

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

CONTOOCCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

Thursday, December 9, 2021

6:30 p.m.

Physical Location: SAU 1 Board Room

Agenda

Committee Members:

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

1. Call to Order

2. Approve Minutes – November 17, 2021

3. High School Communications Tree – Discussion on deployment to other schools

4. Communications at Saturday's Budget Work Session

- Discussion on what to, and in what medium to communicate. Video? Timeline. Assign Activities.

5. Strategic Planning update communication

- Discuss roles/responsibilities of communication committee for Strategic Planning activities. Should we be involved? How?

6. Community Forum

- Planning, discuss details, timeline, activities to do. Subjects/topics for presentation, multiple speakers, etc.

7. Communication Committee Roles and Responsibilities

- Interface/Interaction with Guilfoil? Procedures, editing, changes?

8. Other

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CONTOOCCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

Wednesday, November 17, 2021

6:30 p.m.

Physical Location: SAU 1 Board Room

Minutes

Committee Members:

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

Present: Alan Edelkind, Janine Lesser, Keira Christian, Liz Swan

1. Call to Order

Janine Lesser called the meeting to order at 6:35 p.m.

2. Approve Minutes – October 14, 2021

Alan Edelkind moved to approve the minutes of October 14, 2021. Keira Christian second. Liz Swan and Keira Christian abstained. Motion carried.

3. High School Communications Tree – Update

The high school operationalized a communication tree that identifies where one would go for answers to specific questions. It is in the beginning phase and has been effective. It is still worthwhile to pursue. The thought is to implement it in every school.

The Communication Committee should communicate that it exists so people know that it is a tool to assist them.

4. Communication at Saturday's Budget Work Session

- a. How and what to communicate. SRO, pre-school -options, Elementary school technology integration, HS science teacher, Student Information Systems, budget etc.

Communicating to the communities and how it is done has been clunky. Multiple ways of sharing the information would be valuable.

A video possibly, in interview format, would be well received.

Would that overshadow the next community forum? No, the board needs to explain the budget and why certain things are in it and not. People need to understand what they are voting on.

An overview of the big items should be communicated.

Improvements that are going on in the schools should be shared. Balancing ongoing capital projects and how it will be paid for through trusts and the budget should be communicated.

An infographic was seen as helpful. Hitting on the different ways people take in information should be utilized.

Referencing Jim Fredrickson's publications on the budget so that people who want more detail can get more.

5. Strategic Planning update communication.

Alan Edelkind said that this plan should be shared out to everyone. The process should be communicated out so people know what is going on and what might be expected. They will have opportunities for providing input through surveys. Keeping informed about what will be done and what has been done should be part of ongoing communication.

This should go to the Select boards in the towns. Coordinating with the Selectmen's Advisory Committee could take place. Reorganization is seen as a very emotional piece along with so many other big topics.

Outreach work around CSI Charter School should take place as a separate communication.

Q&A's should be developed. What is the Strategic Plan? What are the goals? What is the Statement of Purpose? It has to be written at a level that the majority will meet the information at and understand.

Janine Lesser agreed to create a skeletal outline of the above. A "How Can I Participate?" statement should be present.

Utilizing Guilfoil and local newspapers was suggested as avenues of distribution. The Communication Committee would write it, pass it to the Superintendent for her review and then on to Guilfoil, the Ledger Transcript, the Keene Sentinel etc.

Different formats would be beneficial e.g. "The top ten things I need to know about the Strategic Plan."

Janine Lesser will create the skeletal draft and share with Liz Swan.

6. Thoughts on the next community forum – pre-planning.

The next forum will take place at the end of January. Alan Edelkind suggested a single topic forum; the proposed budget. Breaking it into different segments was suggested. Remote and in-house participation was suggested with the opportunity for the remote attendees to call in, comment, or other form of weighing in and giving feedback or to ask questions.

It was suggested to add one more topic as a draw for positives going on e.g. Preschool. Two moderators; one at the computer and one on the floor to field questions was suggested.

The moderator should not be the one to answer all of the questions.

Alan Edelkind said that he would like to offer daycare at the forum again and make calls to recommit the day before. After further conversation, it was decided that small children will not be brought out in January for a seven o'clock meeting. No childcare needed.

Having the board sit behind tables is seen as a power position. Removing the barrier of the table was suggested.

Having Katherine Heck and Jim Fredrickson share the role of presenter was suggested.

Mixing board members in the audience was suggested. Or, sitting in the front row to allow the microphone to be handed off for a response to a question.

The screen would be used for display.

A survey will not be needed since the topics are picked.

Layout of the theatre should be looked at for the type of setup that is being considered.

Liz Swan said that she may be interested in moderating the YouTube comments portion.

7. Other

None.

Janine Lesser motioned to adjourn at 7:51 p.m. Alan Edelkind second. Unanimous.

Respectfully submitted,

Brenda Marschok