

**TOLLAND BOARD OF EDUCATION
Communications and Outreach Committee
February 12, 2020**

Committee Attendees: Karen Moran, Chair; Tony Holt
Administrative Attendees: Dr. Walter Willett, Superintendent

Meeting Called to order by Ms. Moran at 6:01pm

Superintendent Monthly Bulletin featuring staff members

The group discussed the possibility of expanding the bulletin to feature staff. Dr. Willett felt that this was something staff would not be comfortable with for various reasons. Tolland Together videos started by Dr. Willett are featuring different departments and/or initiatives that may already cover this subject. Featuring a video every couple of weeks is the goal.

Dr. Willett is looking at the possibility of streamlining his Monthly Brief via a link to a website. This would allow him the ability to gather Google Analytics. He focuses his energy on doing specific social media. Tolland Together videos along with some additional brief 60-second videos would be included. This streamlining will allow Dr. Willett to ramp up his efforts on other social media such as Twitter. Will need some consistent content to draw from to increase the video production. Priority would be given to do this first...choosing the right time of day, etc. will all be considered.

Video streaming with Dr. Willett

This could be a sort of Pilot program to test the possibility of increased engagement with the public. The public could submit questions ahead of time for Dr. Willett.

Best practices for Board communication

This will be discussed at future meetings as the Board and District work on visioning exercises. The group discussed offerings from CABE in regard to its CT Lighthouse Project.

Other business

CABE Liaison opportunity - receives monthly newsletter that is reported out to the BOE. Can report back to CABE with any questions, concerns, or comments. Good two-way communication tool. Ms. Moran offered to participate with CABE in this capacity.

Future Agenda Items

Board Policy 1000 - Community Engagement
Follow-up on new communication initiatives

Meeting adjourned by Karen Moran at 6:49pm.