

## **BOARD OF EDUCATION**

**Ellington, Connecticut**

### **Communications Committee Meeting Minutes**

The Communications Committee of the Ellington Board of Education met on Tuesday, October 7, 2014 in the School Administration Building.

#### **Attendees:**

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

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

*Absent:* Mr. Dan Keune

*Guest:* Mr. John Collins

**Call to Order:** The meeting was called to order at 1:03 PM by Ms. Kiff-Judson.

#### **Agenda Items:**

#### **Discussion/Review of Communications Framework for the Ellington Board of Plans/Activities for 2014-2015**

- Board Communications on Legislative Issues – Ms. Picard-Wambolt reported that there was no new information to distribute.
- Community Forums – As discussed in the prior meeting, the committee is looking at opportunities for forums on various topics in 2015.
- Email Distribution Lists/Calendars – The committee is exploring the use of the district website for optional distribution of calendar event information to interested individuals through email. Mr. Collins demonstrated capabilities of the website including a new page that he created which grouped the ability to sign up for alerts in one location. Once implemented, users can login to register for alerts and then go to a page with all of the available alerts listed and select which they would like. Parents already have a Finals site account. Other community members can sign up, but they will not have access to specific student information. Mr. Collins agreed to create a “Performing and Fine Arts” calendar that will be populated on a going-forward basis. Once the calendar is fully populated over the course of the coming year, we can advertise its availability to the general public. One way to get the message to citizens who do not have a child in school might be to send a Town of Ellington email explaining how people can sign up for the alerts. Right now, we can advertise to parents the availability of existing alerts. Looking at the usage statistics, there are fewer than 100 users currently signed up for district alerts. Specific sports teams have a handful of subscribers. Mr. Collins will research how to create an alert for a specific event. The committee suggested putting information about how to subscribe to alerts in school newsletters for parents.
- Backdrops – Mr. Cullinan distributed a draft of backdrops prior to the meeting. The group requested that more space be added between logos. Mr. Cullinan agreed to follow up with the vendor.
- North Central News/Reminder – Mr. Cullinan reported that he contacted North Central News to see if there could be a monthly column. Gary Carra responded and agreed. If we wish to submit articles, they are required by the 20<sup>th</sup> of the month for the next edition. Articles of approximately 500 words were requested. Mr. Cullinan has not heard back from The Reminder.
- Budget Basics Flyer – Dr. McGurk distributed a draft of the budget basics flyer. Certain dates are still needed. The committee discussed publishing the flyer in December with whatever dates are available, so that it will be circulating prior to the annual Board of Education budget presentation workshop in January.

#### **Multi-Year Academic Support Plan – Board of Education Marketing Plan**

- The committee did not have any updates to the Multi-Year Academic Support Plan.

#### **Old Business**

- None

**New Business**

- None

**Next Meeting and Adjournment**

- The next committee meeting will take place at 1:00 PM on Tuesday, November 4, 2014. Regular committee meetings will be scheduled on the first Tuesday of each month at 1:00 PM in the administration building.
- A motion was made by Ms. Picard-Wambolt to adjourn. Ms. Kiff-Judson seconded the motion. The motion passed, and the meeting adjourned at 2:07 PM.

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