

OFFICE OF THE SUPERINTENDENT OF SCHOOLS

106 Hancock Road

Peterborough, New Hampshire

CONTOOCH VALLEY SCHOOL BOARD

Communication Committee Meeting

Thursday, March 23, 2023

5:30 p.m.

Physical Location: SAU 1 Board Room

Minutes

Committee Members:

- Alan Edelkind, Chairperson
- Jim Fredrickson
- Liz Swan

Present: Alan Edelkind, Jim Fredrickson, Liz Swan, Janine Lesser, Dr. Kimberly Saunders

1. Call to order

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

2. Approval minutes of February 16, 2023

Alan Edelkind moved to approve the minutes of February 16, 2023. Liz Swan seconded. Unanimous.

3. Review of Community Forum #5.

- a. Good, not so good, areas for improvement

Alan Edelkind reported that he looked at the number of online views and they are the lowest we have ever had; 83. Normally it runs around 230.

The topic was the budget and not many showed.

Alan said that the committee needs to look at the communications that did go out. In previous forums an initial reminder, main reminder, and a follow-up communication went out. With this forum, an initial communication did not go out. A follow-up communication did not go out as well. People did not have enough time to react. Alan suggested going back to four communication releases.

The main communication is the one that says everything about the forum. It typically goes out on the website and to all those we have emails on. Selectmen's Advisory Committee was also asked to share information on the forum.

Janine Lesser said that people respond to information about events when they want the information. You can put out everything in the world but if people perceive they don't need the information or don't want it, they do not respond. People are not interested in arguing. We put out a lot of information about the budget. She wondered about doubling down about getting more information out there.

Alan said that it could be that they don't care about the budget or have made up their minds.

Is it the topic?

Liz Swan said that there were a few things that we did differently. We didn't put out graphics. Kevin Pobst was not able to help promote the forum like in the past. We need to get information to people in a simple form. Less is more. It takes eight to ten touches for people to come through the door.

Leveraging PTO groups to help get information out was suggested.

Communication needs to be short and concise.

Kimberly Saunders shared that there is legislation that is likely to pass that will change the nature of meetings that will include having to address questions and getting back to the person posing the question within five days. If it passes, thought should be given to the impact that will have on Community Forums. It will have an impact.

Alan Edelkind spoke favorably about the information and detail provided at the Forum. Janine Lesser said that the low viewing might be an indicator of the environment. Communications about getting out the vote was discussed.

4. Communications on Strategic Organization Committee

a. Articles/community forum/town involvement

The RFP has been sent out and is posted on the website. Alan Edelkind suggested sending out communication on this and identifying where we are going. Sharing that community input will be sought is important.

Liz Swan said that this can be done in a mindful way. People need to understand why we are doing this and the intention. A video might be helpful as well.

A PowerPoint could be put together and coupled with a voiceover. Three or four weeks out from now was suggested.

5. Monthly School Board community communication

a. School board happenings, discussion items, who to do, distribution

Alan Edelkind said that there is so much that goes on at the board level. Sharing what has happened and what comes up could be part of it.

Kimberly Saunders said that if people are tuning into YouTube and not reading minutes they aren't going to read a newsletter.

Liz Swan suggested taking the links from minutes and the School Board website might be shared continuously. Having something placed on town websites would be helpful.

Kimberly said that "We Are ConVal....." pieces could be created.

Town Administrators might be connected to update town websites.

Ambassadors for the towns, School Board, etc. are needed to help get the word out and communicate effectively. Relationship building was discussed to build trust.

A two-minute recap of the last board meeting was suggested. It would be scheduled the day after the board meeting. Helfried Zrzavy will be invited to the next Communication Committee meeting.

Maximizing social media opportunities is the goal. Further discussion took place.

Early June or late May was earmarked for the next Community Forum. Introducing the RFP vendor was suggested as a good opportunity. Presenting preschool outcomes might also be a topic.

Having two topics at one forum was suggested.

Kimberly said that if the reconfiguration/consolidation project is a topic, it should be the only topic.

6. Sequence of involvement in communications

a. When outside firm is involved

Passed over.

7. Adjourn

The meeting was adjourned at 6:40 p.m. Liz seconded. Unanimous.

Respectfully submitted,

Brenda Marschok