

Keene Board of Education
Keene, New Hampshire

COMMUNICATIONS COMMITTEE
MEETING MINUTES

Tuesday, September 29, 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: Paul Cooper, Dir. Human Resources; William B. Gurney, Co-Superintendent; Wayne Woolridge, Co-Superintendent

Others Present: Kristin Blais, KBE; Carol Brown, KBE; Carter Chamberlain, KBE; Judy Idelkope, Chesterfield, Linda McCracken, Stenographer; Amy Speas, KBE; and Christine H. Weeks, Public Information Coordinator

Chair Donald Parker called the meeting to order at 8:58 P.M.

1. Public Input

There was no public input.

2. Approval of minutes of May 19, 2009

MOTION: Neil Donegan moved that the minutes of the Communication Committee Meeting of May 19, 2009 be approved. Carl Panza seconded the motion. The committee approved the minutes unanimously, 3-0.

3. Tightening Reporting to the Board and Committees – William Gurney

William Gurney explained how one project was held up by computer viruses. In the future, reports should be received 9 days ahead of time so Meredith Cargill, Director of Curriculum & Assessment, can review parameters and get back to people. One week in advance, committees will receive both electronically and on paper so that notes can be made and copies filed. The quality of reports should be that they may be put on the website so people can see the material and ask questions. The Education Committee will be the pilot. Donald Parker suggested that adding headings to reports at the Full Board Meeting would be helpful: State-Level, SAU News, etc. TV was also discussed.

4. Standardizing Response Times to External & Internal – William Gurney

Some parents have called twice with no answer and want to involve the Principal in matters. There should be a 24 hour response even if it is “We can’t get to it this week, but you’re on the schedule.” Mr. Gurney also stated that there will be a Help Desk for computer problems which will help customer service. Ms. Speas stated that the Keene High School does an outstanding job as she was contacted within 20 minutes on a question. Mr. Gurney stated that quick response to concerns keeps problems from

Communications Committee Meeting Minutes
September 29, 2009

snowballing. Currently budget preparation may involve the public via online solutions for questions and concerns. Carter Chamberlain added that automatic computer responses can help by saying “I’m out, but I’ll get back to you tomorrow.”

5. Update on “Scanning the Schools” – Chris Weeks

- NECAP and No Child Left Behind Law
- New Logo
- TNT Programs
- 4 KHS Indices – discussion ensued about a new name; it is now called North Campus even though it includes more than one program
- *Keene Sentinel*
 - New Chinese teacher
 - Freshman Orientation
 - New Employee Biographies
 - Special Education – families, teachers and Administration
 - Links between *Keene Sentinel* and school websites
- Channel 8 link from KHS
 - New Cameras installed
 - Dedicated cable
 - News can be broadcast
- New Keene Middle School updates
 - May need a new website with site plans
 - Traveling blogs
 - Real Estate developer will be responsible for marketing
 - Renderings of new school
 - Web cams to follow work
- North Campus coverage
 - Ribbon cutting ceremony
 - Have KHS students film it
 - After furnishings arrival
- Praise Paul Cooper publicly as all websites are up, current and accurate

6. Update on School Websites – Paul Cooper

- Discussed new KMS website
- Showed big changes to SAU website; the second phase will look different
- Committees & Agendas
- H1N1 information – readily available on all sites
- Showed what stats are available behind the scenes on websites
 - How the stats can be used
 - Breaking stats down by page, time, country, etc.
- KHS will put up the latest test scores.

7. Other Business – Christine Weeks

Discussed new logo for business cards, press releases, *Scanning the Schools*, websites, etc.

Communications Committee Meeting Minutes
September 29, 2009

8. Adjournment

Meeting adjourned at 9:45 PM. The next meeting will be October 27, 2009 following the Education Committee.

Minutes respectfully submitted,

Linda McCracken.