

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

DATE: April 27, 2010

LOCATION: Keene High School LGIA, 43 Arch Street, Keene, NH

CALLED TO ORDER: 5:30 p.m.

TIME ADJOURNED: 6:22 p.m.

COMMITTEE MEMBERS PRESENT:

-Mr. Carl A. Panza, Chair

-Mr. Neil W. Donegan

-Ms. Kathleen O'Donnell

BOARD MEMBERS PRESENT;

-Ms. Kristin Blais

-Mr. Carter Chamberlin

-Ms. Amy K. Speas

ADMINISTRATORS PRESENT:

-Mr. Paul Cooper, Director of Human Resources

-Mr. William Gurney, Co-Superintendent of Schools

-Ms. Wayne Woolridge, Co-Superintendent of Schools

OTHERS PRESENT:

-Misty Martinez-Bohannon, Citizen

-David Curran

-Ms. Linda McCracken, Stenographer

-Mrs. Chris Weeks, Public Information Coordinator

Mr. Carl A. Panza, called the meeting to order at 5:30 p.m.

1. Public Input - None

2. Approval of Minutes of for October 27, 2010 and March 23, 2010.

MOTION: Mr. Neil Donegan made a motion to approve the minutes of March 23, 2010.

Ms. Kathleen O'Donnell seconded the motion. A vote was taken with the motion passing unanimously, 3-0.

MOTION: Mr. Neil Donegan made a motion to approve the minutes of October 27, 2010.

Ms. Kathleen O'Donnell seconded the motion. A vote was taken with the motion passing unanimously, 3-0.

3. Public Information Coordinator's Report – *Chris Weeks*

- Update on Constant Contact presented to Keene Principals
- Committee created to review students' verification forms
- Year end press releases: St. Paul's Advanced Studies Program (10 accepted), Top Ten, Book Awards, National Art Honor Society
- *Scanning the Schools* – includes Senior Profiles in June issue
- *Board Notes/School Talk* – there will be 2 more issues this year
- Web Work
 - New Site for Elementary Ad Hoc Advisory Committee
 - Working on a redesign of the web site

Carl Panza asked Chris Weeks to describe how her position as Public Information Coordinator has changed over the past 24 years. She used to do paste up at *Keene*

Sentinel and run off 600 items, but now everything is electronic. In 1987 there was no Internet.

4. Administration/School-to-Board Communication – Carl Panza

Discussion ensued about important issues that Board members didn't know about and how they can be better informed in the future. Discussion on the following issues included:

1. Harrisville Letter – didn't know about before citizen asked question
2. Fireworks – city being informed before school board
3. SAU 29 Meeting with Superintendents – surprise over topic with no time to prepare for discussion and vote
4. Ground-breaking at Keene Middle School – date unknown and too late to plan
5. National Honors Society Dinner – Ms. Speas didn't know about it even though she championed this project and is also a parent
6. Renzulli Learning Program – parents aren't informed of the results and have a need to know for John Hopkins (Mr. Gurney will check on current process and offered to follow up on all parent concerns)
7. Symonds 4th grade process – parents had enormous data, different terminology and the vote was too soon with so much information to absorb (Neil Donegan said to blame him and the Finance Committee processes)
8. Fred Parsells E-mail about signing the contract – Board was informed, but not Mr. Gurney

Discussion ensued over how, what and when should the Board be informed. This included concerns over the following:

1. Drowning in minutia of E-mails
2. Reviewing Communications Policy and Procedures
3. Redesign of the website
4. What type of communication works best for the Board
5. Are weekly updates enough?
6. Citizens bring up all sorts of new issues
7. Solution may be a Clearinghouse to centralize information every couple of days (Chris Weeks, Bill Gurney or both?)
8. Being aware to forward information received that may be important to other Board members
9. Board doesn't have a core person like when Jodie was available (Mr. Gurney stated that in a new position, meetings will be part of the job description)

The final decision was for Bill Gurney, Paul Cooper, Wayne Woolridge and Carl Panza to meet, review the KSD policy and procedures, talk and report back to the Board.

5. Board-to-Board Communication – Carl Panza

Discussion ensued with similar concerns:

- Newspaper article “Keene Considers School Deal” from Jan. 2010 - 4 phone calls on it
- Goshen/Lempster information – never briefed on it (People came to visit, took tour, then left – no other information is available)

Many day to day items never rise to be a Board issue. Kristin Blais felt that when anything hits the papers, it's a Board issue. Chris Weeks gave a “heads up” and stated that a Surry Charter School will be the second Jr. High School in town. Because it's governmental, neighbors do not need to be notified.

6. Other Business

Kristin Blais stated that the Elementary Committee will be communicating by doing radio spots, various other media and household mailings. A large advertisement will be going into the newspaper for several days starting on May 6th once it is proofed and approved. She will forward a PDF of the ad. When there is a short time frame an E-mail blast cannot be done, but the committee hopes it will move virally via E-mail, so forward to others who may have a need to know. She is also writing a Letter to the Editor in the *Keene Sentinel*.

MOTION: Mr. Carl Panza made a motion to adjourn. Ms. Neil Donegan seconded the motion. A vote was taken with the motion passing unanimously, 3-0.

Meeting adjourned at 6:28 p.m.

Respectfully submitted,

Linda McCracken
Stenographer