

Keene Board of Education
Keene, New Hampshire

COMMUNICATIONS COMMITTEE
MEETING MINUTES

Tuesday, October 27, 2009

7:00 P.M.

Cheshire Career Center

Committee Members Present: Donald Parker, Chair, Neil Donegan, Carl Panza

Committee Members Absent: Christopher C. Coates

Administrators Present: William B. Gurney, Co-Superintendent; Wayne Woolridge, Co-Superintendent

Others Present: Kristin Blais, KBE; Carol Brown, KBE; Chris Carreira, Technology; Carter Chamberlain, KBE; Chesterfield, Linda McCracken, Stenographer; Kathleen O'Donnell, Chair, KBE

Chair Donald Parker called the meeting to order at 5:33 P.M.

1. Public Input

There was no public input.

2. Old Business

A. Update on upgraded reporting to Committees and Board
Discussed the Education Committee.

B. Update of response time for inquiries

Better clarity is needed and larger events and more quickly

3. New Business – Electronic Communications

- a. Electronic messages – Can E-mails be sent electronically via automatic response?
- b. E-mail is easily accessible, can read when you want to – a short message is 8 lines
- c. Audiences: Parents, Citizens, Board members, Students, Employees
- d. Non-computer Parents & Citizens – can subscribe to a list
- e. Discussion on who should be E-mailed and who is responsible for doing it
- f. How are E-mail addresses obtained? Most are obtained at beginning of school year.
- g. Use Facebook
- h. Will paper be reduced?
- i. E-mails do get forwarded to grandparents, etc. for school events, recognitions, etc.
- j. School should share good news, use a social media site to drive to other sites
- k. Blogs help in a small way
- l. Focus on a launch effort for the holidays (band concerts, athletics, etc.)
- m. Discussion on whether Elementary School wants to hear about High School events or have daily reminders – suggestion to have an opt in or out.
- n. Voting opportunities for the budget season can be included
- o. Contact other schools for information
- p. Put this topic on the December agenda to discuss constructing E-mails early, than blasting them on a certain date.

4. Emergency Phone System – William Gurney

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AlertNow is one of two competing companies. It is web-based and can be used with E-mail, web, cell and land phones. It would have been good for the bomb scare. It can be used for just one building for the PTA, a raffle, extracurricular activities, etc. Bedford School District used it for H1N1 information. It costs \$2/student and with grant funding would be a wash. It has many useful reports (ie. disconnected lines).

Wayne Woolridge suggested that it would pay for itself and save two tuitions per year. It's great for snow days, for safety, for H1N1 and will save staff time.

Carol Brown asked to see a procedure document and William Gurney will produce it for the next meeting.

MOTION: Neal Donegan made a motion to bring the AlertNow system to the full Board for approval. Carl Panza seconded the motion.

Short discussion decided that because it was grant funded, it did not have to go to the Finance Committee even though the Operating Budget would be affected until reimbursement. Group then decided that the Finance Committee needed to compare costs.

MOTION: Neal Donegan made a motion to bring the AlertNow system to the Finance Committee to compare costs and make a recommendation to approve the contract for the electronic AlertNow system. Carl Panza seconded the motion. The motion was approved unanimously, 3-0.

5. Other Business

Carl Panza received an E-mail from a Swanzey resident with no school connections and in the wrong zip code who received the *Scanning the Schools* newsletter. It was decided with only one complaint, it was probably a stuffing error.

6. Approval of minutes of September 29, 2009

MOTION: Neil Donegan moved that the minutes of the Communication Committee Meeting of September 29, 2009 be approved. Carl Panza seconded the motion. The committee approved the minutes unanimously, 3-0.

7. Adjournment

Meeting adjourned at 6:23 PM. No time was set for the next meeting.

Minutes respectfully submitted,

Linda McCracken.