

# Newburyport School Committee Sub-Committee Meeting Minutes

**Sub-Committee:** Communications  
**Meeting Date:** October 3, 2008  
**In Attendance:** Stephanie Weaver, Nick deKanter, Dana Hooper (via conference), Kevin Lyons  
**Absent:**

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## (1) Communication Subcommittee Goals for 08-09

- ▶ Approved the draft attached, which outlines the three goals for the year. This will be refined as we work w/Kim Hardy in our final goals session.

## (2) E-Newsletter

- ▶ First edition has been set to publish and be distributed electronically on Tuesday, October 21<sup>st</sup>.
- ▶ Editorial Assignments for 10/21 issue:
  - "Newburyport Pride" – Nick
  - "Financial Focus" – Dana (this edition she will start with a basic, "Where Does the Money Come From?")
  - Inclusion – Steph & Kevin
  - Event Calendar – Steph
  - Meeting Agenda Calendar – Steph/Gordy We want to publish the "basics" of the meeting agendas through the end of the year in this edition. This will include public conversation topics.
- ▶ Distribution
  - Parents w/Children in the schools :
    - We will work with Don Skane to send this out to the folks that have recently signed up for their school list (ask him to de-dupe so folks only get one notification). We will also work with Don to have a "newsletter specific" sign up list.
  - Community members that do not have kids in the schools:
    - Daily News – Give them an update to include in "School Notes" section
    - City of Newburyport website – Ask John if he would have his team put a link of showcasing this newsletter.
    - Newburyport Chamber of Commerce – Steph to talk to Laurie Contrino about their e-newsletter...see if we can get a blurb to them
    - Local Bloggers – Send a link to Tom, Mary, Ed, etc...let them know it is there. They might add it to one of their posts.
    - NEBC/NEF – Ask our contacts there if they would distribute to their lists (they have significant email distribution lists).

### **(3) Next Steps**

- ▶ Steph to distribute assignments and deadlines.
- ▶ All – we need a name for this e-newsletter. The entire group unanimously confirmed that we are NOT going to use KeyCommunicators as a name for anything (to alleviate confusion).
- ▶ Nick – to talk to NEBC, NEF in regards to asking them to send the newsletter out to their lists

### **(4) Next Meeting Date**

- ▶ Friday, November 7, 2008 3:30pm Supt. Conference Room

## **Communication Sub-Committee Goals 2008-2009 School Year**

1. **E-Newsletter** – A quarterly e-publication put out by the SC Communications Sub-committee targeted to the Newburyport community to increase awareness about our schools. We can do a new sign-up for this newsletter in conjunction w/signup for KeyCommunicators.

Each edition will include links to Newburyportschools.com, and will highlight upcoming SC meeting agendas (including public conversation topics), contact information, etc..

By doing this electronically, we can point people to a lot of good work that has already been done.

There will always be a one-question survey on the e-newsletter, as well as an area for community feedback.

We're going to keep it short, easy to read, and it will have graphics (pictures and graphs).

Content will include at minimum three different sections.

- a. "Newburyport Pride" – focus on good things going on in our schools (K-12)
- b. "Financial Focus" – highlight our budget process, how we do it, when we do it, etc...this will contain schedules as we get closer to workshops, etc.
- c. "Topic of Concern" – We're leaving this extremely general on purpose. This will not be a place to editorialize, but an opportunity for us to focus on everything from state/federal funding, to addressing the issue of foreign language.

### **2. Public Conversation Topics & Lecture Workshop Series–**

Engaging the community in conversation before meetings. This list will be created by the entire SC. Holding a series of speakers/forums (4 this year) during the school year that help to highlight the strategic goals for our district, and could potentially cover topics like the literacy initiative & inclusion.

**3. Communication plan for securing funding to meet school needs  
(The Future...)**

Communicating the fiscal realities and challenges that face our district. Explaining Chapter 70, addressing progress on the Revenue Task Force work, etc.. Communicating the vision outlined by the strategic plan and what it will cost. Crafting the story to our community about where we want to take education in Newburyport.