

Communications Subcommittee, 11/12/2007 Meeting Notes

Attendance: Gordon Bechtel, Dana Hooper

(1) School Committee members attending PTO meetings

- ▶ Kevin met with the group all PTO chairs. They indicated an interest in our proposal to have one or two SC members attend a meeting to inform people of what is going on with the budget, and other SC initiatives, as well as field questions people may have

1. Action: Next meeting with PTO chairs November 30th. Dana can't make it. Arrange to have someone attend. Report back to the Communications Subcom on:

- a. What info do parents want to hear?
- b. Suggestions on how to better communicate
- c. Obtain all PTO schedules and dates that would work for SC member to attend.

|| **GORDY, STEVE**

(2) Newsletter

- ▶ Create an annual newsletter similar in format and content to February 2006 issue. To be distributed to the entire community (possibly bulk mail). We reviewed and added to a draft list of topics. Target date for full distribution is mid-January 2008, although we may release certain articles piecemeal as they become available.

- Financial Health of Newburyport Schools
- Student and Parent Fees
- Budget Process and Schedule
- Current Financial Condition and Forecast
- School Buildings Update
- Revenue Task Force Update/Report/Recommendations
- Achievement Oriented Article: MCAS, Recently Implemented Programs ...
- Education Today – How it Differs
- Summarize Communications
- Administration Task Force

2. Action: Send out a more detailed outline and article assignments to the current communications subcommittee, new SC members, and others identified to contribute.

STATUS OF PAST AGENDA ITEMS

|| **DANA**

(3) KeyCommunicators (KC)

- ▶ Send out a KeyCommunicators to alert parents of key dates throughout the year.
 - ✓ Outline of budget timeline available on web, will target this Friday to send out

|| **DANA**

(4) Other Communications to the community at-large

- ✓ Summary of Chapter 70 August 28th presentation will be included in the Newsletter. It could be made available to the school community separately before then.
- ✓ Budget Timeline to be included in newsletter. Could be available to the school community earlier.

(5) Community Outreach Task Force

- ✓ Mission and goals for such a task force was to be discussed at this meeting. Postpone this until more time to discuss how this task force will fit in to current communications efforts.