

Communications Subcommittee
Monday, February 6, 2017
Minutes

The Communications subcommittee was called to order at 6:00 pm

Attendees: Tara Lerner, Colette Sturm, Superintendent John Barile and Director of Technology Eric Conklin

Absent: Steve Harding

Old Business

Facebook Page- Mr. Conklin provided an update on our Facebook like status. We are currently at 668 likes. Mrs. Sturm requested that we start posting the “feel good” messages on our Facebook page such as athletics, academics, etc.

Video Streaming- The subcommittee re-visited video streaming options. Mr. Conklin shared the free You Tube option to video live stream Board of Education meetings. After discussion, the committee will recommend transition from Devos to utilizing You Tube for video streaming, beginning July 1, 2017. Mr. Conklin added that a live stream link can also be put on our Facebook page.

Parent Portal/Report Cards- Mrs. Lerner shared the 10-page elementary school report card compared to the 2-page middle school report card. While the Communications subcommittee realizes that report cards fall under the Assistant Superintendent’s office and CAPE, they feel strongly that from a communications perspective, the report card discrepancies need clarification for parents. Mr. Barile will bring this concern to Dr. Ruby and the Principals.

New Business

Procedure on Weather Emails to Parents- Mrs. Lerner shared concerns on behalf of elementary parents that on inclement weather early dismissals, buses are often very late dismissing the school and, in turn, extremely late dropping the students off due to the road conditions. While parents understand these factors, it would be helpful if proactive communications could be sent home to re-assure parents that busses are on the way, although they are late.

Early Dismissal Times for Inclement Weather- Mrs. Lerner shared concern that confusion due to inconsistencies in whether lunch is served or not exists among some parents. The subcommittee discussed that when a notification regarding an early weather dismissal is sent out, that a note can be added that lunch will or will not be provided.

Any Other Items- Mr. Barile asked to review Board protocol regarding roles of the administration and the Board of Education in responding to public inquiries. Mrs. Sturm provided Mr. Barile with the protocol the Board agreed upon several months ago.

Mr. Barile and Mr. Conklin shared that the district will be sending out a School message for parents with directions on how to auto sync the district school calendars to their smart phones.

Adjournment was at 6:45pm.

Respectfully Submitted,

Tara Lerner, Chair
Communications subcommittee