

Regional School District No. 17
Board of Education
Communications Subcommittee
Special Meeting Minutes
Chair: Shawna Goldfarb

A meeting of the Regional School District No. 17 Communications Committee was held on Thursday, August 25, 2022 at 4:00 p.m. in the Central Office Board Room.

Subcommittee Members Present: Shawna Goldfarb (chair), Lisa Connelly, Jennifer Favalora

Subcommittee Members Absent: None

Also present: Superintendent Wihbey

1. Call to Order/Opening of the Meeting: The meeting was called to order at 4:11pm by Shawna Goldfarb (Chair)

2. Approval of Meeting Minutes from 7/11/2022

Lisa Connelly made a motion to approve, Jennifer Favalora seconded the motion. Motion passed unanimously.

Jennifer Favalora made a motion to move up agenda item #4 to discuss before agenda item

#3. Lisa Connelly seconded the motion. Motion passed unanimously.

3. Discuss the next steps for the Strategic Planning Video

The Committee discussed the pre-production and production planning for the Strategic

Planning video. Superintendent Wihbey provided the Committee with example questions

received from the consultant for the Committee's suggestions and approval. The Committee agreed that the consultant would come on-site as soon as possible to interview the people that were chosen by the Strategic Planning Committee and Communications Committee. It was also determined that the video should be no more than 7 minutes. Jennifer Favalora will send an outline of what will be discussed and who will be interviewed in the video for the Committee to approve.

4. Discuss the Fall Newsletter final needs and create a proposal for the Board of Education

The Committee discussed the final planning of the new Board of Education newsletters. Discussion was held on the final categories, dates, stakeholders and ways to get the newsletters to those stakeholders. Superintendent Wihbey is going to get a quote for printing. Once the Committee receives that information, the Committee can decide which direction to proceed. The first newsletter will be "Strategic Plan/ State of the Union", to go out in October, 2022.

5. Discuss Engagement needs and calendar

The Committee discussed the ongoing progress of increasing Staff and Community Engagement. We will be moving forward in announcing Milestone Employment years at Convocation with gift pins that match the year. We will also be announcing Tenure at Convocation and at the year-end BOE celebration as well. Superintendent Wihbey updated the Committee on the social media progress for the District and it was discussed on how to connect the District and BOE social media outlets.

6. Adjournment: Meeting adjourned at 6:21pm