

BOARD OF EDUCATION
Ellington, Connecticut

Communications Committee Meeting Minutes

The Communications Committee of the Ellington Board of Education met on Tuesday, January 7, 2014 in the School Administration Building.

Attendees:

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

Board of Education Committee Members: Ms. Kris Picard-Wambolt, Ms. Tracey Kiff-Judson, Mr. Dan Keune arrived at 1:43 PM.

Absent Committee Members: Mr. David Pearson

Call to Order: The meeting was called to order at 1:07 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:**
 - The group discussed doing two flyers that cover reasons to attend the middle school and Ellington High School. Mr. Cullinan suggested tying it to the 8th grade open house for parents, which is usually in January. Dr. McGurk agreed to work with Dave Pearson and Neil Rinaldi to draft a sample for the February meeting.
 - 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.
 - Mr. Cullinan suggested sending an updated curriculum flyer as well. The group discussed trying to add graphics or photos, but did not come up with suggestions for what graphics would be appropriate. Dr. McGurk agreed to draft a spring version of that flyer.
 - **Communications with Media Policy:** This will be addressed as part of the policy manual review with CABE.
 - **Monthly Event Calendar:** Mr. Cullinan has received suggested items from administrators to highlight on a monthly basis to showcase in our schools. These items need to be compiled into a monthly calendar and the logistics need to be defined. Ms. Picard-Wambolt suggested that a good outlet would be the JI "Out and About" column. Ms. Kiff-Judson agreed to contact the JI and Reminder to determine submission requirements. The committee agreed to expand to other media outlets depending on how that process works.
 - **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 wait until after the annual budget meeting to decide what we want to communicate about the budget this year.

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

- Update the budget flyer with current dates
 - Dr. McGurk reported that the budget flyer was sent home with K-6 students.
- Update the budget communication timeline with tasks and dates
 - Ms. Kiff-Judson provided an updated task list. Mr. Cullinan and Keune pointed out that budget communications through SchoolMessenger are no longer allowed.
 - Mr. Cullinan agreed to check whether newsletters with budget date/time vote can be sent if distribution is via SchoolMessenger.
- Schedule the legislative meeting

- The committee agreed to hold off on this until such a time when we have a piece of legislation that we would like to address.
- Mr. Keune wanted to know what the rules are for where voting booths have to be located. Mr. Cullinan agreed to investigate.
- Implement Friends of Education Award
 - Mr. Cullinan agreed to go back and look at the guidelines that we need to do to move forward with the award for this year.
- The following items were not discussed at this meeting:
 - Create Facebook page prototype
 - 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, February 3, 2014. 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 2:07 PM.

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