

Public Relations Subcommittee Meeting
(Via Remote Connection)

12-09-2020

MINUTES

In attendance: Superintendent Ambrose, Larry Heath (Chair), Tammy Mahoney, Charles Melvin, Sr. Dr. Patricia Haynes

Mr. Heath called the meeting to order at 4:30 PM and read the Zoom Checklist for Right-to-Know Compliance for Remote Meetings. He then asked for a Roll Call attendance with each attendee stating their name, location and who may or may not be with them at that location. All complied with the request.

Mr. Heath asked for a Motion to approve the Minutes of 10-14-20, moved by Ms. Mahoney and seconded by Mr. Melvin.

No discussion

Roll Call Vote: All in Favor

Superintendent Ambrose reviewed the protocol for who reviews Annual Report data (EISA Subcommittee has a part in that) and that this year they decided that the Public Relations Subcommittee should also have a part due to the situation with COVID-19. He said there should be a message that “memorializes” this pandemic as the Annual Report is an historical document. This message would encompass the impact on not only academics but on the children and students, particularly on our seniors with events/graduation, etc. He and Dr. Haynes would draft a letter regarding this and share the draft with the group for feedback.

The members of the committee agreed with Mr. Ambrose’s proposal and Mr. Heath commented that the teachers should be included in the message as they have endured quite a lot as well. Mr. Ambrose agreed, saying this culture is extremely difficult on the staff for sure. He will also share with them whatever data from EISA will be published to be determined next week.

Mr. Ambrose discussed the COVID-19 data tracker currently available on the website which he would like to enhance with information that includes the number of staff and students that are absent. This would allow people to understand the 3 areas that need to be addressed when considering whether to stay open or not; PCR Rate, School Transmission and Community Transmission. Dr. Haynes reviewed the data table with the group. Mr. Ambrose asked if this information would be beneficial to share with the Board /community and they agreed.

Mr. Melvin asked if students' temperatures are being checked. Mr. Ambrose said they are but a student can be asymptomatic and a temperature alone is not always the best indicator of transmission.

Ms. Mahoney commented that at our next meeting we need to address some of the messaging around the impact on education as related to staff reductions and the Early Release Wednesdays. This would be important after the budget is approved.

Mr. Heath recommended Mr. Ambrose and Ms. Mahoney getting that message across on Facebook which he has heard has been very effective. Mr. Melvin agreed.

Mr. Ambrose said a multi-modal approach to the budget is important and he thanked Ms. Mahoney for her input. He will work on some preliminary ideas with Dr. Haynes and share that with the group.

The next meeting is scheduled for **Wednesday, January 13, 2021 at 4:30 PM**

Meeting adjourned by Mr. Heath at 4: 52 PM

Recorder: Phyllis Kennedy