



COMMUNITY COMMITTEE MINUTES

October 14, 2014

Seymour Middle School

Library Media Classroom

7:30 p.m.

COMMITTEE MEMBERS IN ATTENDANCE: Kristen Harmeling
Dawn Adams
Diane Ashbrook
Rick Belden
Brian Cleveland
Beth Esposito
Jay Hatfield
Nicole Klarides-Ditria
Nancy Snopkowski
Allison Sobieski-McAndrew

OTHERS IN ATTENDANCE: Pat Boyle, Board Clerk

I. CALL TO ORDER

A. Nancy Snopkowski called the meeting to order at 7:30 p.m. with the Pledge of Allegiance

II. ELECTIONS

A. Election of Chairperson

MOTION: (Mrs. Sobieski-McAndrew/sec., Mr. Hatfield) to nominate Kristen Harmeling to be the Chairperson of the Community Committee

SO VOTED

AFFIRMATIVE: Mrs. Harmeling, Mrs. Adams, Mrs. Ashbrook, Mr. Belden, Mr. Cleveland, Mrs. Esposito, Mr. Hatfield, Mrs. Klarides-Ditria, Mrs. Snopkowski, Mrs. Sobieski-McAndrew

B. Election of Vice-Chairman

MOTION: (Mrs. Harmeling/sec., Mr. Hatfield) to nominate Allison Sobieski-McAndrew to be the Vice-Chairperson of the Community Committee

SO VOTED

AFFIRMATIVE: Mrs. Harmeling, Mrs. Adams, Mrs. Ashbrook, Mr. Belden, Mr. Cleveland, Mrs. Esposito, Mr. Hatfield, Mrs. Klarides-Ditria, Mrs. Snopkowski, Mrs. Sobieski-McAndrew

C. Election of Secretary

Mrs. Harmeling asked that this election be tabled until everyone had a better understanding of the purpose of the committee.

III. REPORTS AND INFORMATION

A. Chairman's Remarks

Mrs. Harmeling opened her remarks by explaining that this was a Community Advisory Committee which means that it is comprised of both Board of Education and community members. The only other Advisory Committee is the Awards committee which meets once a year. This committee will meet a minimum of 4 times a year and is a year round committee. She will be following Robert's Rules of Order, yet plans to be informal when possible. She reminds every one that we are here to have a free exchange of ideas.

She shared some of the philosophies of Robert's rules which include: debating processes not people, that the committee is more important than individuals, and when a decision has been made by the committee it should be respected by the members. She reminds all members that all agendas and minutes will be made public and not to correspond to all members via e-mail as that could be considered a meeting which may violate the Freedom of Information Act. It is the hope of the chairperson that the public will start to attend these meetings. A public comment section will be on the agenda at both the beginning and end of the meeting. She would like everyone to encourage people to attend. She has already spoken to Kurt Miller about recommending a community member at-large and she will follow up with the Board of Finance since they have not yet recommended a member.

B. Review of stated Committee purpose per Board of Education Policy #1220:

COMMUNITY RELATIONS AND COMMUNICATIONS ADVISORY COMMITTEE

The Committee shall concern itself with developing and implementing communication programs to facilitate meaningful and relevant communication between the Board and community members, leading to greater collaboration, open discussion, and transparency in the District. Mrs. Harmeling asked if anyone had any questions about the purpose of this committee.

