

**Regional School District 17
Board of Education
Communications Subcommittee Minutes
April 19, 2018**

A meeting of the Communications Subcommittee of the Regional School District 17 Board of Education was held on April 19, 2018 at 10:00 a.m. at the Brainerd Library in Haddam.

Subcommittee Members Present: Gerry Matthews (Chair) and Brenda Buzzi

Subcommittee Members Absent: Sue Twachtman

Call to Order: The meeting was called to order at 10:00 a.m. by Gerry Matthews.

Review of Minutes: Minutes from March 15, 2018 Meeting – Approved

Plan for Board Updates: Status

1) MISSION STATEMENT: This has been distributed to BOE Members for their review and input. Per Chairman, Joanne Nesti, we will be discussing it at the May 1st meeting and not the April 24th meeting. The intent of this Committee is to have the revised Mission Statement implemented into our Bylaws, The BOE Handbook, website and other appropriate areas.

2) The Need for Communication via Social Media: Brenda posted on FACEBOOK in the YOU LIVE IN HADDAM and HIGGANUM page advertising the last BOE meeting, this brought about some town folks. We need to have our own page where POSITIVE and ACCURATE information can be stated. We can set up a page where it is an information out and NO dialogue in. Perhaps have an email link like the present Q & A. This underscores the need for social media and a look at better ways to communicate to the public.

Status of Letter to Legislators: ST will make a draft. (This letter is to persuade State Legislators to reinstate equitable funding to our District).

Good News Promotion: Such as our Monthly Updates; HKHS Improvements; Meetings; Positive Highlights. Let's brag about highly successful HK graduates to show how effective our system is.

Next meeting is scheduled for May 10, 2018 at 4:15 p.m.

Adjournment: The meeting was adjourned at 10:40 a.m.

Submitted By: *Brenda Buzzi/Gerry Matthews*