BOARD OF EDUCATION

Ellington, Connecticut

Communications Committee Meeting Minutes
The Communications Committee of the Ellington Board of Education met Wednesday, February 12, 2020 at 6:30 p.m. in the Board of Education Conference Room in the School Administration Building, 47 Main Street, Ellington, CT 06029.

Attendees:
Board of Education Members: Ms. Jennifer Mullin, Ms. Marcia Kupferschmid, and Ms. Jen Dzen.

Administrative Team Members: Dr. Scott Nicol, Superintendent of Schools, Mr. Brian Hendrickson, Assistant Superintendent of Curriculum and Instruction and Mr. Brian Greenleaf, Director of Operations and Finance.

Call to Order: The meeting was called to order by Ms. Mullin at 6:29 p.m.

Agenda Items:

1. *Citizen and Staff Forum*

   No one addressed the committee.

2. *Supporters of Ellington Public School*

   Ms. Tracey Kiff-Judson and Ms. Sara Varga spoke on behalf of the Supporters of Ellington Public Schools, a political action committee that will be advocating for the Windermere Building Project.

   Several communication strategies and timelines were discussed including the utilization of social media, electronic communications and mailers. There has been a soft launch of a Facebook page for the group and the page has links to BOE press releases and news articles about the project.

3. *District Calendar 2020-2021*

   The district calendar was not ready for the Communication's Committee to review at this time, a special meeting of the communications committee will be held prior to the Regular Board meeting to review the calendar.

4. *Capacity Built: Student Enrichment*

   Daniel Spada, Instructional Technology Specialist, presented with Mr. Brian Hendrickson on the power of video and multimedia in teaching and learning. Student engagement is heightened when using multimedia platforms for assignments.

   Teachers are also utilizing videos and uploading them to an app as contributions to the district videos shared with all parents and staff. Some of the videos submitted by teachers are also used in the new multimedia format of the school newsletters.

5. *District Communication Template*

   Dr. Nicol provided the updated communications template for the committee to review. The committee discussed several idea to involve Board of Education members in more communication as well as different ways to communicate out on the budget.

   The meeting adjourned at 7:53 p.m.

   Respectfully submitted,

   Ms. Jennifer Mullin, Communications Committee, Chair