

## MINUTES OF THE PUBLIC/COMMUNITY RELATIONS COMMITTEE

A meeting of the Region 14 Public/Community Relations Committee was held on Monday, November 2, 2015 in the Central Office Conference Room, 5 Minortown Road, Woodbury, CT.

Members present: Committee Chair Pam Zmek, committee members Janet Morgan and Charles Cosgriff; also, Superintendent Anna Cutaia-Leonard and clerk Deb Carlton.

The meeting was called to order at 6:33 pm and concluded at 7:12 pm

The committee reviewed a communications survey created by Dr. Cutaia-Leonard. She had taken questions from a number of the sample surveys and compiled them into one survey that could be used by the district. She would anticipate putting it out in January, and leaving it out for 3-4 weeks to maximize participation.

Ms. Morgan would want to know if people who don't have kids in district are able to find out about events, plays, adult ed courses without difficulty.

Mr. Cosgriff asked how the survey would be disseminated, and was told it would be a survey monkey online survey that we would notify people of by eblast, a link on the website, Facebook, twitter, and provide hard copies in school offices for people to pick up. It was mentioned that Park and Rec has a large data base of email addresses they might share, as do the parent groups who help us a budget time. Mr. Cosgriff added Pat DiSarro's name to this list; Mr. DiSarro has a network of contacts that could be useful. He also mentioned making copies available at the senior center(s).

Discussion around trying to determine if some of the avenues for gaining information on the district are not used because people don't have them – like NEAT TV, Facebook, and newspapers – or because those methods are ineffective followed. Ms. Morgan wondered if a matrix could be used to get to that information.

Ultimately, it was agreed that the purpose of the survey was to see where people get their information, or want to get it.

Ms. Zmek commented that the word "sell" in question #11 could be changed. "Promote" was seen as a better term. A typo on # 12 was noted, and Mr. Cosgriff asked if, in #6, we should ask what languages are barriers to information. It was felt that this number would be statistically insignificant.

Dr. Cutaia-Leonard reported that her hope is for a January newsletter to all homes, and another in April. Upcoming community events were reviewed, and the value of having board members attend with the superintendent was mentioned.

Next meeting will be prior to the second BoE meeting in January at 6:30 pm.

Respectfully Submitted,

***Pamela Zmek***

Pamela Zmek, Chair  
Public/Community Relations Committee