

GROTON-DUNSTABLE REGIONAL SCHOOL COMMITTEE
Communications Advisory Committee Meeting Minutes
Prescott School
October 26, 2009 – 7:30 PM

E. Dichter called the meeting to order at 7:30 PM.

Present: B. Erickson, E. Dichter, J. Sjoberg, J. Boroshok, Dr. Genovese, S. McGinty

S. McGinty Introduction

- Looking for a way to help the district to get a practicum credit for his degree
- 20 hours of service
- Strength in writing

Superintendent Search

- Perhaps S. McGinty could help get a message together using his writing skills to help periodic updates on search progress.
- Discussion about two-way communications, not push information out. Focus groups are one example. Not clear how to manage two-way communications.
- After focus groups, most of the process is screening committee and behind the scenes. External input is not appropriate at this point. Finalist is next public step.
- Key information channels:
 - Groton Landmark
 - Groton Herald
 - Lowell Sun
 - Groton List-serve
 - Globe metro-west
 - District news letter
 - Town web-sites
 - Around the town
 - T.V. Runners
- Add bi-weekly “information drop” orchestrated by E. Dichter and S. McGinty to information channels. Start next Thursday.
- B. Erickson made a **MOTION**, to appoint S. McGinty to utilize as our media liaison with the responsibility of sharing superintendent search related information and progress with the communities. J. Sjoberg **SECONDED**. **MOTION passes unanimously.**

Progress on G. Babin and Nashoba Tech

- B. Erickson reported that progress is being made. They are in the process of deciding if what kind of project the engagement is.

Next meeting is scheduled 23-November, Prescott at 7:30.

B. Erickson made a **MOTION** to adjourn at 8:35 PM and J. Sjoberg **SECONDED** that motion. **MOTION passes 3:0:0**

Respectfully Submitted,
Jon Sjoberg