

**TOLLAND BOARD OF EDUCATION
Communications and Outreach Committee
Meeting Minutes**

May 8, 2019

Meeting called to order at 6:00pm by Karen Moran, Chairperson.

The committee discussed new ideas for our District messaging....focused topics, how and when to implement, and what Dr. Willett already plans on trying.

In the past, a brochure/mailer was the way to reach the greater community, and not just school families - funding for this was cut recently (advertising/postage).

The Superintendent's Bulletin and improvements for the future were discussed. Dr. Willett is planning to do a Monthly piece starting next school year; thematic articles; done with *InDesign* program so it looks like a "mailer".

Some ideas the committee discussed:

- do a series of Op Ed articles to be featured in digital backpack, social media, and connect with community social media pages as well.
- Video features about Master Learning as one example; 60 seconds with Dr. Willett

Challenges:

- How and when do we make this happen?
- What can we accomplish? Get the message out in a new way, digestible manner, and using "Superintendent's 60 seconds".

How do we combat the misinformation where no one is "checking" it? May be better to control the message...then let the right information spread.

Meeting adjourned at 7:10pm by Karen Moran

Respectfully submitted,
Karen Moran, Chairperson