

**PUBLIC RELATIONS SUB-COMMITTEE MEETING
GRISWOLD BOARD OF EDUCATION**

**THURSDAY,
March 26th, 2026**

Public Relations approved 5/28/2026

1. A regular meeting of the Griswold Board of Education's Public Relations Subcommittee took place on Thursday, March 26th, 2026, at Griswold Middle School in the Library Media Center/Learning Commons, located at 211 Slater Avenue, Griswold, Connecticut. The Public Relations Subcommittee meeting was called to order at 5:15 PM by Jaimee O'Neill-Eaton, Chair of the Public Relations subcommittee.

PRESENT Jaimee O'Neill-Eaton, Public Relations Subcommittee Chair; Cathy Waselik (entered at 5:17 PM); and Kimberly Neilson, Public Relations Subcommittee Members.

ALSO PRESENT Sean P. McKenna, GPS Superintendent of Schools (left at 5:25 PM); and Kayla Hedman, GPS Communications & Marketing Director; and Christopher Champlin, GPS Director of Student Services.

ABSENT

2. Approval of the Minutes – January 22nd, 2026

MOTION

By Kimberly Neilson

Seconded by Jaimee O'Neill-Eaton

To approve the Public Relations regular meeting minutes of January 22nd, 2026, as presented.

Motion unanimously carried.

3. Outreach to Tuition Town Partners

A. Shadow Days - The Public Relations subcommittee reviewed the shadow days that took place at GHS for tuition students who may be interested in enrolling at Griswold High School.

B. New Acceptance Packet – The Public Relations subcommittee was provided with an update from Kayla Hedman, our GPS Communications & Marketing Director, on the draft of a new welcome packet that is being created for our incoming tuition students.

4. Updates from Kayla Hedman, Communications & Marketing Director - The Public Relations subcommittee received an update from Kayla Hedman, who is the GPS Communications & Marketing Director, on expanding our marketing efforts to attract more tuition students to Griswold High School. She provided some student testimonials as well as marketing materials and promotional ideas.

5. Anything That May Properly Come Before the Committee – There was no further discussion for anything that may properly come before this committee.

6. Next Meeting: May 28th, 2026 – The next regular Public Relations subcommittee is scheduled to take place on Thursday, May 28th, 2026.

7. Adjourn

MOTION

By Kimberly Neilson
Seconded by Jaimee O'Neill-Eaton
To adjourn the Public Relations subcommittee meeting at 5:38 PM.
Motion unanimously carried.

Minutes prepared by: Sean P. McKenna/Robin Drobiak