

Communications Committee Meeting

Tuesday, September 22, 2020 9:00 AM

Via Conference Call 301-715-8592 Passcode: 562569, 24 School Road, Weston, CT
06883-1623

I. Call to Order

II. Review Minutes

III. WPS Website Update

IV. WPS COVID-19 Resources Page Update

**V. Social Media Updates-Plans for Pushing
Instagram, etc. Roundtable**

VI. WPS Marketing Material Plan

VII. Other Business-BOE Roundtable

VIII. Adjournment

Communications Committee Meeting

May 14, 2020 9:00 AM

Via Conference Call

402-866-0282 PIN: 232 065 461#

Attendance Taken at 9:00 AM:

Present Board Members:

Ruby Hedge

Taffy Miller

Hillary Koyner

Others:

William McKersie

Craig Tunks

1. Website Update

Discussion:

Dr. Tunks shared with the Committee members the style guide for the new website. Meetings are held regularly with Joann Tyborowski and Sean Greene, who will be responsible for the IT portion of the site and training, and with Meredith Herman and Jen Ryan, who will handle the maintenance for the District.

IT has held meetings with each of the schools for the upkeep of their pages. Dr. Tunks reviewed the new website, walking the members through the features of the district level and reviewed one school's page. The calendar used within the new website will be Google Calendar. All buttons on the site should coordinate with the District's color scheme.

2. COVID-19 Related Update

2.1. Distance Learning and 2.2. Fall 2020 Reopening Update

Discussion:

The major area of work at the moment for the District is communications regarding Fall 2020 and reopening. The Communications Committee members thought having another person to represent the PPS Department on the Fall 2020 Task Force would help with the transition of Mr. Rizzo leaving and someone new in the Director of PPS position.

Discussion around how to's for a number of questions that parents have while in Distance Learning mode, such as parental controls, Chromebook 101, etc. Dr. McKersie and Dr. Tunks will discuss and see what can be done to help.

The Committee discussed the Annual Instructional Update that was presented during the Curriculum Committee meeting and all the good news that was included in the document. They would like something to be sent out to parents as well as a link to the document.

3. Other Business

Discussion:

Dr. McKersie and the Committee spoke about a communication to go to parents and staff regarding submissions of photos for the new website, including the link to the submission form.

4. Minutes Approval

Motion Passed: passed with a motion by Taffy Miller and a second by Ms. Hillary Koyner.

3 Yeas - 0 Nays.

5. Adjournment

Discussion:

The meeting was adjourned at 10:32 a.m.

Chairperson

Superintendent

Communications Committee Meeting

June 09, 2020 9:00 AM

Via Conference Call

475-277-0069 PIN: 631 350 206#

Attendance Taken at 9:01 AM:

Present Board Members:

Ruby Hedge

Taffy Miller

Hillary Koyner

Others:

William McKersie

Craig Tunks

1. Website Update

Discussion:

Dr. Tunks reviewed with the Communications Committee that the new website would be cut over next week and will have growth points over the summer. The team is working on Page Pops and the survey for the new site, which will be brief and concise.

Ms. Herman and Ms. Ryan are working on lists for the dropdowns in the blue bar area of the website. Ms. Tyborowski and Mr. Green met with all schools and are working to create news, contacts and update overall site.

IT will be working on adding Fall 2020 Distance Learning and COVID-19 buttons on the site. The Committee asked about an easier directory for the new site as well as the need for a FAQ page.

2. COVID-19 Related Update, 3. Distance Learning & 4. Fall 2020 Reopening Update

Discussion:

Two major projects are underway at the moment. A survey for all families and staff, created by members of the Fall 2020 Task Force. Items to be included will be how distance learning was for families and the nature of hybrid distance learning. Dr. McKersie is in close contact with area superintendents and Fran Rabinowitz from CAPPs, discussing what is being done in different districts and thoughts for the summer and fall.

Distance Learning and Hybrid Distance Learning options are being looked at from every vantage point. The Committee wants to make sure that all communications begin with the main goal and desire is having everyone back to in-person learning, however we are planning for many scenarios.

5. Staff and Public Communication Timing

Discussion:

The Committee would like information that has direct effect on staff, be sent to them first and then to families.

6. Emotional Health Communication

Discussion:

The Committee expressed concern with regard to the emotional health of students and what can we "do," rather than just communicate. Also asked was how are school psychologists and counselors helping students during this difficult time and how do we do more during the Distance Learning mode.

7. Other Business

Discussion:

The Committee discussed how we respond to recent and any future incidents and what we are doing as a District.

Three areas of concentration would be within our curriculum, social-emotional impact and how we confront and deal with all types of discrimination. Also spoken about was response times to emails that are sent. The goal would be for a 24-hour turnaround for a response or at least an acknowledgement of the email and a time when a response may be given.

8. Minutes Approval

Discussion:

There was no minute to approve.

9. Adjournment

Discussion:

The meeting was adjourned at 10:38 a.m.

Motion Passed: passed with a motion by Ruby Hedge and a second by Ms. Hillary Koyner.

3 Yeas - 0 Nays.

Chairperson

Superintendent

WPS Yearly Marketing Material Plan

	District Brochure (External PR)	Noteworthy Stats (Internal/External PR)	WHS Stat. Profile (Internal/External PR)	Matriculation List (Internal/External PR)
Purpose	Comprehensive District Overview	Achievement Highlight (All 4 Schools)	Most Recent Graduation Stats	List of Universities committed to by students
Reach	Prospects, Real Estate Brokers	Westonites, Prospects, Real Estate Brokers	Westonites, Prospects, Real Estate Brokers	Westonites, Prospects, Real Estate Brokers
Due Date	EOM July	EOM Sept	EOM August	EOM August
Owner	Superintendent	Asst. Superintendent - Curriculum	HS Principal/Dir. School Counseling	HS Principal/Dir. School Counseling
Distro Date	By 8/15 [Now TBD*]	By 10/1 [Now TBD*]	By 9/1	By 9/1
Distro Strategy	<p>Hardcopy</p> <ul style="list-style-type: none"> • BOE • Town Hall • All Schools <p>Softcopy</p> <ul style="list-style-type: none"> • Real Estate Firms • Website • Social Media 	<p>Hardcopy</p> <ul style="list-style-type: none"> • BOE • Town Hall • All Schools <p>Softcopy</p> <ul style="list-style-type: none"> • All WPS Families <ul style="list-style-type: none"> • Shareable • Website • Social Media • Weston Today 	<p>Hardcopy</p> <ul style="list-style-type: none"> • BOE • Town Hall • WHS <p>Softcopy</p> <ul style="list-style-type: none"> • All WPS Families <ul style="list-style-type: none"> • Shareable • Website • Social Media • Weston Today 	<p>Hardcopy</p> <ul style="list-style-type: none"> • WHS <p>Softcopy</p> <ul style="list-style-type: none"> • All WPS Families <ul style="list-style-type: none"> • Shareable • Website • Social Media • Weston Today

***Updated 9.15.20**
[Now TBD] – Timeline changing due to altered school year.