

BOARD OF EDUCATION
Ellington, Connecticut

Communications Committee Meeting Minutes

The Communications Committee of the Ellington Board of Education met on Tuesday, December 3, 2013 in the School Administration Building.

Attendees:

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

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

Absent Committee Members: Mr. Stephen Cullinan

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**

- The committee provided a status on the following recommendations that came out of the annual brainstorming session.

- **Media Pitch:**

- Dr. McGurk and Ms. Picard-Wambolt met and created some images and messages to try to market the school that were geared around a theme of “Education is the Foundation” or building blocks of education.
- The committee discussed creating a message/flyer to address Ellington school district strengths, which could be used with parents of our students.
- Dr. McGurk suggested multiple flyers by topic that address some of our key strengths and asking principals of each school some of the key strengths/programs in their school and agreed to follow up with the principals for input.
- The committee came up with several ideas for strengths: arts (music, art, drama, culinary), athletics, science and technology, community connections (Winterfest, prom night in the center of town, traditions, clubs), academics (AP courses, awards, project-based learning, innovation, prepare kids for college, successful graduates).
- Mr. Pearson suggested a flyer “Did you know ...” that would provide information on Ellington Schools.
- The committee saw this brochure/card being used in the following ways: marketing to K-12 parents to compare with magnet schools, businesses (e.g. real estate agents who are marketing to people considering coming to town), recruitment fairs/employment opportunities, and Open Choice fairs.
- The group discussed images or photos to highlight key areas/strengths, supported with scan-able codes to link to the school website with more details about each area.
- The committee did not address the following topics from the last meeting, but will at the next:
 - **Communications with Media Policy:** Update our policy on board communications and managing communications around emergency/critical situations.
 - **Monthly Event Calendar:** At the last meeting, Mr. Cullinan agreed to ask administrators to provide suggestions for a monthly calendar of items to showcase in our schools.
 - **Backdrop:** At the last meeting, Mr. Cullinan agreed to look into the price of a backdrop with logo/brand for media opportunities.
 - **Unified Budget Message:** What do we want to communicate about the budget this year?

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

- The committee discussed the following task:
 - Update the budget flyer with current dates – Dr. McGurk provided an updated draft of the budget flyer that highlights key dates for the public to become involved. She agreed to discuss distribution

with Mr. Cullinan (parents or broader audience), and to try to fill in some of the future dates of board and town meetings.

- The committee did not get to address these topics, but will at the next meeting:
 - Update the budget communication timeline with tasks and dates
 - Schedule the legislative meeting
 - Create Facebook page prototype
 - Implement Friends of Education Award
 - Investigate teacher and non-teaching award interest
 - Create Do's and Don'ts communication with media for the Board (CABE flyer)
 - Review sample protocol for crisis communications

- **Old Business**

- None.

- **New Business**

- None.

Next Meeting and Adjournment

- The next committee meeting will take place at 1:00 PM on Tuesday, January 7, 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. Keune seconded the motion. The motion passed, and the meeting adjourned at 2:09 PM.

Minutes submitted by: _____

Tracey Kiff-Judson, Communications Committee Chairperson