

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

CONTOOCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

Tuesday, June 8, 2021

7:00 p.m.

Physical Location: None

Virtual Location:

<https://us02web.zoom.us/j/82596723476?pwd=TDYxbVdUa29ZZGZ5VE5sUFdXcFA4UT09>

Meeting ID: 825 9672 3476

Password: 5bErrG

+1 646 558 8656 US

Meeting ID: 825 9672 3476

Password: 355322

Minutes

Committee Members:

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

Present: Janine Lesser, Alan Edelkind, Liz Swan, Keira Christian, Kimberly Saunders, Helfried Zrzavy, Amy Janoch

1. Call to Order

Alan Edelkind called the meeting to order at 7:01 p.m.

2. Approve Minutes – May 13, 2021

Alan moved to approve the minutes of May 13, 2021. Liz second. Unanimous.

3. Finalize Forum Description for Provision to Board as an Attachment

Alan Edelkind emailed a draft forum description to the Committee earlier today. Alan asked if anyone had any issues. If not, he suggested it be passed to the school board.

Discussion:

Alan Edelkind - Think about when to schedule the forums.

Kimberly Saunders - Idea was to promote the concept that board meetings are business meetings. Her understanding is that half of the meeting would be topics, and the other half would be a Q&A.

Alan Edelkind - Suggested that a moderator be assigned to keep things in control.

Keira Christian - Agrees with the Q&A concept. Important for all to hear community comments.

Liz Swan - Likes the concept of having a structure to begin with so floodgates are not open, rather meaningful conversations are taking place. Mentioned that Tim Theberge agreed to moderate. Liked the idea of limiting follow-up questions to three as it sets parameters without using a time limit.

Janine Lesser - Keep in mind the goal of having *give and take* to provide the public with more information - that they are interested in - than they would normally get at a school board meeting. Asked for clarification about the three-question limit?

Alan Edelkind: Moderator would ask a school board member to answer a question and then open up to three ad hoc questions.

Janine Lesser - Deliberative Session for example - warrant article - public can ask questions. Concerned about limiting to three questions - feels there would likely be more interest.

Alan Edelkind - Moderator can decide to open up to more questions if they want.

Janine - Moderator makes a statement at Deliberative Session to the effect of keeping to a minimum.

Kimberly Saunders - Zoom piece is of concern. Moderating and managing Zoom is not as simple as it appears. Suggested we do away with Zoom unless we hire someone who has experience who can manage it.

Keira Christian - Agrees with eliminating Zoom and offering fully in-person. If on Zoom or televised, it should be non-interactive.

Janine Lesser - Concerned about younger parents' ability to attend; asked what others felt about providing childcare.

Alan Edelkind - if Zoom is offered, can someone other than moderator manage Zoom? Worried about limiting it to in-person only.

Kimberly Saunders - Zoom isn't a good place for forums. Looked for those kinds of tools when doing another project. Not available yet.

Janine Lesser - Why not offer childcare?

Keira Christian - Likes the idea of childcare as well. Middle schoolers who have a babysitting certification could do it and possibly get community service hours.

Kimberly Saunders: We need to get Mark Schaub involved if we live stream.

Janine Lesser - Asked Liz her opinion on childcare.

Liz Swan - Agrees with the childcare option. Need for childcare prevented her from attending meetings when her children were young, but defers to Kimberly's expertise. Added that this will not be a "one and done". We will need to figure it out and tweak as we go along. We need to provide more access to people.

Janine Lesser - We already had a bad experience with Zoom and the hockey/mask situation.

Alan Edelkind - Consensus: get rid of the limit on the number of questions permitted. Get rid of Zoom (at least not interactive). Look into childcare and live stream. Alan will write up and share changes before we pass it on to the board.

4. Learning Recovery Article

Discussion:

Alan Edelkind - Initial goal has been superseded by the learning recovery article shared by Kevin Pobst. We cannot come up with anything nearly as good as that article. Suggested we get the learning recovery article out and say it is a community-type thing - eliminate parents as they have already read what was put out by Kimberly, et al. This is not as time dependent - parents already know what is happening with reopening and recovering. Asked how we communicate - newspapers, town publications, Facebook? Do we structure it to say it's an overview of what the recovery phase is and, if they want more info, point them to the website?

Kimberly Saunders - Would it make sense to do a series - what we have seen, what parents said to us, overview of how the plan was developed, social emotional and executive function skills, high intensity tutoring and why, embedded PD through coaching, more than typical summer school? Amy Janoch could work with Guilfoil Public Relations to put out articles over coming weeks. Guilfoil appears in newspapers, twitter, online, blog, (and we are trying to get towns to add to their websites - Peterborough already does).

Alan Edelkind - Asked for clarification - Amy Janoch would work directly with Guilfoil?

Kimberly Saunders - Yes.

Liz Swan - Loves this idea and threw out another idea: Do an interactive interview/video about what learning recovery is. Appeals to a lot of people and people are more inclined to watch a video - make it a human-centered piece.

Keira Christian - Agreed - You can convey more in a three-minute video than a 500-word article, and more people are likely to watch vs. read.

Kimberly Saunders - We are in good financial shape, but wanted all to understand that this will be above and beyond what is currently contracted with Guilfoil. Or it could wait until July 1.

Amy Janoch - She can work with Guilfoil on articles and then when summer recovery is underway, we will have access to more people. Then we can move away from one article and do a whole series plus a video.

Alan Edelkind - Just to clarify, this will be outside the confines of the Communication Committee.

Amy Janoch - She is okay with working with Guilfoil, but would like the Committee to look at it to be sure they agree.

5. Electronic Communication

Discussion:

Janine Lesser – Helfried Zrzavy hasn't had a chance to show what he's done so far.

Helfried Zrzavy - Happy to meet with Keira to bring her up to speed.

Janine Lesser - Asked Kimberly to please take a look at what's been done so far so they can move on.

Kimberly Saunders - Where is this on when it needs to be done - now or after July 1?

Alan Edelkind - After July 1 and at Kimberly's convenience - next meeting not until August.

Janine Lesser - Agreed - it's a project we are working on, and there is no immediate action needed.

6. Communication on the \$780,000 Remote K-8 Non-COVID Multi-Age School

Passed over with following comments:

Janine Lesser - - we are not ready to move on this.

Kimberly Saunders - We need to get legal counsel involved - not "really" giving it back.

Alan Edelkind - Too premature to do anything now. Every single word needs to be looked at.

7. Legislation & Public Schools

Discussion:

Janine Lesser - Considering writing articles about legislation, but not worth it until we see what passes (SB 155 was dumped). Make sure the public knows about non-funded mandates, unregulated and unmonitored modes of education, and \$6M single source contract.

8. Other Items

Kimberly Saunders showed the new branding video. Janine Lesser asked if it is just for this year as kids are wearing masks and that will age us. Kimberly indicated that we will build on it each year and pointed out that we need to add a link to tuition-in, but that first the Board needs to decide how accessible they want the tuitioning-in piece to be.

Alan Edelkind asked if we should do a series of articles on the law suit? Kimberly Saunders mentioned the Executive Council Budget - 2.4M? - Alan Edelkind asked all to think about it and suggested it be discussed at the August meeting.

Alan Edelkind asked if we should update people on the solar project? Janine Lesser will add this to the August agenda.

Keira Christian motioned to adjourn at 7:54 p.m. Liz Swan second. Unanimous.

Respectfully submitted,

Judy Miskelly