

Madison Public Schools
Board of Education - Communications Committee
Tuesday, December 8, 2020
6:30 PM
via Zoom

MEETING MINUTES

Emily Rosenthal called the meeting to order at 6:45 p.m.

Members present:

Emily Rosenthal and Greg DeSantis

Also present:

Craig Cooke, Zoe Roos, Darcy Fiano

Recorder: **Emily Rosenthal**

1. Emily Rosenthal began by providing a summary overview of the committee work and goals to Dr. Cooke.
2. Updates from Zoe Roos
 - Largely crisis communications of late re: COVID – focused on quick communication
 - School stories – not as frequent, but hope to do more in the future
 - Social media channels doing well – district, Hand, Polson pages are growing
 - Promoting the district app as a tool to get info
 - New superintendent twitter account
3. Upcoming Priorities: Budget, CIP, Buildings
 - Dr. Cooke discussed outreach regarding the budget. The budget docs are expansive, lots of numbers and he suggests some more verbiage, perhaps letter from the superintendent, explaining the goals of the budget
 - Also important to think about what shows progress – what does a YES vote mean – having items to highlight, showing how we are moving things forward, also showing what people have done especially in these extraordinary times. Also important to inform members of other boards know. Suggestion to make the CIP approachable in the same way, possibly with a broad overview document, FAQs, etc.
 - Looking ahead to building referendum – need to see what our timeline looks like as far as a possible referendum so we can plan ahead.

4. Committee Work and Goals looking ahead

- The committee discussed ways for Dr. Cooke to meet community members. Ideas included being present at school drop off times, meeting with PTO leadership this month, school PTO meetings at the schools, Faculty meetings, walking through the schools, stopping by at school recess times.

5. Old Business

6. New Business

- Continue to think about how the board does its work – what committees does it make sense to have? Think about the structure.
- Keep up with Friday updates from the superintendent

7. Public Comment

- Darcy Fiano suggested Dr. Cooke do the bus routes as a way to meet students

Meeting adjourned 7:25pm.

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