

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

CONTOOCCOOK VALLEY SCHOOL BOARD

**Thursday, November 29, 2007
SAU Office
7:00 p.m.**

Communications Sub-Committee

MINUTES

Attendees: Stewart Brock, Mary Allen, Mary Loftis, Craig Hicks

1. Budget Communications

The Budget & Property Committee will meet next on December 8, 2007 at 8:30 a.m. Conversation took place with regard to recent press in the Monadnock Ledger and its accuracy. Recent inaccuracies about "School Consolidations" vs. "Class Consolidations" took place as well. Stewart asked those present what they could do and what we should do. Mary Allen said that December 8th is the time to have a press release. The things that come out of that meeting should be released to the press. A meeting should be called with the Editors and the Board to discuss the importance of the issues that will be faced ahead. She said that we should imply that we aren't happy with what is taking place in a positive manner.

Stewart said that there is a lack of information and the gaps are filled in with speculation. We can put a press release together after the Budget meeting. Craig asked who would be writing. Mary Allen agreed to help write press releases.

A positive relationship with the community and the press is the desire.

Craig said that he would often visit Kerry (MacDonald) to review an article before it went to print. Mary Allen outlined Sam's (Monadnock Ledger writer) education and experience and said that she feels that Sam wants to do a good job and that he is bright and needs support. These are confusing agenda items and information needs to be sought.

Tom Welden said that if we were not straightened out by voting time we would be in trouble.

Mary Allen thought that a physical meeting with the Monadnock Ledger should be sought to stress the importance and willingness to maintain communication lines. It is important to put a face with a name.

Stewart said that the consensus is to meet with the Monadnock Ledger staff. Tom Welden agreed to contact the paper to set up a meeting.

Tom said that an announcement for the new HR Director should be published.

Stewart asked who would have the information. Tom provided Stewart with the information.

2. District Report Content

Stewart obtained the information provided in the District Report last year. He said that he thought that the Board goals should be included in the report again this year.

Tom said that we should report that we are going in a new direction. "Change" is the

word of the day. We hired a new administrative team and we are going in a broader direction. The tone should be set.

Craig Hicks said that the long-term vision has been discussed. Tom said that we have an evaluation program, we have a detailed analysis of our educational programs, and we have a detailed review of the ATC. We knew that the tone needed to change with our administrative team and we made that change. We knew we needed an HR Director and we hired one.

Craig said that the behavior models are a huge piece of what we have been working on. We work hard to keep our schools safe and drug free. Tom mentioned the LADC that is now on board.

Stewart added that we have streamlined our own efficiencies.

Craig said that we should include that we are extremely happy with the quality of our new management team and the leadership they are providing.

Tom said that the information should come from the Board as opposed to prior meetings when it came from the Chairman.

Stewart asked if we want to pull out the highlights. It was agreed that the Administrators of each building would be asked to provide highlights from the prior year to the Communications Committee for inclusion in the District Report.

Mary Allen asked what needed to get touted since last year. Craig said that we should include those items that have received press time as reminders of what has occurred.

Tom said that we needed to do a good job of communicating our global picture. Where we are and what we are doing. We are getting back to a much better focus, reviewing policies among other Board tasks and responsibilities. We have hired a good manager. Dick Bergeron can put his message in from there.

Stewart said that he wants to discuss the “Meet and Greets” at the next Board meeting. He said that he would remind people at the next meeting and get the dates on the calendar.

Tom said that we are thinking about having a piece explaining the impact of the Department of Revenue using real counts to avoid having a two year lag time. Something will need to be well written. We need to find out if we can get an adjustment. A declining student population coupled with the new tax rates does not make sense because of the lag time.

Craig said that we needed to say that the way things are handled is changing. Tom asked how good the material is that we have. Is the State going to allow us to skip that year? Craig said that we needed to say how things are working.

Tom said that a document could be produced and sent out to all of the official Town Selectman as well.

Stewart thanked everyone for attending tonight’s meeting. Meeting adjourned at 7:54 p.m.

Respectfully submitted,

Brenda Marschok