

OFFICE OF THE SUPERINTENDENT OF SCHOOLS

106 Hancock Road

Peterborough, New Hampshire

CONTOOCCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

Thursday, November 17, 2022

5:30 p.m.

Physical Location: SAU 1 Board Room

Minutes

Committee Members:

- Keira Christian
- Alan Edelkind, Chairperson
- Jim Fredrickson
- Liz Swan

Present: Keira Christian, Alan Edelkind, Dr. Kimberly Saunders, Liz Swan, Janine Lesser

1. Call to order

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

2. Approval minutes of September 22, 2022

The minutes of September 22, 2022 were approved.

3. Community Forum Review

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

Alan Edelkind said that too much time is being spent on in-house questions and not enough on the online questions being submitted. He suggested going back and forth between in-house and online to allow those online to have a sense of belonging.

Keira Christian shared the concern that we are trying to drive the in-person attendance. One of the benefits is the in-person back and forth conversation. The original intent was to have a dialogue.

Online questions are not always coming in real time. More than one comes in at a time. The in-person people take advantage of the in-house conversation.

Alan Edelkind said that the initial drive was to have people come in-house. He said that it is no longer the reality. Seventeen people attended the last forum in-house with 160 views. 65 views were live.

Alan said that he does not think that a bigger internal audience will be the reality.

Janine Lesser said that if you want to favor the online audience the live audience should be forgone.

Alan said that he is not in favor of the online audience; just a thought.

Kimberly Saunders said that the online audience makes it easier for someone to be a keyboard warrior. She would like to continue to promote the in-person audience.

An online moderator to work with the in-house moderator was suggested.

In terms of the microphone, people have to come to the mic to speak. Otherwise, the mic needs to be brought to the speaker.

The Meet & Greet went well. People stayed and were engaged.

4. Next Community Forum

1) Subject/presentation – Budget etc.

The next forum should be totally on the budget.

2) Schedule Forum – When?

The end of January was suggested for the next forum.

Unless there are contentious topics, the budget should be the sole subject.

Discussion about non-monetary items that ConVal provides should be one element of discussion. Even though the budget is relatively flat, the assessment is not flat. This should be discussed. Three or four presentations could be shared. It should end on a lighter note.

Jim Fredrickson talks about what drives district assessment every year. Focus on what makes ConVal so great could be a focus.

Alan Edelkind said that if we can get the presentation to be less technical it will be well received and understood.

Janine Lesser said that articles online are the best resource to communicate the technical pieces.

Alan reported that he received feedback on the last forum that was positive.

Should the next forum be before or after the Deliberative Session? Discussion took place about both sides.

Start time was discussed. Alan said that what was best for the audience should take place.

Kimberly shared that having it earlier would work best for staff and administration. Up to 13 school board and subcommittee meetings occur monthly.

Liz Swan said that earlier is better for some too to allow people to get home afterward.

The start time of 6:00 pm was suggested for the next forum for a number of reasons. Confirmed.

5. Upcoming articles/timelines and authors

Alan Edelkind said that reaching out to board members to write on the following topics might work well.

A graphic rather than an article was suggested; more visual than article. e.g. Ten great things ConVal does!

- 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

Does anyone want to pursue this?

Kimberly Saunders said that Kevin Pobst would be good at this; providing a summary of meetings.

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

Alan reported that Crista Salamy had asked him if there were changes to three of the policies; EG, KEA, KDCA. EG - We do not have a policy. The NHSBA policy proposes to replace language. KEA states that the School Board will do its best to keep people informed. Alan suggested that wording that says that the School Board does not relinquish its responsibility to do the things that the Superintendent is being authorized to do.

Kimberly Saunders said that when the board authorizes the Superintendent to do something, it does not mean that the board cannot also do it.

Alan asked if there was any rush on the policies noted. None.

Alan Edelkind agreed to discuss further at the next Communication Committee meeting.

Alan Edelkind adjourned at 6:27 p.m. Keira Christian seconded. Unanimous.

Respectfully submitted,

Brenda Marschok