

# LYME-OLD LYME SCHOOLS

*Regional School District #18*

*A Private School Experience*



*in a Public School Setting*

## **Policy and Communications Committee Meeting September 23, 2020**

*Committee Members Present:* Suzanne Thompson, Communications Chair; Stacey Leonardo; Diane Linderman; Mary Powell St. Louis

*Administration Present:* Ian Neviaser, Superintendent of Schools

*Others Present:* Bridget Compagno, Director of Marketing and Communications

The meeting was called to order at 6:00 p.m. The following agenda items were discussed:

1. Introduction of Bridget Compagno, Director of Communications and Marketing  
Mr. Neviaser introduced Bridget Compagno who recently started her tenure with the district on August 24, 2020 as the Director of Communications and Marketing.

Mrs. Compagno discussed the initiatives she is focusing on including the district's social media outlets (Instagram and Facebook); press releases; providing a structure to media contact list; photography and the organization of the photos; familiarizing herself with the schools, the staff and community members; and meeting with D2 Media staff to discuss advertising campaigns, etc. Mr. Neviaser added some other tasks he has asked Mrs. Compagno to address such as developing form letters in the event that the district has confirmed cases of COVID-19. Follow-up discussion centered on online and print media outlets for advertising opportunities.

The main focus areas for advertising were discussed and include: recruitment of tuition students, retention of current student population, the return of students currently attending private schools, and families relocating to Lyme and Old Lyme. Mr. Neviaser did note that the majority of those interested in attending the district schools indicate that they heard about our schools from Lyme-Old Lyme parents/community members.

2. Planning of Fall Edition of *Focus on Education* Newsletter

The committee discussed some potential articles to be included in the fall edition of the *Focus* newsletter, with a planned distribution in November.

- Important upcoming meetings including the budget development meetings.
- Due to the lack of test scores from spring 2020, the indicators of success article will focus on showcasing student/staff successes since in-person schooling has begun with a focus on social/emotional development.
- Employee of year and teacher of year.
- Social justice article stressing the district's neutral stand but showing support for nondiscrimination, opposition to harassment, upholding civil rights law, etc.
- Photos of students returning to school.
- Facilities improvements: tennis courts, Lyme School gymnasium, LOLHS gym floor.
- Sustainability Committee initiatives.
- Newly hired staff.

There being no other discussion, the meeting adjourned at 6:55 p.m.