C. Presentation

Please see attached presentation

IV. OPEN DISCUSSION

A. Moderated Discussion on Issues Pertaining to Community Communications

The discussion opened with everyone introducing themselves. Then Mrs. Harmeling asked, "Why is it important for a school and community to have open communications?" Some of the comments were: Children don't bring home the flyers and information from the schools; if we don't balance "good" information all you will hear is the "negative"; we need to get out accurate information rather than rumors; we need to be transparent. Mrs. Harmeling then asked, "What does transparency mean to you?" The responses included getting accurate information out so there is less room for the critics; to be an open book where you can get the information at any time; and the information is there if you want it; not hiding anything; find information in a timely and efficient manner with no red tape; an open door policy. Mrs. Harmeling also asked "What is our purpose?" Responses included that this should be an active participatory communication committee to increase the chance to achieve goals. It was asked whose goals: school or community? It was felt the goals should be shared goals with both school and community. This committee gives everyone a chance to listen to each other, find what people's concerns are and provide an opportunity to communicate. Open communication should improve moral for everyone and increase pride in our town and our schools. Our target audience should be students, parents, school staff, town staff, administrators, community members, businesses, alumni, and siblings. Mrs. Harmeling asked, "What topics are important to share with the community?" The following priorities were named: Metrics (which could include test scores, how many of our students are going to college and to which colleges, etc.), a page on the website just for accomplishments, highlighting special programs (i.e. Stem, journalism, drafting, art) etc. It was noted that extra curriculum activities are often highlighted but we should also highlight courses, update photos, promote drama club, and virtual classes, and more. An idea is to have "post cards" of information with "Did you know this?" on the website where some of the pictures now appear. An explanation of how courses are selected, why some courses are offered and not others (i.e. French III) could also be provided. We could also post teachers "Bios" to allow our parents to get to know their student's teachers. The budget and budget process are also important to disseminate. We need to get the word out about absentee ballot voting. Any topic that can get students excited will get the parents excited. Some suggestions were to use Senior's Capstone projects and 092 practicum candidates as resources, and to enlist the aid of the AV program from the high school to help us. The committee also discussed the modes of communication that could be used by the district. Members comments included: that it would be nice to have information on demand posted on the website, video the Board of Education meetings and post them, send flyers (not as effective because parents don't get them, but possibly send flyers accompanied by a text to parents so they know to be expecting them), possibly using e-blasts to contact groups of parents, adding more links to ed-line in areas where parents go to check student grades, enlist the news media, post videos of

students, tap into connections with the students to increase attendance at referendums and meetings, tie budget events to student activities (i.e. art contest, sporting event), text parents, use social media, use paid social media (i.e. ads). Many members felt our website was not user friendly and questioned if it was possible to see it upgraded. This will be discussed at a later date. It was felt we need to push the envelope to get information out to parents especially about the budget. It seems we are always on the defensive with the budget. We should not be afraid to take risks in trying new ways to communicate and engage community members because of the anticipated push-back from what could be a small amount of vocal opponents.

V. PUBLIC COMMENT (re; Item III B and C)

None

VI. CLOSING REMARKS

A. Chairman's remarks

Mrs. Harmeling stressed to everyone not to "reply all" to any communication from her and that she would be sending out the minutes. She also asked everyone to look at Glastonbury's Communication Plan. (See attached)

B. Committee Members remarks

Mrs. Klarides-Ditria said she just wanted to thank everyone for participating in this forum to move the lines of communication forward. Mr. Hatfield wanted to know if there was anything that needed to be brought to the full Board of Education. There was nothing to be brought forward at this time.

VII. ADJOURNMENT

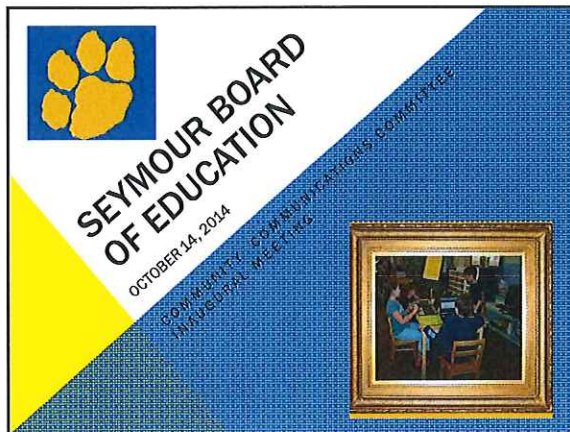
MOTION: (Mrs. Harmeling/sec., Mrs. Adams) to adjourn the meeting

SO VOTED

AFFIRMATIVE: Mrs. Harmeling, Mrs. Adams, Mrs. Ashbrook, Mr. Belden, Mr. Cleveland, Mrs. Esposito, Mr. Hatfield, Mrs. Klarides-Ditria, Mrs. Snopkowski, Mrs. Sobieski-McAndrew

The meeting adjourned at 8:55 p.m.

