

Communications Committee Meeting Report for September 20, 2006

Committee Members Present: Mary Genthner, Nancy Watson

Committee Members Absent: Gail Hawes

Ex-Officio - Bonnie Davis-Micue

Administration: Dr. Pamela Carnahan, Superintendent

The meeting was called to order at 7:10 pm at the Educational Service Center.

Nancy Watson was elected Chairman and Mary Genthner, Vice Chairman. There were no adjustments to the agenda.

Assessment of communications initiatives for school year 2005-2006

The following topics were reviewed, positive results noted, and continued attention to each suggested:

- Messages/communications sent by email or any other form to include topic heading, date, author's name and position
- Communications materials need headings, ie. press releases
 - Looks professional, establishes positive tone and identity
- MSAD 40 Web site updated on an established schedule consistent with publications such as school newsletters and also updated with current information as appropriate
- Question-form binder to accommodate questions requiring later answers available at all Board meetings
- Uses for school newsletters, Web site, and press releases
- Board Policies available on Web site and also the Board process for changing a policy or establishing a new policy explained

Goals:

- Meeting notices submitted for the meeting box in the Courier-Gazette
- Lessen the amount of time currently used for writing Board meeting minutes
 - Tape meetings?
- Provide more information explaining revisions in teaching methods
- Make available the long list of reports required by state and federal agencies during a school year
 - Informs the public about a very time-consuming requirement involving many school personnel
- Publicize Web site and information available there in school newsletters
- On the Web site, list the Board sub-committees with the purpose of each succinctly defined
- What are these committees doing? Provide the current business before each sub-committee. The chairman of each sub-committee could write a synopsis.
- Keep an up-to-date notebook of press releases at Central Office

The meeting was adjourned at 8:30 pm.

Respectfully submitted,
Nancy Watson, Chairman

