

**GROTON BOARD OF EDUCATION
SPECIAL COMMUNICATIONS COMMITTEE MEETING MINUTES
JUNE 27, 2022 @ 5:00 P.M.
REMOTE MEETING VIA ZOOM**

Members Present: Kim Shepardson Watson, Matthew Shulman

Members Absent: Liz Porter

Also Present: Phil Piazza, Rebecca Beyus

Kim Shepardson Watson called the meeting to order at 5:01 PM.

1. Review Minutes from May 23, 2022 Communications Committee Meeting

The minutes from May 23, 2022, Special Communications Committee Meeting were accepted as presented.

2. Review the Preliminary Communications Survey Data

The summary data tables and charts from the Communications Survey responses were reviewed and discussed. The data will be further broken down into subsets by schools for further evaluation.

- Timeliness of communication was discussed.
- Website management across the district was discussed. Creating a standardized template for the school websites, while also allowing the schools to showcase their unique identity and culture was discussed.
- Expanded use of YouTube as a platform was discussed.
- Providing opportunities for Face-to-Face dialogue and interaction was discussed.

3. Discuss Communications Goals Based on the Insights Gathered from the Communications Survey

- Goals to be determined based on further discussion and evaluation of the survey data and feedback.

4. Next Steps / Future Meeting Dates

- Next Meeting Monday, August 22, 2022

Kim Shepardson Watson adjourned the meeting at 6:00 PM.

