

Communications Committee Meeting

Thursday, December 10, 2020 9:00 AM

Via Zoom (US) +1 346-248-7799 Passcode: 030608, 24 School Road, Weston, CT
06883-1623

I. Call to Order

II. Approval Of Minutes

III. Website Update

IV. Other Business

V. Adjournment

Communications Committee Meeting

November 12, 2020 - Via Zoom

Members Present:

Ruby Hedge
Hillary Koyner
Taffy Miller

1. Call to Order

Taffy Miller called the meeting to order at 9:01AM. In attendance, William McKersie, Ph.D., Superintendent of Schools, Daniel DiVito, Director of Technology, and Jen Ryan, HR Manager

2. Approval of Minutes

Discussion:
October minutes were approved.

3. Website Update

Discussion: Mr. DiVito began by showing the committee the new Weston PS Facebook page, and the link he posted to the website. It was decided that Mr. DiVito would send out a note to all families with the Facebook link. The committee then discussed if the Facebook events page should be used and by whom. It was decided to hold off on using the events as it doesn't link directly from the website calendar. Mr. DiVito discussed the updates made on the front page of the website, the photo tiles from Instagram and updates to the Prospective Families and Realtors page.

4. Revised Brochure Update

Discussion: Dr. McKersie discussed the updated and shared WPS Brochure. While still waiting for new photos, the text was updated and the brochure will be posted and sent to town hall. Once we receive the new photos it will be edited and reposted. Ms. Hedge also asked the Dr. McKersie to send out the statistical profile and matriculation list to families as a positive email blast.

5. Discussion on Upgrading BOE Meeting Space

Discussion: The committee then discussed upgrading the BOE Meeting Space. It was decided to look at just the audio upgrade and work into a different budget year the upgrading of the video equipment. The committee then discussed other uses for the new system, such as other public meetings, student gatherings or groups. This discussion to improve the audio system will next move to the Facilities Committee.

6. Other Business

Discussion: Ms. Hedge stated that Rich Rudl, Weston's former Director of Finance, mentioned that the new bus company would provide an app for parents to check on their student's bus. Mr. DiVito will follow up with Phil Cross about this.

5. Adjourn 10:05AM