

LYME-OLD LYME SCHOOLS

Regional School District #18

A Private School Experience



in a Public School Setting

Policy and Communications Committee Meeting

March 2, 2020

Committee Members Present: Martha Shoemaker, Policy Chair; Suzanne Thompson, Communications Chair; Diane Linderman; Mary Powell St. Louis

Administration Present: Ian Neviaser, Superintendent of Schools

Others Present: David Geller, D2 Marketing

The meeting was called to order at 6:00 p.m.

The committee reviewed a document entitled “Region 18 Board of Education Communications Strategic Planning” that was developed by Suzanne Thompson with the following purpose, objective and strategy in mind:

Communication Purpose:

The purpose of the document is to map out the Board of Education’s communications strategies and tactics. The process will help the Board align their messages and identify potential gaps in constituencies or audiences in Lyme and Old Lyme that they are not adequately reaching. It can also be used as a tool to give the Board of Ed an overview and better understanding of communications vehicles and practices used by the central office.

Communications Objective:

The goal is to reach and engage all residents in Lyme and Old Lyme with timely information about the public school district that serves their town. This is to instill a sense of pride and support for our public schools, as well as give citizens a basis to make informed decisions in annual budget referendum votes.

We seek to engage and inform all members of the community with pertinent information, including those who do not have children in our public schools.

Communications Strategy:

We will provide timely, consistent messages in communications vehicles to cost-effectively reach residents in Lyme and Old Lyme. This includes a mixture of traditional, electronic and social media, as well as meetings, open houses and presentations.

The committee discussed the various district communication vehicles (*Focus on Education* newsletter, website, social media platforms, news releases, information packets for potential students, advertisements, public meetings and forums, etc.), their function/purpose, format, frequency of distribution, delivery/distribution, and target audience. Discussion ensued on ways to improve communication throughout the community, especially targeting the senior citizens and getting them more involved in the schools.

David Geller of D2 Media will be meeting with the Superintendent later in the week to discuss improving the district's viability on search engines; this information will be shared with the committee at a future meeting.

The committee reviewed a draft version of the budget edition of the *Focus on Education* newsletter and wordsmithed several of the articles. Mr. Neviasser reported that this newsletter is edited by several staff members before publication, and he will share the final draft with the committee once it has been thoroughly proofread.

There being no further discussion, the meeting adjourned at 7:05 p.m.