

NORTH MIDDLESEX REGIONAL SCHOOL DISTRICT SCHOOL COMMITTEE
Ashby - Pepperell - Townsend, Massachusetts

COMMUNICATION SUBCOMMITTEE MINUTES

Monday, September 24, 2012
North Middlesex Regional High School

PRESENT

Chairperson	Michael Morgan	Member, At Large
	Randee Rusch	Member, At Large

ALSO PRESENT

Joan Landers	Superintendent of Schools
--------------	---------------------------

1. The meeting was called to order 5:55 PM
2. Appointment of Chair
Michael Morgan was appointed as Chair by unanimous vote.
3. Goals of Subcommittee/Methods of Communication with Public

The Subcommittee discussed methods to improve communication with the public.

The use of a regular newspaper column on school issues was discussed. Randee Rusch volunteered to contact the Editor of Nashoba Publications to discuss the district submitting articles every other week for publication.

The Subcommittee discussed setting up a twitter and/or facebook account and the need for a communication marketing plan and use of our communication tools to better educate the community i.e. superintendent's blog, district website.

The Subcommittee suggested the schools set up a regular schedule for distributing school newsletters. The Subcommittee also suggested the schools use a similar template for newsletters.

The Subcommittee set the following goals:

- Improve marketing of district
- Invite people with ideas to participate
- Increase sign-ups for emails (via connect ed)
- Improve in-house communication and public communication

4. Date of Next Meeting – October 22nd at 6:00 PM
5. Adjournment

A motion was made by Randee Rusch and seconded by Mike Morgan to adjourn. The motion passed unanimously. The meeting adjourned at 6:50 PM.

Respectfully submitted,

Nancy Landry, Secretary