Submitted by:
Pat Boyle



III. REPORTS AND INFORMATION

- B. Review of stated Committee purpose per Board of Education Policy #1220:

COMMUNITY RELATIONS & COMMUNICATIONS ADVISORY COMMITTEE

The Committee shall concern itself with developing and implementing communication programs to facilitate meaningful and relevant communication between the Board and community members, leading to greater collaboration, open discussion, and transparency in the District.

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Agenda item III.C. Presentation:

SEYMOUR PUBLIC SCHOOLS STRATEGIC PLAN



Goal One: Curriculum

Develop and implement a well articulated Pre-K through 12 Curriculum that identifies knowledge and skills along with appropriate instruction and assessment strategies.

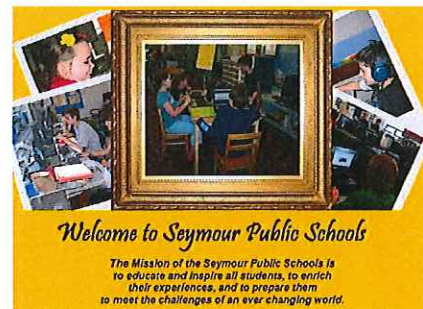
Goal Two: Technology

Redefine and recreate the learning environment (instructional approaches, technologies, and resources) in ways that incorporate our emerging understanding of how students learn and how technology is changing the way they engage with the world.

Goal Three: Communications

Improve internal and external communication in order to unite parents, educators, students, and the community in working collaboratively to achieve our Mission and Goals for learning.

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4

**WHILE THIS COMMITTEE
MAY NOT DECIDE TO
DEVELOP A STRATEGIC
COMMUNICATIONS PLAN....**

**...THE PRINCIPLES USED IN
THINKING ABOUT A
COMMUNICATIONS PLAN WILL
HELP KICK OFF OUR
CONVERSATION**

A COMMUNICATIONS PROGRAM WITHIN A SCHOOL SYSTEM...

"...is a planned and systematic management function to help improve the programs and services of an educational organization. It relies on a comprehensive two-way communications process involving both internal and external publics, with a goal of stimulating a better understanding of the role, objectives, accomplishments and needs of the organization."

NSRA National School Public Relations Association

<http://www.nspra.org/cap>

OVERARCHING COMMUNICATIONS PROGRAMS GOALS:

- Publicize the positive news about student/staff achievement and programs,
- Develop a coordinated proactive, rather than reactive, approach that anticipates problems before they develop.

"If there is no positive communication from the school district, the critics' voices are the only ones that will be heard."

<http://www.nsra.org/cap>

A STRATEGIC COMMUNICATIONS PLAN SHOULD...

- Be written, in either grid or paragraph style
- Be comprehensive and/or focused
- Be aligned with district mission
- Be aligned with organizational culture
- Include details commensurate with resources
- Support educators work - not burden it!

An example from Glastonbury Schools will be distributed at the end of our meeting.

IN GENERAL, A STRATEGIC COMMUNICATIONS PLAN INCLUDES 10 COMPONENTS:

- | | |
|---------------------------------|-----------------------------|
| 1. Overall goals | 6. Activities |
| 2. Target audiences | 7. Evaluation |
| 3. Objectives for each audience | 8. Materials |
| 4. Strategies | 9. Budget items |
| 5. Tactics | 10. Timetable and Task List |

OUR DISTRICT DOES NOT HAVE A COMMUNICATIONS PLAN, THEREFORE, OUR COMMUNICATION EFFORTS HAVE BEEN MORE TACTICAL AND REACTIVE THAN STRATEGIC AND PROACTIVE.

