

Newburyport School Committee Sub-Committee Meeting Agenda

Sub-Committee: Communications
Meeting Date: January 9, 2008
In Attendance: Stephanie Weaver, Kevin Lyons, Nick deKanter
Absent: Dana Hooper

(1) Newsletter

- Report
 - Newsletter was sent to 810 contacts on Dec. 23rd.
 - 1 person opted out
 - Click-through distribution showed that 21.3% opened the inclusion article, 19.6% opened the Crimson/Gold/Green article, and 19.1% opened the Financial Focus piece.
 - The Newburyport Daily News also added to the School Notes section how to sign up to receive this newsletter. Send to: sceditor@newburyport.k12.ma.us
 - Assignments for February edition:
 - Kevin – Article/Intro on Strategic Plan (Due Jan. 16)
 - Dana – 2nd piece on Financial Focus (Due Jan. 16)
 - Nick – Arts focused piece (Due Jan. 16)

Action Items:

- Steph/Nick to call Bres/Brown/Molin/Nock/NHS regarding staff meetings (pitch to teachers for help with articles)

(2) Strategic Plan – Communication Plan

- We brainstormed about how Port Media & high school advanced video class can help to communicate the strategic plan. Splitting up the strategic plan into “chapters” and illustrating with real-life examples (literacy initiative, wellness policy, etc.). Ms. William’s class is looking for projects like this.

Action Items:

- Steph will email Keri and Nick will contact Stephanie Williams to help get this rolling.

(3) Next Meeting Date

- ▶ Friday, February 6th, 2008 3:30pm in the Supt. Conference Room