

Newburyport School Committee Sub-Committee Meeting Agenda

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

(1) Content for Online School-Specific Fact Sheets

- a) Cathy Manning is continuing to compile the data that has been received by the school principals. (NHS, RAN & Molin Schools still needed)
- b) We discussed the narratives that had been passed in by the Brown and Bresnahan. The group directed Kevin to ask each principal to write a statement/message that focuses on the students & captures the unique qualities of the school. If each principal were going to sit down with a family "shopping" for a school, what would they say? This also led to discussion that it would be great to get quotes from teachers as well.

(2) Standards & Procedures for Electronic Messaging

- ▶ Key Communicators & List Serves
 - a) Key Communicators – The entire group felt that this is not being utilized in a productive way. We'd like to build a new e-mail distribution list (that folks can sign up for), so we can distribute a quarterly newsletter & link folks to updates on the district web site. Talked about Constant Contact, as well as NTI (the phone service we have can do email too).
 - b) School List Serves – These are loosely managed and there is general concern that parents are receiving duplicate messages. We asked Kevin to invite Don Skane to our next meeting so we can talk about what options are available. List ownership was also discussed...are parents signing up for the list serve through PTO's or is this a school list?

(3) NEXT STEPS

- ▶ Continue work refining template (Steph)
- ▶ Kevin will get messages from the principals
- ▶ Kevin will invite Don Skane to come to next meeting

(4) Next Meeting Date

- ▶ Monday, June 9th at noon in Superintendent's Conference Room