

**OFFICE OF THE SUPERINTENDENT OF SCHOOLS
Peterborough, New Hampshire**

CONTOOCOOK VALLEY SCHOOL BOARD

**Monday, June 18, 2007
SAU Office**

6 p.m.

Communications Sub-Committee

MINUTES

Attendees: Stewart Brock, Tom Welden, Mary Allen, Beverly Bacon, Mary Loftis, Craig Hicks, Marian Alese, Keith Burke, Dick Bergeron

Stewart Brock called the meeting to order at 6:04 p.m.

Stewart said that the approval of the last Communications meeting will be take place at the next meeting.

1. Continuation of Goal setting

Stewart distributed "Communications Committee 2007 – 2008 Goals" (See attachment #1). Craig said that Student Activities and Awards should be separated from teacher items and other items. Similar items should be grouped similarly. Stewart agreed.

2. Continuation of Communications to the Press and the Public

-How often, what format, when, and by whom

Stewart distributed a draft of the Communications Plan Outline as well. (See attachment #2). Stewart said that his intent is that anyone who wants to know something can benefit from the communications.

Marian asked how this plays into what already takes place such as newsletters, annual reports etc. Stewart said that we will get a good framework about what needs to be communicated and it fits into a specific place that each member of the committee will own. He wants to be careful not to duplicate.

Craig asked how we would get each school to do something similar. He said that he would love to receive this information electronically.

Stewart said that we might be able to give them a framework. Craig said that he was not talking about content but rather delivery. Delivery discussion took place.

Marian said that on the enrollment forms we ask for email addresses and those addresses might be utilized.

Craig said that we are trying to grow parent participation. He has experienced success with receiving information from both the high school and SMS.

Stewart said that parents can be informed about where they can gain information they might be interested in.

Beverly Bacon referenced the statement that parents will be able to obtain class information under the districts LEIP plan. Keith said that it is new. We only have one person capable of making this happen. It is complicated because we want parents to have access to their students work but not

other students. Keith said that the capability is there. As we move forward with the Pathways we may be able to expand this. Keith said that he is going to recommend that additional pieces be purchased to allow its implementation. The purpose would be to view a portfolio of student work.

It might be sound recordings, scanned information etc. It would allow thousands of users to have access to this. It is a large project for one person while doing everything else that he does.

Craig asked if this work could be subbed out. Keith suggested that we try the "free" service first and look at other commercial products during budget time.

Stewart asked Dick Bergeron if he had experience with this.

Dick said that it was a voluntary effort when reaching out to wire his building. He would suggest reaching out to commercial vendors to ask for voluntary assistance. Dick said that the student voice is missing in this piece. He asked if students could be formerly invited to take responsibility for individual schools. High school editors might relish this opportunity. In addition, Dick said he wondered how the newspapers have been in providing a regular column in the paper. Keith said that he asked once and received a favorable response with the local papers. Keene was less willing.

Tom said that the problem is in our getting the message out.

Dick added that he found that private small business is a changing environment. Many are individuals working out of their homes with special talents and training. They can help grow the opportunities for communication. He said that there must be a lot of talent in the area that we can reach out to.

Stewart said that we know specific things that need to be communicated around budget time. We need to recognize what people need to know during this time and communicate it. Stewart said that we need to look at accomplishments. He purposely placed staff under the accomplishments heading to recognize this and help eliminate finger pointing. Under the heading of "Fun Facts" Stewart suggested including random facts to engage people in the district to come up with neat interesting things.

Stewart went on to the heading of "Improvement". If someone feels passionate about something they can be pointed in the right direction.

Craig said he would love to do a district wide year-end recap. We could list how many students were on honor roll, how many staff are retiring etc. We could use this information as a template. The success of tax money could be grown.

Keith said that he is meeting with the Principals on Thursday and he will ask each of them to come up with successes.

Dick asked if we have access to cable television. He said that students could create district wide accomplishments and it could be broadcast.

Ray Cote said that one of the things needed is a web site that can be updated regularly without going through an act of congress. In terms of yearly accomplishments it should be on the web already. He asked why this can't be done on the administrative level. Stewart said that discussion about bringing the web to different levels has taken place. Ray said that timeliness is key.

Tom asked who would hold responsibility for this. Ray suggested that there are web coordinators in each of the buildings and they could take this on.

Mary Allen said that with regard to the PES flooding situation that Sue sent that information right out. Mary hoped that it was on the PES website as well. She said that information should have been sent out to the press. Keith said that the crisis plan does not cover a break in a water main but more likely to cover a bomb scare. People are taking care of the issue on the ground with the flooding situation at PES.

Keith said that this could be something that would fall under the responsibility of a PR person.

Stewart said that an interim solution might be in place. Long term plans might also be in place.

Ray said that once you put this out there and people have responsibility, ownership will take place and it will happen.

Stewart asked Dick Dunning as a building Administrator how feasible this might be. Dick said that it depends on what it is and how big a deal it is. Stewart said that he didn't want to create additional work for the administrators.

Ray said that it doesn't have to be original work. For example, when Sue Copley sent information home she could also copy and paste it to the web.

Marian said that we can do that and she didn't think anyone thought that it was the expectation.

Mary Allen said that if we make contact with community members we might make contacts for people to take these responsibilities on,

Stewart said that we will further explore and he asked what type of oversight would be necessary.

Dick Bergeron said that Building Administration should have the final say in any situation.

Stewart asked for volunteers under each of the "buckets" listed on the draft outline.

Mary Allen said that she will take on the "accomplishment bucket". Stewart will do "Budget as well as Goal Progress". Mary Loftis said that she will do "Superintendent" and "Fun Facts". Mary Allen added "General Information" to her responsibilities.

Stewart said that work could begin at the next meeting in about a month.

The Communications Committee Goal statement should be complete by July 31st.

Stewart said that the next meeting will take place on July 23rd at 6:30 p.m.

Stewart adjourned tonight's meeting at 6:57 p.m.

Respectfully submitted,

Brenda Marschok