

LYME-OLD LYME SCHOOLS

Regional School District #18

A Private School Experience



in a Public School Setting

Policy and Communications Committee Meeting

March 7, 2023

Committee Members Present: Jason Kemp, Policy Committee Chair (via Zoom); 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.

Communications Update

Bridget Compagno reported that the budget issue of *Focus on Education* will be coming out slightly later than usual as the budget numbers are still not finalized. The majority of this newsletter focuses solely on the 2023-2024 budget with the addition of either an alumni spotlight or a story on the recent musical productions. There were several recommendations for the alumni article. There was consensus that the person selected should have graduated at least ten years ago.

Mrs. Compagno gave an update on the district's social media platforms. She has been measuring the metrics (data points that show how well your social media strategy is performing). She provided some data on the number of followers and views which have been steadily increasing. Mrs. Compagno also provided some guidance and protocols for sharing what appears on our social media accounts. Mrs. Thompson stated that it would be helpful if they had similar data/metrics on the number of "hits" on the oil release information that appears on the district's website.

Mrs. Compagno reported that the district's contribution for the *Events* magazine has switched to specific topics (what we are doing in our schools/programs) vs. a timeline of activities.

The committee discussed the remediation/testing efforts currently underway by Turner Environmental LLC on the oil release and Dave Turner's response to the Lyme Street neighbors' concerns.

Ian Neviaser, Superintendent of Schools

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Mrs. Thompson reported that the recent *CABE Journal* featured an article on taking a leadership role in engaging the community which she found interesting and will share with the committee. Follow-up discussion centered on the importance of learning from experiences and documenting best practices for resolution, i.e., using a decision-tree process and communication strategies such as “who do we need to notify and how do we notify.” The committee also discussed the importance of how relationships are key for better communication and team building.

Mrs. Compagno reported that she is a member of the New England School Public Relations Association. The group recently held a virtual training session regarding the increase in fake bomb threats/swatting and best practices to handle these threats which seem to be increasing.

Policy Update

Mr. Neviasser reviewed a recommended change to Policy 9321 Time, Place, Notification of Meetings. The policy currently states that there will be regular meetings of the Board of Education scheduled each month, with the exception of August. Because the Board normally does not hold a meeting in July unless it is needed, Mr. Neviasser recommended this wording be changed to reflect that. There was consensus to make this policy adjustment and bring the revised policy to the Board at their April meeting for approval.

Mr. Neviasser reviewed recommended updates to Policy 4118.113/4218.113 Harassment Prohibition (*Community Relations* section of the policy book). These are the same changes that were made to the harassment policy in the *Student* section of the policy book and, due to an oversight, were not also made to this policy. There was consensus to go forward with these changes and bring the revised policy to the Board at their April meeting for approval.

There being no further discussion, the meeting adjourned at 6:39 p.m.