

**Ellington Board of Education
Communications Committee Meeting**

**Board of Education Conference Room
Monday, August 7, 2023**

A meeting of the Communications Committee was held on Monday, August 7, 2023, in the Board of Education Conference Room, 47 Main Street, Ellington, CT.

The meeting was called to order at 5:00 p.m. by Jennifer Mullin.

PRESENT Jennifer Mullin, Chair, Jennifer Dzen, Marcia Kupferschmid, Angela Moser

ALSO PRESENT Tracey Deptula, Assistant to the Superintendent

AGENDA ITEMS

Communications Corner - Back to School Edition

Chair Mullin reviewed the outline of the first Communications Corner of the 23-24 year. The committee discussed the layout of the Back to School Edition as well as adding additional segments. The first newsletter of the year will include important back-to-school information (calendars, new staff introductions, contact information, and photos from summer and the first day of school). The newsletter will reach inboxes in early September. You can view the last newsletter here: [End of Year 2023](#).

Social Media Initiative

The committee reviewed the analytics from the past 90 days for the newsletter, Facebook and Instagram. The use of stories and consistency of posts have contributed to maintaining reach and engagement. The committee discussed adding a new Student Liaison segment or post to the social media calendar for the 23-24 school year.

Sustainable CT Contribution

The Committee reviewed the district's Communications Strategy as submitted to the Sustainable CT Committee as a supplement to the municipal application. More information on Sustainable CT can be found on their website: www.sustainablect.org

Board Brochure

The committee reviewed a new brochure that will be available to the public at Board of Education meetings. The brochure outlines the basics of the structure of the meeting, notes section, and includes all applicable contact information for the Board of Education. The brochure will be printed in-house, as needed.

ADJOURNMENT

MOTION

First: M. Kupferschmid

Second: A. Moser

To adjourn the meeting of the Communications Committee (5:22 p.m.)

Motion carried unanimously.

Respectfully submitted by Ms. Jennifer Mullin, Communications Committee Chair

