

GROTON BOARD OF EDUCATION
SPECIAL COMMUNICATIONS COMMITTEE MEETING MINUTES
NOVEMBER 28, 2022 @ 5:00 P.M.
CENTRAL OFFICE, ROOM 4

Members Present: Matthew Shulman, Liz Porter, William Horgan

Also Present: Phil Piazza, Rebecca Beyus

Chairman Shulman called the meeting to order at 5:02 p.m.

1. Review Minutes from the October 24 Communications Committee Meeting - motion to accept minutes (Porter), seconded (Horgan) - minutes accepted unanimously
2. CAFE Conference Communications Presentation
 - Phil: teacher evaluation, very surface level presentation, minor disruption from BOE member from another district
 - William attended a workshop on “Capturing Hearts and Minds through Innovative School Communications” - documents from Oxford were reviewed; loads of great ideas (Dr. Jack McKinnon and Dr. Robert Miller, Superintendents from Easton, Redding Region 9 and Oxford respectively)
 - Matthew was disappointed with the Curriculum session in the afternoon, morning session on CAPSS Blueprint for Connecticut Policy was much better; he will get the committee the documents ASAP
3. Mentoring Program Communications - Rebecca covered Mentoring communications collaboration with Jennifer Anthony; the Mentoring program webpage has been updated on the website; How do we get more visibility for the website/program?
 - Question arose about the need for a mentoring advisor committee; is this something we need?
 - Next big step is networking with the community - Matt has already shared a master list with Jen Anthony, which includes names, contact info, etc.
 - Jen Anthony would like to produce a quick 60-90 second video to promote the program. Include former students from the program? Where could we place this video for maximum exposure?

Timeline & content for spring 23’s “25th Anniversary Mentoring Celebration”

- Jen Anthony will lead the efforts on how to move this forward; timeline?
 - Focus on getting the program off the ground is the first order of business, with the celebration following
 - Our role as a communications committee will be to support Jen Anthony in any way we can
4. Communications Plan Updates - We will look to produce a Communications Plan similar in structure to Oxford’s, presenting data collected from the school community last year. Discussion to follow on how to best get the plan out to the community.

Rebecca stated that school news and updates from the Superintendent are currently available on the website, on homepage under “news and announcements”. Always needs to search for more ways to make things easier to find on our webpage.

5. Next Steps / Future Meeting Dates:

- Set January Special Meeting date
- Support PTO coordination - possible future PTA council
- Invite Jen Anthony to share the global Mentoring vision
- Review Communications Plan (shared by Rebecca)
- NEXT MEETING: Monday, December 12, 2022

Motion to adjourn at 5:58 p.m. (Porter), seconded (Horgan) – unanimous