

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

CONTOOCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

Thursday, November 17, 2022

5:30 p.m.

Physical Location: SAU 1 Board Room

Agenda

Committee Members:

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

1. Call to order

2. Approval minutes of September 22, 2022

3. Community Forum Review

- 1) Thoughts, what went well, improvements needed, changes needed etc.

4. Next Community Forum

- 1) Subject/presentation – Budget etc.
- 2) Schedule Forum – When?

5. Upcoming articles/timelines and authors

- 1) Strategic planning
- 2) Board goals
- 3) Budget - Jim
- 4) School safety audit
- 5) Why choose a public school? – Liz

6. Monthly article on School Board Activities/Contact with towns for their publication

- 1) Newsletter or video
- 2) If newsletter
 - a. Send to MLT?
 - b. ConVal News
 - c. Email
 - d. Pilot one

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Communication Committee Meeting

Thursday, September 22, 2022

5:30 p.m.

Physical Location: SAU 1 Board Room

Minutes

Committee Members:

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

Present: Keira Christian, Alan Edelkind, Jim Fredrickson, Liz Swan

1. Call to order

Alan Edelkind called the meeting to order at 5:33 p.m.

2. Approval May 19, 2022

Keira Christian moved to approve the minutes of May 19, 2022. Liz Swan seconded. Liz Swan abstained. All else in favor. Motion carried.

Janine Lesser shared that a quorum must be present to meet at subcommittee meetings. For a committee of four, two must be present. Otherwise, the meeting cannot take place.

3. Next community forum. When, how structured, after forum activities, subject(s), changes needed

a. Possible subjects: Renovation, Strategic planning/board goals

The topics for discussion need to be determined. Two topics is preferred.

Any thoughts on another topic?

Janine Lesser said that once the board accepts the draft Strategic Plan it will be presented to the public. What better opportunity to present.

Liz Swan liked the idea Strategic Plan as a topic because there are so many other pieces to it that trickle out.

Keira Christian suggested "key events" at the forum.

Jim Fredrickson suggested renovation, budget, and touch on Strategic Plan.

When is the forum? Not scheduled yet.

Strategic Plan was agreed upon. Alan Edelkind suggested a small one after it. It fits in with the theme of strategic planning.

Jim Fredrickson recommended putting it first as informational. It will be a future topic but we want the public to know.

The format could be changed out to eliminate the Q&A to allow for "key events". Others said that the Q&A is important.

Strategic Plan and renovation. Renovation would be first with Strategic Plan to follow.

Liz Swan said that people need something to look at. A digital program or agenda should be shared to detail the future events to go along with at the forum. People will know when topics will be discussed.

Keira Christian thought that it would be a timeline of future events; Deliberative Session, future Strategic Plan dates etc. not future topics for the forum.

Jim Fredrickson said that he liked "Key Events" and maybe five bullets about the renovation and budget information. All on one page.

Will the Strategic Plan Committee continue to meet after the plan is rolled out? Unknown.

What would the third item be?

"Key Events" would be more of a Public Service Announcement and not a forum topic.

Renovation is a key topic and not a forum topic.

Jim Fredrickson said that the renovation is a separate issue not a forum item.

Clarity was provided that it will be listed as a key item with a few words about it and a reference to where people can learn more.

Is the first topic "key events" or renovation.

The thought is to have a first topic and then second and then key events before closing.

Jim Fredrickson said that "key events" should be up front otherwise people might leave and miss out. Only three people attended in person and near 300 online views.

"Key events" could be shared through public relations.

Liz Swan said that the key event should be at the end and a mention as well as a digital version.

The goal should be to increase the number of people that attend in person. Hyperlinks on the digital portion could be included. It allows more access to information.

Keira Christian said that there is too much of a focus on placement. We shouldn't throw events to people at the end that they haven't already heard about.

Liz Swan said that it has to be a separate thing.

Alan Edelkind said that "key events" should be at the end.

When will the forum take place? Janine Lesser said that she preferred October to allow for the adoption of the Strategic Plan. Until that is done, we can't move forward. First week of November was also suggested.

After forum activities: Meet and Greet after the forum. Having childcare to allow parents to come to the forum as opposed to going to an outside venue was suggested by Alan.

Light refreshments could be offered as well.

Keira Christian suggested that portion prior to the forum because parents won't stay late with children.

Alan Edelkind said that would restrict the amount of time with a 7:00 start time for the forum.

Liz Swan suggested moving up the start time of the forum then moving to the cafeteria afterward for an informal meet. This may not work for the upcoming forum but maybe the next. More time is needed.

Janine Lesser pointed out that childcare was offered once, no one took advantage of this. The next two meetings had low in person attendance.

A meet and greet was seen as a friendly opportunity to come together. People will feel good.

Starting the meeting at 6:00 with a meet & greet afterward was Alan's preference.

Jim Fredrickson shared his skepticism about getting people in person. If people know that they can view online that will be popular.

Janine Lesser said that getting food and daycare is a concern. Someone has to do that work.

Alan Edelkind said that forums are experiments and they get refined a little bit every time. Having the meet and greet at the end could be tried. How do we make it more attractive to people?

Liz Swan said that multiple ways to connect with people is essential.

Janine Lesser said that going to where people are is also important. Attending PTO meetings or sporting events were examples.

Alan Edelkind said that he will write up what was agreed upon and pass it by facilities and Kimberly Saunders for agreement.

Janine Lesser reaffirmed her opinion not to pursue childcare for the forum.

4. Possible up-coming articles
 - a. Strategic Planning
 - b. Board Goals

- c. Budget
 - d. School safety audit
 - e. Public and Charter schools. Co-existing for the good of all.
 - f. Other thoughts
5. Monthly article from committee to public on school board activities. Should we produce a Scheduled monthly article? To whom? Video?

Agenda items 4 and 5 were combined for discussion.

Alan Edelkind said that we do not do a great job of communications other than with the budget.

Should there be a scheduled newsletter that goes out by the board with monthly events?

Liz Swan suggested a monthly video on key events.

A one-page newsletter was also noted as another source of communication.

What kind of articles would we want to communicate?

Public and Charter schools were not seen as a valid article topic. Everyone agreed.

Renovation and equity were additional topics suggested.

Keira Christian suggested an article on "Why Choose Public School?"

A Board perspective on Charter Schools was suggested. Janine Lesser disagreed.

A focus on what public schools offer was preferred.

Alan Edelkind said that he will send the list from Agenda 4 above and committee members can pick one and write on it. A release schedule will follow.

6. Communication's committee activities. Contact with towns on activities of board for town publications were suggested. Discussed in agenda items above.
7. Communications Committee interaction with other committees. Getting input, communicating to public committee activities. Getting information from other committee members that Communication Committee members don't sit on was suggested.
8. Need for more committee members now that Janine can no longer be on due to serving as board chair? Janine Lesser will put an email out to the board asking for additional Communication Committee participation.

Keira Christian said that the forum might be seen as too formal. Other ways to engage people need to be pursued.

A two-minute video on what took place at the Tuesday night Board meeting was suggested.

Can the committee go directly to Guilfoil? Alan Edelkind will meet with Kimberly Saunders.

9. Non-Public Session: RSA 91-A:3,II (If Required)
None.

Liz Swan motioned to adjourn at 6:53 p.m. Keira Christian seconded. Unanimous.

Respectfully submitted,

Brenda Marschok