

**\* MEETING WILL BE HELD REMOTELY DUE TO  
FORECASTED WEATHER \***

GROTON BOARD OF EDUCATION  
SPECIAL COMMUNICATIONS COMMITTEE MEETING  
FEBRUARY 27, 2023 @ 4:45 P.M.  
~~TOWN HALL ANNEX, CR 2~~ REMOTE MEETING

**Mission Statement**

*Our mission is teaching and learning.*

**Communications Committee Statement of Purpose**

*The Board of Education Communications Committee shall build and strengthen positive, interactive relationships with our entire community about Groton Public Schools.*

AGENDA

1. Call to Order
2. Review Minutes from the January 23, 2023 Communications Committee Meeting (Attachment #1)
3. Update on PTO Outreach
4. ParentSquare Communications Platform
5. Communications Plan Updates
6. Next Steps / Future Meeting Dates
7. Adjournment

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 27<sup>th</sup> 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. CABE 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