

LYME-OLD LYME SCHOOLS

Regional School District #18

A Private School Experience



in a Public School Setting

Policy and Communications Committee Meeting

February 25, 2021

Committee Members Present: Suzanne Thompson, Communications Chair; Martha Shoemaker, Policy Chair; Diane Linderman

Administration Present: Ian Neviaser, Superintendent of Schools

Others Present: Bridget Compagno, Director of Communications and Marketing

The meeting was called to order at 5:30 p.m. The following agenda items were discussed:

1. Communications Update

Bridget Compagno, Director of Communications and Marketing, and the committee members discussed the following:

- The content and layout for the March issue of *Focus on Education*.
- The changes in the advertising schedule including adding an additional print publication to the mix, as well as pulling back on print advertising frequency overall and reallocating those funds to digital ads.
- The changes to the follow-up process for non-residents requesting information about the district's schools.

2. Policy Update

The committee reviewed recommended updates from CABE to the policies on Special Education and Title I. The committee recommended going forward with the changes and presenting them to the Board of Ed for approval at their March 3 meeting.

There being no further discussion, the meeting adjourned at 6:15 p.m.

Ian Neviaser, Superintendent of Schools

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