

**MOHAWK TRAIL REGIONAL SCHOOL DISTRICT
MOHAWK'S BEST COMMUNICATION SUBCOMMITTEE
May 10, 2016
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: Tuesday, May 10, 2016 **Time:** 6:00 p.m. **Place:** Heath Elementary School

Committee Members in Attendance: Sue Mitchell, Martha Thurber, Willow Cohen, Karen Blom, Sarah Reynolds, Mick Comstock, Lark Thwing, Erwin Reynolds

Committee Members Not in Attendance: Paul Cohen

School Committee Members in Attendance: Glenn Cardinal

School Administration:

Others in Attendance:

Documents:

May 10, 2016, Agenda

April 14, 2016, Draft Mohawk's BEST Communications Subcommittee Minutes

April 21, 2016, Draft Mohawk's BEST Communications Subcommittee Minutes

Mohawk's BEST To Do's – Next Steps List

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

Approve Minutes:

On a motion by Sue, seconded by Karen, the Committee voted to approve the minutes from the April 14, 2016 meeting

On a motion by Mick, seconded by Karen, the Committee voted to approve the minutes from the April 21, 2016 meeting

Abstain: Sue, Willow, Sarah

Review List of To-Do's and Communication Strategies:

Flyers have been printer for all district schools. 100 flyers for each elementary school and 200 for the middle/high school

The BEST Committee recommends the following distribution structure:

- Each school keep 25 flyers to distribute and make available.
- A portion of Mohawk Middle/High School flyers will be distributed at all district elementary schools
- A set amount will be handed out to School Committee members to distribute in their respective towns (see recommendations below)
- Remaining flyers should be distributed to current preK parents, as well as 4th and 5th grade parents

Community Distribution Recommendations:

- Visitors Centers and Information Centers (there should also be a request for the District link be added to their websites)

- Real Estate Offices (there should also be a request for the District link be added to their websites)
- Local Banks – distribute to loan officers
- Town Libraries

Flyer displays need to be purchased quickly. Staples is one possible vendor, or Amazon for potentially better pricing.

It is important to gather feedback from the district and community regarding these brochures. Edits are certainly possible in the next iteration though BEST wants to distribute fully and gather thoughts/feedback over a number of months prior to making any changes.

Review and Update Next Steps List:

- **Short-Term**

It was discussed that posters should be the next step in spreading the word about the district. The information for the posters can be taken directly from the flyers, though the posters should focus more on the district as a whole and not individual schools. The posters should also prominently display the website to drive people there to gather more information.

Poster should be distributed to local businesses, including where tourist frequent. Examples include: Berkshire East, Zoar Outdoor, Mocha Mayas, Moe's Fudge

Other ways of distributing the District flyer details:

- Print advertising
 - Is it possible to display one brochure every two weeks throughout the summer in The Independent?
 - How much does it cost a school to advertise in the Greenfield Recorder? Would they be willing to display the flyer information in a thoughtful, cost effective way?
 - Valley Kids – what is the cost to advertise in this newspaper?
- Radio:
 - WHAI advertises for local school districts and also hosts a superintendent talk with two local districts. How can the Mohawk District work with WHAI to spread the word about the happenings and programs throughout the academic year?
- **Long-Term**

Martha Thurber brought up the idea of forming a focus group of 4th-7th grade parents with the goal of gathering feedback about the idea of moving 6th grade into the Mohawk Middle School. 4-6th grade parents would have the opportunity to share feedback and ideas, 7th grade parents could speak to the transition their children experienced when they moved up to Mohawk. This would start as smaller meetings at the elementary schools. School Committee members would be expected to attend, and hopefully LEC members would attend their respective school's meeting.

Facilities and Finance will be reporting on the potential expenses and cost savings for this ideas and other options. The Communications subcommittee tabled this topic until after Facilities and Finance presented their findings.

Other:

Citizen Comment:

Adjournment: On a motion by Sue Mitchell, seconded by Karen Blom, the Subcommittee voted to adjourn the meeting at 6:55p.m.

Submitted By: Willow Cohen

Next Meeting: 5/19/16 at 6PM, Hawlemont Elementary School