

GWRSD COMMUNITY RELATIONS COMMITTEE MEETING
SAU CONFERENCE ROOM
July 30, 2025 4:00pm

CALL TO ORDER

Dr. Manning opened the meeting at 4:06pm.

Members Present: Tom Bickford, Dr. James Manning, Nate Williams; Dr. Elizabeth Sheckler joined virtually

Administration Present: Superintendent Caroline Arakelian

APPOINT COMMITTEE LEAD

MOTION: To nominate Nate Williams as committee lead.

Moved: Dr. Manning – **Second:** Mr. Bickford

Vote: Mr. Bickford, yes; Dr. Manning, yes; Dr. Sheckler, yes; Mr. Williams, yes

COMMUNICATION PROTOCOL

The committee reviewed communication strategies from two other school districts and a Public Relations training presentation provided by the New Hampshire School Boards Association. The committee also reviewed the District Communication Plan previously developed by the Superintendent in collaboration with the Parent Advisory Group. Discussion of long-term and short-term priorities included strengthening community engagement and promoting the upcoming budget and teacher contract negotiations. The committee agreed to organize a PTO Fall Roundtable on October 10th, 2025 at 5:00pm at Effingham Elementary School to discuss fundraising efforts. The committee also discussed the need for a district-wide social media presence to enhance outreach and transparency.

MOTION: To recommend to the full Board the creation of a GWRSD/SAU49 district-wide social media account.

Moved: Dr. Manning – **Second:** Mr. Bickford

Discussion: Platforms to be determined by the district administration based on strategic fit and community reach.

Vote: Mr. Bickford, yes; Dr. Manning, yes; Dr. Sheckler, yes; Mr. Williams, yes

MOTION: To recommend to the full Board, pending adequate funding, the payment of a stipend to employ a social media manager.

Moved: Dr. Manning – **Second:** Dr. Sheckler

Discussion: Compensation and candidate selection to be determined by the SAU administration, modeled after similar roles currently in place (e.g., district webmasters).

Vote: Mr. Bickford, yes; Dr. Manning, yes; Dr. Sheckler, yes; Mr. Williams, yes

OTHER BUSINESS

None

ADJOURN

Motion: At 5:02pm a motion was made to adjourn the meeting.

Moved: Dr. Sheckler – **Second:** Mr. Williams

Vote: Mr. Bickford, yes; Dr. Manning, yes; Dr. Sheckler, yes; Mr. Williams, yes

Respectfully submitted,

A handwritten signature in blue ink that reads "Katharine T. Hazace".

School Board Secretary

Approved by School Board: **9/08/2025**