

LYME-OLD LYME SCHOOLS

Regional School District #18

A Private School Experience



in a Public School Setting

Policy and Communications Committee Meeting

December 13, 2022

Committee Members Present: Jason Kemp, Policy Committee Chair; Suzanne Thompson, Communications Committee Chair; Laura Dean Frazier; Anna James; Martha Shoemaker

Administration Present: Ian Neviaser, Superintendent of Schools

Others Present: Bridget Compagno, Director of Communications and Marketing

The meeting was called to order at 6:01 p.m.

Communications Update

Mrs. Compagno gave the following updates to the committee members:

- A flyer was created and distributed throughout the community and directly to parents regarding the Board of Education seeking volunteers to serve on the PK-8 Building Committee and the details on how to apply (via the district website).
- The website has also been revised to reflect a page solely dedicated to updates regarding the PK-8 Facilities Project. Background information on the project still remain on this page for historical purposes.
- The *Focus on Education* newsletter will include regular updates on the project when more information is available and as the project moves forward. Mrs. Compagno noted that a separate newsletter focused solely on the project might be necessary.
- There will be an open house for prospective students in January at Lyme-Old Lyme High School.
- Mrs. Compagno is working with a new team at *The Day* on the graphic design and publication of the *Focus on Education* newsletter since the disbanding of D2 Marketing Solutions. This seems like the most cost effective avenue to pursue as the District saves money on distribution since *The Day* inserts the newsletter into the weekly publication of the Lyme Times.

Ian Neviaser, Superintendent of Schools

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- The next edition of the *Focus on Education* newsletter will be published January 19. Featured articles include an update on the PK-8 Facilities Project, an alumni profile, the preschool students' annual tradition of making gingerbread houses, and the LOLMS program *Pursuits*. Mrs. Compagno encouraged the committee members to share other ideas for inclusion in the newsletter.
- Mrs. Compagno is amping up the use of social media to publicize the many activities taking place in the schools. She is working with the principals on finding staff to assist with interesting stories along with photos. Mrs. Compagno will also be putting the teacher profiles on social media.

Mrs. Shoemaker suggested photos of the upcoming student trip to Ireland be included in publications/social media. Mrs. Dean Frazier suggested a story on the middle school's Glowforge 3D laser printer would be of interest to the community. She also asked that other staff besides teachers be profiled.

Several committee members commended Mrs. Compagno on her communications/marketing initiatives throughout the district, especially those done on the building project referendum.

Mrs. Thompson had suggested a change to the way the minutes of the Community Leadership group is featured on the district website, and the committee viewed the change on the site.

On another matter, the group discussed the upcoming Building Committee meetings that will commence in January and whether Zoom capability was a possibility. Mr. Neviasser reported that this could be done when the committee is meeting in a conference room, but he noted the difficulty of this when the committee will be physically inspecting the facilities.

Policy Update

Mr. Neviasser reviewed recommended changes to Policy 3542.43 *Food Service Charging* so that the district's policy is in-line with new state statutory requirements for public schools regarding unpaid meal charges. Specifically, school districts must update any policies and procedures related to the collection of unpaid meal charges for children who are served meals, are not eligible for free meals, but do not have money in their account or in hand to cover the cost of the meal at the time of service.

The committee members provided input on the changes and some minor adjustments were made. This policy will go before the Board for a first reading at their January 4, 2023 meeting.

There being no further discussion, the meeting adjourned at 6:40 p.m.