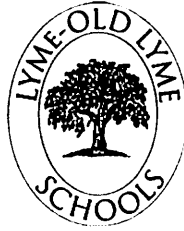


LYME-OLD LYME SCHOOLS

Regional School District #18

A Private School Experience



in a Public School Setting

Policy and Communications Committee Meeting March 24, 2021

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

Administration Present: Ian Neviaser, Superintendent of Schools

Others Present: Bridget Compagno, Director of Communications and Marketing

The meeting was called to order at 6:00 p.m. The following agenda items were discussed:

1. Communications Update

Bridget Compagno, Director of Communications and Marketing, gave a PowerPoint presentation on communication initiatives she is currently working on, a copy of which is attached to these minutes for informational purposes. The committee members gave suggestions for improved public relations and enhancing information about the district throughout the community.

Mrs. Compagno also reported on the upcoming Open House for prospective students scheduled for April 23 at Lyme-Old Lyme High School.

Mrs. Thompson updated the committee on the Pollinator Pathway Program which is an initiative to bring more pollinator-friendly gardens into the community. Follow-up discussion centered on how to bring this initiative into the classroom.

2. Policy Update

The committee reviewed recommended updates from CAGE and Shipman and Goodwin to the policy on Administering Medications to Students. There was committee consensus to select the verbiage of the Shipman and Goodwin sample as it was more concise and did not contain as many duplications. Mr. Neviaser reviewed recommended changes to the sample policy which included eliminating the wording on the use of Naloxone for purposes of emergency first aid from the policy and using the language in CAGE's policy on bus driver training on the use of EpiPens. Mr. Neviaser also questioned the wording of only "full-time" staff members being able to administer medication, and he was going to research why the legislation was written in this way.

The committee recommended going forward with the changes and presenting them to the Board of Ed for approval at their April 7 meeting. Mr. Neviasser noted that this policy will have a review by the district's medical advisor before it is brought for final approval of the Board of Ed.

There being no further discussion, the meeting adjourned at 7:15 p.m.

Lyme – Old Lyme Schools



Communications Plan
2021-2022

Objectives / Strategies

- Share news and build on connections with LOLS parents and the greater Lyme – Old Lyme community
- Increase awareness of LOLS excellent education and achievements of our students and faculty, as well as benefits to the greater community
- Be responsive to the communications needs of our stakeholders

Strategies / Tactics

- Contributed Articles
- Publications
- Media Relations
- Social Media
- Website
- Recruitment
- Advertising
- Photography

Contributed Articles

- Events Magazine
 - Q1 (Feb.12), Q2 (May14), Q3 (Aug. 13), Q4 (Nov. 5)
- Old Lyme and Lyme Annual Reports
 - OL (Sept. 30), Lyme (Dec. 1)
- Education issues of newspapers
 - Quarterly – *New Haven Register*, *Hartford Courant*, *CT Family*
- Industry publications
 - *Education Week*, *School Administrator*



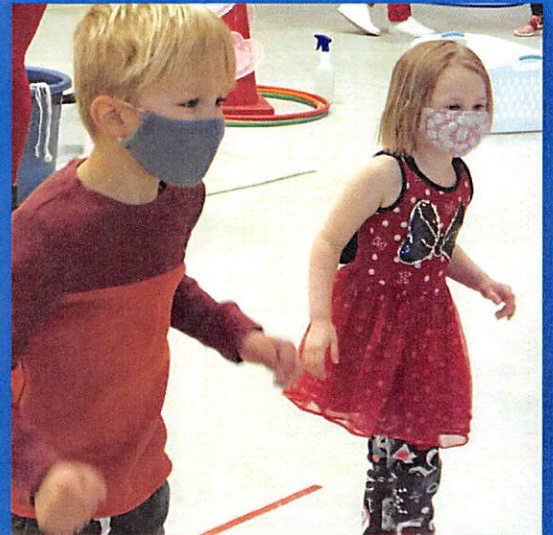
LOLS Publications

- *Focus on Education*
 - October, March, June
 - Refresh layout
- Region 18 Newsletter
 - Propose every other month
 - Name?
 - First issue in May
 - Next issue in August



Media Relations

- Goal of one pitch per month
- Strengthen relationships with education reporters and broadcast outlets
- Better coordinated press release program
- Photo plus caption pitch
- Strengthen partnership and pitching efforts with Project Paws, LYSB, and other community organizations



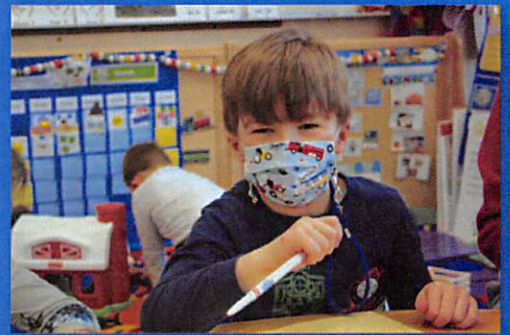
Social Media

- Continue to grow and track audience
- Create calendar to insure diverse mix of content (sports)
- Find “voice” for captions
- Continue to improve quality of images and increase use of video
- Facebook
 - Create event listings for concerts, etc.
- Instagram
- Twitter
 - Expand use



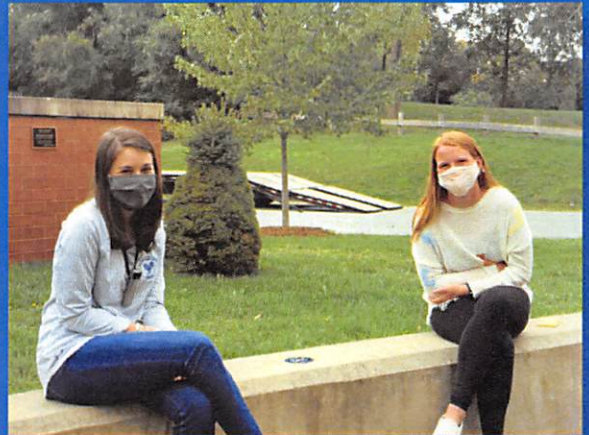
Website

- Update content
- Build out prospective student section with video and additional information
- Review organization of content



Recruitment

- Update promotional video
- Update and create additional materials
 - Update Fact Sheet
 - One-pager for Center School, Mile Creek, and Lyme
- Track inquiries and apply data to outreach plans
- Open Houses
- Community events



Advertising

- Create new campaign for 2021-2022
- Update photography
- Track results of advertising
- Adapt campaigns as needed



Photography

- Photograph school happenings, events and people
- Archive photos
- Identify photo sharing opportunities
- Determine professional photographer needs

