

BOARD OF EDUCATION, NEW FAIRFIELD, CT
Communications/Community Outreach Subcommittee Meeting

Name of Subcommittee: Communications/Community Outreach Subcommittee

Meeting type: Regular

Date of Meeting: 11/1/18

Place of Meeting: NF Community Room

Minutes submitted by: Kimberly LaTourette

Members present: Kathy Baker, Kimberly LaTourette, Ed Sbordone

Members absent: Dominic Cipollone

Other attendees: Pat Cosentino, Karen Fildes, Rick Regan

Meeting called to order: at 6:00 p.m. by Kathy Baker.

II. Approval of Minutes

A. May 3, 2018 – Regular

Motion: To approve the minutes of May 3, 2018

Made by: Kimberly LaTourette

Seconded by: Ed Sbordone

Recording of Vote: All in favor

III. Action Items - none

IV. Information Items

The purpose of this subcommittee is to reach out to the community to bring agenda items to the Board's attention.

A. Reaching Out to Local Real Estate Offices – Pat Cosentino and Karen Fildes shared what they did in their former district. A two hour open house was hosted for real estate agents, during which details about the schools and the programs offered were shared. This can also be done with local banks, and informational workshops about housing costs can be offered to young families. A district newsletter handout can be created to highlight the great things about our district and shared with local realtors.

B. Social Media – The following topics were discussed:

- Include social media in our "branding;"
- Had to change our policy with the photography for opting out;
- Launched a district Facebook page and an additional twitter account;
- Will continue with newsletters;
- Trying to audit what communication is already taking place and being more consistent throughout the district;
- Administrator twitter accounts may also be linked to Facebook page;
- There are PTO pages for many schools and some pages are administered by parents, not the schools;
- How can we utilize the Town Tribune? Can board members write editorials/articles after being approved by the entire board?

v. Other – 2019-20 Calendar

The Calendar Committee met this afternoon and discussed revising the 2019-20 calendar. Teachers will begin the Friday before previously planned (August 23rd) and students will be in for 4 days prior to Labor Day. One Jewish holiday may be used as a Professional Development Day.

Veterans Day will be a full day of school, January 17 will be a Data Day (early dismissal) and March 13th will be a Professional Development Day. The graduation date will be set for June 20th and the last day of school will be set for June 10th (without snow/emergency days).
A possible agenda item for our next meeting - let the community tell what they think.

Motion to adjourn: Made by: Kathy Baker Seconded by: Kimberly LaTourette
Recording of vote: Aye – Unanimous Meeting adjourned at: 6:41 p.m.