

**GROTON BOARD OF EDUCATION
REGULAR MEETING MINUTES
JANUARY 24, 2022 @ 6:00 P.M.
REMOTE MEETING**

MEMBERS PRESENT: Andrea Ackerman, Dean Antipas, Vice Chairperson Katrina Fitzgerald, Elizabeth Porter, Matthew Shulman, Rita Volkmann, Beverly Washington, Jay Weitlauf

MEMBERS ABSENT: Chairperson Kim Shepardson Watson

ALSO PRESENT: Susan Austin, Philip Piazza, Sam Kilpatrick, Ken Knight, Laurie LePine, Isaiah Anderson

I. CALL TO ORDER – Vice Chairperson Fitzgerald called the meeting to order at 6:00 p.m.

A. Pledge of Allegiance

The first order of business was the Pledge of Allegiance to the flag led by Isaiah Anderson.

II. RECOGNITION AND PARTICIPATION OF VISITORS AND DELEGATIONS

NONE

III. COMMENTS FROM CITIZENS

NONE

IV. RESPONSE TO COMMENTS FROM CITIZENS

NONE

V. STUDENT REPRESENTATIVE REPORT

Student Representative Isaiah Anderson noted that last Friday the Student Advisory had a webinar with Mr. Romano. Isaiah stated that it focused on goal setting. Isaiah noted that the Girls Basketball team have won a spot in the State playoff.

VI. SUPERINTENDENT AND ADMINISTRATION REPORTS

A. Superintendent Report

- Ms. Austin reflected on Groton’s visit with Secretary of Education Cardona and Congressman Courtney at the Blue Ribbon Magnet School. She also stated that last Friday the President had signed the bill put forward by Congressman Courtney regarding the Impact Aid act, and this is good news for Groton.
- Review of the 2021-2022 School Calendar (180 Day requirement = June 17, 2022) - Ms. Austin noted that the Board will be asked to set Graduation Day at a later date and explained that the law reads differently than it did before regarding the setting of the Graduation Day, requiring that it not happen earlier than 180 days.
- Preview 2022-2023 Calendar – Ms. Austin encouraged the Board to accept the GPS 2022-2023 calendar, which aligns with the LEARN regional calendar.

B. Assistant Superintendent Report

- GPS Facebook Presentation (**ATTACHMENT #1**) - Dr. Piazza and Mrs. Beyus gave a presentation of the proposed Groton Public Schools Facebook page.

VI. SUPERINTENDENT AND ADMINISTRATION REPORTS – cont.

C. Director of Buildings and Grounds

- Update re: Facilities – Mr. Kilpatrick gave an update on Solar Panels at the two new schools (MRMS & GMS). Mr. Norris addressed making the Board comfortable with the signing of the purchase agreement. The city uses Groton Utilities, so TRMS is on hold.
- Update Re: Transportation – Mr. Kilpatrick noted that there have not been many double ups on the buses in the last few weeks. He stated that new cameras have been ordered by STA and should be up and running by the beginning of February.

VII. COMMITTEE REPORTS

- A. Policy – There was no report. The Policy Committee will meet on February 7, 2022.
- B. Curriculum – Dr. Ackerman noted that the Curriculum Committee met and Dr. Piazza noted that the Curriculum Committee discussed the American Sign Language updates to the curriculum.
- C. Finance/Facilities – There was no report. The Finance/Facilities Committee will meet on February 7, 2022.
- D. Negotiations – There was no report.
- E. LEARN – Mrs. Volkmann noted that the LEARN Board met and CFO of LEARN Mike Belden gave an update on the fiscal state of LEARN and Executive Director Kate Erickson gave a presentation to new Board members.
- F. TCC/RTM/BoE Liaison – There was no report.
- G. AGSA/GEA/BoE Liaison – There was no report.
- H. Groton Scholarship – There was no report
- I. Athletic Fields – There was no report.
- J. State Council on Education Opportunities for Military Children – There was no report.