This having been said, we have tried many things:

- Informational meetings (budget, common core, assessments, school level efforts like math night at the middle school)
- Webinar last March
- Cable TV show last April
- "Let's Talk"
- Citizens Academy (plus post card home to every household)
- eblasts from schools and central office
- Tremendous efforts from PTAs and PTO - newsletters, Facebook pages
- Media press-releases
- Media relations, and more

Let's Talk!

FOCUS GROUP!



**THANK YOU FOR
YOUR TIME!**

harmelingk@seymourschools.org



Glastonbury Board of Education

Communications Plan 2013-2016





Instead of just pouring out facts, we must also engage our stakeholders by asking their opinions, arousing their curiosity, directing their efforts, and helping to inform their decisions concerning their children's education.

—Kitty Porterfield & Meg Carnes

in Why Social Media Matters: School Communication in the Digital Age

Glastonbury Public Schools Communication Goals 2013-2016

1. Evaluate our communication efforts, compare results to national benchmarks, and adjust communication strategies as needed.
2. Investigate the use of District social media and implement new platforms (Facebook, Twitter, blogs, etc.), if appropriate, in order to provide portable, personalized and participatory communications that increase connections with stakeholders.

The National School Public Relations Association is currently working on a "School Communications Benchmarking Project" to aid schools in objectively measuring school public relations performance. The project identifies three critical function areas including a comprehensive communications program, internal communications and parent communications.

A toolkit/guidebook, slated to be released the summer of 2013, is designed to provide guidelines and resources to assist school systems in developing comprehensive communication programs that ultimately contribute to student achievement. We look forward to using this resource to help us to evaluate and adjust our current communication strategy and to introduce social media components, if appropriate.

STUDENT/PARENT/GUARDIAN RELATIONS

Communications Plan: *To build student/parent ownership in the District by promoting trust, goodwill, and a positive environment for teaching and learning*

<u>Objectives</u>	<u>Strategies / (Responsibility)</u>	<u>Current Initiatives & Status</u>	<u>Priorities for 2013-16</u>
<p>Expand distribution of information to students and parents/guardians</p> <p>Expand opportunities for students and parents/guardians to have input in decisions that affect them</p> <p>Increase recognition of students and parents/guardians internally and externally for their accomplishments</p> <p>Increase opportunities for two-way communication</p> <p>Build connections with students and parents/guardians</p>	<ul style="list-style-type: none"> ▪ Staff/student forums and dialogue sessions (GPS Staff and BOE) ▪ Presentations/speaker's bureau (GPS Admin) ▪ Focus groups (BOE) ▪ Recognition programs (GPS Admin) ▪ Special events (GPS Admin) ▪ Activities that bring parents/guardians into schools for curricular related activities (GPS Admin) ▪ Web portal (GPS Admin & Staff) ▪ Monthly School Newsletters (GPS Admin & Staff) ▪ GPS Monthly Calendar (GPS Admin) ▪ Parent Notification System (GPS Admin & Staff) ▪ Social Media (Central Office) 	<ul style="list-style-type: none"> ▪ PowerSchool Portal for grades 6-12 student and parent/guardian access to attendance and grades ▪ Administrator's attendance at PTO/PTSO/Parent Group meetings ▪ Use of District and School Newsletters, Web portal, and Parent Notification System to disseminate information ▪ Parent/guardian volunteers recognized in newsletters and at annual CT Association of Schools (CAS) event ▪ Outstanding students recognized in newsletters and at school recognition events ▪ Focus groups organized as appropriate ▪ Collaborative student use of a portal ▪ Posting Red Apple award winners on the portal ▪ Standardized school handbook content available and updated annually ▪ School Info App for GHS ▪ Opinion surveys conducted as needed 	<ol style="list-style-type: none"> 1. Explore the development of a student forum /dialogue session between GHS students and BOE members 2. Expand use of direct electronic communication with students (calendar, announcements, email) and student file access 3. Develop action plan to upgrade portal for enhanced external/internal communications 4. Explore opportunities to increase positive teacher-student and teacher-parent communication 5. Expand use of a web portal for collaborative work with students 6. Develop a process to evaluate parent/guardian/student communication efforts 7. Introduce Parent Notification System texting option 8. Investigate the use of District social media and implement new platforms (Facebook, Twitter, blogs, etc.), if appropriate, in order to provide portable, personalized and participatory communications that increase connections with stakeholders

