

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

CONTOOCCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

Thursday, March 23, 2023

5:30 p.m.

Physical Location: SAU 1 Board Room

Agenda

Committee Members:

- Alan Edelkind, Chairperson
- Jim Fredrickson
- Liz Swan

- 1. Call to order**
- 2. Approval minutes of February 16, 2023**
- 3. Review of Community Forum #5.**
 - a. Good, not so good, areas for improvement
- 4. Communications on Strategic Organization Committee.**
 - a. Articles/community forum/town involvement
- 5. Monthly School Board community communication.**
 - a. School board happenings, discussion items, who to do, distribution
- 6. Sequence of involvement in communications**
 - a. When outside firm is involved
- 7. Adjourn**

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CONTOOCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

**Thursday, February 16, 2023
6:30 p.m.**

Physical Location: SAU 1 Board Room

Minutes

Committee Members:

- Alan Edelkind, Chairperson
- Jim Fredrickson
- Liz Swan

Present: Alan Edelkind, Liz Swan, Doug Sutherland, Janine Lesser, Dr. Kimberly Saunders

1. Call to order

Alan Edelkind called the meeting to order at 6:31 p.m.

2. Approval minutes of December 15, 2023

The minutes were approved.

3. Review all activities including schedules, presentation progress, logistics needs and progress, etc. that are required for the upcoming Community Forum on March 6th

Communications are ongoing. The first communication is scheduled to go out on Monday, February 20th.

Kimberly Saunders said that Guilfoil Public Relations (JGPR) wants to put out a press release and story about the budget in general next week. In that communication, the forum should be mentioned. It should not be a special communication about the forum only.

Alan Edelkind said that we have five communications that are ready to go.

Kimberly said that JGPR is not willing to put the press release out and the recommendation is to draft a release about the budget and include mention of the Community Forum. Then, future communication will take place about the forum. JGPR recommends that the forum gets embedded in that communication.

Alan said that we have done the same communications for five forums. We have a schedule of events to go out for communications that have been approved.

JGPR was not supposed to come up with a brand-new approach but simply edit.

Kimberly said that JGPR is not willing to put their name on the release.

Liz Swan said that less is more. There is a need for information. Public Relation firms compress information. She understood that they would not want to copy and paste someone else's writing.

Liz said that it is okay to change things. We haven't had huge turnouts at the forums, let's try it. Take pieces of it and part it out.

Kimberly said that the preliminary communication about the forum should be embedded in the budget communication. Then, a self-standing communication will be released. JGPR will compress what is provided and make it shiny and send it out.

Alan Edelkind said that if JGPR is going to do this it takes the Communication Committee out of the loop.

The suggestion is JGPR do it and Communication will see it as a courtesy. Confirmed. JGPR would not be able to put a communication together without the information.

Will the communications be coordinated with the Selectmen's Advisory Committee? JGPR releases will be forwarded to SAC.

There will be two moderators at the March 6th Community Forum; Doug Sutherland and Liz Swan. A lectern for presentations will be up on the stage. A location and mic stand might be helpful for audience members to speak.

Three mics - one at lectern, one mic stand, one wireless.

Expectations were shared on what the forum might look like.

Janine Lesser spoke about the wonderful work Helfried Zrzavy did to share opportunities that are ongoing and posted on the website.

Directional signage to the Lucy Hurlin Theater was noted as a need.

4. Adjourn

Alan Edelkind motioned to adjourn at 7:02 p.m. Liz Swan seconded. Unanimous.

Respectfully submitted,

Brenda Marschok