

BOARD OF EDUCATION
Ellington, Connecticut

Communications Committee Meeting Minutes

The Communications Committee of the Ellington Board of Education met on Tuesday, June 4, 2013 in the School Administration Building.

Attendees:

Administrative Team Members: Mr. Stephen Cullinan, Mr. David Pearson

Board of Education Committee Members: Ms. Tracey Kiff-Judson, Ms. Kristen Picard-Wambolt

Absent Committee Members: Dr. Erin McGurk, Mr. James Stoughton, Mr. Dan Keune

Guest: Leo Miller

Call to Order: The meeting was called to order at 1:10 PM by Ms. Kiff-Judson.

Agenda Items

- **Discussion/Review of Communications Framework for the Ellington Board**
 - Mr Cullinan provided some sample media relations information from Baldwin Communications for committee members to review over the summer.
 - We will discuss at the fall meeting what we would like to incorporate from the reading into a media “Do’s and Don’ts” for the Board of Education on media communications.
 - Mr. Cullinan has also ordered a media tip card from CABE for the Board of Education that has not arrived yet.
 - Mr. Cullinan will order the Publication “Promoting Your Schools: Going Beyond PR.”
 - Mr. Cullinan discussed the crisis manual that is in existence for the school district, which can be reviewed and updated.
 - Mr. Cullinan will discuss at a future teachers’ meeting the interest in a teaching award or other communication from the Board of Education.
 - Mr. Cullinan will prepare for a future Communications Committee meeting a non-teaching staff recognition program template for the committee to review and discuss.

- **Discussion of Preparation for Annual Brainstorming Session**
 - The group discussed the possibility of having a communications consultant at the board’s fall brainstorming session.
 - If so, the committee agreed to provide our Communications Plan to the consultant for review in advance of the session.
 - Mr. Pearson suggested having the survey results reviewed by the consultant as well.
 - The group discussed that we should also provide a background on the current advertising and media use by charter/magnet schools.
 - Ultimately, we would like to have board members appropriately engaged in the communications process with the public.
 - Mr. Cullinan will investigate the feasibility and price of having a communications consultant come present to the board.

- **Old Business**
 - Mr. Miller requested an update on the communications relating to the Crystal Lake Building Project.
 - Mr. Cullinan suggested that parent communications on the project focus on when the transition of students will take place, as that is of great interest to them. This information will be better defined in the fall.
 - Mr. Cullinan also mentioned that we will need to communicate about how transportation will work with potentially different bus schedules.

- **New Business**

- The committee agreed to change next meeting date to September 10 which is the second Tuesday of the month. Thereafter, meetings will return to the normal schedule noted below.

Next Meeting and Adjournment

- The next committee meeting will take place at 1:00 PM on Tuesday, September 10. Regular committee meetings will be scheduled on the first Tuesday of each month at 1:00 PM in the administration building. There will be no meetings in July and August.
- A motion was made by Ms. Picard-Wambolt to adjourn. Mr. Pearson seconded the motion. The motion passed, and the meeting adjourned at 1:52 PM.

Minutes submitted by: _____
Tracey Kiff-Judson, Communications Committee Chairperson