

**MOHAWK TRAIL REGIONAL SCHOOL DISTRICT  
MOHAWK'S BEST COMMUNICATION SUBCOMMITTEE  
May 25, 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:** Wednesday, May 25, 2016 **Time:** 6:00 p.m. **Place:** Superintendent's Conference Room - Mohawk

**Committee Members in Attendance:** Karen Blom [Buckland]; Willow Cohen [Mohawk SC – Shelburne]; Mick Comstock [Heath]; Sue Mitchell [MDEA]; John Payne [Shelburne]; Sarah Reynolds [Charlemont]; Martha Thurber [Mohawk SC – Buckland]

**Committee Members Not in Attendance:**

**School Committee Members in Attendance:**

**School Administration:**

**Others in Attendance:**

**Documents:**

May 25, 2016, Agenda

May 19, 2016, Draft Mohawk's BEST Communications Subcommittee Minutes

**Call to Order:** Willow Cohen 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 19, 2016 meeting

**Review List of To-Do's:**

All Mohawk district Facebook pages have been created, with the exception of BSE. Willow Cohen will speak with Joanne Giguere about the possibility of creating one for the elementary school. All Facebook pages are also available on the school webpages except BSE and Mohawk

Martha Thurber is overseeing the creation of a Mohawk District poster for display in district area businesses. These posters will include bullet points about the district and a "call to action" for interested parents, pointing them to the district website. It was discussed that another "call to action" must be created on the district website which includes an "Apply Here" button. This "information" page needs to be developed on each school website for parents/students interested in attending Mohawk or other District schools. Martha Thurber will contact Lynn Dole to see if there is a student who might be interested in helping on this project.

School flyers will be distributed to community outlets over the next couple of weeks.

Martha will speak with the District Leadership team about the following items:

Collegiate High School

Academies

Website updates created by students

**Review Action Items:**

See above.

**Community Outreach:**

- Willow Cohen will reach out to Karen Totman and request that an email address column be added to the sign in sheet. Anyone who adds their email address will be sent BEST updates and invitations to future meetings.
- Martha sent out a recent press release, updating residents on BEST work. Regular press releases should be sent out, with upcoming dates to future meetings.
- BEST members should reach out to residents individually.
- Focus groups are being developed to discuss moving 6<sup>th</sup> grade into Middle School. BEST should harness the energy and feedback from these focus groups to continue to spread the word and education around BEST.
- As BEST moves toward short and long-term options, Communications needs to continue to identify strategies for getting the word out and inviting people to share their ideas and feedback.

**Other:**

N/A

**Citizen Comment:**

N/A

**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: June 7, 2016 at 6:00PM