

GROTON-DUNSTABLE REGIONAL SCHOOL COMMITTEE
Communications Advisory Committee Meeting Minutes
Prescott School
January 8, 2009 – 9:00 AM

Jim Frey called the meeting to order at 9:07 AM.

Present: J. Boroshok, B. Erickson, J. Frey, J. Sjoberg

J. Sjoberg made a **MOTION** to approve meeting minutes from 11-Dec as amended. J. Boroshock **SECONDED** that motion. Voted unanimously to approve.

Volunteers for Strategic Planning

Request for volunteers has received 6-7 responses. 3 have been forwarded to Dr. Genovese. J. Sjoberg will queue them up and send them in bulk to C. Jones and CC to Dr. Genovese and J. Frey. Responses to the volunteers will either be handled by C. Jones and CC'ed J. Sjoberg or by J. Sjoberg.

Received an E-mail with a recommendation to include students out of the school district (private schools) and non-school age students. Need to check with C. Jones to see if there is a focus group for the community at large. There is a focus group for the LA and Groton school administrators, but perhaps we need another focus group. J. Frey will talk to C. Jones about the possibility of a new focus group.

We need to make sure that those who have input are listened to and appreciate that they have been listened to. In the past the perception has been that the Administration was not listening or had already made up its mind. We need to make sure that we communicate decisions and process in a way that all appreciate their input is valued.

Web Site

Looked at current website.

School Committee has its own page which includes:

- Members. Not so new news here. In general the web page is not timely.

Who owns/maintains this web page? Susan Wells updates the SC Meeting Information by adding agendas and minutes. Updating the main page is outside her expertise.

- Sub-committee section just lists meetings.

What can we do to improve?

- Add a "School Committee FAQ" or "About Your School Committee" section
- Update sub-committee section to list the responsibilities of the sub-committee
- Add a link to send E-mail to SC members so that the P.O. Box is not the only method to communicate to us.
- What the SC should be contacted about and expectations on how the communications will proceed. Maybe an auto-response to confirm receipt.

The Communication Sub-committee will go back to the full committee and ask for permission to update the SC page(s)

Immediate changes proposed:

- Add an "About" to NAV to lead to "FAQ" or "About" section proposed earlier with "what is the SC and who is the SC" with link to "Contact Us" and "Brady Bunch" picture, link to subcommittees, link to when we meet, what is new, and archive.
- Update meeting information

Nice to haves:

- Welcome letter from Chair on the About page

Public Comments

Launches an E-mail link to comments@gdrsd.org . E-mail was rejected as "spam". The sender E-mail address was a corporate address so unclear why this was flagged as "spam".

How to electronically contact the committee?

- a. Currently goes to Susan and she weeds through it.
- b. Could be an E-mail sent to chair
- c. Could be each member has own address, there is a "contact the Chair" link request items on the SC meeting agenda but NO general SC link.

Updated: 17-Jan-08

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Sub-committees recommendation is C. This should steer clear of open-meeting laws issues. Issue: Do we need/want a separate “contact the chair” to get items on the agenda?

Strategic Planning

B. Erickson talked to Bob Coleman about setting up Strategic Planning “shows” on cable access to publicize and communicate Strategic Planning information. Would like to see if we can include students in this process.

J. Frey’s press release on Strategic Plan is pending

Public Comments

No progress on this.

Next Meeting

February 5th at 9:00 at Prescott.

Review/discuss Minutes

Reviewed 11-Dec meeting minutes. Spelling changes were noted.

J. Sjoberg made a **MOTION** to adjourn at 10:35 AM and B. Erickson **SECONDED** that motion.

Roll call vote: J. Frey, B. Erickson, J. Borshok, J. Sjoberg all voted yes.

MOTION passes 4:0:0

Respectfully Submitted,
Jon Sjoberg