

**KEENE BOARD OF EDUCATION
COMMUNICATIONS COMMITTEE
Meeting Minutes**

DATE: December 15, 2009

LOCATION: Keene High School Drew Library, 43 Arch Street, Keene, NH

CALLED TO ORDER: 5:32 p.m.

TIME ADJOURNED: 6:23 p.m.

COMMITTEE MEMBERS PRESENT:

- Mr. Donald Parker, Chair
- Mr. Neil Donegan
- Mr. Carl Panza

BOARD MEMBERS PRESENT;

- Mrs. Carol Brown
- Ms. Kathleen O'Donnell (arrived at 5:35 p.m.)
- Mr. Carter Chamberlin (arrived at 5:36 p.m.)

ADMINISTRATORS PRESENT:

- Mr. William Gurney, Co-Superintendent of Schools
- Mr. Paul Cooper, Director of Human Resources

OTHERS PRESENT:

- Mrs. Chris Weeks, Public Information Coordinator
- Mrs. Dru Fox, Stenographer

Mr. Donald Parker, called the meeting to order at 5:32 p.m.

1. Public Input

None

2. Approval of Minutes of November 17, 2009

Mr. Carl Panza made a motion to approve the minutes of November 17, 2009. Mr. Neil Donegan seconded. Mrs. Chris Weeks pointed out that on page 3, the sentence after the second bullet should read "may" design a logo in place of "should" design a logo. Vote taken, motion unanimously passes.

3. Increasing First Session via Electronic Media

Mr. Donald Parker introduced the idea of increasing the public's attendance at the first session and spoke about the message that needs to get out. Discussion ensued around the timeline for getting the message out to the voters, what to say, how to get their attention, when to send it electronically and follow-up messages. Further discussion took place pertaining to secret ballot voting, the moderator's role in deciding between a voice vote and a secret ballot vote and the opportunity for the public to make that request.

Mr. Parker questioned what the message should say and discussion continued on community involvement and the small number of people who attend the meeting and ultimately make the decision.

Mrs. Chris Weeks offered to draft the message, work it into a PSA and provide a couple of bullet points. Discussion continued around sending a lead message.

Mr. Donald Parker summarized the following:

-Mrs. Weeks to develop the bullet points and draft the messages. She will also send to the newspaper.

-A “teaser” message will be sent on January 14th to alert families to the January 15th message.

-Mr. Gurney’s office to send the messages.

Further discussion took place pertaining to speaking to various organizations around the city, participating in radio shows and placing a banner at the Keene Middle School.

4. Middle School Survey: What do we want to know; What questions should be asked?

Mr. Donald Parker introduced the idea of a middle school survey. Mr. Neil Donegan said he would like to know how academically challenging people feel the middle school is and what they think about our gifted and talented program. Discussion ensued around academic rigor, academically challenged children, what goes into developing a good survey and who can generate one that can be meaningful. Consensus is that the committee is in favor of conducting a survey.

Mr. Carl Panza passed out a packet of information regarding a survey conducted in 2004-2005 for Exeter and spoke to the particulars of the survey being a parent survey, a student survey and a staff survey. Mr. Carl Panza provided information on a discussion he had with a representative from Exeter pertaining to the motivation behind the survey. Mr. Panza then spoke about the development of the Exeter survey and explained that it was created very specifically for Exeter by the University of New Hampshire’s Survey Center. Mr. Panza recommended working with the University of New Hampshire for Keene’s survey and said he would contact them and get the process started. Mr. Donegan suggested bringing back some cost quotes to the Finance Committee first and Mr. Panza said he would have some numbers by January 22.

Brief discussion then took place pertaining to community support of the new middle school, great timing to conduct a survey and surveying the high school staff to see how well middle school students are prepared.

There being no other business to conduct, Mr. Donegan made a motion to adjourn. Mr. Carl Panza seconded. Motion to adjourn unanimously passed.

Meeting adjourned at 6: 23 p.m.

Respectfully submitted,

Dru Fox
Stenographer