VIII. ACTION ITEMS

A. Consent Agenda

MOTION: Weitlauf, Volkmann; to approve the Consent Agenda with the exception of the special meeting minutes of January 18, 2022 @ 7:00 p.m.

PASSED - UNANIMOUSLY

B. Old Business

1. Discussion and possible action regarding the 2022-2023 school calendar. (ATTACHMENT #2)

MOTION: Antipas, Shulman; to approve the 2022-2023 school calendar.

**YES - Fitzgerald, Ackerman, Antipas, Porter, Shulman, Washington,
Weitlauf**

ABSTAINED - Volkmann

MOTION PASSED

VIII. ACTION ITEMS – cont.

C. New Business

1. Discussion and possible action regarding the acceptance of the Cutler School Project, now known as Mystic River Magnet School, as complete.

MOTION: Shulman, Porter; to accept the Cutler School Project, now known as Mystic River Magnet School, as complete.

PASSED - UNANIMOUSLY

2. Discussion and possible action regarding the acceptance of the West Side School Project, now known as Thames River Magnet School, as complete.

MOTION: Porter, Volkmann; to accept the West Side School Project, now known as Thames River Magnet School, as complete.

PASSED - UNANIMOUSLY

3. Discussion and possible action regarding the ratification of the Paraprofessional Union's one-year contract extension for the period of July 1, 2022 to June 30, 2023.

MOTION: Shulman, Ackerman; to approve the ratification of the Paraprofessional Union's one-year contract extension for the period of July 1, 2022 to June 30, 2023.

YES - Fitzgerald, Ackerman, Antipas, Porter, Volkmann, Weitlauf

ABSTAINED - Shulman, Washington

MOTION PASSED

4. Discussion and possible action regarding approval of a field trip request to the Robotics Regional Competition in West Palm Beach, FL scheduled for March 2, 2022 through March 6, 2022.

MOTION: Volkmann, Porter; to approve the field trip request to the Robotics Regional Competition in West Palm Beach, FL scheduled for March 2, 2022 through March 6, 2022.

PASSED - UNANIMOUSLY

5. Discussion and possible action regarding the creation of a GPS Facebook Page.

MOTION: Washington, Porter; to approve the creation of a GPS Facebook page.

YES - Fitzgerald, Antipas, Porter, Washington, Weitlauf

NO - Ackerman, Volkmann

ABSTAINED - Shulman

MOTION PASSED

IX. INFORMATION AND PROPOSALS

Letters, communications, and comments by Board members on meeting items and any other items in their jurisdiction.

- Mr. Weitlauf noted that he has received emails from parents regarding the Marching Band budget and that he referred them to the Superintendent.
- Mrs. Washington noted that she received the same email regarding the Marching Band budget; communication from the community asking if a Library in the new schools can be named after Dr. James Mitchell; she noted that February 1, 2022 starts Black History Month – The Town is having a flag raising at the Town Hall, beginning at 3:30 p.m., commemorating Black History month.
- Dr. Ackerman noted that she has received two emails that she referred to the Superintendent.
- Mrs. Porter noted that she received an email from a parent thanking the Middle School teaching regarding coding and stated how much it has enriched her child's life.
- Mrs. Volkmann noted that she received from a parent of FHS Music concerns and their need for drum lining replacements. Mrs. Volkmann stated that she found the Martin Luther King Ecumenical Service to be very moving.
- Mrs. Fitzgerald noted two emails and passed them to the Superintendent and that she is involved with the United Way Food Share Program in the City.

X. ADVANCE PLANNING

A. Future Meeting Dates and Calendar Items for Board Attention

As noted in the agenda.

B. Suggested Agenda Items

NONE

XI. ADJOURNMENT

MOTION: Ackerman, Shulman; to adjourn at 7:24 p.m.
PASSED UNANIMOUSLY

Groton Public Schools



Facebook Page Creation and Management Plan – January 2022

Facebook Benefits

According to Finalsite, schools who use Facebook actively reap some awesome benefits, including:

- Sharing valuable information quickly and efficiently
- Building trust and transparency through comments, replies, and Facebook Messenger
- Targeting specific demographics through social media ads to increase awareness and engagement
- Leveraging Facebook analytics to identify areas for improvement

Facebook Settings and Roles and Responsibilities

Profile (Personal) vs Page (Organization)

Profiles: Personal

- A place on Facebook where you can share information about yourself, such as your interests, photos, videos, current city and hometown.

