

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

CONTOOCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

Thursday, December 9, 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, Jim Fredrickson, Liz Swan, Dr. Kimberly Saunders

1. Call to Order

Alan Edelkind called the meeting to order at 6:37 p.m.

2. Approve Minutes – November 17, 2021

Keira Christian moved to approve the minutes of November 17, 2021. Liz Swan second. Jim Fredrickson abstained. All others in favor. Motion carried.

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

This item was placed on hold. This decision tree might work for the high school but may not for other schools. The principals should be allowed to decide on what would work best for their school.

A communication plan from Guilfoil will help provide administrators a clear path forward. How one principal communicates with their families can be very different than another.

4. Communications at Saturday's Budget Work Session

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

This is a combination of the work that took place at the budget work session and on the proposed budget. Getting people to understand what a warrant is, and everything else that leads to development, is important. Knowing what the components of the budget are and how the towns and State gets involved is valuable.

The difference between this and Jim Fredrickson's white paper, in part, is that the plan involves a video. After the first Community Forum, a look at how many people viewed the video was instrumental in deciding to make another video. It is more personal, less formal, and people can view it at their leisure.

Kimberly Saunders said that a series of videos were produced in mini clips. Two to three minutes is the optimum video length to hold attention. A link that brings one back to Jim's paper to provide more detailed information can be incorporated.

Liz Swan said that providing multiple hits of information is important before someone bites to read or view.

Kimberly suggested setting up a time with Guilfoil during the work day to talk about a video.

Jim Fredrickson said that the priority is why the passing of warrant articles is important. Different videos on different topics will target different audiences e.g. preschool, the budget etc.

Alan Edelkind said that this is just one of the types of communication we are talking about. The next will be the second community forum. After that, will come Deliberative Session.

Kimberly Saunders reminded committee members that the vote is in March.

Discussion took place about getting information on town websites about what is going on in the school district, and in particular budget.

What content should be included in the upcoming videos?

- A primer; giving people the general idea about what the budget is all about
- The proposed 22/23 school budget
- The Collective Bargaining Agreement
- Who is really funding education and who is not doing their job

Kimberly Saunders created a document in the shared Communication Google Drive with the video topics listed. Committee members should enter the bullets under each to map out the details.

Kimberly agreed to schedule time for Guilfoil to meet.

Why does the budget keep going up? *The Reality of the School Budget* was seen as a possible title.

Schedules for potential meeting times were tossed around. Committee members will send Kimberly their availability to meet.

5. Strategic Planning update communication

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

Alan Edelkind said that since there is at least one member on this committee and the Strategic Plan, what role do we feel the Communication Committee has in communicating out on the Strategic Plan?

Should the Strategic Plan Committee do it themselves? Alan's preference was for the Strategic Plan Committee to do it themselves.

6. Community Forum

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

The next Community Forum date was discussed. Thursday is a preferred date.

February 3rd was proposed and confirmed at 7:30 p.m.

The meeting will be both in person and remote. Those remote will have the opportunity to ask questions which will make it more interactive.

School Board members will sit in the audience in the front row. The moderator will look to the board for responses to questions.

Setting up the lighting in a more calming mode was suggested.

The Moderator will not be the one responding to all of the questions.

Two people, Liz Swan and Keira Christian, will monitor the incoming questions through the chat. The meeting will be streamed live through YouTube.

Kimberly Saunders shared her concern with allowing comments from those remote. There will be no way of knowing who or where those making comments are.

Alan Edelkind said that not every question will be answered and the questions will be filtered.

Alan and Jim Fredrickson both suggested letting those in remote email their questions, or some alternative feed that is not utilizing the YouTube feed.

Communityforum.edu email was suggested and accepted.

Topics for the forum:

A positive topic was suggested as well as the budget.

Janine Lesser spoke about preschool as a topic. It is a significant part of the budget and we want to make sure that people understand it.

Jim Fredrickson said that if we go to a default budget it is likely that we don't get the preschool expansion.

The 7-6 vote in favor on preschool was discussed.

The value of preschool was discussed as well as the cost of preschool.

Should this be the positive topic that will be discussed?

If preschool will be discussed, also explaining why the full expansion is needed now should be discussed as well.

Since topics are predetermined, a survey is not needed.

Administration or the Preschool Steering Committee should organize and present.

Alan Edelkind suggested that both Jim Fredrickson and Katherine Heck discuss the budget at the forum. Kimberly's input is extremely valuable.

7. Communication Committee Roles and Responsibilities

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

8. Other

Janine Lesser moved to adjourn at 8:08 p.m. Keira Christian second. Unanimous.

Respectfully submitted,

Brenda Marschok