

## Communication Sub Committee Meeting

April 13, 2017

Start time 11:19

Topics Discussed(in bold):

**Continuing use of video sessions** to communicate with the public. Approximately every couple months a topic will be discussed or revisited.

Discussion of the need to increase ease of finding the videos (Fireside chats) online. Ideas of what we would like online: counter of how many people watch the videos, prominent place on website, easy archive of past videos, posting of discussions that will be taking place.

Topic ideas:

Recap of goal

How the SAU will hire new superintendent

Budget update - budget drivers

Testing

Condensed presentation of the State of the Schools

Utilize kids to highlight achievements

Determine topics at annual board retreat

Every three months: A brief recap of decisions made/discussed by the board

Highlight the actions of the board

Encourage Superintendent to do a 5 to 10 minute video of “happenings”

### **Social Media**

Expand Twitter

Facebook: establish Hooksett SB and Friends Facebook group

determine if we need to create posting requirements/guidelines

posting access by current board members — determine if we want one way posts or to have one board member “approve” posts (clerk as admin)

Discussion around needing to increase awareness of the avenues the board is using to communicate- Facebook is a quick and easy way to advertise

### **Retirements:**

The Board will individually invite each retiree to the first board meeting in June.

The Board will extend an invitation to all staff to the first board meeting in June to honor retirees.

One hour prior to the meeting start time the board will hold a gathering, with refreshments to honor those retiring.

Just after the start of the meeting the retiree will be honored by the board and presented a blanket.

This will replace the expectation that a board member should attend retirement parties. If a board member would like to attend a party, they will do so at their own discretion/expense.

### **Coffee/Tea with the School Board**

Morning coffee or afternoon tea will be held twice a year at each school. The administration of the school will be in attendance with a minimum of two school board members.

Administration will schedule with the school board when yearly calendar is set.

Teachers/staff will be encouraged to attend

### **Annual Report**

The Chair of the board will write a report, highlighting the actions/decisions of the board throughout the year. The report will be written in June to be included in the town report. (A written report combing the four video recaps)

### **Welcome Back Social**

A social, with refreshments, will be held the prior to the second meeting in September to meet new teachers that have joined the district since the prior social.

All new staff is encouraged to attend

An invite will be extended to all staff

**Notes from the Clerk:** note for achievements will continue to be written on behalf of the board

**Master Calendar:** A master calendar is requested that will combine in one location (on the website) the three school calendars and the SAU calendar.

Discussion: it is hard to easily find meeting dates/times. A master calendar would make it easier.

### **SAU Communication**

Make the SAU structure functional- share among districts, extend videos to SAU.

### **Pre-Meeting video:**

Every two weeks Dr. Littlefield or a board member (Chair) will make a short video covering agenda items. This would be put on social media or the website to encourage people to watch the meeting if a topic that interests them will be discussed.

### **Survey**

The communication sub committee will utilize short surveys to the public

these will help guide things such how we are communicating, big decisions of the board (such as full day K or looking at renovations at Underhill), what topics the public would like to see the board focus on (district goals).

The first survey will be sent out in the next few weeks

The communication sub committee will meet with Christy to determine best way to distribute the survey.