

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

DATE: March 23, 2010

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

CALLED TO ORDER: 5:33 p.m.

TIME ADJOURNED: 6:22 p.m.

COMMITTEE MEMBERS PRESENT:

-Mr. Carl A. Panza, Chair

-Mr. Neil W. Donegan

-Mr. Kris E. Roberts

BOARD MEMBERS PRESENT;

-Ms. Carter Chamberlin

-Ms. Kathleen O'Donnell

ADMINISTRATORS PRESENT:

-Mr. Paul Cooper, Director of Human Resources

-Mr. William Gurney, Co-Superintendent of Schools

-Ms. Catherine L. Reeves, Director of Special Education

OTHERS PRESENT:

-Ms. Linda McCracken, Stenographer

-Mrs. Chris Weeks, Public Information Coordinator

Mr. Carl A. Panza, called the meeting to order at 5:33 p.m.

1. Public Input - None

2. Approval of Minutes of January 26, 2010

MOTION: Mr. Neil Donegan made a motion to approve the minutes of January 26, 2010.

Mr. Kris E. Roberts seconded the motion.

Discussion ensued with a suggestion that "3/6/10 – *Cynthia and Friends*" be changed to "3/6/10 – *Cynthia and Friends, WKBK Radio Broadcast with Kathleen O'Donnell and Co-Superintendents, William Gurney and Wayne Woolridge*"

MOTION: Mr. Neil Donegan made a motion to approve the minutes of January 26, 2010 as amended. Mr. Kris E. Roberts seconded the motion. A vote was taken with the motion passing unanimously, 3-0.

**3. Board-to-Board Electronic Communication – Carl Panza
91-A:2-a Communications Outside Meetings. –**

Communications outside a meeting, including, but not limited to, sequential communications among members of a public body, shall not be used to circumvent the spirit and purpose of this chapter as expressed in RSA 91-A:1.

The above RSA was discussed. It was decided that sending information via E-mail or other means is okay, but actual deliberation outside the public meetings is not okay. It was felt that all communications should become part of the permanent public record. The intent is to not withhold information or create quorums outside of normal public meetings where ideas or policies are discussed.

4. Gathering Employee Suggestions – Carl Panza

Discussion ensued about taking advantage of employee suggestions for creative problem-solving since they are closer to the problems and their brain power may be used.

Discussion included:

- i. Suggestion boxes
- ii. Online suggestions
- iii. Public hearings & input
- iv. Face to face communication
- v. Time to administer suggestions
- vi. Anonymity
- vii. Trying to follow up when suggestions are anonymous
- viii. Rewards (monetary or other)
- ix. Ex. – Maintenance knew the law had changed on handling blood before administration, Budgetary cuts.

**5. Elementary School Future Advisory Committee Communication Project –
*Carl Panza***

Discussed time issues of forming a new, broad committee and how it will affect the Communications Committee including advertising costs to get good volunteers from various areas. Discussion included selecting those who volunteer vs. those who are solicited, having an advertising campaign similar to the KMS bond and waiting until the committee is selected vs. moving forward now.

MOTION: Mr. Kris E. Roberts made a motion to bring before the Board the recommendation that the Finance Committee encumber up to \$30,000 for advertising costs to promote an effective advertising campaign for the Elementary School Future Advisory Committee Communications Project and to discuss the recommendation. Neil Donegan seconded the motion. After discussion, a vote was taken with the motion passing unanimously, 3-0.

A new name should be sought for the current unwieldy project name. William Gurney will bring ideas and recommendations to the next meeting after speaking with Kristin Blais.

5. Future Agenda Items

Neil Donegan suggested that conducting a survey be brought up. Currently it is with the Education Committee. Mr. Gurney stated that a university and a local gentlemen are offering proposals already.

Chris Weeks suggested discussing the E-mail communications which has been used a few times. Constant Contact seems to work well for it and is a good product. She presented a handout. Mr. Panza suggested that who forwards messages may be important information as well.

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

Meeting adjourned at 6: 22 p.m.

Respectfully submitted,

Linda McCracken
Stenographer