

Madison Public Schools
Board of Education - Communications Committee
Tuesday, April 6, 2021
5:30 PM
via Zoom

MEETING MINUTES

Tom Pellegrino called the meeting to order at 5:32 pm

Members present:

Thomas Pellegrino, Chair, Diane Infantine-Vyce, Greg DeSantis

Also present:

Craig Cooke, Zoe Roos, Galen Cawley

Recorder: Tom Pellegrino

The first agenda item was a report from Zoe Roos, Communication Specialist for the public schools.

Zoe first reported on metrics related to the hits various communications receive. Using eNotify, Zoe reported that the two recent surveys done at the high school reported excellent survey responses, 91% and 94% respectively (where 50% or above for surveying is considered a strong survey response).

Of the last 20 eNotify messages from the district, there was a 65% open rate. Hand has a 56% email open rate; Ryerson has a 67% open rate (strong open rate is generally around 23%)

Zoe reported on end of year communications, noting that information specific to graduation, prom, and exams is disseminated at the building level. Dr. Cooke added that some of the specific planning relative to events will be informed by the changing standards for COVID. The central office is available to field any questions or confusion families may have on dates, locations or scope of events, including when some of these factors are TBD.

Dr. Cooke went on to note that following the discussion on budget this evening at the full board, he has prepared a two-page summary of the budget for the consumption of the public.

Dr. Cooke also discussed communication strategies relative to the building projects and referendum. Assuming a November referendum date, Dr. Cooke outlined a time line for messaging out to the public. Discussion ensued on strategies for responding to frequently asked questions from the public, including ones that are related to this current project in tandem with the experience of the last referendum. To the extent the quiet period would start in early September, suggestion was made to include a public forum, recorded if possible, to address the community's questions and convey the administration's concepts and plans.

There was no old business, no new business and no public comment.

The motion to adjourn was passed unanimously. The Committee adjourned at 6:02 pm.

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