BOARD OF EDUCATION
Ellington, Connecticut

Communications Committee Meeting Minutes
The Communications Committee of the Ellington Board of Education met on Tuesday, March 12, 2013 in the School Administration Building.

Attendees:

Administrative Team Members: Mr. Stephen Cullinan, Dr. Erin McGurk, Mr. David Pearson
Board of Education Committee Members: Ms. Tracey Kiff-Judson, Mr. Dan Keune, Ms. Kristen Picard-Wambolt
Absent Committee Members: Mr. James Stoughton

Call to Order: The meeting was called to order at 1:04 PM by Ms. Kiff-Judson.

Agenda Items

- **Discussion/Review of a Communications Framework for the Ellington BOE**
  - The committee reviewed a draft of the Ellington Board of Education Communication Plan for 2013-2014. The committee discussed the latter sections in detail. Ms. Kiff-Judson will provide a revised version for the next committee meeting. Action items include:
    - Posting student recognitions on the school website. Mr. Cullinan will brainstorm with principals about what topics might be covered.
    - Mr. Pearson suggested periodic press releases for the local papers as well.
    - Mr. Keune will draft a BOE Chair letter to be posted on the website for the end of March relating to the proposed budget.
    - The committee discussed having a student representative on the Board of Education and agreed to refer the discussion to the full board.

- **Discussion/Review of a Board of Education Orientation Flyer**
  - The New Board Member flyer that has been printed and is available on the website.
  - Mr. Cullinan will provide a copy to the Democratic and Republican Town Committees.

- **Discussion/Review of Annual Curriculum Committee Update Flyer**
  - The flyer developed by Dr. McGurk received positive feedback. It is available on the website and was used for recruiting already.
  - Mr. Cullinan reported that he distributed this via school messenger system today.

- **Discussion/Review of Budget Flyer**
  - This flyer is available electronically on the district website, was distributed via school messenger today, and paper copies will be distributed at the Board of Finance brochure (in addition to Curriculum and Recruitment flyers).
  - If there are extras left, we will bring them to the town budget hearing.

- **Discussion of Committee Role Related to:**
  a) School Building Project – not discussed.
  b) Enrollment & Per Pupil Spending – not discussed.
  c) New State Designations for Schools – Mr. Keune was concerned that this would be misinterpreted by the public. Mr. Cullinan agreed to post a description on the superintendents' blog of the categories.
  d) Marketing – discussed as part of the Communications Plan.
  e) Facebook – discussed as part of the Communications Plan.

- **Old Business**
  - Ms. Kiff-Judson asked that Board of Education members are asked to consider drafting a letter to the editor at the next Board of Education meeting.

- **New Business**
    - None.

Next Meeting and Adjournment

- The next committee meeting will take place at 1:00 PM on Tuesday, April 2. Regular committee meetings will be scheduled on the first Tuesday of each month at 1:00 PM in the administration building.
- A motion was made by Ms. Picard-Wambolt to adjourn. Mr. Keune seconded the motion. The motion passed, and the meeting adjourned at 2:18 PM.

Minutes submitted by: _____

Tracey Kiff-Judson, Communications Committee Chairperson