

Minutes are considered "DRAFT" until approved at next meeting

**Minutes**  
**Communication Subcommittee**  
**Wednesday, May 15, 2019**  
**9:00 a.m.**

**Attendees:**

Meghan Guerrero  
Sharon Mazzochi  
Ellen Siuta  
Beth Kintner  
Kat Krajewski  
Kathy Greider  
Scott Hurwitz  
Rich Mok

**I. Call to Order.**

The meeting was call to order at 9:01 am.

**II. Review of Statement of Needs (SON) One Pager:**

The subcommittee reviewed the SON one pager that was created by the FHS Facility and Financial Ad Hoc Committee. The subcommittee provided feedback to streamline the document and include links to more detailed information such as a Q and A for each of the areas of the SON (NEASC, Security, Sprawl, Educational Programming, and Building Envelop and Code Compliance and Energy Efficiency).

The subcommittee made the following suggestions:

- Include community use of the FHS facility
- Utilize infographics
- Use community friendly language throughout
- Clear and concise language and format

Staff will work on making adjustments to the document and bring the document back to the subcommittee for their review at the June meeting.

**III. Discussion of Communication Methods:**

The FHS Facility and Financial Ad Hoc Committee received documents and information from Guilford and Wethersfield on effective communication methods. Both communities were successful in achieving high school building projects.

The subcommittee reviewed all communication documents shared by these two communities. The documents are recorded with these minutes as Attachment A.

Subcommittee members shared the following insights about the communication document reviewed:

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- Clarity in language and format
- Concise
- Questions within the Q and A could be utilized as a foundation to the FHS Building Subcommittee's Q and A
- Easy Access
- Create visuals that include a great deal of information, but accessible to all constituencies

#### **IV. Social Media Discussion**

The subcommittee reviewed the previous website for the FHS Building Subcommittee as well as other building subcommittee websites. Several elements of the websites reviewed were highlighted to use as models when launching the website for the new FHS Building Subcommittee.

The subcommittee decided to utilize multiple social media platforms. The subcommittee also is eager to launch a separate website for the FHS Building Subcommittee as soon as possible.

#### **V. Key messages**

No discussion at this time.

#### **VI. Community and School Events**

The subcommittee discussed ideas related to community and school events. Suggestions were made when it comes to the following potential community connections for the Communication subcommittee:

- Park and Recreation Athletic Events
- Senior Center
- Business Connections (Rose Ponte)

#### **VII. Coffee with FHS Building Committee Members**

The subcommittee expressed interest in Coffee with FHS Building Subcommittee members (multiple locations, times, dates).

The committee also discussed agenda items for the next subcommittee meeting:

1. Survey Results Overview (focus on communication)
2. Subcommittee Updates:
  - Website
  - SON One Pager
  - Social Media
  - Emerging Core Documents
  - Logo/Tagline
3. Rose Ponte (Business Connections)
4. Park and Recreation (Community Connections)

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**VIII. Adjourn.**

The meeting adjourned at 10:12 am.

Respectfully Submitted,

Kathleen C. Greider, Superintendent of Schools