STAFF ENGAGEMENT

Communications Plan: *To empower employees to take ownership in their schools and the District, fostering collaborative relationships.*

<u>Objectives</u>	<u>Strategies / (Responsibility)</u>	<u>Current Initiatives & Status</u>	<u>Priorities for 2013-16</u>
<p>Increase the opportunities for staff to become involved in meaningful public engagement</p> <p>Expand distribution of information to staff</p> <p>Expand opportunities for staff to have input in decisions that affect them</p> <p>Increase recognition of staff internally and externally for their accomplishments</p> <p>Improve staff morale and trust in the District</p> <p>Increase staff awareness of their role as ambassadors for the District</p> <p>Increase opportunities for two-way communication</p> <p>Build connections with staff</p>	<ul style="list-style-type: none"> ▪ Guest speakers (GPS Admin & PTSO) ▪ Newspaper articles and guest editorials (Central Office, BOE & PTSO) ▪ Employee recognition (Central Office & BOE) ▪ Internal emails (Central Office & GPS Admin) ▪ Internal newsletter "GPS Staff News & Notes" (Central Office) ▪ Web portal (Central Office & GPS Admin) ▪ Surveys of stakeholders (GPS Admin & Staff) ▪ Internal team websites (GPS Admin & Staff) ▪ School Messenger (GPS Admin & Staff) ▪ Social Media (Central Office) 	<ul style="list-style-type: none"> ▪ GPS staff are recognized each month at televised BOE meeting ▪ Employee Recognition Dinner ▪ Teacher of the Year ▪ GHS Essence Awards ▪ Professional Development programs ▪ Internal newsletter "GPS Staff News & Notes" ▪ Expanded use of team websites for collaborative project work and information sharing ▪ Establish Glastonbury Schools Excellence in Communications Awards for a Teacher, an Administrator, and a Staff Person ▪ School-to-Home Protocols and Procedures documented and updated as necessary ▪ Retirees Presentation and Celebration ▪ Staff Recognition Page on Web Portal ▪ Surveys of staff as needed 	<ol style="list-style-type: none"> 1. Provide support related to all aspects of the School-to-Home Communications Protocol 2. Expand use of school staff and department websites 3. Develop action plan to upgrade portal for enhanced external/ internal communications 4. Train and support staff with site responsibilities 5. Develop a process to evaluate internal staff communication efforts 6. Prepare and provide staff professional development module on effective teacher-parent relations 7. Investigate the use of District social media and implement new platforms (Facebook, Twitter, blogs, etc.), if appropriate, in order to provide portable, personalized and participatory communications that increase connections with stakeholders

COMMUNITY RELATIONS

Communications Plan: *To improve community understanding and support for the Glastonbury Public School System.*

