

# Community Relations Committee

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Subject: CR Meeting Notes – 11/16/18

Below is a summary of the notes from the most recent Community Relations Committee meeting for the Holmdel Board of Education.

## Attendees:

- Joe Hammer
- Michael Sockol
- Chiung-Yin Liu
- Lori Ammirati
- Robert McGarry

## Agenda/Notes

- Communications consultant (Phone Conference) – Communications plan development – Lori Perlow The New Jersey School Public Relations Association
  - Robert introduced the CR committee to Lori Perlow who has experience in Education communications and marketing communications for many years both public and private
  - Discussed that less than 10% of school boards have a communications person and the - task often falls on the Superintendent
  - Many schools have inconsistent social media presence and little to no communications plans
  - Her services would include either of the following:
    - Communication Action Plan – comprehensive analysis of the districts communications, SWOT analysis, and review of goals/objectives of the district
    - Communications Audit – Simplified analysis of the district's communications
  - Her services are estimated to take about 40 hours at a rate of \$95/hour so approx. \$4K.
  - The CR committee discussed creating a database to communicate to the town, especially alumni, parents and senior citizens.
  - CR committee recommended proceeding with building Communications Action Plan with Ms. Perlow.
- School Calendar 2019-2020
  - Reviewed the school calendar and discussed various options for creating a February break but ended up keeping it as recommended by the Superintendent. We will discuss it as a full board.
- Update on changes to board meeting language
  - Reviewed and simplified the language for the board meetings. New language will be distributed to the entire board.
- Holmdel 2020 Communication – Visibility of new school designs

- Discussed how to get the community excited about the new school designs and progress on H2020. Robert will send out a link to the 360 camera to the school community and the final designs will be uploaded to the website
- We will also explore a model of the new designs to be located in the schools once we have approved them.
- Future Ready Schools follow up announcements
  - Discussed how we can “humanize” the Future Ready Schools by leveraging the TV production class to profile students, teachers and administrative use of technology in schools.
- Communication around TC collaboration on the new land purchase and impact to schools
  - The CR committee recommended that the President or her delegate communicate with the TC on the new land acquisition.
  - This land acquisition and possible recreation facility will impact the school community in many ways including parking, traffic, student usage, etc. and we need to coordinate with the TC closely.
- Follow up on letter from Vicky to NJ Monthly or any other actions around that issue
  - NJ Monthly has not replied to the letter from Vickie and no follow up has been done so we were not able to report out anything on this issue.
- MAP Testing communication and Report Cards
  - The concern from some parents that the MAP Testing scores are complicated and hard to understand was raised to the Superintendent. We discussed using them at Parent/Teacher days but realized it would take too much time to explain during the short meetings. Robert will look to see how to explain MAP scores better, how the district is using them, and what parents should do with them.

### **Actions**

- Promote H2020 progress on website and get models of new designs for schools – Dr. McGarry
- Promote Future Ready Schools through series of documentaries – Dr. McGarry
- Review and approve school calendar and new board meeting language – BoE
- Develop comprehensive communications action plan – Ms. Perlow

**Next Meeting:** TBD