

**BOARD OF EDUCATION**  
Ellington, Connecticut

**Communications Committee Meeting Minutes**

The Communications Committee of the Ellington Board of Education met on Tuesday, June 3, 2014 in the School Administration Building.

**Attendees:**

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

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

*Absent Committee Members:* Mr. David Pearson

**Call to Order:** The meeting was called to order at 1:00 PM by Ms. Kiff-Judson.

**Agenda Items**

- **Wrap-up on Activities Related to the Budget Process**
  - o Ms. Kiff-Judson reported that the budget passed successfully.
  - o The committee discussed the possibility of getting new signs for next year, but decided that there were enough existing signs available for another year.
  
- **Discussion/Review of Communications Framework for the Ellington Board**
  - o **Accomplishments for the 2013-2014 school year included:**
    - Managed communications leading up to budget passage.
    - Implemented a Facebook page.
    - Included more information on the district website.
    - Created the media pitch document.
    - Updated the budget basics flyer.
    - Implemented the Friends of Education Award.
    - Included a Student Representative on the Board of Education.
    - Created the "Communications Do's and Don'ts Flyer" for the Board of Education.
    - Updated Curriculum Brochure.
  - o **Priorities for the Fall** - The committee discussed the following items for consideration in the fall when meetings resume:
    - Update the **Communications Plan**.
    - Continue to manage the **Facebook** page and increase friends, including inviting people to like the page in the school newsletters.
    - Decide whether or not to further distribute or update the **media pitch**.
    - Obtain photo **backdrops** for each of the schools and the administrative offices. The committee discussed whether to get professional logos for each school or simplify the backdrops to just use Ellington Public Schools logo.
    - Explore use of **community forums**, particularly for the roll out of information related to the Crystal Lake School and Windermere School building projects.
    - Explore the possibility of an **email distribution list** that people can join on the school website.
    - Continue the **Ellington Friend of Education Award**.
    - Update the **budget basics flyer**.
    - Review role of **student representative** and request a new student representative for the next year. During this meeting the committee discussed additional ways to involve the student and better define their role. Ms. Picard-Wambolt suggested overlapping the student representative tenure and having the next representative start before the current student leaves.
    - Revisit **teacher and staff recognition** opportunities.
    - Revisit need for **crisis communication protocol**.

- **Old Business**
  - o None.
- **New Business**
  - o Dr. McGurk distributed a draft of the revised Curriculum, Instruction and Assessment Update brochure for the committee's review.

**Next Meeting and Adjournment**

- o The next committee meeting will take place at 1:00 PM on Tuesday, September 9, 2014. The committee reviewed the annual meeting schedule. Regular committee meetings will be scheduled on the first Tuesday of each month at 1:00 PM in the administration building.
- o A motion was made by Ms. Picard-Wambolt to adjourn. Mr. Keune seconded the motion. The motion passed, and the meeting adjourned at 2:00 PM.

**Minutes submitted by:** \_\_\_\_\_  
Tracey Kiff-Judson, Communications Committee Chairperson