

GROTON BOARD OF EDUCATION
SPECIAL COMMUNICATIONS COMMITTEE MEETING MINUTES
MARCH 17, 2022 @ 12:30 P.M.
CENTRAL OFFICE, ROOM 4

Members Present: Katrina Fitzgerald, Matt Shulman

Members Absent: Liz Porter

Also Present: Phil Piazza, Rebecca Beyus

Chairperson Fitzgerald called the meeting to order at 12:30 p.m.

1. Set Regular Meeting Date/Time
 - Meetings will be held the fourth Monday of each month at 5:00 P.M. prior to the regular BOE meeting.
 - Next meeting will be Monday, March 28 at 5:00 PM.
2. Develop the Statement of Purpose
 - The following statement of purpose was drafted to be reviewed and finalized and the next meeting. The members stressed the importance of two-way relationships with the community and ways to seek input from the community including students as well as informing and celebrating.

Draft Statement of Purpose: The communications committee is designed to build and strengthen positive, interactive relationships with our entire community about Groton Public Schools' goals and opportunities.
3. Review Minutes from Previous Communications Committee Meetings
 - Minutes of previous committees from 2000 and 2016 were briefly highlighted.
4. Review "Groton Public Schools Community Communications Plan 2014 - 2016"
 - The group reviewed the more recent communications plan developed by the Ad-Hoc Committee in the spring/summer of 2016.
5. Communications Plan Development – The August 2016 Communication Plan will serve as a working plan to be updated. The following were discussed:
 - Announcing the committee as well as the idea of a listening tour, starting with PTOs, was discussed.
 - Audiences identified in the 2016 plan were reviewed.
 - Tactics were discussed and highlighted.
 - The group discussed communications elements of the district safety / crisis plan, however, that will not be the charge of this committee and falls under the district and building safety committee.
 - Telling the GPS 'budget story' was discussed.

6. Next Steps –

- Each member will identify sub groups or discreet audiences to be discussed at next meeting.
- K. Fitzgerald will reach out to CAPSS regarding communications.
- R. Beyus will prepare a menu of tactics that have been used or considered since 2016.
- R. Beyus shared insights regarding effective focus groups where the focus groups attendees feel they
- R. Beyus will seek insights from the NSPRA (National School Public Relations Association) and ‘like’ districts.

The meeting adjourned at 1:15 p.m.