

**MONTVILLE BOARD OF EDUCATION
MEETING OF THE COMMUNICATIONS COMMITTEE
SUPERINTENDENT'S LARGE CONFERENCE ROOM
January 10, 2017 at 5:00 p.m.**

Item 1. Call to order/Pledge of Allegiance.

Superintendent Levesque called the meeting to order at 5:00 p.m. and all stood for the pledge. Committee members present were, Collen Rix, Steven Loiler, Sandra Berardy, Carrie Baxter, and Assistant Superintendent Laurie Pallin.

Item 2. Consideration and action to approve meeting dates for 2017.

Committee members held a discussion concerning a proposed meeting schedule for 2017. A meeting was set for February 9, 2017 at 5:00 p.m. No action was taken.

Item 3. Discussion of goals for the committee.

The goals discussed were using improved communication to enhance relations with the town, the role of this subcommittee in public relations (for the Board alone or also for the schools) and possible ways to accomplish this.

It was decided that the committee would look at formal communications plans of other Boards of Communication and develop their own from there and bring the plan to the full board at a future meeting.

The agenda was set for the next meeting including electing a Committee Chair, reviewing sample plans of other Boards, and reviewing the template Montville used to establish the bylaws for its other BOE subcommittees.

Questions posed for consideration were; Who are our constituent groups? How do we communicate with the Town Council and these other groups? (it's below)

A discussion took place surrounding using the committee for marketing and PR and to de-escalate social media issues. It was suggested that the Board or this subcommittee should, in some way, reach out to Booster Clubs and school PTO groups or at least a list of their meeting dates should be distributed so that committee members may choose to attend their respective meetings.

Further discussion included inviting a council member to the Communications Committee meetings.

The committee discussed what forms of media should be used for communications; phone, email, twitter, and newspapers were all considered. The committee also considered what their role would be, would they communicate with the Town on the Board agenda or include what schools are doing as well?

Sandra Berardy indicated that she would like to have PD for the entire BOE on how to use Social Media better either provided by CABB or Katherine Diaz from Atlantic Broadband.

Item 4. Adjournment

Motion: That the meeting is adjourned.

Proposed by:	Colleen Rix
Seconded by:	Steven Loiler
Vote:	4-0

The meeting adjourned at 5:37 p.m.
Respectfully Submitted by,

Brian C. Levesque, Superintendent of Schools