

BERLIN BOARD OF EDUCATION
Communications Committee Meeting
January 17, 2019
MINUTES

Attendance: Julia Dennis, Chair
Jake Fisher
Tracy Sisti (via conference call)

Also in Attendance: Erin McGurk, Ed.D., Assistant Superintendent for Curriculum and Instruction

I. Call to Order: The meeting was called to order by Committee Chair Ms. Dennis at 5:37 p.m., in the BOE Library/Conference Room, at the Berlin Board of Education, 238 Kensington Road, Berlin, CT.

II. Retreat and BOE Feedback Debrief: Committee members shared their thoughts regarding the presentations made at the BOE retreat and at the BOE meeting on January 14, and discussed some of the issues involved with creating BOE Facebook accounts. Mr. Fisher suggested that being familiar with the topics that are being discussed on the Facebook pages of other town groups is a way for the committee to identify topics for the BOE to address through proactive communication.

III. Berlin Citizen Education Column: The committee discussed several topics for consideration, including the BHS Program of Studies, graduation requirements, and the budget. Dr. McGurk showed the page on the Glastonbury Board of Education website where all columns printed in the Glastonbury Citizen are also available on the website. Mrs. Dennis will create a Google document in the shared communications folder to record possible topics as they arise.

IV. Social Media: The committee discussed the issue of social media posts by members of the community that may include inaccurate information.

V. Other Ways to Communicate with the Community: Dr. McGurk shared sample communications plans from several other Connecticut school districts and Boards of Education. She will upload the samples into the shared communications folder. The committee also discussed reviewing the district website and the websites of other school districts to seek ideas for improvement. Mrs. Dennis will create a document to record ideas and suggestions. Mr. Fisher asked if we are able to get statistics on the usage of our current website. The committee discussed *The Bulletin Board*, which is created after each Board meeting as a summary of the meeting. The committee believes that *The Bulletin Board* and BOE minutes are redundant and will recommend to the full Board that the administration cease production of *The Bulletin Board*.

VI. Adjournment: The meeting adjourned at 6:37 p.m.

Respectfully submitted,

Erin McGurk, Ed.D.
Assistant Superintendent for Curriculum and Instruction