

BOARD OF EDUCATION

Ellington, Connecticut

Communications Committee Meeting Minutes

The Communications Committee of the Ellington Board of Education met on Tuesday, September 20, 2011 in the School Administration Building.

Attendees:

Administrative Team Members: Dr. Erin McGurk, Mr. Stephen Cullinan, Mr. David Pearson

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

Public: Cecelia Fitzgerald (PTO Webmaster at Windermere)

Absent Committee Members: Ms. Allison Wilkins, Mr. Stoughton

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

Agenda Items

• Review Communications Timeline for Building Project

- Mr. Cullinan is attending several PTO meetings to seek support. Mr. Keune indicated that the parent who he thought might assist as a PAC was not interested. Several other parents were discussed who might be willing to participate.
- Mr. Cullinan reported that there is a tour of CLS scheduled for the BOE before the October BOE meeting. The goal is to have BOE approval of the project at the October meeting. More public communication can take place after the BOE approval of the project.
- Mr. Cullinan wrote the article for the "Ellington Connection." There is much data available for other articles.
- The Ad Hoc Facilities Committee will be consulted on communications next steps for the project.
- The committee discussed some of the benefits of the project that should be communicated to the public.
- The committee discussed the possibility of creating a video/slideshow. Mr. Cullinan pointed out that there needs to be a script, equipment, and oversight to come up with a finished project. Mr. Cullinan suggested that there might be better ways to get this done without impacting a school class. It was suggested that a PAC might be able to undertake this effort.

• Discuss Community-wide Survey

- Ms. Kiff-Judson reported that the survey is currently available on the town website and school website and a notification went out through the town's email distribution list on Monday, September 12. The survey will close on Sunday, September 25. Results may be available by the next Communications Committee meeting.
- Mr. Cullinan reported that the town notification system Everbridge that is under development is to be used for emergency communications only at this point.

• Review Community Portion of Proposed District Instructional Plan

- Mr. Cullinan distributed a portion of the District Instructional Plan and asked for feedback on the communications topics that might need to be added. The new website was discussed as a possible area of expansion of goals.

• Old Business

- None.

• New Business

- Ms. Fitzgerald raised a question about the PTO link that existed on the old website but does not work the same way on the new website. Ms. Fitzgerald asked whether it is appropriate for a PTO to have its own website. Mr. Pearson indicated that other PTO's in our town do have their own sites. Mr. Cullinan indicated that this is appropriate and mentioned that there is insurance that covers PTO activities.
- Ms. Fitzgerald asked if it is appropriate to create a directory of the PTO members. Mr. Cullinan indicated that BOE held information collected by the schools is protected by certain regulations. If the PTO has collected the data, Mr. Cullinan indicated that a PTO officers' vote would determine how this data is used.

Next Meeting and Adjournment

- The next committee meeting will take place on Tuesday, October 4. Regular committee meetings are scheduled on the first and third Tuesdays of each month at 1:00 PM.
- A motion was made by Ms. Picard-Wambolt to adjourn. Mr. Keune seconded the motion. The motion passed, and the meeting adjourned at 1:49 PM.

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