

GROTON BOARD OF EDUCATION
SPECIAL COMMUNICATIONS COMMITTEE MEETING MINUTES
JANUARY 23, 2023 @ 4:45 P.M.
TOWN HALL ANNEX, ROOM 2

Members Present: Matthew Shulman, Liz Porter, William Horgan

Also Present: Phil Piazza, Rebecca Beyus

Chairman Shulman called the meeting to order at 4:45 p.m.

1. Review Minutes from the December 12, 2022 Meeting
 - a. M. Shulman added public outreach communications to the list of Next Steps to be placed on the next agenda. Motion to approve (Porter) Seconded (Shulman) - 2 votes aye, one abstain(Porter)
2. Continue Review of Communications Plan
 - a. R. Beyus shared a working document entitled "GPS Strategic Communications Plan 2023-24" and the committee members reviewed pages 1-4.
 - b. Committee members agreed to review remainder of the plan, document thoughts and ideas and bring to February 27th meeting.
3. PTO Council - date for first meeting/framing of invitation
 - a. M. Shulman shared a prepared letter to possibly send to PTO presidents in order to facilitate a District PTO Council meeting.
 - b. Committee board members discussed the role of the Committee/Board Members versus district staff and administration.
 - c. P. Piazza will craft letter and reach out to PTO presidents
4. Current Communications Projects/Activities
 - a. R. Beyus updated the committee on current communications efforts including:
 - i. Media Relations/School Matters
 - ii. Recruitment and Magnet School Lottery
 - iii. Website Redesign
 - iv. CAFE Webinar - Board Roles in Communications
5. Next Steps
 - a. Continue developing the strategic communication plan.
 - b. Share feedback from PTO outreach.
6. Future Meeting Dates – February 27, 2023 @ 4:45pm
7. Adjournment - motion to adjourn (5:52) (Porter) - second (Horgan) passed unanimously