

Communications Committee Meeting

Tuesday, November 12, 2019 9:00 AM

Central Office Conference Room, 24 School Road, Weston, CT 06883-1623

I. Call to order

II. Website Update-Craig Tunks

III. Social Media Update-Craig Tunks

**IV. New Thinking on Strategic Communications Plan-
Bill McKersie**

V. Other Business

VI. Approve Minutes

Communications Committee Meeting

October 07, 2019 12:30 PM
Central Office Annex Conference Room

Attendance Taken at 12:30 PM:

Present Board Members:

Ruby Hedge
Taffy Miller (left meeting at 1:40 p.m.)
Ms. Hillary Koyner

1. Call to order

2. Website Update

Discussion:

Dr. Tunks reviewed with the Committee the layout of the new WPS website. The new site, along with the new Town of Weston's site, will have built-in analytics. The Committee asked about links to frequently used websites, such as My School Bucks, Dismissal Manager and Powerschool. Ms. Hedge asked for the addition of which grades each school teaches be added on current and new website (i.e. Weston High School 9-12.

3. Weston Kindness Initiative

Discussion:

Dr. Tunks updated the Committee on the Weston Kindness initiative. He reviewed the new Weston Kindness website with the Committee. The site will be active soon. This is in collaboration with the Town of Weston, highlighting the wonderful acts of kindness being done not only in schools but around town. #westonkindness

4. Social Media Analytics Discussion

Discussion:

The Committee decided that tracking analytics at this time is not necessary as it is very time consuming and with a new website forthcoming, this is not our focus. The Committee discussed how we continue our social media marketing of the District.

5. Review of Minutes

Motion Passed: Passed with a motion by Hillary Koyner and a second by Ruby Hedge.

3 Yeas - 0 Nays.

With a motion by Ms. Koyner, and a second by Ruby Hedge, the meeting was adjourned at 1:59 p.m.

Chairperson

Superintendent