**MOHAWK TRAIL REGIONAL SCHOOL DISTRICT**

**STRATEGIC PLANNING STEERING COMMITTEE – COMMUNICATIONS SUBCOMMITTEE**

**March 16, 2016**

**DRAFT MINUTES**

The Massachusetts Open Meeting Law requires minutes for all school committee and subcommittee meetings.  The recorded minutes are open to the public for inspection within 10 days of the meeting. Minutes recorded provide a brief overview that reflects the subject matter discussed and any decisions made.  If any motions are made clearly state the motion and indicate who made the motion and who seconded the motion.  Record who was in favor, opposed, or abstained.  The names of any person(s) appearing before the committee are to be indicated.

**Date:**  Wednesday, March 16, 2016 **Time:** 6:00p.m. **Place:** Superintendent’s Conference Room

**Subommittee Members in Attendance:** Sarah Reynolds, Willow Cohen, Kate Barrows

**Committee Members Not in Attendance:**  Karen Blom, Mick Comstock, Kim Orzechowski, Susan Mitchell

**School Committee Members in Attendance:**  Glenn Cardinal

**School Administration:** Mike Kociela, Business Administrator

**Others in Attendance:**  Paul Cohen, Colleen Stevens, Ken Campbell, Marie Gauthier

**Documents:** None

**Call to Order:** Willow Cohen called the meeting to order at 6:10 p.m.

**There being no quorum, the Committee proceeded with discussion, but to took no actions or votes.**

**Citizen Comments:** Comments were entertained throughout the meeting.

The list of communications ideas that came out of the 3/9/16 Mohawk Communications Subcommitee/Mohawk BEST Communications joint meeting was reviewed. [Willow – There should be minutes from the joint meeting that will need to be approved] The group discussed the need to prioritize the list into short-term action items and longer-term goals and action items. Priority number one is the need to disseminate information to the community at large about the strategic planning process, especially in light of upcoming town meetings. The community should be kept up to date as regularly as possible. Also, it is important to provide informational sheets at town meeting on sensitive topics, including PreK, Restorative Justice, and outlining what the different schools within the district offer for the students and the community. It was also suggested that throughout this process the committee focus on highlighting the many people who work within the schools, including their backgrounds, focus within the district, degrees when applicable, years of service, etc. It was also discussed that each school create a Facebook page. Some schools have already established pages, other schools have not and instead community groups within specific towns host informational pages. There needs to be consistent pages with designated people within the schools running these pages.

Website: The committee was tasked with looking at private school and charter school websites, to gather ideas on how Mohawk’s site could be updated. What about the Mohawk website should be kept up to date on a regular basis? Who should be in charge of updating the site?

Volunteers: Many charter schools have marketing teams to keep their websites and materials up to date and on message. Lots of money is spent to spread the word throughout the local communities. Mohawk cannot afford to hire a marketing team, but could potentially set up a network of volunteers to help with specific tasks. There are a number of people within the local community who have specific skills who could be tapped, to help with marketing, website ideas, brochure design, communications outreach, etc. How do we go about starting to build this network and involve them both in the strategic planning and familiarizing them with the district overall?

**Next Steps**

The Subcommittee discussed next steps and assigned tasks, as follows:

**Short term**

DUE FOR NEXT WEEK:

• Begin to develop informational sheets outlining on each school within the District. What are the successes? Possible topics of interest: sports; universities students have attended; college preparatory courses; A/P courses; life skills courses; hands-on/projects-based learning; STEM; fine arts; senior capstone. Ask principals to list 3-4 top things about schools ←Kate Barrow offered to reach out to the DLT about this action item.

• PR – Plan for regular press releases in a structured way, plus setting up Facebook. Include information from all the principal’s newsletters plus Lynn’s newsletter. Who maintains the photo archives at each school?

• Gather information on school volunteer networks– is there one in place at the individual schools? If so, what is the process? Is there a teacher wish list that volunteers can sign up for? It is believed that this falls under the LEC in each school. ←Willow to email all principals, asking this question

• Consider holding one or more All District Open Houses - show off what the schools offer. This would be considered a community open house for all parents, students, as well as the community at large. Marketing for this event can be done through weekly newsletters to parents plus ads in the local media.

Kate Barrows offered to reach out to the DLT about these action items.

Is there a full list of children within the district, whether or not they attend a district school? Does this list include where each student attends school? Willow Cohen will do this research.

OTHER SHORT TERM ACTION ITEMS:

FY17 informational sheet in time for town meeting

PreK informational sheet in time for town meeting

Restorative Justice informational sheet in time for town meeting

Create Facebook pages for each school if not already set up.

Look into including a marketing report within the Town Report at Town Meeting – highlight all the positive offerings within the district.

**Long Term**

Create a district brochure

Packaging Mohawk and its curriculum offerings - ie: specific academies: social justice, STEM, fine arts.

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**Other:** None

**Adjournment:** On a motion by Willow Cohen, seconded by xxxx the Subcommittee voted to adjourn the meeting at 7:00 p.m.

Next Meeting:

March 23, 2016, 6 p.m.at Colrain Central School

Submitted By:

Willow Cohen