

Madison Public Schools
Board of Education - Communications Committee
Tuesday, October 6, 2020
5:30 PM
via Zoom

MEETING MINUTES

Emily Rosenthal called the meeting to order at 5:31 pm

Members present:

Emily Rosenthal and Greg DeSantis

Also present:

Katie Stein, Zoe Roos, Dr. JeanAnn Paddyfote

Recorder: **Emily Rosenthal**

1. Superintendent News
 - a. Press release for Dr. Cooke's appointment sent out during the board meeting, two local papers picked it up
 - b. Reached 700 people in 24 hours on social media, 300+ engaged
 - c. Zoe will be meeting with Dr. Cooke regarding future communications.
2. Reopening and COVID
 - Closed the reopening inbox once school began – now all inquiries go to schools
 - Some social media concerns that were very school specific, or topic specific, transportation
 - Sending out reminder on food service
3. Social Media
 - MPS Facebook account is now verified
 - Zoe continues to track analytics, followers, etc.
 - FB is a good way to not only share important updates, but good news about what's happening in the schools – positive news and updates
4. New Business
 - Budget and CIP on the horizon
 - Buildings as we look ahead to referendum
 - Piece with school nurses and Madison Department of Health as we enter cold and flu season
 - Future communication on the role of the board – Zoe can add info to the website on this too if we want to share model language from CABE
5. Public Comment
 - No members of the public were present.

Meeting adjourned at 6:03pm

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