New Hartford Public Schools

Community Outreach Subcommittee Meeting

January 21, 2025
Superintendent's Office
5:30 pm
Minutes

Meeting called to order at 5:37 p.m.

In attendance: Jeffrey Sousa, Superintendent, Tom Buzzi, Chairman of Community Outreach Subcommittee, Kristin Young, BOE Member, Penny Miller, BOE Member.

1.) **Review purpose**

The Community Outreach Subcommittee of the New Hartford Board of Education currently works to enhance public engagement with the Board of Education. The purpose will remain the same and will meet yearly to determine needs. Current online viewership (NHPS YouTube channel) data to consider for community engagement is as follows:

	Views on YouTube
December 2023	87
January 2024	75
2/1/2024 (2 meetings)	59
	78
3/1/2024 (2 meetings)	95
	65
4/1/2024 (2 meetings)	46
	45
May 2024	110
June 2024	73
August 2024	34
September 2024	76
October 2024	43
November 2024	41
December 2024 (virtual only)	10
January 2025	42
Monthly average	61.1875

Additionally, the NHPS Facebook page has **221** followers, Instagram **215** followers and the Town Clerk provided additional data that **623** town residents subscribe to the New Hartford Board of Education town email distribution list.

2.) Plan short/long term actions/plans

Friday Folder notification for the subscription to the YouTube channel and town email distribution list. "You can view the New Hartford Board of Education meetings on our YouTube channel." Penny Miller will ask Susan Larson to post BOE information on chatter pages. Penny asked that when Superintendent Sousa posts on our Facebook page she will then share to other New Hartford chatter pages. An example would be to share the budget calendar shared with our community and we will ask for community input on these dates. Currently the BOE communicates information via the following modalities: PowerSchool (email, phone and text), Friday Folder, Facebook, YouTube, InstaGram, Town email distribution list).

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Ensure that agenda items are clear and succinct (i.e. discussion and possible action) should have more clarity.

Long term goal: Meet yearly to revisit data and determine did we engage with the immediate and broad school community.

3.) Adjournment 6:07p.m.

Respectfully submitted by:
Jeffrey Sousa
Superintendent
New Hartford Public Schools