Community Relations Committee

Subject: CR Meeting Notes - 4/15/16

Below is a summary of the notes from the most recent Community Relations Committee meeting for the Holmdel Board of Education.

Attendees:

- Joe Hammer
- Dina D'Ambrosi
- Michael Sockol
- Barbara Duncan
- Robert McGarry
- Anthony Gattini

Agenda/Notes

- Communications
 - o Anthony Gattini gave an update on the use of social media in the district.
 - The district has a Facebook page maintained by Anthony and each individual school has one for that school maintained typically by the principal.
 - Twitter accounts and other Facebook pages for various different athletic programs are being maintained by the coaches.
 - The Committee expressed concerns around continuity in the circumstances where coaches were changed or left the position or if a principal changed position.
 - Discussed the response to the social media survey in which 74 responses the majority of which used Google Classroom, Facebook and Twitter to communicate.
 - Anthony reviewed the webpage , Facebook pages, Twitter accounts and eAlert with the committee.
 - o Barbara distributed the social media policies for the committee to review and comment
 - The committee discussed the need to improve our communications and the marketing of the district as well as making sure that our crisis communication plans were aligned with these plans. The following areas were requested for the administration to come up with plans around:
 - 1. Plans to update and modernize the website
 - **2.** Analyze what items that are currently done with paper that could be done digitally (notes to teachers, bus tracking, etc.)
 - **3.** Drive editorially inputs from various different organizations within the district (athletic programs, performing arts, math clubs, etc.) and develop a consistent and regular updates to the website.

- **4.** Develop distribution plans for the content (Facebook, Twitter, Instagram, emails, etc.) with owners for the various mediums.
- o Admin will come back to CR committee with update in June timeframe.

Rankings

- Committee reviewed a press release by the administration and made recommendations to change the language in portions of the document.
- The intent of the article is to give parents and the community an understanding of the various rankings of the High Schools that will be coming out soon and describe the areas of focus that Holmdel High School focuses on.
- o Changes will be made and an update sent out for CR Committee to comment on.
- The press release is expected to go out on Monday, 4/18.

Community Day

- Community day is going to take place on April 16th and the list of names for slots will be distributed to the entire board.
- Suggestion is for T-Shirts to be sold at next years Community Day
- Items for the Good of the Order:
 - Board needs to accomplish Ethics Training

Actions

- Robert to make changes and send out updates for CR Committee to comment on and the press release is expected to go out on Monday.
- Admin to work on the four actions above
- Joe to send Anthony top 10 websites for schools
- Anthony to research websites and hosting services as well as identify applications that can be used by the District
- Joe to arrange Ethics training with Kathy Wincoff

Next Meeting: TBD