

**Regional School District 17
Board of Education
Communications Subcommittee Minutes
March 15, 2018**

A meeting of the Communications Subcommittee of the Regional School District 17 Board of Education was held on March 15, 2018 at 12:00 p.m. at the Brainerd Library in Haddam.

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

Subcommittee Members Absent: None.

Call to Order: The meeting was called to order at 12:05 p.m. by Gerry Matthews.

Review of Minutes: Minutes from Feb 8, 2018 Meeting – Approved

Plan for Board Updates: GM thanked ST for writing and distributing the February Board Updates.

GM expressed concern for the postings on a Facebook Page (If You Live In Higganum). It had much negativity in response to the closing of Haddam Elementary School. This underscores the need for a formal study for social media guidelines. After doing a bit of his own research, GM found some guidelines from another school, which he shared with us. This will help to answer some questions: a) What is Social Media? b) Understanding our Responsibility and Involvement. We all agreed that Board Guidelines as such were missing and needed to be addressed. Question for the Chairman: Is this a Policy or Communications Committee responsibility?

Status of BOE Mission Statement: This Committee likes what GM wrote and would like to bring it to the next meeting for discussion and perhaps propose it: “to set and uphold the standards by which we provide the students of the RSD17 schools with superior educational resources, in a way that is equitable, safe and financially responsible.” (Use this in the BOE Handbook and on the Website)

Status of Letter to Legislators: ST will make a draft and have it ready for review by our next meeting. (This letter is to persuade State Legislators to reinstate equitable funding to our District).

Status of Social Media Protocol Need: Again, after the information from FB today, 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.

Good News Promotion: How can we get good news information out? Such as our Monthly Updates; HKHS Improvements; Meetings; Positive Highlights. Maybe conduct a survey? Social Media? Let's brag about highly successful HK graduates to show how effective our system is.

Next Meeting is scheduled for April 5, 2018.

Adjournment: The meeting was adjourned at 12:50 p.m.

Submitted By: Brenda Buzzi/Gerry Matthews