

**Regional School District 17
Board of Education
Communications Subcommittee Minutes
January 11, 2018**

A meeting of the Communications Subcommittee of the Regional School District 17 Board of Education was held on January 11, 2018 at 12:00 p.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 12:00 p.m. by Gerry Matthews.

Discussion:

- Review and discussion of Gerry Matthews' Memo of 1/10/18 and Sue Twachtman's message of 1/11/18.
- Acknowledgment of need to establish taxpayers' trust in BOE, especially in light of forthcoming decisions regarding school closing.
- Agreement that multiple new media measures will disrupt and help reorient community perception in positive direction.
- Determined following goals and members (INITIALS) assigned to take responsibility (subject to change):
 1. Revise BOE Mission Statement to reflect relationship to taxpayers and Administration. *GM*
 2. Request help of District IT resources. *GM & BB*
 3. Set up Twitter account to regularly report on positive news (such as budget savings realized). *BB*
 4. Investigate and establish email blast system (piggyback on RSD17?). *BB*
 5. Develop a program to inform community of school closing rationale and progress (with Strategic Capital Planning Subcommittee). *ST*
 6. Investigate use of school newsletters as means to reach Killingworth (& Haddam). *ST*
 7. Review BOE Handbook for relevance with need to develop taxpayers' trust. *GM & BB*

Adjournment: The meeting was adjourned at 12:45 p.m.