

# Community Relations Committee

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Subject: CR Meeting Notes – 4/15/16

Below is a summary of the notes from the most recent Community Relations Committee meeting for the Holmdel Board of Education.

## **Attendees:**

- Joe Hammer
- Dina D'Ambrosi
- Michael Sockol
- Barbara Duncan
- Robert McGarry
- Anthony Gattini

## **Agenda/Notes**

- Communications
  - Anthony Gattini gave an update on the use of social media in the district.
  - The district has a Facebook page maintained by Anthony and each individual school has one for that school maintained typically by the principal.
  - Twitter accounts and other Facebook pages for various different athletic programs are being maintained by the coaches.
  - The Committee expressed concerns around continuity in the circumstances where coaches were changed or left the position or if a principal changed position.
  - Discussed the response to the social media survey in which 74 responses the majority of which used Google Classroom, Facebook and Twitter to communicate.
  - Anthony reviewed the webpage , Facebook pages, Twitter accounts and eAlert with the committee.
  - Barbara distributed the social media policies for the committee to review and comment on.
  - The committee discussed the need to improve our communications and the marketing of the district as well as making sure that our crisis communication plans were aligned with these plans. The following areas were requested for the administration to come up with plans around:
    1. Plans to update and modernize the website
    2. Analyze what items that are currently done with paper that could be done digitally (notes to teachers, bus tracking, etc.)
    3. Drive editorially inputs from various different organizations within the district (athletic programs, performing arts, math clubs, etc.) and develop a consistent and regular updates to the website.

