

3/1/06 PR Committee Minutes
7:00 HS library
Chair – Marilyn Dwyer
mdwyer@netscape.com
562-0586

I. Call to order - The meeting was called to order at 7:05 p.m.

Present: M. Dwyer – Chairperson, J. Donahue, G. Falcon, K. Hay, G. Palmer, C. Racine, R. Wooster, C. Provost, D. Mesec, P Chatkowski, M. Sposato

II. Update – Open House – Tentative date is April 26, 2006. We will need to have an internal coordinator for this event. Marilyn will work with Dr. Sposato to identify this person. Ideas for refreshments included contacting the Booster Club and FSOs for donations, asking the home and careers classes if they would be interested in making refreshments and contacting the person in charge of CV Tech’s culinary program to see what they may be willing to do. The committee recommends that tours both guided (possibly by the National and Jr. National Honor Societies and Varsity Club) and self-guided be available. Class advisors will also be contacted for names of students to act as tour guides.

III. BOE Community Forum Status - After discussing the general lack of participation, the committee feels the community forum time be reduced to 15 minutes and if lack of participation continues then the forum should be discontinued.

IV. Community Meetings – Date(s) & Content – We discussed the possibility of hosting community meetings and having the BOE members as well as the superintendent available to discuss concerns and ask questions. In general, the committee feels it would be more beneficial to get information out via newsletters etc. They would like to see the BOE letter out on a regular basis. The committee feels there is too much negative information in the community and people are losing sight of the good things that are happening in our school. Dr. Sposato has been attending FSO/PTO and faculty meetings over the past couple of weeks and will continue to do so over the next few weeks to help with getting accurate, positive information into our community.

V. PR Committee Status – The members would like to keep this sub-committee of the board in place and would like to continue to meet once a month. Marilyn will continue to chair this committee each month.

VI. Other Business – The committee has suggested we investigate the cost of having a Public Relations Firm do some work with regards to pictures, brochures etc. It was also suggested the signs in front of the schools (the main campus and Cumberland Head) be removed as they are not very appealing and are rarely used. Ideally, they should be replaced with nicer signs.

V. Meeting was adjourned at 8:30 p.m.