Pages: Businesses, Organizations, Brands, Public Figures

- Places on Facebook where artists, public figures, businesses, brands, organizations and nonprofits can connect with their fans or customers or other constituents. When someone likes or follows a Page on Facebook, they can start seeing updates from that Page in their News Feed.

Admin Page Settings and Control

Pages are public once published, however, there are extensive settings that can be customized during page creation to control who sees a Page and how they can interact with your page.

- Publish = Public; Unpublish = Only visible to people who manage it
- Set country and age restrictions to control who can see your page
- Control whether visitors can post or comment on your page
 - Post starts a new topic; A Comment is in response to a Post.

Recommended GPS Page Roles

Page Admins

- Phil Piazza
- Rebecca Beyus
- Clint Kennedy or an IT Systems Administrator

Additional staff will be identified to assist with moderating the page and tasks as needed.

Page Engagement

Page Engagement

Page followers can Like / React, Comment or Share a post

- Pages can:
 - Choose or limit who can comment on a post by post basis only
 - Disable sharing
- Pages cannot:
 - Disable Likes / Emoji reactions
 - Turn-off comments as a universal page setting



Why is Engagement Important to Success?

Engagement Insights from Finalsite

- Facebook favors user-to-user content.
- **A successful Facebook strategy will come down to how well you and your followers interact Likes, Shares and Comments.**
- Once Facebook sees that an individual often engages with your content, you will be more likely to show up higher on their news feeds when you post in the future.





How do algorithms work?

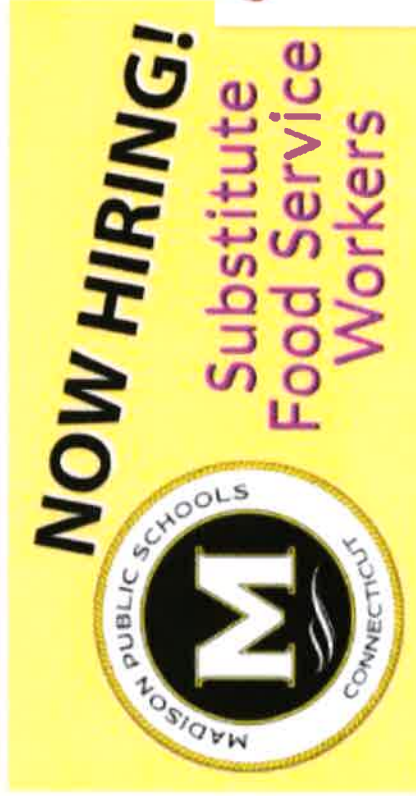
Algorithms think, in a sense, like we do. When we go out to eat and have to make a decision, we are taking into consideration the time of day, what we've eaten in the past, what we've liked, didn't like, the price, how hungry we are, etc. prior to making an order. Social media platform algorithms go through a similar decision-making process in the blink of an eye, taking content and sifting through it before deciding what to convey to consumers.

Responding to Comments

Comments provide an opportunity to establish an open dialogue, inform and create awareness, dispel myths or misconceptions, and/or direct the community to the correct information or resources.

Responding to Comments As an Opportunity

 Madison Public Schools  November 12, 2021  
Now Hiring! Madison Public Schools is in need of substitutes to work in the school kitchen. Apply online today!
<https://www.applitrack.com/.../jobs postings view.asp>



2 Comments 3 Shares




John Tivnan
Is being vaccinated a condition of employment? Or do you just have to wear a mask? Ty

Like Reply 



Author

Madison Public Schools 
Please contact our HR Department with specific questions. (203) 245-6313 Thanks!

