

**MOHAWK TRAIL REGIONAL SCHOOL DISTRICT
MOHAWK'S BEST COMMUNICATION SUBCOMMITTEE
March 23, 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 23, 2016 **Time:** 6:00 p.m. **Place:** Colrain Central School

Committee Members in Attendance: Sarah Reynolds, Willow Cohen, Sue Mitchell, Willow Cohen, Kate Barrows

Committee Members Not in Attendance:

School Committee Members in Attendance: Glenn Cardinal

School Administration:

Others in Attendance: Paul Cohen, Shelburne community member

Documents:

March 23, 2016, Agenda
March 16, 2016 Communication Notes

Call to Order: Willow Cohen called the meeting to order at 6:05 p.m.

Report on Action Items:

Informational sheet outlining each school within the schools.

After much discussion about the outline for these flyers, the following was decided on:

Every flyer will have similar formatting as a reminder that each individual school is a part of one district.

Each flyer will highlight four things about each school: student achievement, arts/related-arts/sports, school culture, and unique qualities about each school.

Photos are encouraged, as are quotes from current students and alumni. These could be added to the back of each flyer

Other ideas include:

Mohawk District student/school achievement (ie: BSE and Heath are level 1 schools), highlighting successes after graduation, list of colleges attended, plus Mohawk's curriculum, A/P and honors courses, senior capstones.

Highlight that students attending Mohawk are encouraged to delve into studies that peak their interest.

It was also suggested to follow up with students during their first year of college to highlight continued success.

Rachel Porter kindly offered to help with the design of the flyers.

The goals for these flyers include:

Sharing them during pre-town informational meetings and at town meetings

Distributing them at school open houses

Potentially marketing of schools and the district to the community and potential families of the district.

Open Houses

Discussed ways to invite the community at large to tour the schools and classrooms, get to know their school community.

Should these open houses piggy back other events?

Should they be advertised in papers?

It was discussed that perhaps these events should be titled differently to encourage more community involvement.

What about some type of event that can also benefit the town (ie: community tag sale)?

What else are the schools doing for the community?

Can schools become more accessible to the community by allowing groups to use their facilities whenever possible?

Can students help with community involvement by assisting or providing support for specific groups or individuals (ie: technical support for people learning to use computers)?

Publicity

Kate Barrows and Paul Cohen will speak with the District Leadership Team about a regular and structured schedule for press releases.

Much of this information can be gathered from the principals' newsletters.

Photographs should be sent whenever possible as part of the press releases and sent out strategically to newspapers

Who maintains the photo archives at each school?

Facebook

They will also discuss the idea of setting up consistent Facebook pages for each school.

Perhaps only the moderator should be able to post.

Is it possible (and does it make sense) that all comments go through the moderator and are approved prior to landing on the Facebook page.

How does the school deal with "likes," especially when specific photos may get more likes than other photos or posts.

How much control can the moderator have?

Next Steps – Short Term:

Kate Barrow plans to meet with the District Leadership Team on March 24, 2016 to share the following ideas:

Informational sheet

Open House

Publicity

Facebook

Willow Cohen shared the feedback she received about how individual schools handle volunteer networks.

Next Steps – Long Term:

N/A

Other:

Citizen Comment:

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

Submitted By: Willow Cohen