

Communications Committee

Thursday, November 12, 2020 9:00 AM

Description: Zoom Conference Call-In Information: Via Zoom Call In 346-248-7799 Passcode: 935966, 24 School Road, Weston, CT 06883-1623

I. Call to Order

II. Review Minutes

III. Website Update

IV. Revised Brochure Update

V. Discussion on Upgrading BOE Meeting Space

VI. Other Business

VII. Adjournment

Communications Committee Meeting

October 15, 2020 - Via Zoom

Members Present:

Ruby Hedge
Hillary Koyner
Taffy Miller

1. Call to Order

Ruby Hedge called the meeting to order at 9:01AM. In attendance, William McKersie, Ph.D., Superintendent of Schools, Daniel DiVito, Director of Technology, Meredith Herman, Administrative Assistant to the Superintendent, and Jen Ryan, HR Manager

2. Approval of Minutes

Discussion:
September minutes were approved.

3. Website Update

Discussion: Mr. DiVito discussed updates needed for the Prospective Families and Realtors webpage on the WPS website. It was decided that while working on getting quotes and texts for this particular page, a place holder of four highlights (one per school) would be used. Dr. McKersie will discuss with the principals draft language to be used. Mr. DiVito then updated the committee on the search for a temporary webmaster, the position has been posted, and he is reviewing any candidates that have applied. Mr. DiVito is also working on updating all the social media pages and is looking to set up a District Facebook page that will synch with the website for news updates and meetings. Once Mr. DiVito sets up the official Weston Public Schools Facebook, a notification will be sent out.

Technical changes to be made to the website:

- Make the Out of District Tuition button smaller or move to new location
- Change the Principal's reports to an annual link, instead of a direct link to each report
- Continued work on fixing the issues with the mobile link

4. Revised Brochure Update

Discussion: Dr. McKersie discussed the updated and shared WPS Brochure. Some changes were discussed (see below). Once completed the brochure will be emailed back out to the committee for a final review then placed on the website, and made available to the local realtors, as well as sent to Town Hall and placed in the CO Lobby.

Technical changes to be made to the brochure:

- Update school photos (Meredith Herman to ask school principals for any new photos)
- Change wording to Robust Learning and Extraordinary Opportunities
- Take out the fax number and put in a social media link

5. Discussion on Upgrading BOE Meeting Space

Discussion: The committee then discussed the issues in relation to the Board of Education meetings being moved back to in person meetings. Mr. DiVito did a

walkthrough with a contractor to get an estimate on what would be needed to make the Middle School Library work in regards to sound and video, while also maintaining social distance and wearing masks. Currently while the middle school library has the space, the video cameras would not be able to pick up all the members, and the audio would not be clear enough to pick up sound through a mask. The estimate was around \$54,000. The committee then discussed if spending the money at the Weston Middle School would make the most sense, or if the meetings should be moved to another school, that would then receive the upgrade. It was decided that this topic should move to another committee first, either Facilities or Finance, to see if feasible and if so then the bid process would need to be followed. Ms. Hedge will speak to the Chairs of the Finance and Facilities Committee to see what the next step should be.

5. Adjourn 10:25AM

DRAFT