

TOLLAND BOARD OF EDUCATION

Communications and Outreach Committee **Board of Education Central Office** **51 Tolland Green** **Conference Room**

September 7, 2016

Meeting Minutes

Meeting was called to order at 1:13pm

Members Present: Karen Moran, Chairperson, Susan Seaver,
Dr. Walter Willett, Superintendent

Bond communication clarification

The group discussed the bond referendum coming up in November and wanted clarification as supporting documents from the state have information regarding the use of printed materials that can be sent to voters. Dr. Willett will send a note to Mr. Werbner regarding using municipal funds to inform the public. In particular we are referencing similar to what the Library Association/Board did to support their expansion/bond referendum.

Celebrate Tolland – BOE Booth

Scheduled for September 17, 2016; 11am – 4pm. Tolland Public Schools will have a booth. Dr. Willett will be in attendance. Ms. Moran and Ms. Seaver will help with setting up the booth and decorating. Board members are encouraged to attend and spend time at the booth. It is acceptable to advocate for the bond as private citizens at a public event like Celebrate Tolland.

Possible attractions at our booth: Eagles Mascot, candy, balloons, Collage of TPS Happenings, TPS Improvements

TPS Facebook / Social Media

The group discussed what Dr. Willett has in mind for his plan for a Facebook page. The goal is to use it at some point; social media etc. only works well when its content is updated on a consistent basis and your presence is kept “fresh”. Dr. Willett would need a staff person to be a communications secretary of sort to manage website updates, social media, and other communication.

Other business

Budget Workshops – Dr. Willett has set the dates (10/5, 11/16, 1/9, 1/18, 2/15, 3/22); all start at 7pm, location TBD. Dr. Willett noted dates in his Superintendent Bulletin. Board members will continue to advertise on school families FB pages and encouraging other to attend from the community for optimal exposure.

As another source of outreach to the community, the group discussed the Senior Center monthly newsletter and the possibility of including some school news in it occasionally. The THS spring musical is one example, but could be a way to reach some of our senior population. The group also discussed expanding on the idea of intergenerational connections when the seniors attend the dress rehearsal....i.e. cookies & coffee provided by the culinary students for an intermission or post-show treat, and student volunteers to usher attendees into the auditorium.

Meeting adjourned at 1:20pm

Respectfully submitted,
Karen Moran, Chair