

# **Communications Committee Meeting Template**

Wednesday, May 29, 2019 9:00 AM

Central Office Conference Room, 24 School Road, Weston, CT 06883-1623

**I. Call to Order**

**II. Approval of Minutes**

**III. Review of District Communication Plan**

**IV. Metrics on Most Recent Communications**

**V. Website Review and Next Steps**

**VI. Vision, Mission & Goals for 2019-2020  
Communications Committee**

**VII. Adjourn**

## **Communications Committee Meeting**

March 21, 2019 9:00 AM

Central Office Conference Room

### **Attendance Taken at 9:00 AM:**

#### Present Board Members:

Gina Albert

Mrs. Ruby Hedge

Melissa Walker

#### Others in Attendance:

William McKersie

Craig Tunks

JJ Van Es (guest of Craig Tunks)

### **1. Communications Calendar/Schedule Review**

#### Discussion:

Dr. Tunks presented a social media calendar worksheet that will be used in an upcoming meeting with leadership in order to identify events that happen in the District every month.

Dr. Tunks is working with Sydney Girardi, K-12 Visual Arts Curriculum Instructional Leader, to create a project within one of her classes where students would create customized "Weston" themed clip art to be used in both throughout the District as well as through social media outlets.

### **2. District Social Media Update**

#### Discussion:

Dr. Tunks provided the Committee with an updated "Follow Us" handout on the many outlets the District and individual schools are using social media. The purpose in using social media is to share good news of the District.

Ms. Hedge asked about the use of volunteers to assist in the District's communication needs. Dr. McKersie will review when and where volunteers may be needed.

### **3. Metrics on Most Recent Communications**

#### Discussion:

Dr. Tunks reviewed the email summary of the District from February 1, 2019 to present. He noted the number of emails that have been sent using SWIFT from each of the schools, the click rates from five separate communications sent and the number of postings, followers and engagements with both Twitter and Instagram.

### **4. Other Business**

#### Discussion:

Ms. Hedge thanked Dr. Tunks for moving the Board of Education monthly meeting videos to a YouTube platform. She will mention this change during the March 25, 2019 Board of Education monthly meeting.

Ms. Walker asked questions from a communications perspective of Dr. McKersie regarding the recent personnel notifications that were sent.

**5. Review of Minutes**

Discussion:

The minutes were reviewed and approved by Ms. Hedge, with a second by Ms. Albert.

With no further business, the meeting was adjourned at 9:50 a.m.

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Chairperson

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Superintendent

DRAFT