Meeting ID: 869 0759 0573**

**Password: YDew2A**

**+1 646 558 8656 US**

**Meeting ID: 869 0759 0573**

**Password: : 176894**

**Minutes**

**Committee Members:**

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

**Present:** Janine Lesser, Alan Edelkind, Jim Fredrickson, Liz Swan, Helfried Zrzavy

**1. Call to Order**

**Alan Edelkind called the meeting to order at 7:08 p.m.**

**2. Approve Minutes – April 15, 2021**

**Liz Swan moved to approve the minutes of April 15, 2021. Jim Fredrickson second. Unanimous.**

Janine Lesser said that the goal is to create a link for the ConVal website that will direct people who have questions to the person that can answer that question.

Alan Edelkind said that the goal is also to give them the opportunity to look at policies on how to communicate with the board.

Communicating with the board can direct them to policies BEDH and KE. An individual board member can be addressed or the Chair of the Board.

Janine Lesser said that people do go to the correct place if they have a problem with the teacher or school. The problem with the form is that someone has to be on the other end to receive the communication and redirect it.

Janine Lesser said that the board is a last resort. We want people to go to the district personnel for their answer first. A link should direct people to individual schools and the question would go to the administrative assistant who would further direct the question for an answer.

Alan Edelkind said that this is not how Kimberly Saunders has put together the communications chart.

The individual would receive an alert that they have a question that needs answering.

Helfried Zrzavy said that a Google alert would be sent identifying a question. He further said that we could start at the targeted school and have the same function replicated on each of the school websites.

The Administrative Assistant would be the gatekeeper.

Alan Edelkind said that the type of communication should be selected to help the Administrative Assistant determine where the question should be routed.

The individual starting point would be an individual school, the SAU, or the School Board.

Helfried Zrzavy suggested an infographic to provide a visual representation of the steps to go through.

Liz Swan agreed, citing them as appealing for understanding. Linking this on each school website was suggested.

Alan Edelkind asked when we say to go to the school website, is it the tab for communications and then show the schools. Helfried Zrzavy said that how to communicate with the school would be on each individual website. Helfried agreed to send information out as an example of an infographic to this committee.

Alan Edelkind asked if someone could present this to the full board. Liz Swan agreed to take this task on for a future board meeting on June 1<sup>st</sup>.

### **3. Community Forums and publication of BEDH and KE**

Alan Edelkind reported looking at options for conducting a forum. He said that he broke down the forum into survey, venue, format etc. A survey would be sent out two weeks in advance of a public forum that would identify topics that would be included on an agenda. The format would not be a Q & A without knowing what the topic is in advance. The topics will be driven by the survey responses in order of importance.

Liz Swan asked if the board should put the hot topics on the agenda because they will raise the most questions. It allows the board to get out in front of it. For example, learning recovery. The survey could include an "other" option so that the board is aware of the needs.

Should there be a “Guest Speaker” for hot topics? Alan Edelkind asked if there will be an opportunity to entertain questions with answers on a certain topic. Confirmed.

How many topics should be included in a certain meeting? How long should the meetings be?

Liz Swan said that a time should not be incorporated in the first meeting. She suggested 90 minutes for a meeting. We don't want it to be open ended. Liz further said that there are certain issues that people will want to discuss.

Allotting times to each topic while allowing time for people to speak is important.

Including a student speaker, if appropriate, was suggested.

Alan Edelkind said that the moderator is an important component. An outside moderator vs. an in-house or board member moderator was discussed. Having a board member moderate vs. an external person is important. Internal was the preference.

Pre-communicated questions – do we want to use these? Alan Edelkind said that it should be both pre-communicated and off the cuff questions.

Venue – Zoom has been effective. Should we have an internal or streamed forum?

Liz Swan said that we could have a zoom set up where everyone is on the zoom so that it is interactive. The board would be a panel with the zoom on them as a group or panel.

Alan Edelkind said that in order for someone to participate, they would have to attend in person.

Otherwise, one could view on a stream.

Liz Swan disagreed, saying that during a pandemic, people have daycare issues and are unable to attend. We could have one zoom participant window with one video focused on school board members and it can also be live streamed. Would the live stream exist? We would have to defer to I.T. A test run was suggested in advance. This will be explored.

The whole board should be included. Should administration be included? Kimberly Saunders and Ann Forrest could be included and principals could be invited.

Should notes or minutes be taken? Since the forums will be recorded, people can view the recording. The information could be given to the local newspaper or Guilfoil Public Relations.

How do we get this out there and invite people? A press release could be created, information could be sent to the Monadnock Ledger Transcript and it could be included in school newsletters.

Liz Swan can work with Kimberly on the Guilfoil piece and Kimberly could invite Liz to a Guilfoil meeting. Alan Edelkind said that he too would love to work on this. Liz agreed.

#### **4. Legislation & Public Schools**

Passed over.

#### **5. Strategic Plan – Particulars and Process**

Passed over.

#### **6. Learning Recovery & ESSER III Funds**

Alan Edelkind said that he read information presented on this topic which linked to Ann Forrest's presentation. He had no idea what was being talked about. He said that he spoke with Kevin Pobst who had a write-up on Learning Recovery. He said that we should publish something that the parents can understand.

Liz Swan agreed and said that parents need to understand why loss learning is an issue. Why is it important to address it? Parents think that there will be an adjustment period. Some believe everything will just fall into place.

Jim Fredrickson said that this is a complex piece, it doesn't have to be all in one piece.

Alan Edelkind said that we are running out of time and summer is coming.

The program has not been built yet. The program that typically takes place during the summer will be used and most of the work will begin at the start of the next school year.

Janine Lesser said that the piece that Helfried wrote for the website is designed to specifically go on a website. There will be different types of communication in different places. They will meet different needs.

Alan Edelkind will be meeting with the Superintendent prior to Policy on Tuesday to discuss further.

**Jim Fredrickson motioned to adjourn at 8:15 p.m. Liz Swan second. Unanimous.**

Respectfully submitted,

Brenda Marschok