Responding to Comments As an Opportunity

NFA officials to discuss student safety, behavioral issues with parents Wednesday



Published December 13, 2021 2:25PM Updated December 14, 2021 11:58AM

By **Claire Besette** Day staff writer

c.besette@theday.com [BessetteTheDay](https://www.facebook.com/BesetteTheDay)

Norwich — Norwich Free Academy officials will meet privately with parents Wednesday to discuss recent safety incidents, student behavioral challenges and complaints from parents about lack of communication regarding student safety issues.

Parents posted multiple complaints to the NFA Facebook page and other social media outlets last week following a 70-minute lockdown at the school Dec. 6 that led to an arrest of one juvenile by Norwich police. NFA Head of School Brian Kelly told parents the following day that the lockdown was prompted by two incidents, one involving the discovery of two facsimile pistols incapable of firing live rounds and a bullet with a plastic tip and an unrelated overheard conversation on a school bus that prompted concern.

In his letter to parents, Kelly acknowledged that the school could improve its communications and thanked parents for their input.

“The last parent who spoke said she wanted to end on a positive note, and thanked the school for having a meeting and putting out the facts.”

Quote from post-event article

Comment Guidelines / Page Rules

Commenting will be turned off for posts as deemed appropriate, including for push notifications such as busy delays or weather related closures that will not be monitored.

- If applicable, page followers will be directed to the web site or other resources for additional information and to submit questions or comments.

Comment Guidelines / Page Rules

Comments that violate page rules will be deleted, such as those that:

- Are off-topic from the original post and / or deemed spam
- Violate privacy or included identifiable information such as the name of staff or student
- Personally benefit the commenter and / or are selling a product and / (not linked to a school fundraiser)
- Promote a specific political candidate or party
- Use language deemed offensive or profane
- Are aggressive or bullying in nature
- Violate GPS Handbook Policies

Blocking a Profile, if Necessary

Facebook recommends blocking profiles who continually publish spam on a Page and / or violate commenting rules. GPS will also block profiles that violate GPS Student Handbook policies.

- A blocked profile no longer has any access to view your page and cannot find your page when searching for it on Facebook.

Planning, Creating and Curating Content

School and District Content

The GPS Facebook page will feature engaging district-wide news and information and showcase each of our schools.

