

Community Relations Committee Meeting Notes And Annual Report

Wednesday, April 6th, 2011, 7:00 PM

Attending: Board Members: Chiung-yin Liu-Chair, Mike Sockol, Ray Tai
Administrators: Barbara Duncan

Absent: Dennis Pavlik

1. The State of the District-- Recap

Mrs. Duncan indicated that the video clips for the first presentation of The State of the District are ready. The outcome is very professional and it is posted on the District Website. There is NO second video taping for the SOD on April 13th. If any presenter wishes to re-tape their particular presentation, the HS TV studio will provide the service at the HHS TV studio. Mrs. Duncan also indicated that the 2nd SOD flyer will be distributed this week.

2. Community Day

The Holmdel Community Day will be held on April 30th. From now on, Community Day will be held in the Spring not the Fall. The presidents of the parents groups indicated they will not participate in this new date, due to lack of volunteers. They did participate in the Fall Community day.

Mrs. Duncan reminded the CR members that there are no grounds crew working on weekends, therefore, the transporting and setting up of tables and all materials will be our responsibility. The CR committee suggested the Board discuss the change and participation in Community day at the next Board meeting under new business.

3. Get Out the Vote

The CR Committee discussed the draft flyer for GOTV. Gerilyn will make any modifications necessary. The draft will be presented to whole Board at the next meeting.

The electronic version of GOTV flyer will be distributed to all school families and members of each parents' group a few days before the election.

4. Budget Newsletter

Mrs. Duncan indicated that we are waiting for the NJDOE to issue the Comparative Spending Guide. Mrs. Duncan shared the draft of the Budget Newsletter with the Committee. Any suggested modification should be sent to Dr. Tai and Mrs. Duncan by Monday, April 11th. Central Office plans to send the Budget Newsletter to the printer on Tuesday, April 12th. Central Office plans to mail the Budget Newsletter to all Holmdel Residents approximately on April 18th.

5. End of Year Committee Review

At the CR meeting, the CR Committee reviewed its accomplishments of the committee from May 2010 to April 2011.

6. Other Matters:

Dr. Tai will inform the committee chairs to check if there are any missing committee notes on the district web site. All meeting notes should be posted by the end of the current term.

Mrs. Duncan shared more draft pages of the new proposed district webpage from Mr. Gattini with the CR committee. The CR committee will continue to discuss the webpage project at future meetings.

Respectfully submitted,
Chiung-Yin Liu

Next Meeting: Date and time--pending

The CR Committee Annual Report:

(1) Communication Plan Draft

- A. communication message
- B. action plan

(2) Conduct E-Alert Campaign

- A. at Back-to-School Night, Holmdel Community Day, Parent-Teacher Conference, the School Newsletters, Parents Group
- B. about 1000 subscribers

(3) Communication via Media

- A. The BOE Monthly Column-- Holmdel Happenings, Holmdel Journal, Holmdel Patch.
- B. Press release, Letter-to-the-Editor and Fact Sheet for new HTEA contract.

(4) The State of the District

- A. set “five District Goals” as the talking points.
- B. two presentations
- C. All 9 Board members were presenters.
- D. used two podiums for a better pace.
- E. invited HHS TV students to record and edit the first SOD
- F. two flyers were sent out to the community

(5) GOTV

- A. Budget Newsletter will be mailed out one week prior to the election
- B. a GOTV flyer will go out a few days before election

(6) Initiate new District Website project

- A. more colorful
- B. better layout
- C. user friendly
- D. post more photos from schools and programs