

GROTON BOARD OF EDUCATION
COMMUNICATIONS COMMITTEE
SPECIAL MEETING MINUTES
SEPTEMBER 26, 2023 @ 4:45 P.M.
CENTRAL OFFICE, ROOM 4

Members Present: Matthew Shulman, Liz Porter, William Horgan

Also Present: Phil Piazza, Rebecca Beyus

1. Chairman Shulman called the meeting to order at 4:58 p.m.
2. Review Minutes from the July 24, 2023 Meeting
 - Motion to approve (Horgan) - Seconded (Porter) - Passed unanimously
3. Update and Next Steps on PTO Collaboration
 - Phil reported he reached out to PTO leadership at the start of the school year and they remain interested in a districtwide meeting.
 - i. October 23 meeting date to be proposed.
 - ii. Agenda to focus on PTO leaders leading the discussion and sharing challenges, successes, and needs.
4. Marketing to Prospective Groton Families
 - The committee brainstormed elements of a printed marketing piece, shared through businesses and realtors to attract families to Groton for our schools.
 - i. The piece should be highly visual w/ limited text and include photos.
 - ii. A QR code that links to the website will be included.
 - iii. The diversity of our population and programs (academic and extracurricular) will be highlighted.
 - iv. Quotes/testimonials from families and students should be included.
 - The group discussed creating a video showcasing the district for the website.
 - Establishing connections with businesses that are hiring was discussed.
 - M. Shulman would like to meet with the Economic Development Council.
5. Communications Committee Future Topics and Priorities
 - CABA/Mary Broderick Principal Search Survey/Focus Group Report was not discussed.
 - The Climate and Culture Survey was tabled for future discussion.
 - Connecting with Alumni and creating an Alumni network/directory was discussed.
6. Adjournment - Motion to adjourn (Horgan) @ 5:53 pm - Seconded (Porter) - Passed unanimously