

GROTON BOARD OF EDUCATION  
SPECIAL COMMUNICATIONS COMMITTEE MEETING MINUTES  
April 25, 2022 @ 5:00 P.M.  
CENTRAL OFFICE, ROOM 4

**Members Present:** Matt Shulman, Kim Shepardson Watson (ex-officio)

**Members Absent:** Katrina Fitzgerald, Liz Porter

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

Matt Shulman called the meeting to order at 5:15 p.m.

**1. Review Minutes from March 28, 2022 Communications Committee Meeting**

Minutes from the March 28, 2022 communications committee meeting were reviewed and approved.

**MOTION: Shulman, Watson; to approve the minutes.**

**MOTION PASSED**

**2. Discuss Committee Priorities and Goals for Remainder of FY22**

**a. What do we want to highlight about the district between now and the end of the school year.**

The group reviewed upcoming year end activities, which will be highlighted across the district communication platforms, including school performances, athletics, awards ceremony and graduations.

R. Beyus shared priorities also include growing the Facebook page, updating the web site, exploring the use of text messaging and a communications survey.

The group discussed future community events including the Groton Fall Festival, continuing to hold open houses to highlight our schools and interactions with the PTOs.

**3. Discuss Communications Surveys and Review Preliminary Draft of GPS Communications Survey**

The group reviewed sample communications surveys and also preliminary questions to be included in a GPS communications survey.

Questions relative to how parents like to communication with their child's school, usage of current GPS communications platforms, including the web site and GPS 19, and what streaming platforms parents use or prefer to be included.

The committee would like to see more statistics relative to cable viewership and online / web site visitors and also learn more about equipment needs.

Long term, the committee would like to review and assess current platforms and review the investment of time and resources against the benefit and make recommendations on transitions to more digital formats.

**4. Next Steps: Next Meeting Monday, May 23, 2022**

**MOTION: Shulman, Watson; to adjourn at 5:52 PM.**

**MOTION PASSED**