

GROTON BOARD OF EDUCATION  
SPECIAL COMMUNICATIONS COMMITTEE MEETING MINUTES  
MARCH 28, 2022 @ 5:00 P.M.  
CENTRAL OFFICE, ROOM 4

**Members Present:** Katrina Fitzgerald, Matt Shulman, Liz Porter

**Also Present:** Phil Piazza, Rebecca Beyus

Chairperson Fitzgerald called the meeting to order at 5:06 p.m.

**1. Review Minutes from March 17, 2022 Communications Committee Meeting**

Minutes from the March 17, 2022 communications committee meeting were reviewed and approved.

**2. Review and Approve Draft Statement of Purpose**

Draft statement of purposed amended to read as follows:

The Board of Education Communications Committee shall build and strengthen positive, interactive relationships with our entire community about Groton Public Schools.

**MOTION: Shulman, Porter - to approve the amended Statement of Purpose. All in favor.**

**MOTION PASSED UNANIMOUSLY**

**3. Update regarding outreach to CAPSS**

Katrina Fitzgerald reported that outreach to CAPSS is ongoing.

**4. Update regarding current communications activities and focus**

The committee discussed audiences and tactics. Members agreed the focus will be external audiences. The committee discussed:

- Exploring regular district updates to the general community through email or a newsletter.
- Gathering insights or input from student groups in an age appropriate manner.
- Creating a stronger BOE presence all out on web site.

The committee reviewed the Communications Survey results from 2019/20 and discussed conducting a communication's survey this spring to gather updated feedback.

**5. Review Audiences and Tactics from the August 2016 Communication Plan**

Audiences and tactics were discussed during agenda item 4.

**6. Identify Priorities and Next Steps: Next Meeting – April 25, 2022 @ 5:00 PM in CO Room 4.**

**MOTION: Porter, Fitzgerald - to adjourn at 5:56 PM. All in favor.**

**MOTION PASSED UNANIMOUSLY**