

BOARD OF EDUCATION
Ellington, Connecticut

Communications Committee Meeting Minutes

The Communications Committee of the Ellington Board of Education met on Tuesday, August 2, 2016 in the School Administration Building.

Attendees:

Administrative Team Members: Dr. Scott Nicol, Mr. John Collins

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

Absent Committee Members: Mr. Mark Wursthorn, Dr. Erin McGurk

Call to Order: The meeting was called to order at 1:16 PM by Ms. Kiff-Judson.

Agenda Items:

Website Rollout Update

- Mr. Collins presented the latest website progress.
- The website is still being created by Finalsite, and the content is being migrated by Mr. Collins.
- Finalsite is building a social media management console for us.
- The committee discussed some changes:
 - Make "Recent News" pop out when you roll over it.
 - Enhance submenus of the home screen to slide out.
 - For the main screens (subscreens off the home screen) design menus to be more visually appealing or keep the menus on the left and add a picture to the right.
- Mr. Collins presented samples of photos taken for the website.
- Ms. Kiff-Judson agreed to assist with photo cropping.

Other

- Dr. Nicol discussed Communication Awards for the CABE/CAPSS convention.
- Dr. Nicol agreed to review the requirements for the social media and website categories.
- The committee felt that the broader "Board of Education Leadership Awards" might not have as much benefit even though the amount of work required is more significant.
- Dr. Nicol discussed having conversations in September with PTOs and other organizations to determine the feasibility of starting an Ellington Education Foundation.

Next Meeting and Adjournment

- The next committee meeting will take place at 1:00 PM on Tuesday, September 6, 2016. Regular committee meetings will be scheduled on the first Tuesday of each month at 1:00 PM in the administration building.
- Kris Picard-Wambolt made a motion to adjourn. Dan Keune seconded the motion. Motion passed unanimously. The meeting adjourned at 2:15 PM.

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