

**HOLMDEL TOWNSHIP BOARD OF EDUCATION
COMMUNITY RELATIONS COMMITTEE MEETING NOTES**

FEBRUARY 18, 2020, AT 9:00 A.M.

Board Members Present: V. Flynn, President | M. Sockol, VP/Chair |
Administrators Present: R. McGarry, Superintendent | Jamie Brown | Art Howard | Lisa Vitale
Guests: L. Perlow, ESC, Communications Manager

Members of the School Board,

The following are the notes from the February 18, 2020 meeting of the Community Relations Committee.

- The Committee met with L. Perlow to discuss components of her communications plan for the district, including strategies around school rankings, social media strategy, and general proactive activities.
- L. Perlow suggested that the District use Qualtrics to provide survey services. As it turns out, M. Sockol and T. Wall held a session with a Qualtrics representative the prior day. Qualtrics uses sophisticated digital tools to help us better understand what is “top of mind” for important audiences, such as parents and staff. Ms. Perlow recommended that the district also conduct focus groups to supplement survey efforts.
- The Superintendent will work with L. Perlow to identify promotional milestones associated with the 2020 Referendum project. For example, R. McGarry has put together a list of the potential ribbon-cutting ceremonies as new sports facilities go “online” this spring.

The next meeting of the Community Relations Committee will be tentatively held on March 17 at a time to be determined.

Sincerely,
Mike Sockol, Chair