

**BERLIN BOARD OF EDUCATION**  
**Community Engagement Committee Meeting**  
**January 15, 2024**  
**MINUTES**

**Attendance:** Tracy Sisti, Chair  
Melissa Gibbons  
Jennifer Jurgen

**Also in Attendance:** Brian Benigni, Superintendent of Schools

- I. Call to Order:** The meeting was called to order by Committee Chair Tracy Sisti at 8:32 a.m., in the Board of Education Meeting Room, 238 Kensington Road, Berlin.
- II. Introduction to Community Engagement:** Ms. Sisti provided an overview of the committee's objective to submit columns to relevant news sources, showcase aspects of the Berlin Public Schools on social media, and create opportunities to interact and engage with members of the community.
- III. Berlin Citizen Update:** The committee discussed reaching out to the Berlin Citizen to express interest in publishing an article from the Berlin Public Schools at least once a month.
- IV. Social Media Update:** The committee discussed social media postings. Postings will be made 3-5 times per week on Facebook promoting: Upbeat volunteers, outdoor classroom, buildings, ways to bring the community into the schools, Capstone, updated science labs, Quest, 4<sup>th</sup> and 5<sup>th</sup> Grade videos, PSA, student presentations and Blast video.
- V. Coffee Hour Update:** The committee discussed offering some coffee meeting dates at 7:00 p.m.
- VI. Past Practices:** Previous forms of communication were discussed including Bulletin, coffee around town and others.
- VII. New Ideas:** The committee discussed new ideas such as utilizing the Jumbotron to showcase what is occurring in the Berlin Public Schools, Instagram for the district, McGee Counseling Instagram, meeting with special education staff, coordinating with the Senior Center to go to shows, concerts, musicals, etc., creating a video – What is good about Berlin Public Schools, and promoting student presentations.
- VIII. Adjournment:** The meeting adjourned at 9:53 a.m.

Respectfully submitted,



Brian Benigni, Superintendent of Schools