

Communications and Outreach Committee
December 16, 2020
TOLLAND BOARD OF EDUCATION

Committee Attendees: Sophia Shaikh, Co-Chair; Christina Plourd, Co-Chair; Tony Holt
Administrative Attendees: Dr. Walter Willett, Superintendent
Meeting called to order by Christina Plourd at 5:05 pm

Dr. Willett & Tony gave a brief overview of the work of the committee. With only two members many meetings were cancelled, and the last meeting was June 10, 2020. The committee at the time discussed outreach to the parent/teacher organizations, and Mr. Holt wanted to continue this momentum. A discussion around liaisons took place. The initiative will start with an invitation from the committee to the PTOs to attend the February meeting for a discussion.

A discussion took place around the district's communication plan. Dr. Willett will present it at the January Communications Committee meeting. With the timeline of the budget presentation, the meeting will be moved to a date after January 13.

A discussion around committee goals that align with board goals took place. Mr. Holt wanted to revisit some of our district communications policies and provide a way for two-way communication with the board. Ms. Plourd would like to focus on streamlining and simplifying information from the board to the community. Dr. Willett suggested we focus on bringing people "back to the core" encouraging civic involvement and engagement in the committee and board proceedings vs. governance through social media. He suggested engagement could also be accomplished through committee sponsorship of events that are helpful to students, parent/guardians and the larger community. Ms. Shaikh discussed ways of leveraging social media such as a board page for one-way communication to the community to advertise the venues for two-way communication such as workshops, committee meetings, and board meetings.

At the next meeting, the committee would like to discuss the district communication plan, finalize goals, and brainstorm potential community workshops opportunities.

Meeting adjourned by Tony Holt at 5:57 pm.

Respectfully submitted,
Christina Plourd