

**MOHAWK TRAIL REGIONAL SCHOOL DISTRICT
MOHAWK'S BEST COMMUNICATION SUBCOMMITTEE
May 19, 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: Thursday, May 19, 2016 **Time:** 6:00 p.m. **Place:** Hawlemont Elementary School

Committee Members in Attendance: Karen Blom, Willow Cohen, Sarah Reynolds, Sue Mitchell, Martha Thurber, Leslie Rule, Erwin Reynolds

Committee Members Not in Attendance:

School Committee Members in Attendance: Glenn Cardinal, Evelyn Locke,

School Administration: Judy Willis, Wayne Kermenski

Others in Attendance: Brenda Sandstrom, Rick Sandstrom, Eric Dean, Jean Bruffee

Documents:

May 19, 2016, Agenda

May 10, 2016, Draft Mohawk's BEST Communications Subcommittee Minutes

Call to Order: Willow called the meeting to order at 6:00 p.m.

Approve Minutes:

On a motion by Sue Mitchell, seconded by Karen Blom, the Committee voted to approve the minutes from the May 10, 2016 meeting

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

Brochures have been printed and will be handed out to School Committee members and school administration for distribution.

Posters are being designed. Martha Thurber hopes to have a mock up by the next BEST meeting. The posters will encompass the entire district. The goal is to distribute throughout each district town in local businesses and other locations frequented by residents and potential new families. Karen and Glenn will connect with local businesses to see if any are interested in donating toward the printing costs. All posters should include the website.

FACEBOOK:

All schools now have a Facebook page except BSE. Willow Cohen will speak with Joanne Giguere about the possibilities of creating a BSE Facebook page. Hawlemont School has information about their hay program on Facebook; this information caught the interest of businesses, who contacted the school to learn more.

PRESS RELEASES:

The goal is to create a system to publicize events and programs at each school on a consistent basis. A template is needed, as well as single contact person. It is also recommended to align press release

schedule around principal's newsletters for ease and efficiency. Willow Cohen will speak with Paul Cohen to gather recommendations about the best way to proceed. Martha Thurber will put together a list of all the local papers within the Mohawk District and their contact people.

COLLEGIATE HIGH SCHOOL/ACADEMIES:

Martha Thurber will speak with the District Leadership Team about their interest and best next steps on both these programs. Paul Cohen has offered to make face-to-face introductions with local colleges that help set up Collegiate High Schools. Greenfield High School is already offering academies.

WEBSITE:

Any major redesign would be expense. If there are suggestions, how are the designs implemented for little to nothing – donated time? Some ideas: Students for credit? Donation from an alum? Locate a local designer who is will to do some work in kind. Willow Cohen will follow up with Superintendent Buoniconti on the “apply to Mohawk” button.

COMMUNITY INVOLVEMENT:

How to get more people involved in the BEST committee? Is it better to select them? Willow Cohen asked that every person on BEST invite on person to attend the next meeting.

Some ideas:

Include an email address option on the sign in sheet. Anyone who adds their address will be sent BEST updates and invitations to future meetings.

Should a press release be sent, asking for resident volunteers?

BEST members should reach out to residents individually.

As BEST moves toward short and long-term options, we need to identify strategies for getting the word out and inviting people to share their ideas and feedback.

Glenn Cardinal suggesting inviting someone who has been a critic of the district to the table and gather their thoughts and feedback. Erwin Reynolds feels there is a big disengagement between town representatives and the schools and school committee. How should BEST better engage town representatives throughout the process?

Review and Update Next Steps List:

- **Short-Term**

See above

- **Long-Term**

See above

Other:

Citizen Comment:

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

Submitted By: Willow Cohen

Next Meeting: May 25, 2016 at 6PM, Mohawk Middle/High School