

## **Communications Committee Meeting**

Monday, October 7, 2019 12:30 PM

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

**I. Call to order**

**II. Website Update**

**III. Weston Kindness Initiative**

**IV. Social Media Analytics Discussion**

**V. Review of Minutes**

## **Communications Committee Meeting**

June 20, 2019 9:00 AM

Central Office Conference Room

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

#### Present Board Members:

Ruby Hedge

Taffy Miller

#### Absent Board Members:

Melissa Walker

#### Others:

William McKersie

Craig Tunks

### **1. Call to order**

### **2. Approval of Minutes**

**Motion Passed:** passed with a motion by Ruby Hedge and a second by Taffy Miller.

**2 Yeas - 0 Nays.**

### **3. Website Review**

#### Discussion:

Dr. Tunks reviewed the draft overview of the new website project. He also reviewed the 2016 Board presentation on our current website. Net Profits will design the site and then bring other softwares under their design platform to help run the new website. Dr. Tunks reviewed the historical timeline of the website considerations, beginning with the Library Media Specialists first. as of June 30, 2020, the Finals site website will no longer be active. We will have the ability to fold each of the PTO websites into our new WPS site. We are hoping with the new site, it will help the District become more paperless.

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

#### Discussion:

The Committee discussed the vision and mission for the upcoming year. The three priorities are social media metrics, progress on new website and mapping of all our resources.

### **5. Community Kindness Initiative**

#### Discussion:

The launch of the community kindness initiative is in early October or November with the use of #westonkindness and #kindness. The use of the new westonkindness.org website as well as Twitter and Instagram will also be instrumental in spreading the word of our community kindness initiative.

**6. Adjourn**

Discussion:

The meeting adjourned at 10:48 a.m.

**Motion Passed:** passed with a motion by Ruby Hedge and a second by Taffy Miller.

**2 Yeas - 0 Nays.**

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Chairperson

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Superintendent