

Communications Committee Meeting

Thursday, May 14, 2020 9:00 AM

Via Conference Call 402-866-0282 PIN: 232 065 461#, 24 School Road, Weston,
CT 06883-1623

I. Website Update

II. COVID-19 Related Update

A. Distance Learning

B. Fall 2020 Reopening Update

III. Other Business

IV. Minutes Approval

V. Adjournment

Board of Education Communications Committee Meeting

April 08, 2020 11:00 AM

Meeting Held Via Conference Call

Phone: 561-614-0731

Pin: 796 153 547#

Attendance Taken at 11:00 AM:

Present Board Members:

Ruby Hedge

Taffy Miller

Hillary Koyner

Other Attendees:

William McKersie

Craig Tunks

1. COVID-19 Update

Discussion:

Dr. McKersie reviewed the meeting agenda with the Communications Committee.

1.1. Communications Items-General Discussion

Discussion:

Dr. McKersie spoke to the Communications Committee regarding the communications from the District to WPS families. The majority of communications being sent are at the principal and teacher level, with some from the Superintendent. Flex Days will be instituted, allowing teachers to work on future lesson plans, while students will have continued learning and time to make up any missed work.

The District has been publishing communications on its website from the Town of Weston Emergency Operations Center.

Both Instagram and Twitter accounts are being used for good news only. The most requested theme to date is more real time interactions between students and teachers. The District is working towards teaching the most important content to students at this time.

The Communications Committee thought it important for Dr. McKersie to set the tone weekly with the WPS families and staff even if we don't have updates to convey from the State. Dr. McKersie mentioned that he will be working on recording his guest readings for grades K-5.

1.2. Impact on Communications Document Design & Distribution

Discussion:

The Committee reviewed the impact on communications documents and its distribution. Some content may be on hold at the moment.

Dr. McKersie will work on the four page WPS document and have an update for the May meeting. It was noted that a section on how Weston approached distance learning and the ways we will weave it into our ongoing practices would be beneficial. This would be used in a celebratory way.

2. Website Development and Management

2.1. Plans Given Transition in Director of Digital Learning & Technology

Discussion:

Dr. Tunks reviewed the Overview of Website Finalization Timeline with the Committee. This is a working document and modifications are made to it after each meeting. Schools will be introduced to the new site during the week of April 20. During the month of May, meetings and training in site maintenance will occur, incorporating feedback that is received. A planned cutover date will occur a few weeks prior to July 1.

Both Ms. Tyborowski and Mr. Greene are Data Technicians that interface all systems across the district. Ms. Herman and Ms. Ryan will be responsible for all district wide information on the new site. Administrative assistants at each school will be responsible for school-specific content and Mr. Berkowitz and Ms. Egan will maintain the athletic content.

Troubleshooting of the site will begin in May. Dr. Tunks is looking into whether we will be able to have a focus group to review and provide additional feedback on the site prior to July 1.

Discussion was had by the Committee regarding how many years of budget documents will be housed on the website. There was a consensus between the three Board of Education members that seven years of data would be appropriate.

Dr. McKersie and Dr. Tunks will meet with the principals and review their webpages, creating a checklist of important content areas.

The Committee would like to see used as many of our own thumbnail photos instead of stock photos in the new site. A discussion was held regarding the submission of photos to use on the District website.

3. Other Business

Discussion:

The Committee discussed the agenda for May.

With no further items to discuss, the meeting was adjourned at 12:18 p.m.

Chairperson

Superintendent