<u>Objectives</u>	<u>Strategies / (Responsibility)</u>	<u>Current Initiatives & Status</u>	<u>Priorities for 2013-16</u>
<p>Increase opportunities for two-way communication</p> <p>Increase opportunities for community members to interact with Board of Education</p> <p>Expand use of technology and other forms of media</p> <p>Increase audience exposure to District information</p> <p>Build connections with community members</p>	<ul style="list-style-type: none"> ▪ Community forums (BOE) ▪ Presentations/speaker's bureau (GPS Admin & Staff) ▪ Legislative forums (BOE) ▪ Civic/service organization memberships and attendance (Central Office) ▪ Web Portal (GPS Admin & Staff) ▪ Access to BOE members and meetings (BOE & Central Office) ▪ GPS publications (Central Office) ▪ School publications (GPS Admin & Staff) ▪ Prospective parents-counseling; newcomer and preschool packets (GPS Admin & Staff) ▪ Materials related to education for realtors and other businesses (Central Office) ▪ Special events that involve or invite the community (Central Office) ▪ Displays/exhibits at community events (Central Office & GPS Admin) ▪ Recognition programs (Central Office) ▪ Press Releases ▪ Social Media (Central Office) 	<ul style="list-style-type: none"> ▪ BOE budget workshops held in January ▪ BOE Public Hearings held on important topics to gain community perspective ▪ Superintendent attends Chamber of Commerce, Rotary, and Glastonbury Education Foundation meetings ▪ Ask the Superintendent Blog ▪ BOE Member email addresses posted ▪ BOE meetings televised through Cox Cable Community Access channel and videos posted on town site ▪ Central office staff produces community newsletter, mailed to all Glastonbury homes, four times per year ▪ <i>Glastonbury Citizen</i> maintains a BOE Column, publishing monthly articles submitted by the BOE ▪ BOE agenda packets posted on website ▪ BOE Meetings moved to GHS when necessary to accommodate public ▪ Public Comment time available at all BOE meetings ▪ Events (GHS plays, sports, AgriScience fair, Art Show, etc.) open to public ▪ Education section of Town Annual Report ▪ Use of CABE-meeting for posting BOE agenda 	<ol style="list-style-type: none"> 1. Develop and institute a process to evaluate our community-wide communication efforts 2. Continue to explore NSPRA (National School Public Relations Association) resources including their "school communications benchmark study" 3. Explore on-line streaming of live and pre-taped events and potential coordination with Cox Cable local access channel 4. Train and support all GPS staff using the portal 5. Develop plan to capitalize on use of GEHMS planetarium to introduce community to school system and build support (signage, intro to shows, etc.) 6. Investigate the use of District social media and implement new platforms (Facebook, Twitter, blogs, etc.), if appropriate, in order to provide portable, personalized and participatory communications that increase connections with stakeholders

MEDIA RELATIONS

Communications Plan: *To improve communications with target audiences regarding student learning, educational choices and school budget.*

<u>Objectives</u>	<u>Strategies / (Responsibility)</u>	<u>Current Initiatives & Status</u>	<u>Priorities for 2013-16</u>
<p>Increase the number of positive stories provided to media</p> <p>Expand professional relationships with members of the media</p>	<ul style="list-style-type: none"> ▪ Press releases, briefings and photo-ops (Central Office & GPS Admin) ▪ Letters to the editor and guest editorials/opinion pieces (BOE & PTSO/PTO) ▪ Media relations policies (BOE) ▪ Web Portal (GPS Admin & Staff) ▪ Local television news (GPS Admin & Staff) ▪ Social Media (Central Office) 	<ul style="list-style-type: none"> ▪ Board of Education agenda packets and meeting minutes are posted on website and accessed by the press ▪ Information Packets are distributed to the press at BOE meetings ▪ Monthly BOE editorial columns published in the <i>Glastonbury Citizen</i> ▪ Web portal postings (announcements, Ask the Superintendent column) and School Messenger emails are often used by the press for stories ▪ School Info App for GHS 	<ol style="list-style-type: none"> 1. Be proactive in distributing GPS news to print media 2. Maintain relationships with local television and print media contacts 3. Consistently post content on web portal as source for media contacts to include: BOE meeting agenda packets, minutes, updated policies, "Ask the Superintendent" questions and answers, dates to remember, and announcements 4. Consider briefing members of press on key issues prior to board meetings 5. Investigate the use of District social media and implement new platforms (Facebook, Twitter, blogs, etc.), if appropriate, in order to provide portable, personalized and participatory communications that increase connections with stakeholders.

