

Holmdel Board of Education
Community Relations Committee Notes
Monday, July 22, 2013, 7 PM

Attending: Board Members: B. Garrity (Chair), J. Hammer, M. Sockol and A. Vander Woude;
Administrators: B. Duncan and B. Balicki

1. **Lobby Guard:** Mr. Balicki spoke with the committee about how Lobby Guard would fit into our broader security efforts. The system's level of review can be varied for different populations, e.g., contractors vs. parents, and it generates a log and photos of all visitors. Mr. Balicki is in the process of gathering information on other similar systems.
2. **Crisis Communications Plan:** The committee provided comments on the revised plan, which will also be checked for consistency with current policies, nomenclature and practices. If discrepancies exist, the committee will look at whether our policy should be revised. The draft currently contains some "PR101" basics, which will be removed in the interest of brevity. Information and/or training re such PR basics will be handled separately. The plan will be further revised for review in light of the comments received.

There is no legal requirement for a Crisis Communications Plan, and the provisions of the draft plan are already included within the district's Crisis Plan. Consequently no Board action will be required to approve it. However, the committee and administration are agreed that pulling all crisis communication plan elements into one clear, succinct document, with responsibilities clearly delineated and assigned, would provide a helpful guide in the event of an actual crisis.

3. **Recording Public BOE Meetings:** The committee discussed briefly the pros and cons of recording public BOE meetings, audio only or audio-video. Preliminary concerns include cost, what the set up would be, storage, the appropriate medium and how it would be made available to the public, as well as impact on meeting dynamics. The administration will look into costs, etc., and discussion will continue at future meetings.
4. **Items for the Good of the Order:**
 - a. The district's calendar mailer was discussed briefly. It is currently at the printer. The question was raised whether this committee should review it annually.
Post-meeting note: The state accountability process, known as QSAC, does not require BOE review of the calendar mailing. A review of CR Committee agenda from the past 4+ years indicates the committee has not reviewed calendar mailer content since before 2009. While the Board approves the school year calendar, the calendar of school-specific events has normally been reviewed by administration and by the various parent group leaders via the Presidents Council. The committee has only reviewed the general calendar information (i.e., the pages other than the monthly calendars) periodically, similar to its periodic review of the district website.
 - b. The committee will again develop talking points for Board members for district back-to-school nights. Mrs. Duncan will check with building administration for their input. Committee members, please send your suggestions to the committee chair.

Next meeting: TBD

Respectfully submitted,
Barbara Garrity