

LYME-OLD LYME SCHOOLS

Regional School District #18

A Private School Experience



in a Public School Setting

Policy and Communications Committee Meeting

November 8, 2022

Committee Members Present: Jason Kemp, Policy Committee Chair; Suzanne Thompson, Communications Committee Chair; Anna James; Martha Shoemaker; Steven Wilson

Administration Present: Ian Neviaser, Superintendent of Schools

Others Present: Bridget Compagno, Director of Communications and Marketing

The meeting was called to order at 6:00 p.m.

Policy Update

Mr. Neviaser reviewed a new version for *Student Policy 5145.44 Prohibition of Sex Discrimination and Sexual Harassment*. He further explained that this policy was recently revised and approved by the Board at their November meeting, but since that time, he has received new verbiage for this policy from legal counsel which he believed to be more concise and to the point.

In line with that, Mr. Neviaser also presented *Personnel Policy 4118.112/4218.112 Prohibition of Sex Discrimination and Sexual Harassment in the Workplace* which essentially is a duplicate policy but geared to staff members.

Mr. Neviaser also distributed the administrative regulations that go along with both policies. The policies were reviewed by the committee and were accepted as written. They will go before the Board for a first reading at the December 7 Board of Ed meeting.

Communications Update

Mrs. Compagno discussed communication strategies should the bond referendum (taking place that day) fail or pass. Follow-up discussion centered on ways to keep the community updated on the progress of the project should the referendum be successful.

49 Lyme Street, Old Lyme, Connecticut 06371

T: 860-434-7238 F: 860-434-9959 E: neviaseri@region18.org www.region18.org

The committee discussed the process that is involved in appointing a building committee. Suggestions included the importance of having a diverse group of people from the community with relevant experience and having all apply for membership on the committee in the same manner.

Mrs. Compagno critiqued some of the communication strategies used for the bond referendum. The public meetings had few attendees, the flyers were well received, but there were issues with the bulk mailing of them. Mrs. Compagno noted, in hindsight, that she thought a short video highlighting just key facts about the project would have been beneficial. Mr. Neviasser discussed his better understanding of election laws and what can be communicated before and after a referendum date is set by the Board of Education.

Mrs. Compagno discussed their change in direction with assembling a new marketing team now that D2 Media is no longer an option. Currently, she is working with a local printer with a graphic designer on staff who assisted with the publications for the bond referendum. Mrs. Shoemaker stated that she will send Mrs. Compagno some information on the Connecticut Conference of Municipalities which offers print services with a limited cost to school districts.

There was follow-up discussion on possibly moving to more on-line communication vs. paper. The dilemma of getting this information to community members who are not parents of children in the district was discussed.

Mrs. Thompson reported on two sustainable initiatives taking place in the community, one being a Trex Challenge recognition on December 8 at 4:00 p.m. at the Phoebe Griffin Noyes Library and a textile recycling initiative.

There being no further discussion, the meeting adjourned at 6:50 p.m.