

Community Relations Committee Meeting Notes

Wednesday, May 19th, 2010, 8:00 PM

Attending: Board Members: Chiung-yin Liu, Dennis Pavlik, Mike Sockol, Ray Tai
Administrator: Barbara Duncan

1. Plan for 2010-2011

A. Communication Plan

The CR Committee agreed to that look for more ways to reach out to our community to share information about our schools. Mike volunteered to create core communication messages. Once created, an action plan will be discussed. All endeavors should be aligned to support the school budget.

B. E-Alert

E-Alert is a quick and an effective tool to inform residents of the happenings in the District. Therefore, encouraging residents to sign up for E-Alert will be another mission for CR. Back-to School Nights, Holmdel Community Day and school events will be discussed as venues to reach out to the community to sign up for E-Alert. Backpack mail will be another way to bring an awareness to school parents re: signing up E-Alert. Social Media tools, such as Twitter, Facebook and You Tube were discussed. Mike and Dennis were assigned to check out E-Alert, and to find out whether there is a need to add more popular social media tools to our existing communication channels.

C. OPGOTV and State of District are also listed as top missions. More discussion to follow toward the end of calendar year.

Also, inviting senior citizens to school wide events was discussed. Committee anticipates more discussion at future meetings.

2. BOE Column with Press

Ray will continue to write a BOE Column for The Holmdel Journal and Holmdel Happenings. The Committee also discussed a bulletin board style release to our weekly newspaper, The Independent. The Committee cannot consider the possibility if there is a charge for publishing.

3. Other Matters

Policy File Code: 1000/1010, 1050 and 1110 were distributed to CR members at meeting. Superintendent did not think that there is a need to change those policies at this time, but, welcomes any suggestions.

Next Meeting: Wednesday, June 9th, 2010 at 7:00 PM, Central Office

Respectfully submitted,
Chiung-Yin Liu