

**I. Stephanie Weaver Elected Chair**

**II. Newsletter**

- a. There was discussion about how effective a city-wide mailing would be and how different stakeholders in our community prefer to receive their information. There was agreement that distributing the information does not mean that people will read it. It was unanimously agreed upon that the content previously suggested for the newsletter does need to be available. It was then suggested that we scale down the size of the newsletter (5x8 postcard), and that we bring that suggestion to the entire committee. The goal of the postcard would be to let people know what we are working on, how they can get details, and what's coming up in terms of schedule/budget. This postcard would point people to the district web site, give people a number to call if they prefer a hard copy, list broadcast times for cable programming, etc..

i. New Actions

1. **Dana** - will give Steph a list of what has already been completed in terms of Newsletter content (as soon as possible)
2. **Steph** – will complete PTO portion of that content (due by end of this month)
3. **Nick** - to produce mock-up for postcard (due by next meeting)

**III. Messaging- Connecting all of our communication to three basic concepts we want to relay to the community.**

There was detailed discussion about messaging in general...what is it that we need the community to understand? All communication should somehow "link" to these concepts, so that we are consistently getting those points across. This led to the following three concepts:

**1)The World is a Different Place** (which led to the subjects underneath, in no particular order)

- a) *What does it Take to Educate Newburyport's Youth?*
- b) *Learning is less factual and data-oriented, more skill-based. Students utilize information to draw conclusions. Critical thinking. Putting knowledge to work.*
- c) *Learning is more collaborative- The role of today's teacher*
- d) *Leveraging Technology*
- e) *Legal Requirements – mandated curriculum and accountability/expectations for student outcome*

## **2. Good things going on in our schools**

- 1) *The Arts*
- 2) *Academic Performance (MCAS)*
- 3) *Teachers' Aspirations*
- 4) *Outreach and community service*

## **3. Invest in Our Vision (Fiscal Realities)**

- 1) Where we want to go ( Dr. Lyons input included: raising achievement, remaining competitive & preparing students for demands of learning in a Global Economy).
- 2) Later, financial implications

## **IV. Reaching out as School Committee Members**

- a. **Public** – There was acknowledgement amongst the subcommittee that the School Committee really needs to reach out to the community and have some presence. This includes not only school-related activities, but community-wide as well. We discussed compiling a list & working towards making that “presence” a reality.
  - i. Action – Steph to compile initial list (by next meeting)
- b. **Media** – Spending the time with reporters (newspaper/television) to make sure they have the background on educational issues.

## **V. Additional Action Items**

- **DANA** Contact Rob and find mtg time with Comm Subcom, including
  - 1) Stephanie Williams (NHS Teacher)
  - 2) Kerri Stokstad (978-518-2885) – executive director new cable site
  - 3) Rob Kaplan

NOTE: Rob can later contact Sheryl Zaino – NHS Staff whom organizes internships for students during the school year. FY09 school year internships will be organized and finalized before school is over. Students get credit for this.
- **STEPHANIE:** Call Greg Earls, ID Joint Ed Chair, Inform Joint Ed chair to arrange Baddour & Costello for 2<sup>nd</sup> SC Meeting in February ( 25<sup>th</sup>?)

Next Communications Sub-Committee Meeting: Monday, February 11<sup>th</sup>, 12 pm, in the Supt. Conference Room