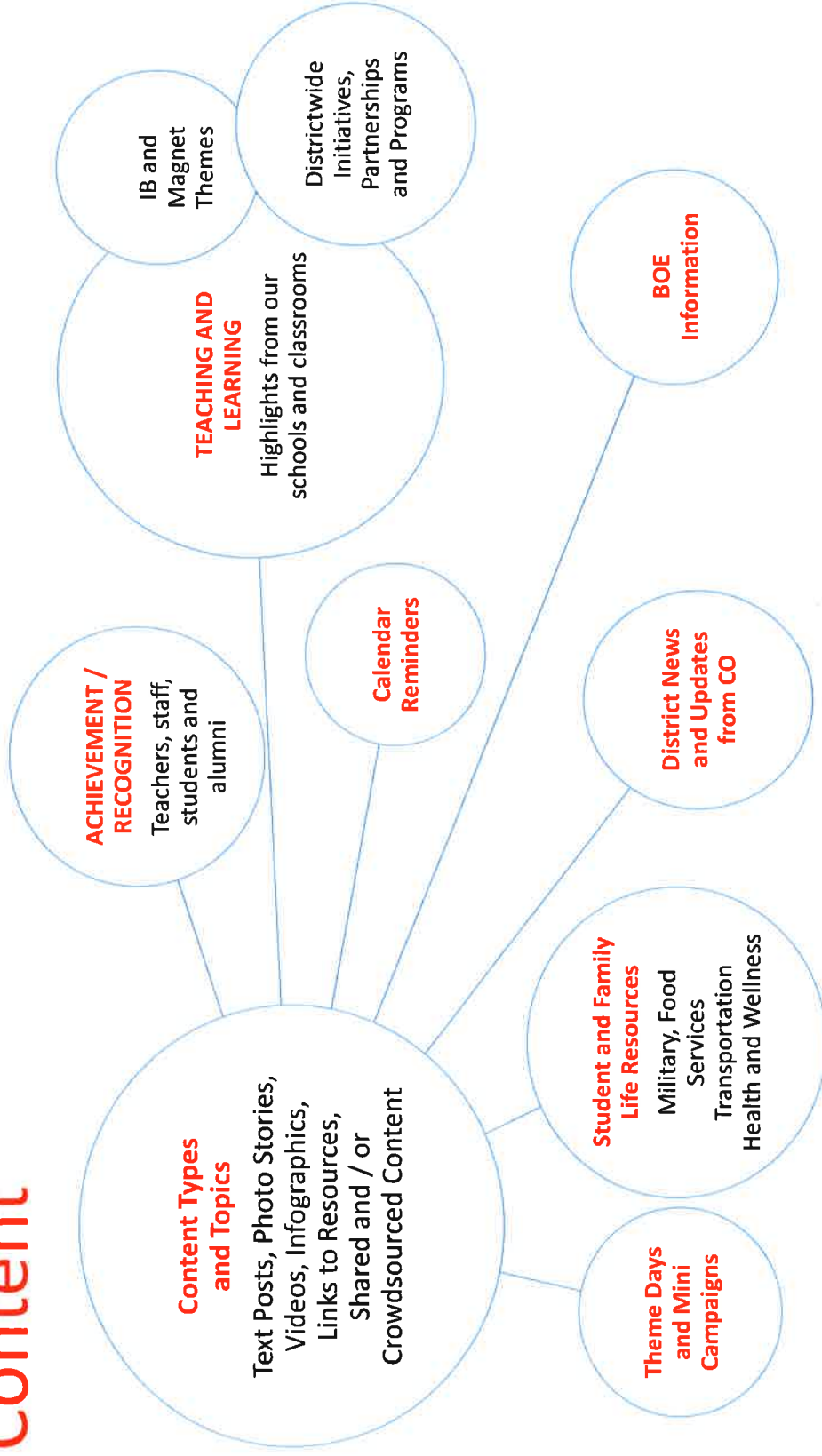
- **Planned:** Created and Curated Content
- **Pop-Up:** Timely, Trending or Breaking News Content

Schools will not have direct access to post content on the district page but will be able to submit content to the communications team to be shared.

Engagement Focused Content Strategies

- Post Regularly: 1-2 Posts A Day
- Schedule content and test out different times of day
- 70-20-10 Content Calendar
 - 70% Fun, Educational, Engaging: student highlights, photos of classroom instruction, trivia questions, and anything that encourages comments and responses.
 - 20% can be saved for shared / curated content from other sources.
 - 10% Promotional Posts (like admissions-focused messages)
- Visual Content – Photos and Videos; Facebook Live
 - Facebook tends to give top priority to video content in the News Feed, as more than 50% of users prefer video content over all other forms of content.

Content



GPS Video / Photography Release

Video/Photography Release

Groton Public Schools may throughout the year take photos and audio and/or video recordings of students during class or school activities for use in or on Groton Public Schools website, social media pages, print publications, and other media, including GPS Cable Channel 19. Groton Public Schools may also release photos to the local newspapers and/or allow local media, including television stations, to cover some events.

If you **DO NOT WANT** your student to be included in any released photographs or recordings, please check below.

- OPT-OUT - I do not give permission for my child to be included in school-related videotaping or photographing or for my child's image to be released to outside media by Groton Public Schools. I understand this does not apply to yearbook photos, student newspapers, concerts/performances, graduation/moving up ceremonies, or any events that are open to the public or held at a public venue.

Image / Media Publishing Guidelines

The following regulations should be utilized when publishing items on the district website, any other site used for educational purposes, or any other form of media. (Per the Appropriate Use of Technology District Policy R 6141.321)

- Parent permission regarding posting student images needs to be confirmed by staff before posting any images.
- Identifiable images will never be accompanied by students' names.
- Only first names will be used in published student work.
- Pictures that are a part of student publishing will not include identifying information.
- In special circumstances, with parent-signed release, identifying information may be added.

