

**NASHOBA REGIONAL SCHOOL DISTRICT
Communication Advisory Meeting**

Bolton Public Safety Center
15 Wattaquadock Hill Road, Bolton, Ma
Training Room

July 6, 2018

SCHOOL COMMITTEE IN ATTENDANCE : Alise Crossland, Lorraine Romasco, Elaine Sanfilippo

ABSENT: None

ADMINISTRATION IN ATTENDANCE: None

CALL TO ORDER

Ms. Romasco called the meeting to order at 12:03pm

SUBCOMMITTEE ORGANIZATION

The advisory members elected a Chair and Secretary for the Communication Advisory.

MOTION: Ms. Romasco moved to nominate Ms. Crossland as Chair of the Communication Advisory. Seconded by Ms. Sanfilippo. **IN FAVOR**: Ms. Romasco, Ms. Crossland, Ms. Sanfilippo **VOTED AND PASSED. (3-0-0)**

MOTION: Ms. Crossland moved to nominate Ms. Sanfilippo as Secretary of the Communication Advisory. Seconded by Ms. Romasco. **IN FAVOR**: Ms. Romasco, Ms. Crossland, Ms. Sanfilippo **VOTED AND PASSED. (3-0-0)**

NEW BUSINESS

Review & Discussion of School Committee Charge

The group reviewed the Communication Advisory charge: Create communication strategic plan specifically for School Committee (vs. Administration) and present recommendation to School Committee. Monitor community crowdsourcing to identify issues and concerns

Revisited that the SC as an entity speaks with one voice. The Chair is the formal voice of the SC, representing the Committee's position however SC members may speak to their individual positions

Identified 3 main audiences for ongoing SC communications

- Select Boards & Town Governments (Tri-town mtg & Town mtgs)
- Legislature (mostly State-level advocacy)
- At-Large Community/Families
 - Three main types of communication to this group – Ongoing communications, event or one-time topics, and crisis response. It was determined that crisis response is not in the purview of this Advisory and largely owned by the Superintendent/administration.
 - Brainstormed a few ideas for ongoing and one-time topics in preparation for creating a communication plan which may include community chats, newsletter or list serve, and redesigning the SC webpage.

Determine next meeting date, time and location

- A. TBD

ITEMS TO CONSIDER FOR NEXT AGENDA

Report on district's legal counsel position regarding social media

ADJOURN

MOTION: Ms. Romasco moved to adjourn the Communication Advisory meeting at 1:40. Seconded by Ms. Crossland. **IN FAVOR:** Ms. Romasco, Ms. Crossland, Ms. Sanfilippo **VOTED AND PASSED. (3-0-0)**