

BOARD OF EDUCATION
Ellington, Connecticut

Communications Committee Meeting Minutes

The Communications Committee of the Ellington Board of Education met on Tuesday, October 1, 2013 in the School Administration Building.

Attendees:

Administrative Team Members: Mr. Stephen Cullinan, Mr. James Stoughton, Dr. Erin McGurk

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

Absent Committee Members: Mr. David Pearson

Call to Order: The meeting was called to order at 1:05 PM by Ms. Kiff-Judson.

Agenda Items

• **Discussion/Review of the Annual Brainstorming Session**

- There was mixed feedback from the committee on the session from Ann Baldwin.
- The group reviewed the recommendations made by Ms. Baldwin and selected the items that they would like to address.
 - **Communications with Media Policy:** The committee agreed to consider updating our policy on board communications and managing communications around emergency/critical situations.
 - **Media Pitch:** Dr. McGurk and Ms. Picard-Wambolt agreed to meet to try to create a media pitch using the current mission and vision as a starting point.
 - **Monthly Event Calendar:** Mr. Cullinan agreed to ask administrators to provide suggestions for a monthly calendar of items to showcase in our schools.
 - **Backdrop:** Mr. Cullinan agreed to look into the price of a backdrop with logo/brand for media opportunities.
 - **Unified Budget Message:** The committee agreed to address this after the budget process moves forward.

• **Discussion/Review of Communications Framework for the Ellington Board**

- Not discussed.

• **Old Business**

- None.

• **New Business**

- None.

Next Meeting and Adjournment

- The next committee meeting will take place at 1:00 PM on Tuesday, November 12, 2013. 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. Stoughton seconded the motion. The motion passed, and the meeting adjourned at 2:28 PM.

Minutes submitted by: _____

Tracey Kiff-Judson, Communications Committee Chairperson