

# **GWRSD COMMUNITY RELATIONS COMMITTEE MEETING**

**New Durham School  
December 8, 2025 5:00pm**

## **CALL TO ORDER**

Mr. Williams opened the meeting at 5:10pm.

**Committee Members Present:** Tom Bickford, Dr. James Manning, Dr. Elizabeth Sheckler, Nate Williams

**Administration Present:** Superintendent Caroline Arakelian

**Also Present:** Mary Schillereff

## **DISCUSSION TOPICS**

Budget Messaging. The committee discussed the effectiveness of the GWSSA agreement video, the bulk mailing flyer, the website pop-up, and the sample ballot.

Teacher Contract Messaging. The committee discussed working with GWEA to create a video to celebrate teachers, the pursuit of a social media stipend and platform, and the community presence on Instagram.

Communication Plan. The committee discussed the creation of a communication plan as a means for the Board to reach community members who are not necessarily parents via WCTV, the newspaper, social media, PTO parents, etc.

Recent Legislation. The committee discussed how to communicate with the community regarding recent legislation on topics such as the recent cell phone ban, the SchoolCare assessment, and open enrollment.

WCTV. Ms. Schillereff shared that because of the success of recent fundraising efforts, WCTV has an additional server and has plans to do podcasts.

Next Meeting: January 5, 2026 4:30pm at KRHS

## **OTHER BUSINESS**

None

## **ADJOURN**

The meeting adjourned at 5:58pm.

Respectfully submitted,



School Board Secretary

Approved by School Board: **1/5/2025**