

OFFICE OF THE SUPERINTENDENT OF SCHOOLS

106 Hancock Road

Peterborough, New Hampshire

CONTOOCH VALLEY SCHOOL BOARD

Communication Committee Meeting

Tuesday, May 9, 2023

6:00 p.m.

Physical Location: SAU 1 Board Room

Minutes

Committee Members:

- William Bryk
- Tom Burgess
- Alan Edelkind, Chair
- Dan Harper
- Liz Swan

Present: Alan Edelkind, Tom Burgess, Dr, Kimberly Saunders, Dan Harper

1. Call to order

Alan Edelkind called the meeting to order at 6:01pm

2. Approval minutes of March 23, 2023

Alan Edelkind moved to approve the minutes of March 23, 2023. Tom Burgess seconded. Unanimous.

3. Elect Communication Committee Chairperson

Tom Burgess nominated Alan Edelkind. Dan Harper seconded. Accepted by Alan Edelkind.

4. Review first correspondence for Consolidation/Reorganization, determine schedule

and to whom.

Alan asked the committee to read and edit a written statement around the consolidation process Conval is going to follow . Alan Edelkind asked the committee When we should get the statement out. Alan Edelkind thinks we should get it out as soon as possible. Community is aware this is happening. We need to communicate from the very start of the process and this statement is the first thing to happen. Dan said sooner the better, time crunch to get on the warrant articles. Any change to act on the elementary schools $\frac{2}{3}$ vote is listed on the statement and that is pretty transparent and makes it very clear what we are doing and what needs to happen . Pros and cons but better to be transparent . Kimberly edited to add 'district administration, teachers and staff'. Continued to edit correspondence to add and delete. Alan will make the changes. Should we add "if you have any questions?" Alan thinks it's too early to give that option.

Distribution:

JGPR? Kimberly Saunders said it could be put out as a press release. Alan asked to be sent to JGPR with no changes. Conval New. Principals to put in newsletters. Kimberly said to add to the

community forum? Alan said it might be premature as we don't have actual answers and probably won't by the next community forum. Kimberly will ask Brenda Marschok to send to the SAC and ask to have them post. Dan mentioned the Selectmen's Advisory Meeting and how uninformed they might be around the consolidation. So maybe getting this out to that group.

Facebook or other social media was mentioned. Will send to the town pages. Will the pages be monitored to answer the questions that might arise? Alan will make edits and send them to Dr. Saunders.

5. What should we consider for articles on progress and activities in selecting companies?

Alan Edelkind said not necessarily something he thinks needs to be done. Kimberly said this would be a great article to write when we are looking and selecting a company around studying consolidation. Tom said we should use phrases and words that the general public will understand. Not to use acronyms that not many people won't understand.

6. Should we pursue ideas on publishing board meetings? Happenings, discussion items, who to do?

Alan is wondering if this committee is appropriate for publishing board meetings. Tom voted to kill this and Dan seconded. Kimberly explained that it's redundant to what we already do. Going to table this and come back if it feels like we need to revisit.

7. Idea for article on " Why I became a board member".

Alan Edelkind discussed writing something on this. Alan thinks people would be interested in everyone writing an article. Kimberly said to be careful with maybe not making it look like members are profiling for voting. Should we not personalize it? Dan volunteered to write this article. Put on a website to make it personal to the school board. Tom mentioned he is on the Harris Center board and that each board member writes a "bio". Kimberly thought that was a great idea for the website. Bring to the other board members and then have everyone write a bio about themselves and why they ran for the board and what they bring to the table. Not to keep it political. "Humanize" the board members. This will be mentioned at the next board meeting. A template will be created and sent out to add to the new website.

8. Communication ideas from committee members

Alan discussed small ideas, and does anyone have any big ideas? What do members see as the vision for the Communication committee? This committee is a branch of board communications. Is there anything else we should be communicating? Maybe not here and now to come up with ideas, but maybe think about it and bring it to a meeting. Tom thinks that the main thing we need to be talking about at this time is strictly the consolidation and how much we need to continue to make it a priority and continue to get any and all information out to the district/towns to drive up the vote around the consolidation question. We need effective ways to get out the information around the process. Do we have discussions at elementary schools? Alan asked if it's possible to put statements up in town libraries as well.. Dan said we may need to focus on certain towns more than others. Committee agrees we need to get voters motivated to get out and vote.

Kimberly mentioned that there are some policies that Alan was discussing and that he should reach out to Krista. .

9. Adjourn: Alan Edelkind adjourned meeting at 6:40. Tom Burgess seconded.

Respectfully submitted,

Kate Wasserloos