

TOLLAND BOARD OF EDUCATION
Communications and Outreach Committee
Meeting Minutes
January 8, 2020

Committee members: Karen Moran, Chair; Tony Holt
Administrators: Superintendent Dr. Walter Willett

Karen Moran called the meeting to order at 6:02pm

Board Email Communication

Dr. Willett previously provided email communication sent to the Board from the inception of the Submission Form format (2018). Mr. Holt is reviewing for some historical context.

Budget timeline/Superintendent budget workshops

The next community budget workshop is scheduled for Wednesday, January 15th, 7:00pm at the Tolland Public Library Program Room. Administrators will be in attendance for residents to participate in a table rotation for any questions. Dec. 18th was cancelled due to rescheduling of a BOE meeting on that night. Ms. Moran reviewed the budget timeline, and that the BOE budget, after review and adoption, will be submitted to the Town Manager on Feb. 13, 2020. Dr. Willett will request to utilize a town e-blast, as well as a sandwich board in front of the BOE Central Office to advertise the next budget workshop to the community;

Communication best practices for Boards of Education

Ms. Moran emailed two contacts from EASTCONN (regional education center), whom she met during a recent CAFE workshop, regarding the possible availability of a template for a school district Communication Plan. Awaiting response.

Current Outreach strategies and discussion of potential ideas

Ms. Moran reviewed the current outreach efforts that Dr. Willett has in place such as:

Superintendent Weekly Bulletin

Superintendent Monthly Brief

Monthly Superintendent Coffee Conversation

Superintendent Facebook Page

Tolland Together videos focused on various school activities (new)

TPS TV videos

Regularly scheduled community learning workshops throughout the school year

Four budget workshops

Other opportunities that come up within the community such as mental health alliances

Banner in front of Town Hall to advertise the THS Spring Musical

Sandwich Board utilized in front of the BOE building to advertise events/workshops, etc.

District Website, maintained by Dr. Willett and central office.

School websites are maintained by designated staff at each school.

Ms. Moran cautioned as to the limited resources in our district to enhance outreach and public relations efforts. Due to the specifics of a school district's information, staff should be involved in this type of communication for accuracy. Communication responsibilities for a district would typically fall under the responsibility of an Assistant Superintendent.

Other business

Town Council Liaison schedule: Ms. Moran and Mr. Holt will alternate months in attending Town Council meetings. Ms. Moran will communicate to the Board and the Council, as well as the Superintendent's secretary.

Future Agenda Items

Staff/Teacher featured in Superintendent Monthly Brief or other publication.

Possibility of streaming video with ability for public to ask questions of Dr. Willett.

Karen Moran adjourned the meeting at 6:50pm

Respectfully submitted,
Karen Moran, Chair