CRISIS COMMUNICATIONS

Communications Plan: *To improve crisis communications, mitigate negative impacts in the community and encourage fair, objective media coverage.*

<u>Objectives</u>	<u>Strategies / (Responsibility)</u>	<u>Current Initiatives & Status</u>	<u>Priorities for 2013-16</u>
<p>Counsel administrators and staff in managing crisis communications</p> <p>Counsel Board of Education members on appropriate role in a crisis or emergency</p> <p>Provide timely, accurate information to internal and external audiences</p> <p>Work closely with the media to provide accurate, timely information</p> <p>Serve as part of the crisis management team</p>	<ul style="list-style-type: none"> ▪ Crisis management training (GPS Admin & Staff) ▪ Crisis communications training (GPS Admin & Staff) ▪ Onsite and central support in emergencies (Central Office) ▪ Immediate and on-going counsel to principals, area administrators and other key staff (Central Office) ▪ Crisis communications plans specific to each major incident to include goals and key messages (Central Office & GPS Admin) ▪ Written materials, including talking points, fact sheets and letters for schools to use in emergencies (Central Office & GPS Admin) ▪ Hotlines as necessary (Central Office) ▪ Parent Notification System & Web Portal (Central Office & GPS Admin) ▪ Public Information Officer (Central Office & GPS Admin) ▪ Social Media (Central Office) 	<ul style="list-style-type: none"> ▪ Central Office staff maintains an Incident Protocol Manual and provides annual training for all administrators on updates. ▪ Parent Notification System expanded to include staff contacts to improve distribution of emergency information to staff ▪ On-going training in crisis communications provided by Central Office 	<ol style="list-style-type: none"> 1. On-going contact information updates for parents and guardians in Parent Notification System 2. Introduce Parent Notification System texting option 3. Investigate the use of District social media and implement new platforms (Facebook, Twitter, blogs, etc.), if appropriate, in order to provide communications that increase connections with stakeholders.

COMMUNICATIONS TRAINING AND SUPPORT

Communications Plan: *To provide communications training and support that will assist internal stakeholders in understanding and strengthening their role as ambassadors to the community.*

<u>Objectives</u>	<u>Strategies / (Responsibility)</u>	<u>Current Initiatives & Status</u>	<u>Priorities for 2013-16</u>
<p>Improve organizational performance in communication and public relations</p> <p>Increase positive public perception of Glastonbury Public Schools</p> <p>Increase opportunities for staff to receive communications and public engagement training</p> <p>Increase the number of administrators and BOE members trained in effective communications strategies</p> <p>Integrate the actions and attitudes of the Glastonbury Public Schools with those of its stakeholders</p>	<ul style="list-style-type: none"> ▪ Public engagement (Central Office) ▪ Effective communication strategies (Central Office) ▪ Public relations for principals (Central Office) ▪ Media relations (Central Office) ▪ Communications Policies (BOE) ▪ Web Portal (GPS Admin & Staff) ▪ Staff Newsletter (Central Office) ▪ Key messages and scripts (Central Office) ▪ Employee training (Central Office) 	<ul style="list-style-type: none"> ▪ Web Portal training and support for all GPS site editors on-going throughout the year ▪ Strengthen role of teachers as ambassadors during Open Houses and through Web Portal (GPS Admin & Staff) ▪ New Hires Website ▪ School-to-Home Protocols and Procedures documented and updated as necessary 	<ol style="list-style-type: none"> 1. Provide on-going support related to all aspects of the School-to-Home Communications Protocol 2. Train and support office staff on effective use of public and internal web pages to inform community and staff 3. Train and support PTO/Parent Groups on effective use of public web pages 4. Train and support teachers and administrators on collaborative use of a portal 5. Communicate BOE policy changes to all GPS staff