Metrics

Insights and Analytics: Engagement

- **Engagement** refers to everything you can do as a user with a Page's post and profile page. This includes reactions, links, clicks, shares, and comments.
- **Why you should track engagement?** Engagement tells you how your post resonates with your audience. The more a post is interacted with the more likely it shows up in your fan's newsfeed. Looking at overall engagement numbers and the breakdowns per type of engagement tells you how people are reacting to your posts, help you discover trends and inform future content.

Groton Public Schools Student Calendar 2022-2023 DRAFT

Early dismissal

JULY 2022					0/0
M	T	W	Th	F	
				1	
4	5	6	7	8	
11	12	13	14	15	
18	19	20	21	22	
25	26	27	28	29	

1, 4 July 4th Holiday
 x Sp. Ed. Summer School
 Summer School 9-12 at FHS - TBD

No school

AUGUST 2022					2/2
M	T	W	Th	F	
1	2	3	4	5	
8	9	10	11	12	
15	16	17	18	19	
22	23	24	25	26	
29	30	31			

x Sp.Ed. Ext ABA Summer Session
 25 Convocation/School Meetings
30 First Day of School (1-12)
 30, 31 Preschool, Kindergarten Screening

Start Date 8/30

SEPTEMBER 2022					21/23
M	T	W	Th	F	
			1	2	
5	6	7	8	9	
12	13	14	15	16	
19	20	21	22	23	
26	27	28	29	30	

1, 2 Preschool, Kindergarten Screening
 5 Labor Day
6 First Day of Kindergarten
 /PreK/Preschool
 27 TLI-Early Dismissal

OCTOBER 2022					20/43
M	T	W	Th	F	
3	4	5	6	7	
10	11	12	13	14	
17	18	19	20	21	
24	25	26	27	28	
31					

10 Columbus Day
 25 TLI-Early Dismissal

NOVEMBER 2022					17/60
M	T	W	Th	F	
	1	2	3	4	
7	8	9	10	11	
14	15	16	17	18	
21	22	23	24	25	
28	29	30			

8 All Day Regional
 Professional Development
 11 Veteran's Day
 23, 24, 25 Thanksgiving Recess

DECEMBER 2022					17/77
M	T	W	Th	F	
			1	2	
5	6	7	8	9	
12	13	14	15	16	
19	20	21	22	23	
26	27	28	29	30	

6 TLI-Early Dismissal
 23 Early Dismissal
 26-30 Winter Holiday Recess

JANUARY 2023					20/97
M	T	W	Th	F	
2	3	4	5	6	
9	10	11	12	13	
16	17	18	19	20	
23	24	25	26	27	
30	31				

2 New Year's Day
 16 Martin Luther King Day
 31 TLI-Early Dismissal

FEBRUARY 2023					18/115
M	T	W	Th	F	
		1	2	3	
6	7	8	9	10	
13	14	15	16	17	
20	21	22	23	24	
27	28				

20, 21 Presidents Day Recess
 28 TLI-Early Dismissal

MARCH 2023					22/137
M	T	W	Th	F	
		1	2	3	
6	7	8	9	10	
13	14	15	16	17	
20	21	22	23	24	
27	28	29	30	31	

10 Regional Professional Development
 28 TLI-Early Dismissal

APRIL 2023					14/151
M	T	W	Th	F	
3	4	5	6	7	
10	11	12	13	14	
17	18	19	20	21	
24	25	26	27	28	

7 Good Friday
 10-14 Spring Recess
 25 TLI-Early Dismissal

MAY 2023					22/173
M	T	W	Th	F	
1	2	3	4	5	
8	9	10	11	12	
15	16	17	18	19	
22	23	24	25	26	
29	30	31			

16 TLI-Early Dismissal
 29 Memorial Day

JUNE 2023					8/181
M	T	W	Th	F	
			1	2	
5	6	7	8	9	
12	13	14	15	16	
19	20	21	22	23	
26	27	28	29	30	

12 Last Day of School, Early Dismissal
 FHS Graduation - TBD*