

Holmdel Board of Education
Community Relations Committee Notes
Monday, February 25, 2013, 6:30 PM

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

1. **Community Outreach:** The committee discussed our current vehicles for communicating information to the school and general communities. They include:
 - a. eAlerts, school newsletters for each school, the district website, BOE meeting minutes and committee notes, bi-monthly columns in local media, participation in Community Day, and the annual school calendar.
 - b. Vehicles for receiving communication from the community include email, phone, parent group meetings, Presidents' Council, Board meeting question/comments periods (two per meeting). Individual BOE members also make an effort to attend school and district events, making themselves available for informal interaction.
 - c. We also reach out to our seniors through the Gold Card Program and "senior" prom.
 - d. Possible additional approaches could include having individual BOE members serve as informal delegates to various parent organizations, use of suggestion boxes, etc
 - e. We are researching the advisability of using Facebook and/or Twitter as interactive vs. one-way communication vehicles. Concerns include the administrative time needed to monitor and respond, and our limited knowledge of the community's preferences.

Action Items:

- a. Mrs. Duncan will invite Mr. Gattini to our next meeting to discuss these communication vehicles, and also how we might survey parents to learn more about their preferred topics and modes of communications.
 - b. CR committee members will submit their ideas for survey questions to Mrs. Duncan, for committee review at our next meeting.
2. **CR Goals:** We began to discuss our committee goals, and will continue to explore this at our next meeting.

Action Item:

 - a. Mrs. Duncan will send CR members an existing draft communication plan for review and discussion at our next meeting.
 3. **Other:** Looking ahead to Community Day, we would like to cluster all school-related exhibitors in one section.

Next meeting: Tuesday, March 19, 2013 at 6 PM

Respectfully submitted,
Barbara Garrity