B.O.E. Communications Monthly Tasks/Responsibility 2013-2016

August

GPS Monthly Calendar Mailed	Central Office
Remind and support administrators, office staff and PTOs on School-to-Home Communications procedures	Central Office
Send District info to school newsletters	Central Office
<i>Glastonbury Citizen</i> article	BOE Communications
<i>School Report-Summer</i> distributed	Central Office
BOE staff recognition (September)	Central Office
Email media packets to contacts	Central Office
Web portal training and support	Central Office

September

Annual Online Student Information Update	Central Office/School Offices
Publicize BOE budget process	BOE Communications
Send District info to school newsletters	Central Office
<i>Glastonbury Citizen</i> article	BOE Communications
Develop content list <i>School Report-Fall</i>	Central Office/BOE Communications
BOE staff recognition (October)	Central Office
Email media packets to contacts	Central Office
Web portal training and support	Central Office

October

Employee Recognition Dinner	Central Office
Fall Staff Newsletter distributed	Central Office
Send District info to school newsletters	Central Office
<i>Glastonbury Citizen</i> article	BOE Communications
Review <i>School Report-Fall</i> Draft	BOE Communications
BOE staff recognition (November)	Central Office
Email media packets to contacts	Central Office
Web portal training and support	Central Office

November

Send District info to school newsletters	Central Office
<i>Glastonbury Citizen</i> article	BOE Communications
<i>School Report-Fall</i> distributed	Central Office
BOE staff recognition (December)	Central Office
Email media packets to contacts	Central Office
Web portal training and support	Central Office

December

Send District info to school newsletters
Glastonbury Citizen article
Develop content list *School Report-Winter*
BOE staff recognition (January)
Email media packets to contacts
Web portal training and support

Central Office
BOE Communications
Central Office/BOE Communications
Central Office
Central Office
Central Office

January

BOE Budget Workshops
Send District info to school newsletters
Glastonbury Citizen article
Review *School Report-Winter* Draft
BOE staff recognition (February)
Email media packets to contacts
Web portal training and support

BOE/Central Office
Central Office
BOE Communications
BOE Communications
Central Office
Central Office
Central Office

February

BOE budget support in the community
Winter Staff Newsletter distributed
Send District info to school newsletters
Glastonbury Citizen article
School Report-Winter distributed
BOE staff recognition (March)
Email media packets to contacts
Web portal training and support

BOE
Central Office
Central Office
BOE Communications
Central Office
Central Office
Central Office
Central Office

March

School Handbook updates to principals and secretaries
Send District info to school newsletters
Glastonbury Citizen article
Develop content list *School Report-Spring*
BOE staff recognition (April)
Email media packets to contacts
Web portal training and support

Central Office
Central Office
BOE Communications
Central Office/BOE Communications
Central Office
Central Office
Central Office

April

Send District info to school newsletters
Glastonbury Citizen article
Review *School Report-Spring* Draft
BOE staff recognition (May)
Email media packets to contacts
Web portal training and support

Central Office
BOE Communications
BOE Communications
Central Office
Central Office
Central Office

May

Send District info to school newsletters
Glastonbury Citizen article
School Report-Spring distributed
BOE staff recognition (June)
Email media packets to contacts
Web portal training and support

Central Office
BOE Communications
Central Office
Central Office
Central Office
Central Office

June

Spring Staff Newsletter distributed
Glastonbury Citizen article
Develop content list *School Report-Summer*
Email media packets to contacts
Web portal training and support

Central Office
BOE Communications
Central Office/BOE Communications
Central Office
Central Office

July

Review Communication Plan and evaluate progress
Glastonbury Citizen article
Review *School Report-Summer* Draft
Email media packets to contacts
Web portal training and support

BOE Communications
BOE Communications
BOE Communications
Central Office
Central Office