

A meeting of the Communications Committee was held on Wednesday, February 8, 2023, in the Board of Education Conference Room, 47 Main Street, Ellington, CT.

**The meeting was called to order at 5:09 p.m. by Jennifer Mullin.**

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

**ALSO PRESENT** Dr. Scott Nicol, Superintendent of Schools  
Ms. Tracey Deptula, Assistant to the Superintendent

#### **AGENDA ITEMS**

##### **Review the Calendars for 23-24 and 24-25**

The committee reviewed the 2023-2024 District calendar and accepted the recommended dates to move forward to the full board for adoption. The 2024-2025 calendar is in draft form and will move forward to the committee at a later date. Professional Development days were discussed as well as the placement of April vacation for 2023-2024.

##### **Social Media Update**

The committee reviewed the analytics from the past 90 days for both Facebook and Instagram. The use of stories and consistency of posts have contributed to increased reach and engagement.

##### **Communications Corner**

Chair Mullin shared feedback from the survey that was included in the previous newsletter. As a result, a "You Asked, We Listened" segment has been added to the Spring Edition. The committee set a release date of March 20, 2023. Last month, a text messaging option was introduced and generated a positive response. The newsletter will continue to be shared via email, text, social media, and on our website. You can view the last newsletter here: [FALL RECAP](#).

#### **ADJOURNMENT**

##### **MOTION**

First: M. Kupferschmid

Second: A. Moser

To adjourn the meeting of the Communications Committee (5:38 p.m.)

Motion carried unanimously.