

Madison Public Schools
Board of Education - Communications Committee
Tuesday, June 8, 2021
5:00 PM
via Zoom

MEETING MINUTES

Tom Pellegrino called the meeting to order at 5:00 pm

Members present: Thomas Pellegrino, Chair, Diane Infantine-Vyce, Greg DeSantis

Also present: Craig Cooke, Zoe Roos, Galen Cawley, Rita Boland

Recorder: Tom Pellegrino

Zoe Roos led off with a reminder that end of year announcements could be accessed through eNotify. Rita Boland, Webmaster, reviewed ways of accessing the communication portal app through the website. She also noted that the census verification, which is distributed before the start of each school year, is the best way to ensure that the district has the most up to date contact information for families. Dr. Cooke noted that he was considering including a regular newsletter in addition to or in lieu of his Friday communications. The discussion centered around having the building heads take the lead with weekly communications that provided families the news they needed for the week, while Dr. Cooke's newsletter could be more broad and explanatory.

The Committee was presented a first look at a proposed redesign of the MPS logo. The new draft logo provided, among other things, a color scheme of black and gold. The logo was met with positive comments by the committee. The Superintendent's office will plan to share the draft logo with the full board.

The final agenda item was a discussion on the referendum. Note was made of the excellent presentation Dr. Cooke had previously provided the Board and the helpful communication from both him and Chairman Cawley to the public. A decision has not yet been made as to whether the referendum will be in late 2021, or early in 2022. Either way, Dr. Cooke would like to develop a one-page FAQ sheet, utilize Thought Exchange for sharing of information, and Chairman Cawley underscored the need to continually emphasize the cost/benefit aspect of the program.

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

The motion to adjourn passed unanimously. The meeting was adjourned at 5:30 p.m.

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