

Ad hoc Communications Committee Meeting  
Tuesday, November 20, 2012  
501 Kings Highway, 2<sup>nd</sup> Floor, HR Conference Room :

9:15AM meeting came to order. Jessica Gerber, Perry Liu and Phil Dwyer all present, as well as Nancy Byrnes from CO.  
Following discussion, Jessica Gerber agreed to be chair.

After discussion, the following goals were determined as a starting point. All of them will be brought to the entire Board for discussion and possible approval.

- 1) Add more information to the Board of Ed front page on the website -- FAQs; info about how meetings are run, when they take place, etc. -- add to website and also make up hard copies to distribute to PTAs, town bodies, Town Hall, library, Parks & Rec center, etc.
- 2) On "Meetings" line on website, add "Minutes/Agendas", so that the public knows this is where they can find them. Also provide link to FairTV.
- 3) Provide link from Town website "Elected Officials" page to list of BoE members/contact info
- 4) Have calendar on front page of BoE website with all BoE and BoE-related meetings
- 5) Do outreach to PTA Council, SEPTA and PTAs, as well as non-school based groups (other governing bodies, neighborhood associations, etc), to find out what types of communication improvements they would like to see from BoE. Have different BoE members attend PTA meetings to get feedback. Possible survey?
- 6) Facebook page?
- 7) Board newsletter -- fact-based or more opinion pieces. Online and hard copies.
- 8) Work on clarifying/delineating roles & titles -- difference between BoE and school district/admin.
- 9) Expand info on Board members on the school website.
- 10) Community engagement -- do we want to reach out/encourage more input opportunities from community?
- 11) Any additional ideas, thoughts, suggestions from Board members would be helpful in moving forward.

The committee agreed to set the date for the next meeting at some point after the next Regular BoE meeting on November 27.

Meeting adjourned at 10:49AM