

Newburyport School Committee Sub-Committee Meeting Agenda

Sub-Committee: Communications
Meeting Date: December 12, 2008
In Attendance: Stephanie Weaver, Kevin Lyons, Nick deKanter
Absent: Dana Hooper

(1) Newsletter/District Website

- Newsletter
 - First edition will be out by 12/25. Need final copy from Nick, final graph for financial focus.
 - Sign up will be sent out via list-serve and placed on district website
 - Assignments for February edition:
 - Kevin – Article on Strategic Plan (Due Jan. 16)
 - Dana – 2nd piece on Financial Focus (Due Jan. 16)
 - Nick – Arts focused piece (Due Jan. 16)
- We looked at the parts of the SC web pages that need some cleaning up. We'll be driving more traffic to the website, so we want to make sure the Budget Calendar has prominent placement, and we've got anything old archived. Talked about creating a knowledge library to point people to areas of importance w/strategic plan (21st century learning skills, extended learning time, etc.)

Action Items:

- Steph to provide Cathy M. with spreadsheet of changes to district website (updating links/removing items/adding .pdfs for newsletter), as well as code for sign-up to be placed on district website
- Nick to send Steph finished article on "Going Green" in our schools

(2) Ballot Initiative/Community Outreach

- Agreed that the SC as a whole needs to have further dialogue in regards to potential ballot initiative this spring. The budget timing (knowing all the final numbers will most likely be at the end of March 09) is going to play a big part in this discussion. While there is a lot we don't know, we would like to start by educating the community on the strategic plan. Steph has contacted Kerri S. (Port Media) to see if we can record a spot at the studio, that could be aired during Jan/Feb/March. The idea of the show where Kevin interviews staff/administrators to discuss important topics (inclusion, literacy) was also discussed.

Action Items

Steph will talk to Keri & see if it is feasible to do a January production and broadcast schedule.

(3) Next Meeting Date

- ▶ Friday, January 9th, 2008 3:30pm in the Supt. Conference Room