

Community Relations Committee Meeting Notes

Tuesday, January 15, 5:30 PM

Attending:

- o Board Members - Ray Tai, Barbara Garrity, Ana Vander Woude (via phone)
- o Administrators - Barbara Duncan,

Absent: Phyllis Pascucci

District Communications Assessment:

A chart has been used to assess our communications by addressing two questions: what methods do we use now and how are they working?

It shows that we have been using various vehicles for communication and the coverage is reasonable. The chart will be updated based on today's discussion and then be shared with the whole board before the Board mini retreat on 1/23. Some notes/action items from today's discussions:

- o Expand the title, and thus the scope, from "Communication methods" to "Communication/Outreach Methods"
- o Will expand communications with Gov officials by adding Press Releases and Newsletters into the coverage.
- o For Cable TV, will announce the program and time on the web
- o Surveys for School Employees & Parents should be listed as "as needed"
- o Add Liaison as a new Activity, which covers School Employees (Faculty Meeting, etc.), Parents (Presidents Council), Gov Officials (as needed, or regular meetings), and Senior Citizens (Gold Card, Regular Event updates, and possibly resume the Senior-to-Senior Day)

See additional notes on needed modifications in BG's email as attached.

Instant Button for Web Subscription:

Name: E-Alert

- o List of Menu has been discussed
 - + Lunch Menu should be expanded to individual school level
 - + Add Job posting
 - + "Sports" is much more complicated and is not ready now; instead of rushing out a problematic one, we should continue to see what can be done.
- o should add a brief introduction
- o BD will meet with Anthony to go over the above. Target the button to be online by this Friday or early next week.

Next Meeting: 530-7p, on 2/19/08, 3/18/08, and 4/1/08 (Tue).

Respectfully submitted,
Ray Tai

From: BGarresq@aol.com [mailto:BGarresq@aol.com]
Sent: Wednesday, January 16, 2008 2:10 PM
To: KKorch@holmdelschools.org
Cc: TAI, RAY M, ATTSI; tokyovw@msn.com
Subject: Re: Methods

Dear Kathleen,

Thanks for the terrific job you did in recasting the "Communication Methods" matrix for our purposes. Barbara asked me to convey to you the modifications we came up with last night at the CR committee meeting, plus I added one more I just thought of (BOE school reps). They are:

1. Please change the "activity" label in the top left box to "Method"
2. Add two rows of boxes, one for "Special Events" and one for "Liaisons."
3. In the Special Events row, please add "'Senior' Prom?" and "Lunch & Open Rehearsals?" in the Senior Citizens column.
4. In the Liaisons row, please add "Quarterly Meeting w/ TC reps?" in the Government Officials column, and "Superintendent periodically attends Half Century Club" in the Senior Citizens column. Please also add "BOE rep for each PTO/Building Administration?" in the Parents column.
5. In the Board Mtg. Summary row, please delete the "s" at the end of "agendas" in each box.
6. In the Press Release row, please put "Add" in the Government Officials column.
7. In the Newsletters row, please change the title to read "Newsletters/Calendars," and put "Add" in the Government Officials column.
8. In the Website row, please add "Add film clips/ link to cable show" to the text.

I assume this is going in the Board packet so members will think about how we communicate, and whether there are things we should add, drop or change, before Wednesday's meeting.

Thanks, Barbara

COMMUNICATION/OUTREACH METHODS --DRAFT

What Methods Do You Use Now and How Are They Working?

<u>METHOD</u>	SCHOOL EMPLOYEES	PARENTS	GOVERNMENT OFFICIALS	SENIOR CITIZENS	NEWS MEDIA
BOARD MTG. SUMMARY	Agenda posted on web; copies available at BOE Mtg				
PRESS RELEASES	Posted on web	Posted on web	Add	Posted on web	Copy faxed
NEWSLETTERS/ CALENDARS	Copies sent to schools for staff distribution	Mailed to all residents	Add	Mailed to all residents	
WEBSITE	The web is available to all individuals/organizations who choose to access it. New "E-Alert!" feature being added for automatic updates pertaining to specific documents.				
CABLE TV	TV Show produced by HHS students available Tuesday Evenings 7:00-7:30 p.m. to Comcast subscribers on Channel 97 Post on web.				
WELCOME PACKET		Letters/materials through parent groups			
OPEN HOUSE / TOURS		X			
SURVEYS	As needed	As needed			
BUSINESS PARTNERSHIPS	X		X		
LIAISONS	BOE/Rep Faculty Mtgs.	BOE Rep/Parent Group Mtgs Presidents Council	Quarterly Mtg w/TC Reps? As needed	Gold Card Regular Event Updates Possibly resume Senior-to-Senior Day Supt periodically attends 1/2 Century Club	
SPECIAL EVENTS				Senior Prom? Lunch & Open Rehearsals?	